

ALWAYS BE → NATURING

Information pack for the tourism sector,
to help you join the movement.



A NATIONWIDE MOVEMENT



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Photo: Michael Hayward

The Department of Conservation's (DOC's) vision is to see nature thriving in New Zealand. And we know we're not the only ones who care. But here's the thing – we can't get there on our own. From national organisations to local legends, it's going to take all of us to make it happen.

We know Kiwi care deeply about nature. We also know nature's having a tough time. *Always Be Naturing* is our way of closing that gap between caring and doing. It's a rallying cry and a practical platform to make looking after the environment part of everyday life, not just something we talk about.

Tourism has a starring role in all of this. You protect nature, showcase it, and help people fall in love with it every single day. You know better than anyone that nature is what makes New Zealand, well ... New Zealand. It draws visitors from around the world, shapes unforgettable experiences, and sits at the very heart of the tourism industry. *Always Be Naturing* helps shine a light on the conservation mahi you're already doing and gives you a shared story to bring your visitors on the journey.

This kete shows how you can get involved, including three ways you can help shape the movement – whether you're dipping a toe in or already going full throttle. Together, we can inspire action, elevate the visitor experience, and keep nature front and centre in New Zealand tourism.



DID YOU KNOW?

A huge proportion of NZ's native species are threatened or at risk of extinction, including:

- 82% of birds
- 94% of reptiles
- 76% of freshwater fishes
- 68% of mosses
- 78% of amphibians
- nearly 30% of marine mammals

More than 63% of ecosystems are also threatened with collapse.

Photo: Michael Hayward



Photo Lyn Trewella

AN OPPORTUNITY TO EDUCATE AND INSPIRE

From kākāpō and giant bully fish to mighty rimu forests, 28,000 of New Zealand’s species exist nowhere else on Earth. That rarity is gold – it fuels bucket lists, fills bookings, and helps you stand out in a global market. Nature contributes \$57 billion to our economy every year. For tourism, it’s the main character.

But here's the not-so-great news: it's struggling. Over 4,000 native species are threatened or at risk of extinction. Most people don't realise how serious things are. In fact, 89% of New Zealanders believe nature is doing fine (spoiler alert: it's not), and international visitors are also usually unaware. And that gap in understanding? It's an **opportunity** to educate, inspire, and guide people to care for what they're enjoying.

Tourism operators are right there on the front line. You're with people at those 'whoa' moments – staring up a giant kauri, spotting a tūi, or being blasted by the wind on a beach. That's when nature stops being a place and starts feeling personal. And when people feel deeply connected, they're more ready to hear that nature needs a hand.

Plenty of you are already doing incredible conservation mahi. By working together, we can grow the impact – protecting what makes Aotearoa special and strengthening the natural foundations the tourism sector relies on.

WHAT IS “NATURING”?

No, it's not a typo. It's a real word, and here at DOC, we're using it to describe something genuinely awesome.

Naturing is what happens when people do stuff that connects them to nature. And the more people connect with nature, the more likely they are to want to protect it.

In fact, you're probably already naturing without even knowing it. Ever stopped to look at the stars? Naturing. Picked up someone else's takeaway coffee cup on the beach? Naturing. Shared a reel of a pīwakawaka doing backflips? Also naturing.

Nature is what we love. And naturing is how we protect it.

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NATURING IS GOOD FOR BUSINESS

Naturing helps protect what makes New Zealand tourism worth travelling for.

Always Be Naturing offers a simple, practical way to turn that care into real benefits for your business:

- **Protect your bread and butter** – naturing supports the places and wildlife that keep your business running.
- **Build trust with visitors** – when naturing is visible and genuine, visitors notice. It can influence choice, recommendations, and keeps people coming back for more.
- **Tell a stronger tourism story** – conservation keeps nature at the heart of what Aotearoa offers the world.
- **Create pride and connection** – naturing makes teams and visitors feel part of something bigger.



