



**NZ MĀORI
TOURISM**

HE TOA TAKITINI

‘OUR STRENGTH IS IN UNITY’

Annual Report 2023



Riwai Grace from Āmiki Tours sharing Ōtautahi Christchurch's history and stories.

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Mihi

**Ka hoka a Toroa ā-uta, ka hoka
a Toroa ā-tai.**

**He rere ko Kōwhitiwhiti, he tau
ko Kōwanawana.**

**He mata nui, he mata wai,
he mata moe, me matapopore.**

**He wae tāpoi ki te whai-ao,
he mata tāpoi ki te ao-mārama.
Tihei mauri ora!**

E mōteatea tonu nei ngā whakaaro mo ngā kanohi nui o te iwi kua ngaro nei, rātou i āta nānā i te one haumako e ruia nei ki ngā purapura tuawhiti o te rā. Mei kore ake ko koutou, kua kore e pēnei rawa te ora o te pātaka e whāngai nei i tō iwi. Topa atu rā koutou ki tua o ngā rārangi maunga o te marea tangata, o te marea iwi hei mata kōkiri ānewa i te rangi. Ki konā whēroki mai ai i te ataahuatanga o te kōkōrangī. Ko te ata o te marama ki a koutou, ko te ata mai o te marama ki a mātou.

Kua ara rā te mātahi o te tau, Matariki ahunga nau mai, haere rā! Kua kāhaki atu te takurua me ōna makariri katoa, ā, kua whakaeke mai te raumati me ōna mahana katoa.

E aku rangatira, kua omangia e tātou te oma roa. Kua tau mai ngā whakamātautau katoa o te huarere, otirā ngā taumahatanga o te wā. Hēoi anō anei tonu tātou e ngunguru tonu nei.

Ahakoia tēnā, e mōhio pai ana ki te nui o ngā hekenga werawera, me ngā whakapau ngoi, whakapau kaha, me te tuku o te aroha. Ki te kore koutou kua aha rā tēnei ahurea o tātou te Tāpoi Māori. Ko koutou rā te mauri, te ahi kā o tēnei kaupapa. Mei kore ake koutou!

Hei whakakapi ake i ngā mihi, kia kaha, kia māia, kia manawanui rā tātou. Mā te whakapono, mā te tūmanako, me te aroha ka tāea ngā mea katoa.

Kia tau iho ngā manaakitanga o te wāhi ngaro ki runga ki tēnā, ki tēnā o tātou.

Noho ora mai.

Our Board



Prof Tom Roa
Ngāti Maniapoto, Waikato
Kaumātua / Officer of the Board



Dale Aotea Stephens
Te Rarawa
Chair



Dan Te Whenua Walker
Ngāti Ruanui, Ngāti Maniapoto,
Ngāti Kahungunu ki Wairoa,
Tūhourangi, Ngāruahine
Deputy Chair
Independent Board Member



Glen Katu
Ngāti Maniapoto, Ngāti Kinohaku,
Ngāti Toa Rangatira, Ngāti Rārua,
Ngāti Rereahu, Ngāti Ruanui
Board Member



Minnie Clark
Te Āti Awa,
Ngāti Raukawa ki te Tonga
Board Member



Lee Ann Muntz
Ngāti Korokī-Kahukura,
Ngāti Ranginui
Board Member



Dr Xiaoying Fu
Independent Board Member

Hiking through Mount Tarawera, Rotorua.



Chair's Report



It has been another gruelling year for many of our operators, as if COVID-19 wasn't enough!

The reopening of our borders was a welcome relief not only for our industry but for Aotearoa as a whole. As eager travellers began to book flights to reunite with whānau or start their delayed OE, the opportunity had finally arrived for tourism operators to reconnect with the rest of the world.

Following a strong initial rebound, all eyes were set on our first summer with international manuhiri since 2019. As businesses worked tirelessly to prepare for the influx, heavy rainfall and cyclones turned excitement into despair for many.

