



MEDIA RELEASE

Intrepid Travel, the world leader in sustainable experience-rich travel acquires majority stake in Haka Tours

Global travel B Corp kicks off future growth plans with a 60 per cent stake in cultural and adventure tourism brands

Auckland – 15 October 2021 – Haka Tours and ANZ Nature Tours – have joined forces with Intrepid Travel - the world leader in sustainable experience-rich travel.

The two touring brands of Haka Tours and ANZ Nature Tours each offer a range of culturally rich tourism experiences for both the local and international inbound markets. The acquisition bolsters Intrepid's operational capability in New Zealand and allows it to leverage its global distribution capability to scale rapidly as local travel, as well as international tourism, recovers.

With offices in both Auckland and Wellington, Haka was established by Founder and CEO Ryan Sanders in 2007. Sanders will remain a board member and shareholder in the business. Haka Tours' board is chaired by Intrepid CEO James Thornton and includes Intrepid's Chief Operating Officer, Tom Beadle.

Under the agreement, Haka's team will return to their regular hours, after having worked reduced time for much of the pandemic. Eve Lawrence, current Haka Tours GM will lead the business on a day-to-day basis.

"This marks the next phase in Haka's growth journey," said Ryan Sanders, Founder of Haka Tours. "I started Haka with the vision to do things differently and share our land and culture with people who had a passion for adventure and travelling the local way. Together with Intrepid we'll continue to do just that."

Both Haka brands have a focus on immersive and authentic Māori experiences, and engage a Māori cultural advisor and offer annual Māori tourism scholarships. This aligns with Intrepid's aim to support the growth of First Nations tourism via its range of 1,150+ trips throughout the world.

“Travel is back – and we’re excited to kick off our new phase of growth with this first announcement,” said Intrepid Travel’s CEO, James Thornton.

“New Zealand is really important to us and I can’t think of a better place for Intrepid to be expanding – both from an inbound and outbound perspective. New Zealand is our largest outbound market per capita of population. The country is also renowned as an international tourism destination – pre-Covid we struggled to meet demand and we expect it to bounce back really strongly in 2022,” he added.

Intrepid’s 2025 growth strategy sees the business expanding its local travel offering globally and leveraging its vertical integration capabilities.

Intrepid is the largest travel B Corp globally and Haka will look to become a B Corp as well, making it part of a global community of businesses balancing purpose and profit.

Intrepid Travel is headquartered in Melbourne, Australia and is owned by its co-founders, staff and minority shareholder French family business Genairgy. It’s 2020 Integrated Annual Report is available [here](#).

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Image attached: Ryan Sanders, Haka Tours Founder and CEO (left) and James Thornton, Intrepid Travel CEO.

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About Haka Tours

Haka Tours has been operating scheduled small group guided tours of New Zealand since 2007. The company currently offers travellers a choice of over 20 tour itineraries falling under the categories of

Adventure, Snow, Haka Plus and Born to Roam to suit a variety of travel styles. With each tour possessing equal measures of culture and adventure to ensure guests leave having had an incredible authentic and unforgettable experience of Aotearoa New Zealand. Haka Tours was named the fastest-growing tourism company in New Zealand at the 2019 Deloitte Fast 50, as well as being the 2019 Supreme Winner of the New Zealand Tourism Awards and the 2018 Adventure Tourism Awards Winner for Best Tour across New Zealand and Australia. Haka Tours purchased Australia and New Zealand (ANZ) Nature Tours Ltd in 2019. ANZ is an inbound tour operator for New Zealand, Australia and the Pacific Islands based in Wellington, New Zealand. The company offers multilingual travel specialists and expert tour guides who provide guided tours in German, English and other select languages; as well as self-drive tours and completely customisable itineraries. For more information on Haka Tours, follow on [Facebook](#), [Instagram](#), or [LinkedIn](#).

About Intrepid Travel

Intrepid Travel is a world leader in sustainable experience-rich travel that has been taking travellers to discover the world's most amazing places for more than 30 years. The company offers more than 1,150 trips and experiences on every continent and every trip – whether closer to home or further afield – is designed to truly experience local culture. Travellers eat, sleep and get around the local way, going where the bigger groups can't. With its own network of destination management companies in 23 countries, Intrepid has unique local expertise and perspectives. Globally renowned as a leader in responsible travel, in 2018 the carbon-neutral business became the world's largest travel company to be certified B-Corp, joining a growing community of businesses looking beyond the bottom line. Intrepid are the only tour operator with verified science-based carbon reduction targets and an industry leader in climate action. Its not-for-profit, The Intrepid Foundation, has raised over \$11 million for more than 130 charities around the world. For further information or to download the company's 2020 Integrated Annual Report, visit: www.intrepidtravel.com/au/intrepid-annual-report-2020 and follow Intrepid Travel on [Facebook](#), [Instagram](#), [Twitter](#) or [LinkedIn](#).