

**YOUR ACTIONS WILL  
DEFINE THE FUTURE.**

The stories people tell inform cultural values.

H I N K

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From:

Denver

To:

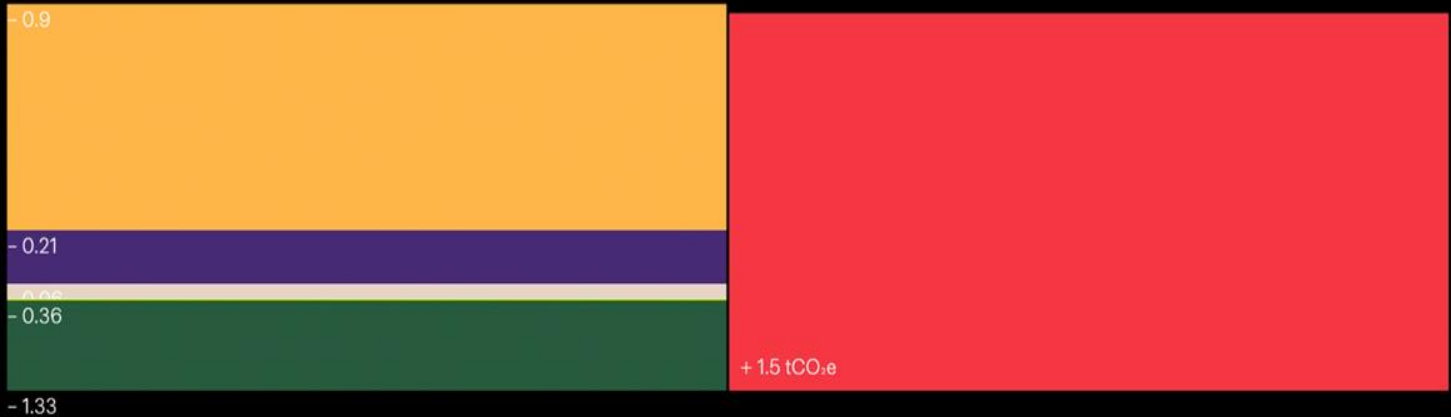
Inuvik

This will result in the loss of:

4.5m<sup>2</sup> Arctic ice

The carbon emissions of a round trip to Inuvik compared to emission reduction by lifestyle changes for 1 year:

- Go vegetarian
- Recycle
- Only use LED light bulbs
- Reduce your food waste to 0
- Use a reusable shopping bag
- Eat local food only
- Live car free (30km/day)