It was heartbreaking to see our communities suffer another blow just as they were getting themselves off the canvas. However, it was equally inspiring to watch as operators and communities alike rallied to support each other.

Our calls before, during and in the aftermath of the various weather events demonstrated the kotahitanga within our sector, with numerous operators offering whatever space and time they had to support those in greater need.

Similarly, a heartfelt acknowledgement must be made to operators across the motu who generated inventive solutions to counter the substantial staffing shortages within the industry. It's worth noting that while we celebrate innovation, we also appreciate the timeless value of whanaungatanga — those connections that consistently help us overcome challenges.

E poho kererū ana au i te kaha whakaaronui o te iwi i ngā wā o te pōkaikaha.

I certainly don't apologise if anyone finds this repetitive. As Chair of NZ Māori Tourism (NZMT), I am immensely proud of how thoughtful and considerate our people are, especially at times when one could be excused for only worrying about themselves.

Last year's Tourism Awards marked a historic night for our operators as they clinched an impressive half of the Awards, six in total, kei whea mai! Your outstanding accomplishments underscore the distinctive nature of our experiences and highlight the unwavering dedication to pushing the envelope and establishing fresh benchmarks.

Beyond the Awards themselves, the prevailing theme has been the appreciation of meeting up again, kanohi ki te kanohi. What has resonated the most are the personal stories: new parents, new mokopuna, new homes, the sale of businesses and acquisition of new ones, and even retirement.

The emerging normalcy in the context of our people and our communities is beginning to resemble the comforting familiarity of the 'old' normal, and for that, we are grateful. We have reconnected.

Over the past year, many of you have had the opportunity to meet several of our manuhiri from the Pacific Islands, including those from Samoa, Timor-Leste and Tonga.

Our Pacific exchange programme has offered numerous opportunities for cross-cultural and commercial prospects both here in Aotearoa and throughout the Pacific. There's never been a more opportune time to engage and exchange ideas as we see the growth of whānau with Māori and Pacific whakapapa increase.

The whānau at NZMT has had some talented additions, along with the NZMT Board. We welcomed Lee Ann Muntz from Tainui Waka Tourism, an inspiring and tūturu Māori tourism advocate. We also welcomed Hon Peeni Henare as the new Minister of Tourism and Hon Nanaia Mahuta, who gained Māori Tourism as part of her Associate Māori Development delegation. Both Ministers have been strong supporters of our kaupapa.

On behalf of us all, I would like to acknowledge the departure of Jamie Tuuta, Chair of Tourism New Zealand, who has worked tirelessly to be the change we seek. He joined the Board in 2013 and was appointed Chair in 2019. I would also like to acknowledge Kauahi Ngapora of Whale Watch Kaikoura, who has been appointed Deputy Chair of Tourism NZ.

The strength of our sector, coupled with the dedicated efforts of our team, continues to give me confidence in our ability to confront the challenges looming on the horizon as well as grasp the opportunities that will nurture the aspirations of our people and our communities.

***Mahia te mahi,
hei painga mō te iwi.***

Noho ora mai, nā

**Dale Aotea Stephens
Chair, NZ Māori Tourism**

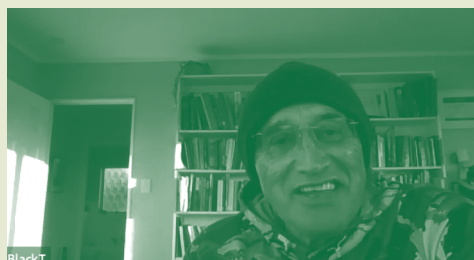


Navigators from Unique Whanganui River Experience guiding manuhiri on the Whanganui awa.

Year in Review

Karakia Tumu Whakawātea

In August 2022, we marked the one-year milestone of Karakia Tumu Whakawātea! What originally began as a response to the challenges of COVID-19 lockdowns very quickly evolved into a much-valued biweekly gathering of whānau connectivity and a wealth of wisdom from our Kaikarakia.



