



# ANNUAL REPORT 2019

  
NZ MĀORI  
TOURISM  
HE TOA TAKITINI  
"OUR STRENGTH IS IN UNITY"

# Mā te ao Māori te wheako turuhi i Aotearoa nei e arahi

*“Māori leading Aotearoa  
New Zealand visitor experiences.”*

Since 2016, New Zealand Māori Tourism has achieved significant gains. The implementation of the NZ Māori Tourism Strategic Plan 2016-2019 has contributed to the Māori tourism earnings increase from \$0.5bn to \$1.97bn.

Moreover, NZ Māori Tourism has built a strong reputation in the Aotearoa New Zealand tourism industry for being a respected facilitator, advocate, and influencer for and on behalf of our operators and our sector more broadly.

Organisationally, we continue to grow and mature and we are well-positioned to continue our focus on being a resilient and timeless contributor to and for the Māori tourism sector.

## *Ō Mātou Wawata – Our Aspirations*

In 2018, Aotearoa New Zealand’s Total Tourism Direct Expenditure was \$39bn and is forecast to grow to at least \$41bn by 2025. Māori tourism will be fundamental to the success of the Aotearoa New Zealand tourism industry as manuheri seek deeper and more meaningful engagement with those they come in to contact with.

For our part, we will continue to focus on working with tourism operators including whānau, hāpu and iwi to develop and strengthen successful and resilient Māori tourism enterprises. Intrinsic Māori values underpin the Aotearoa New Zealand visitor experience, creating a highly differentiated value proposition that will enable

Aotearoa New Zealand tourism to continue to compete on the world stage. To achieve this, we will focus on a small set of high impact initiatives, ‘ahakoa he iti, he pounamu’.

The success of the Māori tourism sector will be instrumental in amplifying cultural wealth and prosperity for Māori and for all of Aotearoa New Zealand.

The changes we want to see by 2025:

- Increase in Māori tourism earnings from \$1.97bn to \$4bn by 2025.
- 10% YOY growth in average spend per visitor.
- 3% YOY growth in Māori employed in the tourism industry
- Employment and salaries that contribute to an individual’s (and their whānau) quality of life.



# Chairperson's Report

*E āku nui, e āku rahi, tēnā rā koutou katoa. Tēnā koutou e pānui nei i te pūrongo-a-tau, o ngā kaupapa kua oti i Te Rōpu Tāpoi Māori o Aotearoa, i te tau kua pahure nei. Tēnā tatou katoa.*

The past year for New Zealand (NZ) Māori Tourism has been vast in its kaupapa - there were new ventures, new opportunities and new relationships formed. We've also been aware that challenges lie ahead. As such, if I were to narrow the last year down to a theme or two, NZ Māori Tourism has focused on supporting the development of authentic Māori tourism experiences and building resilience.

Our manuhiri seek authentic experiences of our nation's culture, people and values. They are also more socially and environmentally aware, often choosing destinations and experiences that match their own values. This positions Māori well! We see many instances amongst the network where the business model is established around a set of core values, known well to all of us as the 'tangas'.

With the slowing global economy, we are committed to helping build business resilience among our operators. We continue to work with Māori tourism operators to withstand the storms as well as the sunshine.

We are honoured to be led by Hon Nanaia Mahuta (Waikato, Ngāti Maniapoto, Ngāti Hine), Minister for Māori Development whose support gives us confidence to continue our mahi. We continue to celebrate more Māori in key leadership roles



in tourism. Hon Kelvin Davis (Ngāti Manu), Minister of Tourism, was joined this year by Associate Minister for Tourism, Hon Peeni Henare (Ngāti Hine, Ngāpuhi). The influence of Māori extends to the Board of Tourism New Zealand which is chaired by Jamie Tuuta (Ngāti Mutunga, Ngāti Tama, Ngāti Maru, Taranaki Tūturu), and ably supported by Colleen Neville (Ngāti Maniapoto, Waikato Tainui) and Kauahi Ngapora (Ngāi Tahu, Ngāti Māhanga, Ngāti Haua). Never before have we had such strong and influential Māori leadership in the tourism sector, and we salute your individual and collective contributions to growing and supporting Māori tourism. In the same vein, we as a sector should do everything we can to support them. 'Ehara taku toa i te toa takitahi, engari he toa takitini'.