The stories we create today  
will *shape tomorrow*

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# Campbell River

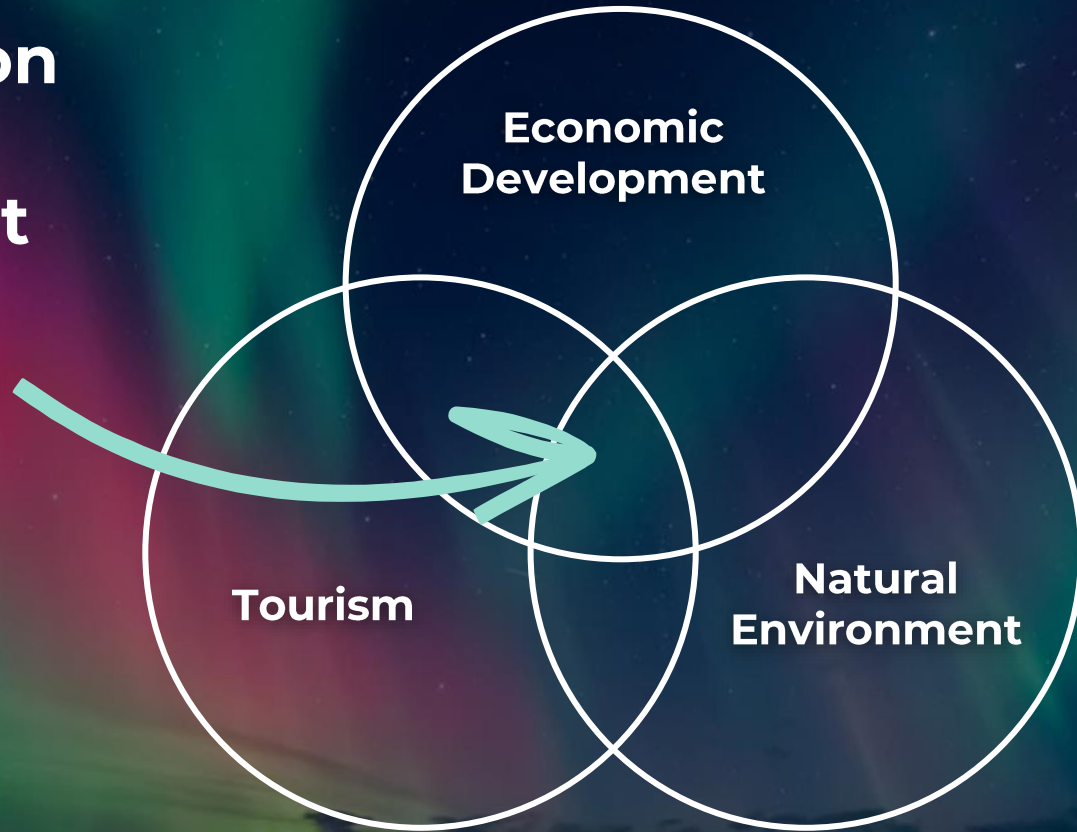




**Words alone** *not enough*

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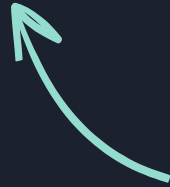
**Leadership on  
*sustainable*  
development  
will catalyze  
innovation.**





# Cook Islands





**Algal bloom bites for  
tourism and biodiversity in  
Cook Islands' Muri Lagoon**







# Cook Islands





Cook Islands



THINK





Mana Tāhuna







**Replanting one acre of  
Beech forest in 3 minutes.**



Queenstown





**Ngāi Tahu**





**Māori-led renewable energy**

# Kāi Tahu values framework

*Te Pou Tarāwaho o kā uara o Kai Tahu*

VALUE	DESCRIPTION	APPLICATION
Whanaukataka	Family and community focused	Ensuring consideration of the social implications of decisions to enable community and whanau connections and growth.
Manaakitaka	Hospitality	Demonstrating behaviour that acknowledges others, through the expression of aroha, hospitality, generosity and mutual respect.
Rakatirataka	Leadership	Ensuring the treaty partnership is recognised to enable mana whenua leadership in decision making processes.
Here whakamua	Future focused	Adopting a forward looking orientation with future generations in mind.
Tikaka	Appropriate action	Ensuring consideration of the appropriateness of decisions that will have a bearing on social, economic, environmental and cultural outcomes.
Kaitiakitaka	Stewardship	Enabling the inherited responsibility of mana whenua to support and protect people, the environment, knowledge, culture, language and resources on behalf of future generations.
Mauri	Life force	Recognising the life force in all lands, waters and the natural environment that stems from time immemorial, requiring a high duty of care for kaitiaki (and others) to maintain an intact and healthy mauri, ensuring that what is gifted from the Atua is not neglected.