Kia kotahi atu ngā mihi ki a koutou te hunga kua roa e pupuri nei i te mauri o tēnei wānanga o tātou a Karakia Tumu Whakawātea. E te taniwha o Waikato-Maniapoto, e te ahorangi o Te Urewera, e te whitinga mai o te rā, e te reo karanga o te whārua, e te kupu tā i te ture. Mei kore ake koutou kua kore te kaupapa nei e eke ki tōna taumata.

Tae rawa ki ngā reo kōrero i whai wāhi mai ai ki tēnei kaupapa, mei kore ake koutou! Kua tuia mai ngā kōrero, ngā mātauranga, ngā kōrero tuku iho nei hei kai mā ngā mata me ngā hinengaro ki te hunga e kaingākau mai nei ki ēnei tāonga. Kua rangatira te kaupapa nei i a koutou.

Prof Tom Roa (Ngāti Maniapoto, Waikato), Prof Taiarahia Black (Ngāi Tūhoe, Te Whakatōhea, Te Whānau-a-Apanui), Dr Hiria Hape (Ngāi Tūhoe, Te Whakatōhea), Tei Nohotima (Ngāi Tūhoe, Ngāti Porou) Hon Justice Tā Joe Williams (Ngāti Pūkenga, Te Arawa) and earlier contributors, Ngarimu Parata (Ngāti Porou), Hemi Sundgren (Te Āti Awa, Ngāti Toa, Ngāti Raukawa) and Nika Rua (Tamakaimoana, Ngāi Tūhoe). The pūrākau have been invaluable, the history tūturu and the sharing immeasurable.

Karakia Tumu Whakawātea has also been well received on social media.

900 

Nearly 900 shares *

4000 

Over 4000 likes *

120,000 

Over 120,000 views *

* On the thirteen videos from Karakia Tumu Whakawātea posted on Facebook.

Trade Events

As COVID-19 restrictions eased following the full reopening of the borders in August 2022, it was awesome to catch up kanohi ki te kanohi with members of our Māori tourism whānau at the different trade events across the motu.

This included attending TRENZ, TECNZ Conference, South Pacific Tourism Exchange, Tourism Summit, MEETINGS, Te Ūnga Mai, Business Events Industry Aotearoa Conference and Tourism New Zealand's domestic roadshows.

With many of our operators being immersed in their mahi all year round, it's easy to forget how invigorating whakawhanaungatanga is!



World Indigenous Tourism Summit

In March 2023, a delegation of Māori tourism operators, along with members of our Karakia Tumu Whakawātea whānau, attended the World Indigenous Tourism Summit (WITS) in Perth.

The five-day conference enabled the rōpū to connect with representatives from indigenous communities from across the globe and discuss some of the most significant challenges and opportunities facing indigenous tourism, such as climate change, economic development, authenticity and the protection of cultural intellectual property (IP).



Several members of the delegation spoke at the event:

- **Dale Aotea Stephens** discussed the work NZMT undertakes to support the Māori tourism sector;
- **Lee Ann Muntz** (Tainui Waka Tourism) conversed about enabling indigenous people to achieve their aspirations through tourism;
- **Hoki-mai Chong** participated in a panel discussion on sustainable development of indigenous tourism;
- **Nadine Toetoe** (Kohutapu Lodge and Tribal Tours) showcased her grassroots approach to empowering her community through tourism;
- **John Barrett** (Kapiti Island Nature Tours) spoke about Māori cultural practices within a Māori tourism context and how they impact on their drive to care for te taiao. He also took part in a panel about the impact of climate change;
- **Lee Timutimu** (Arataki Systems) revealed his efforts to enrich Māori tourism with technology; and
- the rōpū representing **Karakaia Tumu Whakawātea** (Prof Tairahia Black, Tei Nohotima and Whitiāua Black) presented their paper on the application of ancient cultural practices.

E ngā pū kōrero, e ngā whitiki o te kī nei rā te mihi ki a koutou. I rangatira i a koutou te kaupapa, otirā i rangatira i a koutou te ahurea tāpoi Māori. Whakamiharo ana mātou o NZMT ki ngā kōrero me ngā whakaaro i hora i a koutou. Taputapu ana!

