



Eve Lawrence

General Manager, Haka Tourism Group

Patron for C03/21 LSV Cse

General Manager at Haka Tourism Group, Eve Lawrence is now in her 6th year in New Zealand. Born and raised, well, all over the place, Eve comes from a military family and is predominantly from the UK but spent many years being whisked overseas by her parents military careers. Her father a Special Investigation Branch (SIB) WO1 and her Mother a Corporal, both in the British Royal Military Police.

Eve joined the Royal Navy in June 2000 straight out of High School and was a Communications Technician for five years before leaving for personal reasons. After which she fell into a career in the Events, Travel & Tourism industry and most notably, spent 10 years on the organising committee for Glastonbury Festival in the UK.

Eve is currently the General Manager of Haka Tourism Groups touring brands and CEO / Founder of her own Public Relations Agency - Pure Revelry. Eve is on the board of advisors to the tourism education sectors International Tourism College and has cemented a strong leadership position this year by becoming a strong and well respected advocate for the tourism industry throughout Covid-19.

Eve is passionate about sustainability and never buys meat or fish from the supermarket, it's all home-kill and self caught in her house! Eve & her partner Samuel have a boat up in Tutukaka so never waste a weekend in the city when they can be out on the water.