**Sherwood Hotel**

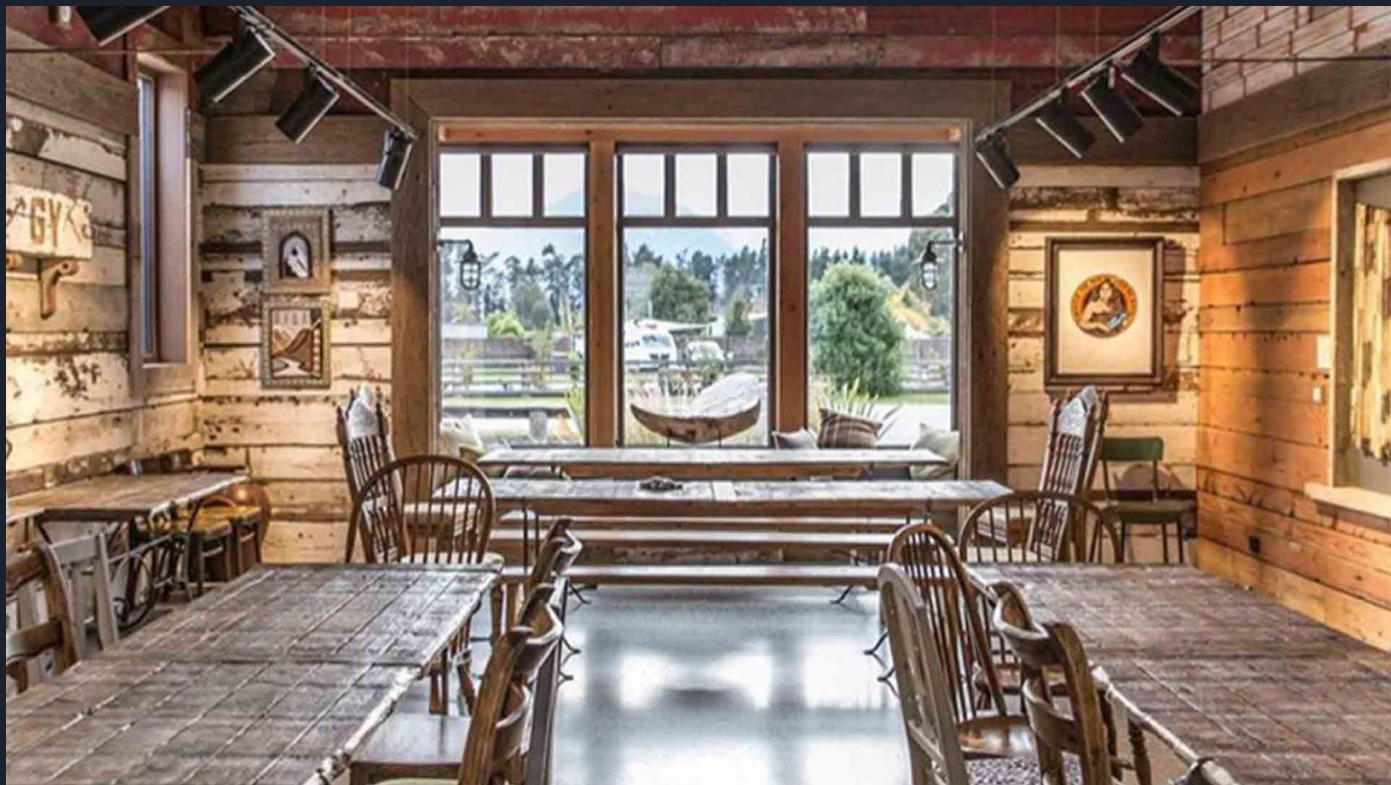


**Bike Glendhu**





**Cardrona**



**Camp Glenorchy**





# WAO Summit

# CARBON ZERO BY 2030

Queenstown Lakes





**Electric ferries**





**Sounds Air**

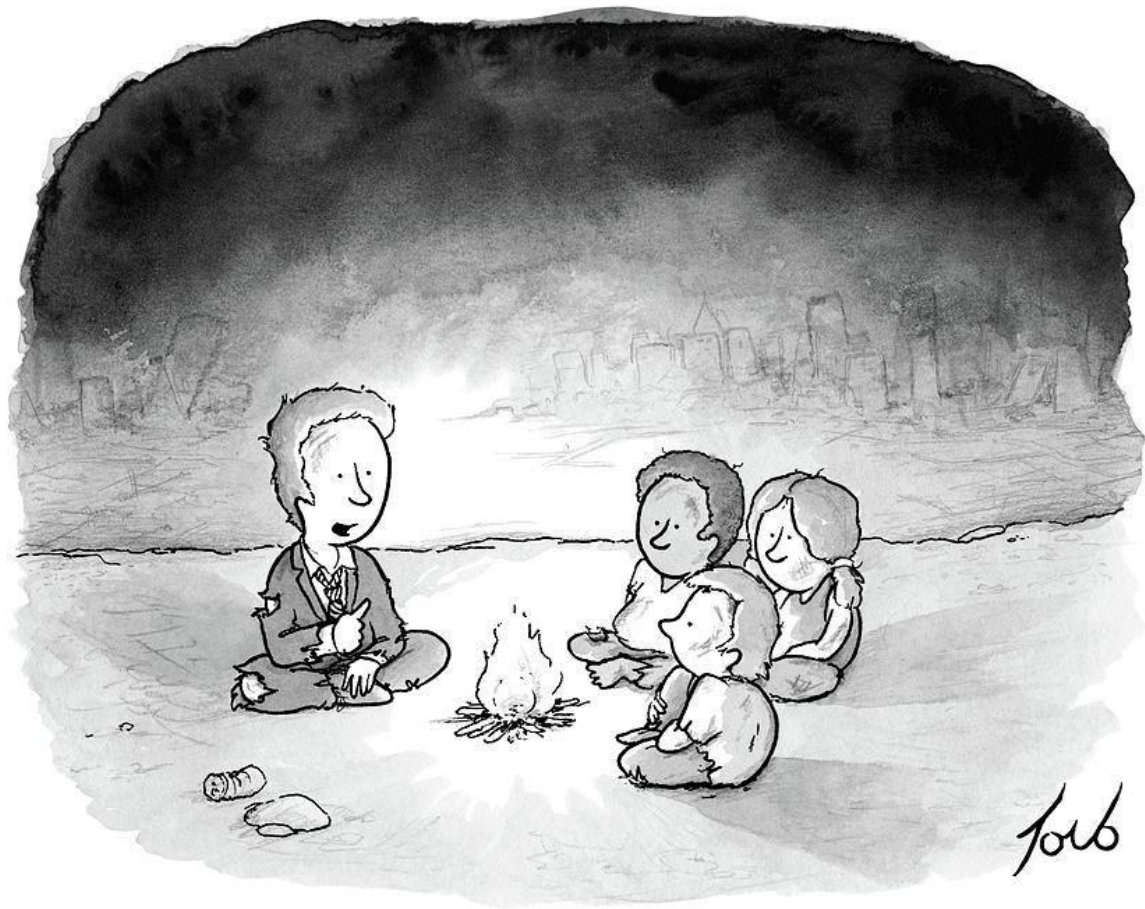


**Air New Zealand**



**Wisk Aero**





*“Yes, the planet got destroyed, but for a beautiful moment in time we created a lot of value for shareholders.”*



# Your actions expose your values.

This is our *now or never* moment.