National Recognition



Māori tourism operators have continued to stamp their mark on the national radar off the back of their exceptional commitment to their mahi, people and place.

Among the biggest calls for celebration were the 2022 New Zealand Tourism Awards Gala Night where Māori tourism operators took out six awards, including the supreme taonga:

- Tourism Industry New Zealand Trust Community Engagement Award & Airbnb Regenerative Tourism Award (Supreme Award) — **Kohutapu Lodge and Tribal Tours**;
- He Toa Takitini Māori Tourism Award & Marsh Tourism Industry Champion Award — **Kapiti Island Nature Tours and John Barrett** (accepted by his whānau on his behalf);
- Department of Conservation | Conservation Award — **The Landing**; and
- NZME Visitor Experience Award — **Hollyford Wilderness Experience**.

Some other moments that underscored the success of our people and culture included the 2023 Hospitality Awards for Excellence. **The Landing** received the Best Luxury Accommodation Award, while **Awa Motel** was honoured with the Best Motel (Under 25 Rooms) Award. In addition, our Chief Executive, **Pania Tyson-Nathan**, along with **Wally Stone** and **Kingi Smiler**, were named laureates for the NZ Business Hall of Fame.



International Delegations

In October 2022, a delegation of NZMT staff and Māori tourism operators travelled to Samoa to build on our joint project — Aho Rua-Va'a Tele.

The visit succeeded in its goals of connecting and building on cultural similarities between Samoan and Māori tourism operators and identifying opportunities to strengthen their experiences and grow capabilities.

We reciprocated the manaaki by playing hosts in March 2023, starting their journey in Kaikōura before making pit stops at various operators in Blenheim, Wellington, Rotorua and Auckland. Following the Samoan delegation's departure, we welcomed a similar rōpū from Timor-Leste in May 2023.



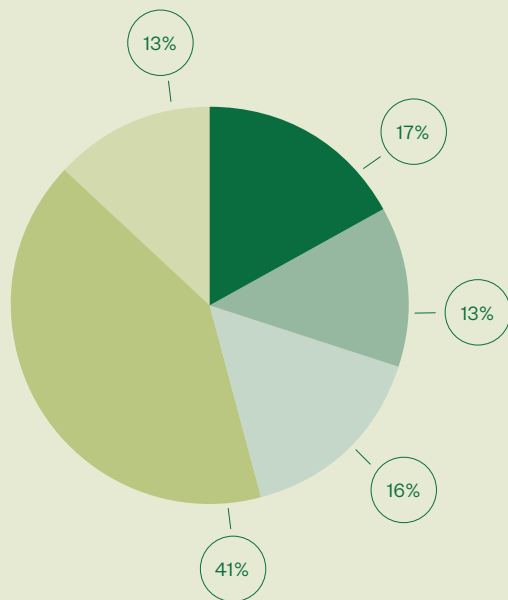
MBR Tāpoi Programme

The MBR Tāpoi Programme, delivered on NZMT’s behalf by Glenn Hawkins & Associates, came to a close in March 2023. The aim of the business support service was to assist Māori tourism operators in transitioning to a new normal from the impact of COVID-19. Advice and support included:

- hibernation, sale or closure;
- office support;
- accounting and financial services;
- compliance (risk, health and safety requirements);
- specialist tourism advice;
- marketing, digital design and communication services;
- business advisory, continuity, forecasting and planning; and
- health and wellbeing.