We have had some movements in the NZ Māori Tourism team over the year. In September we welcomed on board Rakaitemania Parata Gardiner as Policy Advisor and Dani McDonald as Communications and Media advisor. In October, we said goodbye to Simon Phillips who took on a new tourism role in the Bay of Plenty and in January we welcomed back John Doorbar to the team as Director Regions and Capability. We've also welcomed Val Talbot on the team while Lee Beazley updates our information management systems.

The Board, too, has had some changes. In February we welcomed Dr Tom Roa (Ngāti Maniapoto, Waikato) as kaumātua of the NZ Māori Tourism Board. Tom is Te Mata Ahurangi (Tikanga Advisor) of the University of Waikato and an Associate Professor at Te Pua Wānanga ki te Ao/The Faculty of Māori and Indigenous Studies at the University. Tom is also a member of the Waitangi Tribunal and we are honoured to learn and be guided by his wisdom.

We said goodbye to Toro Waaka who has served on the Board since 2014 and welcomed Kelly Barry (Ngāi Tahu), from Te Rūnanga o Ngāi Tahu's Research and Business Development team. Kelly comes to our Board with a passion for tourism and the social and environmental benefits it can bring.

My tenure also came to an end at the end of June 2019. I was fortunate to be re-elected to the Board and was subsequently re-elected as NZ Māori Tourism's Chairperson in July 2019.

It has been a year since NZ Māori Tourism relocated its offices from the Wellington CBD to Porirua. Our new office space has taken on the essence of a marae. It's a space for learning, kōrero and, of course, our mahi. With an admirable kāuta aptly named manaaki, NZ Māori Tourism welcomes guests with home-cooked kai. It is the source of our wellbeing and hopefully yours!



## Building Quality and Capability

Our work over the past year in this area has focussed on building careers in tourism, strengthening Māori businesses and helping to build new and innovative tourism businesses.

In July 2018, we held the inaugural Māori Tourism Dragons' Den and tourism workshops in Ahuriri (Napier).

# Chairperson's Report cont.

The workshops comprised of presentations on key topics relating to products, markets and pricing and were very well attended. The Dragons' Den and workshops were timed to coincide with the Tourism Export Council trade days later in the week.

Dragons' Den provided existing and new Māori tourism operators the opportunity to pitch for investment. There were four categories: Bring your idea to life; Small Māori tourism business with a big idea; Innovate for success; and, China New Zealand Year of Tourism. We received over 90 proposals and the eight dragons shortlisted those down to 12 finalists. Each finalist pitched their proposal to the audience and the Dragons chose a winner for each category with a prize of \$10,000. Dragons' Den was an extremely positive event. It was a great opportunity for new and existing operators to meet, discuss innovative products and experiences and to learn from the experienced operators. This will continue to evolve as we better understand what works and what doesn't.

## Regions

In addition to our micro, small and medium enterprises we have had numerous approaches to work with whānau, hapū, iwi, Māori trusts and incorporations who have either established new businesses, bought

existing business and/or have gone into partnerships. You don't need me to tell you that one of the biggest opportunities still exists for us to partner and co-invest with each other!

We have also assisted with a number of investment opportunities for our sector either through the Provincial Growth Fund or other avenues, amounting to ca.\$25m investment in the Māori Tourism sector.

Following on from the successful World Indigenous Tourism Summit (WITS), we were privileged to welcome the event's key speaker Norbu Tenzing, Vice President of the American Himalayan Foundation, back to Aotearoa with his daughter Olivia, his brother Dhamey and sister-in-law Sonam Dorij, where they were hosted by five iwi in January.

The purpose of the visit was to share and explore the opportunities and challenges that arise with tourism on and around maunga, conversations of which were sparked at WITS, following Norbu's presentation about the impact of tourism on Chomolungma (Mt Everest) and on the Sherpa people. Alongside Norbu's presentations, Dhamey, who owns travel company The Noble Traveller with his wife Sonam in Bhutan, discussed the Bhutanese development strategy and how this cascaded down to the country's tourism strategy, which sought to

achieve "high value with low impact".

While NZ Māori Tourism facilitated the visit, the iwi devised their own programmes over the visit. The hiko commenced with the rising of the sun on Maunga Hikurangi with Ngāti Porou and concluded with the sunset on Taranaki with Ngāti Ruanui. This kaupapa, and the relationships, ideas and connections made, continue to unfold. Conversations



between iwi and within iwi are already underway with how best Māori can manage maunga tourism.

