

The evolution of a tourism company - Potiki comes of age...

After beginning the company Potiki Adventures Ltd in 2003, much has changed and evolved for what is now a multi award-winning, internationally renowned business. Way back then it started as an Outdoor Adventure business with Maori perspectives – aimed at working with young international travellers. Originally the name Potiki was chosen to acknowledge that the company was the youngest and most inexperienced in the tourism ‘family’, like a last born child - the Potiki.

However, over the intervening years the tourism side of the company has undergone massive changes, adapting and changing its direction in relation to target market, style and content of the tours – in particular moving away from adventure tourism. Additionally, in December 2009, Potiki founders Melissa Crockett and Bianca Ranson formally split the company in order to each focus on building businesses based on their individual areas of interest – Melissa taking the Tourism side and Bianca taking the Outdoor Adventure side of the original company. So in January 2010, two new companies were formed – Potiki Tours Ltd (Melissa’s new tourism company) and Potiki Adventures Ltd (Bianca’s new outdoor adventure company).

Under the sole direction of Melissa Crockett, Potiki Tours has continued to provide the existing tourism products sold extensively to an international tourism market throughout North America, the UK, Europe and Australia. We have also developed innovative new products such as the freshly launched *Insider’s Guide Tour*, a walking tour of trendy inner city suburbs. (Described by the Senior Editor of US Forbes Life Magazine as: “A highlight of my time in Auckland”.)

From its original beginnings providing Maori themed adventure tours for backpackers, this forward thinking boutique tourism company has really grown up. Nowadays the focus is on providing unique interpretative tours of Auckland city and surrounds. These range from small group Maori themed sightseeing and ‘Insider Guide’ tours, through to private contemporary art tours for high net worth international travellers.

So, in order to reflect this change and the related growth of the company, we are excited to announce that we are changing the company name. Taking immediate effect, the new name is:

MŌHIO TOURS

*mohio (*moor-he-aw*) v. to know, comprehend, realise

This name reflects what we believe clients gain from joining one of their interpretative tours. Whether it be an insight into the beauty of Auckland’s landscapes, knowledge of the unique indigenous Maori culture, uncovering some of the best kept secrets about the inner city from Aucklanders ‘in-the-know’, or discovering the links between traditional Maori iconography and contemporary New Zealand art.

It also explains a little of our journey, from the potiki of the tourism industry, to a strong innovative company, who strives to know what will work best for their customers and realises how to deliver those experiences.

We know we have a lot to offer our clients, but we also acknowledge that we will always have plenty to learn. Cultural exchange is about sharing knowledge between both parties – learning about the similarities and differences is often one of the most fascinating things about travel, and this will continue to form a key component of the Mōhio Tours experience.

We would like to thank you for all of your past support and look forward to continuing on our journey with you through this next exciting phase of development.

Nga mihi,

Melissa & the Mōhio Tours team (Michelle, Liz & Debra)