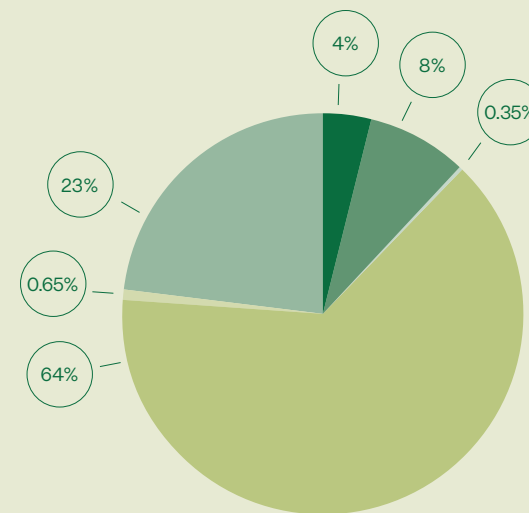
Distribution of Māori Tourism Operators by Business Age that Received Tāpoi Funding

- Long-standing (21+ years) — 17%
- Mature (11 – 20 years) — 13%
- Established (6 – 10 years) — 16%
- Young (1 – 5 years) — 41%
- New (Less than 1 year) — 13%

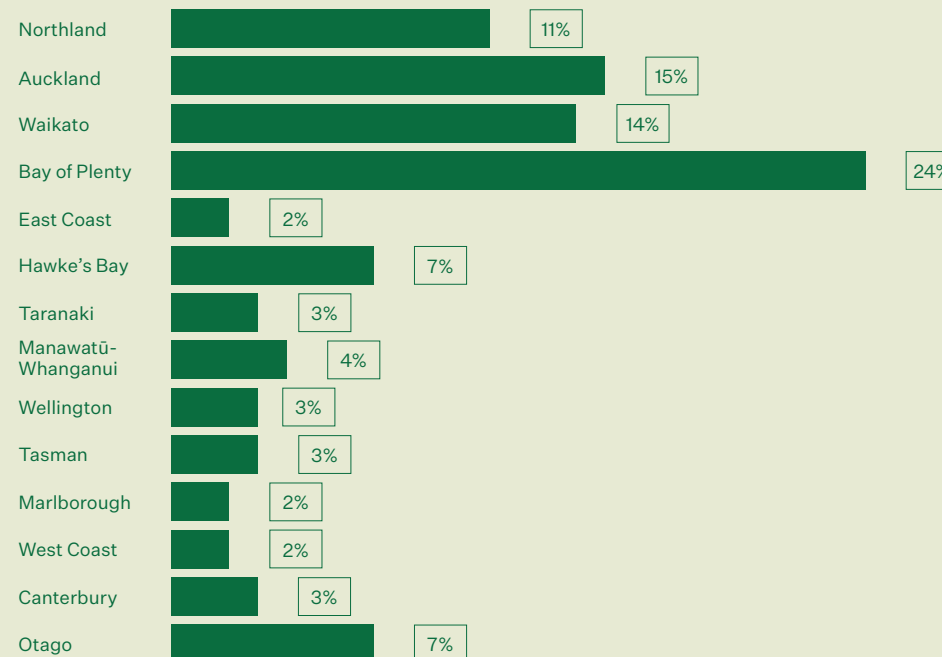


Service Types Funded

- Compliance — 23%
- Accounting Services — 4%
- Business Services — 8%
- Legal Services — 0.35%
- Marketing Services — 64%
- HR Services — 0.65%



Applications by Region Funded



Flood and Cyclone Support



When Cyclone Hale caused flooding and weather events at the tail end of summer, we quickly turned our attention to collating all relevant information from Civil Defence and Emergency Management centres, MetService and other key agencies to keep operators informed.

When the path and timing of Cyclone Gabrielle became more certain, we began reaching out to operators in the affected regions. This served not only to keep operators fully informed with official announcements but also as an opportunity to check in with whānau about their wellbeing and how they were being affected.

Resources were mobilised and delivered to areas affected by the floods using a variety of means. A helicopter was deployed and road assistance trucks that were departing Wellington were loaded with kai and essential supplies. Small farm planes also played a crucial role in distributing items such as Starlinks, satellite phones and generators.

The value of our operator networks was invaluable as were hapū and iwi organisations who could, and did, help when direct communication with operators or their whānau was challenging. We also owe a debt of gratitude to the many individuals who supported the effort to get supplies packed and distributed to flood affected areas across the motu.