## Branding and Promotions

NZ Māori Tourism was one of seven organisations that launched the Tiaki Promise in November- a set of guiding principles for visitors, local and international, to follow - showing them how to contribute to preserving and protecting our whenua. The Tiaki Promise has gained much support across the tourism sector and has been used in a range of promotional material. NZ Māori Tourism has used the initiative to support the Tenzing whānau visit,

and Tiaki continues to be woven into everything we do.

The China New Zealand Year of Tourism was launched at Te Papa, Wellington in March 2019. In attendance were the Chinese Ambassador, Ministers and tourism leaders from China and New Zealand. The China New Zealand Year of Tourism is an opportunity to:

- Position Māori culture at the forefront of the relationship with China;
- Create a platform to promote and open up channels between China and NZ;
- Use the year to encourage more tourism, trade and investment between the two countries including, but not limited, to sports, film, trade, education; and
- Develop new relationships and strengthen existing relationships

Te Matatini ki te Ao was held in Te Whanganui a Tara in February 2019. NZ Māori Tourism took on a significant role hosting the Matapū Lounge with significant numbers through the door, all day, every day. It is our desire to play a similar role in Tāmaki Makaurau in 2021.

The South Pacific Tourism Exchange (SPTEx) was hosted in Auckland in May 2019. Tourism operators from through-out the Pacific attended and presented their tourism experiences and products to



# Chairperson's Report cont.

international wholesalers. A large group of Māori tourism operators were also present to show their experiences to the wholesalers. An underlying element of the event is the connections across indigenous tourism experiences through-out the Pacific and the opportunities to attract and connect visitors to the Pacific, to Māori and to Aotearoa New Zealand. This is a fantastic opportunity to leverage indigenous visitor experiences to strengthen indigenous businesses and communities across Te Moananui a Kiwa economically, environmentally, socially and culturally.

## Leveraging tourism and trade

NZ Māori Tourism continues to support the development of relations with China. NZ Māori Tourism was part of the steering group for the opening of the China New Zealand Year of Tourism 2019. We have used initiatives in our own events, including the China New Zealand Year of Tourism category at the Māori tourism Dragons' Den and have partnered with other operators as well.

NZ Māori Tourism Deputy Chair Dan Walker spoke at the Citizens' Delegation in Xiamen, highlighting opportunities for Māori tourism through Sister Cities, while NZ Māori Tourism supported the jade carving delegation from Shanghai during their time in Te Waipounamu.

NZ Māori Tourism continues to support Chinese Language week and the New Zealand Asia Pacific Film Festival.

In November 2018 I travelled to Queensland to present a paper on indigenous tourism at the Queensland Tourism Industry Council (QTIC) and delivered a workshop on protecting indigenous property rights. This visit has led to QTIC working with the Queensland government on the development of their first indigenous tourism strategy and I will provide peer review of the strategy.

For the past three years, NZ Māori Tourism has worked with the South Pacific Tourism Organisation to develop a longer-term relationship that will benefit both Māori and the Pacific, leveraging off our shared history and whakapapa to identify and promote tourism opportunities. That vision was realised in Auckland a week prior to TRENZ, which saw the colourful

peoples of the South Pacific under one roof, sharing their passion for their business, their whenua and their people.

## Closing comments

As always, NZ Māori Tourism continues to support and champion Māori tourism businesses in Aotearoa. We continue to support the goals and aspirations of our Māori tourism operators and facilitate opportunities for Māori tourism businesses to grow and thrive.

We also support the wider tourism sector in New Zealand, and it is promising to see the tourism industry embrace Māori culture into both their branding and promotions, and to underpin our key tourism strategies with Māori concepts and principles. There has been a noticeable transformation within the tourism sector over the past five years where Māori are embraced as the key point of difference for New Zealand as an international visitor destination.

A big thank you to Pania and the team for your tireless efforts, as well as the Board and Matua Tom for your ongoing efforts and valued support.

And finally, to Māori tourism operators who work day in, day out, breathing Māori tourism. You are the first point of contact to Te Ao Māori

for many of our manuhiri; it is you that are the distinguishing feature of the Aotearoa visitor experience. We want to thank you for your continuous effort to put Māori tourism on the map and have it be the heart of tourism in Aotearoa.