THREE WAYS TO GET INVOLVED

Photo: Belle Gwilliam

Ready to join the movement? No matter your size or setup, there are easy ways to get involved – from small shifts to leading the charge.

1. TELL THE STORY

Help build the *Always Be Naturing* movement and show visitors that naturing is part of the Kiwi experience.

2. ENABLE ACTION

Make it easy for visitors to give back in ways that suit them.

3. TAKE THE LEAD

Deepen your commitment and help shape what naturing looks like in your region.

Read on for more detail – the next few pages share ideas to support what you are already doing.

HOW TO: TELL THE STORY

Visitors are more likely to listen to conservation stories when they come from you, especially after a “wow” moment in nature.

- **Help your staff** to spot those special moments, make the most of them.
- **Use DOC's resources.** Put the [Always Be Naturing golden visual identifier](#) (logo) in places visitors already go, like booking confirmations, newsletters, websites, and reception areas.
- **Join the wider movement by sharing your conservation mahi** and post special nature moments on social media using #AlwaysBeNaturing and tagging @docgovtnz to link into the wider movement.
- **Weave naturing into existing touchpoints** like welcome messages, staff briefings, or current training.
- **Grow your storytelling skills.** Check out TIA's Akiaki training module [Storytelling for Nature](#) for practical ideas and inspo.



HOW TO: ENABLE ACTION

Many visitors want to give back – they just need it to be easy. Small actions can enhance their experience while giving nature a helping hand.

- **Share information** about local conservation projects, with simple ways to learn more or get involved (QR codes are your friend).
- **Make donating easy** with donation jars, booking add-ons, or links to trusted nature causes. Check out our list of [nature projects to support](#).
- **Build light-touch conservation into experiences** where it fits. For example, inviting visitors to pick up rubbish along the way.
- **Partner with local groups** to join conservation initiatives that fit with your business (and that your visitors will love), such as predator-free initiatives, restoration projects, or species recovery programmes.
- **Encourage NZ visitors to think about naturing at home**, like trapping and weeding in their backyards or volunteering in their own communities.



HOW TO: TAKE THE LEAD

If you're keen to go further, naturing can become a defining part of your business and a real point of difference.

- **Lead or expand conservation** on your land or waterways, such as predator control, habitat restoration, or wildlife corridors.
- **Embed naturing into your experiences** so caring for nature feels like a natural part of what you offer.
- **Align with the [Tiaki Promise](#)**, building on what you already do and strengthening practices where it makes sense.
- **Support species or projects important to your region** through partnerships or sponsorship.
- **Collaborate with other operators** to share resources and grow impact.
- **Champion *Always Be Naturing*** by sharing what's worked for you and encouraging others to get involved. Show your involvement through your communications, marketing, and social channels.



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ALWAYS BE NATURING RESOURCES

We have a suite of ready-to-use resources to make getting involved easy – all free and designed to plug into what you already do.

Available resources include:

- Key conservation messages and facts for staff and visitor conversations
- *Always Be Naturing* logos, colour palette, and guidelines
- Ready-made graphics for Instagram, Facebook, and LinkedIn
- Posters in multiple sizes for guest-facing spaces
- Video call backgrounds featuring *Always Be Naturing* branding

Find the full range of resources at:

doc.govt.nz/always-be-naturing/resource-kete





Photo: Crystal Brindle

SHARE YOUR IMPACT AND INSPIRE OTHERS

Many tourism operators are already doing great things for nature. We'd love to help shine a light on your mahi.

- Send a brief email to naturing@doc.govt.nz with your business name, activity type, and the impact and even better if you can include a photo.
- Share what you're doing on social media too! Tag [@docgovtnz](https://twitter.com/docgovtnz) and use [#AlwaysBeNaturing](https://twitter.com/AlwaysBeNaturing).

NGĀ MIHI NUI

Movements grow through small, practical steps. If something in this information pack sparks interest, give it a go.

If you've got questions, want to test an idea, or feel like sharing what you're up to, we'd love to hear from you.

Email us at naturing@doc.govt.nz

Welcome to the movement.