E whakamihi ana ki ngā whakapau werawera, ki ngā ringa raupā anō hoki e hiki nei i te taumaha mai i ngā pokohiwi o te hunga e noho taumaha ana. Mā whero, mā pango, e oti ai te mahi.

Next Steps

To build on the achievements from the past year and continue improving our capacity and capabilities, both for ourselves and the sector, we have been laying the groundwork for various upcoming projects.



STRATEGY

Expanding upon what held significance for you in 2021, we have undertaken a thorough review of our existing strategy, scheduled for completion in 2024.

DATA AND INSIGHTS

We are collaborating with industry stakeholders, government agencies and private sector organisations to develop and implement an effective data strategy and data governance framework. Our aim is to ensure that data priorities align seamlessly with our overarching organisational goals, guided by the needs and requirements of our sector.

WEBSITE

We are nearing the final stage of building our new website. In addition to undergoing a comprehensive update, the website has been designed to incorporate a distinct Māori aesthetic. It also comes with a range of new features tailored to benefit both consumers and Māori tourism operators.

HE KURA TAWHITI — WHAT'S BEYOND THE HORIZON

We are organising our first significant Māori tourism gathering since 2019, set to take place in Taupō-nui-a-Tia in 2024.

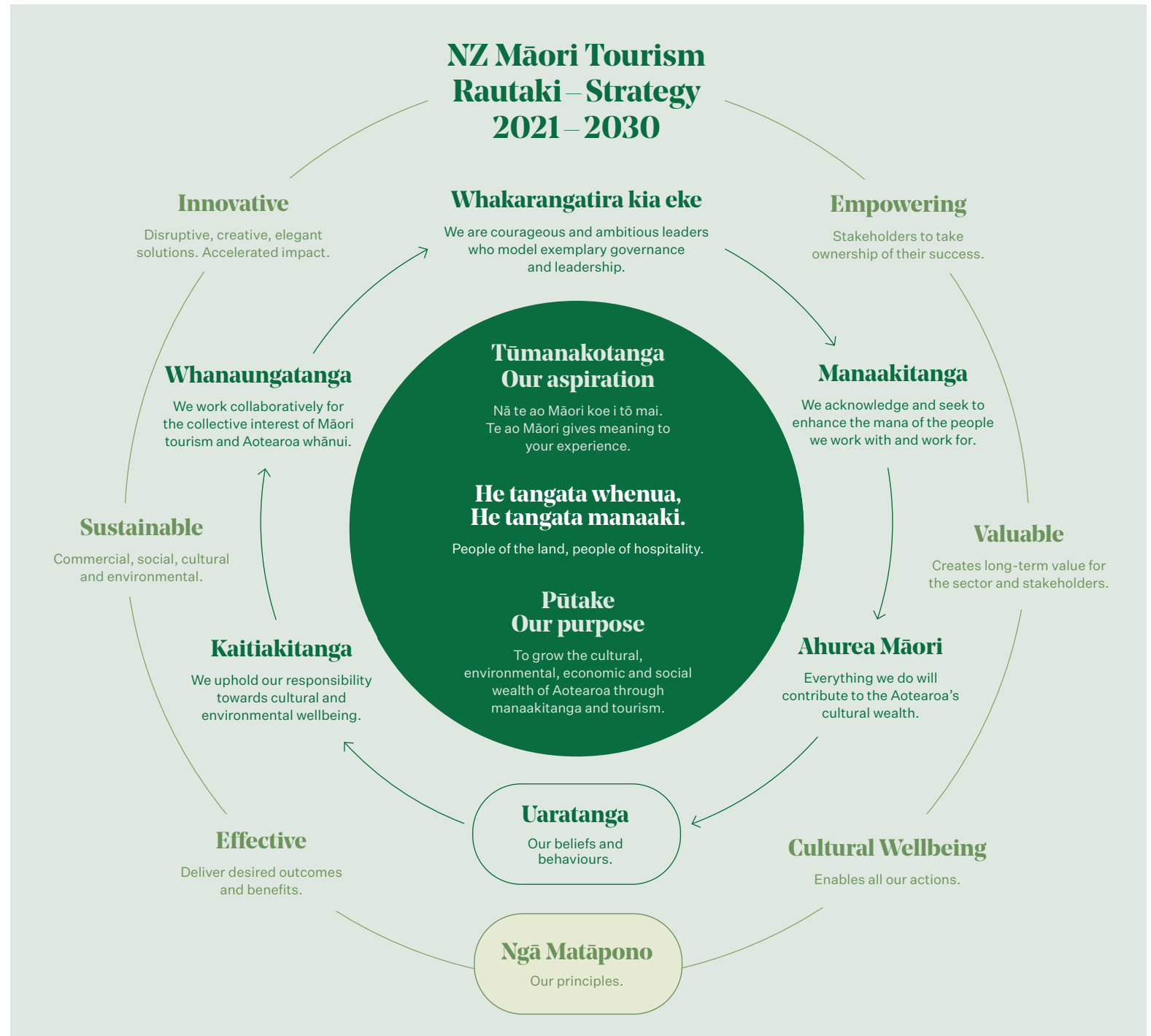


Our Strategy

Contributing to the cultural, environmental, economic and social wealth of our sector continues to be at the forefront of our long-term mission. The rich and diverse contributions of and by Māori tourism operators are laced throughout our strategy.

We share the aspirations of the Māori tourism sector and are committed to ensuring our work and outcomes mirror those of the sector and key stakeholders. Our mahi continues to see us advocate for (but is not limited to):

- closer alignment between values and value;
- a consistent level of care for manuhiri, our communities, our environment and each other;
- cultural competency so our experiences reflect an authentic “us”;
- a strong domestic and international market position that reflects our stories, our people, our places, our environment, our communities and our experiences;