*Nā reira, kei āku nui, kei āku rahi, tēnei au ka mihi ki a koutou katoa, paimārire!*

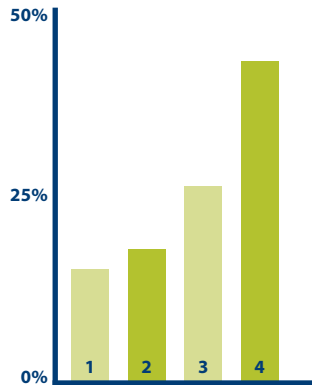


**Dale Stephens**  
Chairperson  
NZ Māori Tourism

# Māori Tourism Statistics

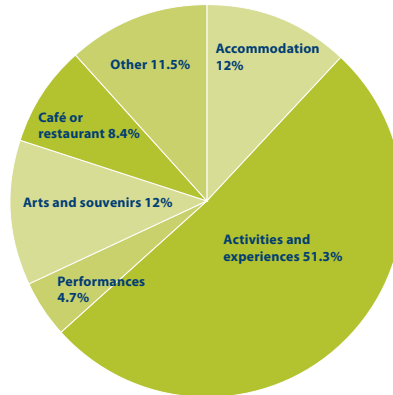
This information is taken from the Māori Tourism Capability Assessment 2019 - Poipoia te Kākano, kia Puāwai

## Gross turnover of Māori tourism enterprises

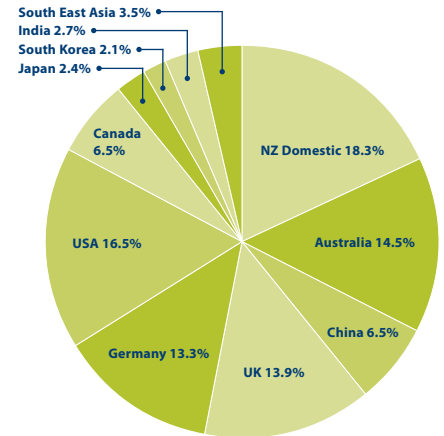


- 1 Between \$501,000 - \$1.5m: 14.70%
- 2 Greater than \$1.5m: 17.40%
- 3 Less than \$60,000: 25.70%
- 4 Between \$61,000 - \$501,000: 42.20%

## What experiences Māori tourism enterprises provide



## Where visitors to Māori tourism enterprises come from (main markets)



# Directory

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 [@nzmaoritourism](https://twitter.com/nzmaoritourism)

# Directory



## NZ MĀORI TOURISM

HE TOA TAKITINI

'OUR STRENGTH IS IN UNITY'

## New Zealand Māori Tourism Society

### Date of Incorporation

11 October 2004

### Director Liability Insurance

Vero Liability

### Registered office

PCF Building, East Entrance  
(Lyttleton Ave)  
Level 1, 1 Walton Leigh Avenue  
Porirua City Centre  
Porirua 5022

### Postal Address

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## Board Members

### Dale Stephens

Chairperson

### Daniel Walker

Deputy Chairperson

### Glen Katu

Board member

### Toro Waaka

Board member

### Dr Tom Roa

Kaumātua / Officer of the Board

### Verity Webber

Board member


### Xiaoying Fu

(Independent Board member)

*The Board appointed Dale Stephens  
as the Chair and Daniel Walker  
as the Deputy Chair.*

## Website

[www.maoritourism.co.nz](http://www.maoritourism.co.nz)

 [maoritourism](https://www.facebook.com/maoritourism)

 [@nzmaoritourism](https://www.linkedin.com/company/maoritourism)

 [@nzmaoritourism](https://twitter.com/nzmaoritourism)

# Nā te ao Māori koe i tō mai

*The world of Māori is the drawing force, it is the reason you are here, it is the experience you seek.*



## *Rere Tōtika - The 2025 flightpath*

We consider that a 300% increase in value by 2025 is a realistic goal.

We will achieve this increase by elevating Māori culture as the distinguishing feature of the New Zealand visitor experience, creating a competitive advantage for the Aotearoa New Zealand tourism industry. This increase will create meaningful benefits for individuals, whānau, hapū, iwi Māori, our communities and Aotearoa New Zealand whānui.

## *Ō Mātou Whāinga – Our Goals*

We know we are successful when:

- Māori culture is central to the Aotearoa visitor experience, providing a quality experience and competitive advantage for New Zealand.
- Māori Tourism Enterprises (MTEs) are exemplars of sustainable, resilient and indigenous tourism operations that deliver authentic cultural visitor experiences that meet the needs of manuhiri.
- A world-class thriving Māori tourism sector that stimulates economic growth, improves social health and well-being, elevates kaitiakitanga and fosters and strengthens the cultural wealth for all whānau, hapū, iwi, and Aotearoa New Zealand.