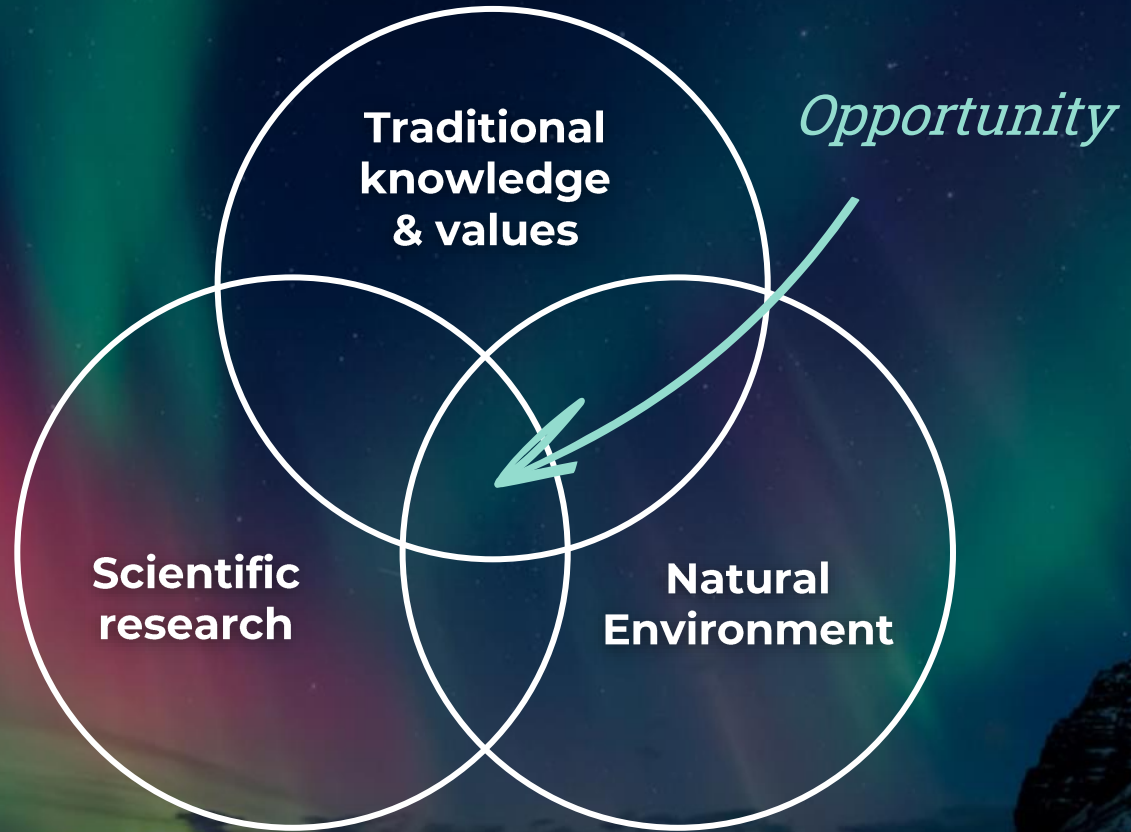


*Storytelling* is travel's  
*superpower.*



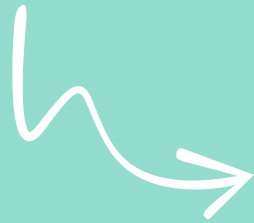
*Deep connection* with visitors  
is the opportunity to reshape  
mainstream cultural values.

**The power  
to lead with  
actions  
based on  
your values.**



A question...

What *incredible legacy* could we leave if we can inspire travelers to catalyze rapid sustainable development?



*...and what happens if we don't?*