- a strong voice of influence; and
- good data to inform decision making.



Our People

We've had the pleasure of welcoming new faces into our tīma, along with saying haere rā to some of our crew.

We are grateful to have added such adept individuals to what was already a dedicated rōpū. We are pleased with the balance we now have across our tīma but remain committed to recruiting the right people into the right roles in the future.

WE WISH THE FOLLOWING KAIMAHI WELL AS THEY EMBARK ON NEW ADVENTURES:

Miro Harré, who wore many hats, is pursuing her passion for travelling and is relocating to Te Wai Pounamu for now.

Kaylim Poese, who kept our wāhi mahi spotless, scored his dream role at MBIE off the back of his internship.

Te Moetu Williams, our intern and research extraordinaire, has also moved on to greener pastures as a researcher for the Department of Corrections.

THE NEWCOMERS IN OUR TARI INCLUDE:

Richard Pollock, has jumped on the NZMT waka as our Chief Policy Advisor. His extensive background and knowledge of the public sector, the machinery of government and high-level policy is invaluable.

Sasha Thomson, has filled the position of Executive Assistant to the Chief Executive. Before joining NZMT, she held similar roles at Sport New Zealand, Wellington Water and New Zealand Rugby.

Mary Auta, is our new Office Manager, bringing a wealth of organisational experience with her from a 33-year career in teaching.

Kylee Daniel, who worked tirelessly during the COVID-19 pandemic on our Tāpoi programme, has taken on the new role of Director, Partnerships.

Acacia Edmonds, has stepped into the essential position of Office Administrator.

William Higgins, has taken after his whanaunga as our kaiwhakapaipai (Cleaner).



The New Zealand Māori Tourism tīma at Titahi Bay Beach, Porirua. Absent: Acacia Edmonds, Alyse Harrison and William Higgins.

Whitewater rafting with Kaitiaki Adventures
on Okere Awa, Rotorua.



Staff Directory

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William Higgins

*Rongomaiwahine,
Ngāti Kahungunu*
Kaiwhakapaipai | Cleaner



Maui Whakairo atop Maunga Hikurangi, Ruatoria.



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

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