

## MĀORI TOURISM BUSINESSES EMPLOYEES

**58%**

FEMALE



**42%**

MALE

**14,000**

Māori employed



**73%** have 1-5 employees

## MĀORI TOURISM \$

CURRENT

2017

**\$1.7b**



TARGET

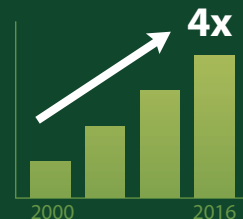
2025

**\$2b**



## GST SALES

GST sales from Māori tourism businesses has quadrupled since 2000



# ANNUAL REPORT 2017



**NZ MĀORI  
TOURISM**

HE TOA TAKITINI

'OUR STRENGTH IS IN UNITY'

# Moemoeā

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

NZ Māori Tourism has a clear, simple and aspirational vision. Achieving this vision will deliver both cultural and commercial benefits.

It is acknowledged that relevance is delivering value to the Māori tourism sector and contributing to the growth of the wider economy. To this end a \$2billion target has been set in terms of annual foreign exchange earnings for Māori tourism by 2025. To achieve this target will require 10% growth year-on-year from 2011 to 2025.

Our vision will be guided by our growth strategy and it is recognised that this target will need to be benchmarked against sound data on the present and future worth of the industry.

### *Rautaki*

Three clear goals have been set to achieve our vision:

#### *1. Whaihua*

##### **Increasing Value**

To achieve 10% per annum in foreign exchange revenue to achieve a \$2billion Māori tourism industry by 2025 through:

- Increasing value of existing businesses.
- Developing existing and new market opportunities.
- Leveraging our assets and relationships.
- Attracting new investment.

##### **Transformation sought**

From the entrepreneurs of necessity to entrepreneurs of opportunity.

From product delivered to experience provider

From numbers to yield

From invisible to visible

From market follower to market leader

#### *2. Rangatiratanga*

##### **Developing Leadership**

To develop authoritative future focused sector leaders with the right competency and skills to attain the vision.

##### **Transformation sought**

From representational leadership to competency based, informed, strategic decision makers.

#### *3. Whakaritenga*

##### **Coordinating support**

To organise and coordinate systems for the provision of information and support services at national, regional and operator levels necessary to attain the vision.

##### **Transformation sought**

From uncoordinated support provided through multiple points of access, to a 'single desk' one-shop service.

# Chairperson's Report

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

This year saw NZ Māori Tourism continuing to build upon the groundwork laid in previous years. While a lot of our work happens behind the scenes, it has been gratifying to see the increased focus on Māori tourism from both central and local government, highlighted by increased government funding for Māori tourism, and the new Tourism New Zealand Chief Executive saying in a media interview that 'while visitors may arrive in New Zealand as strangers, we want them to leave as whānau' – a line straight from NZ Māori Tourism's Strategic Plan!

While New Zealand has continued to attract record numbers of visitors, it is fantastic to see more of those visitors experiencing Māori tourism during their visit. While I wish we could attribute this all to the work of NZ Māori Tourism, it is due to the support of many other organisations, businesses, people, and of course you – the many Māori

tourism businesses throughout Aotearoa New Zealand that continue to provide exceptional experiences to our manuhiri and make the most of all the opportunities available to grow and improve your business.

Work on tourism data has continued this year with NZ Māori Tourism collaborating with the Ministry of Business, Innovation and Employment, NZ Stats, and Treasury to find, collect, and analyse Māori tourism data. We anticipate that with next year being a census year, a lot more relevant, timely data on Māori tourism businesses, and employment and education in Māori tourism, will become available.

## Promoting Māori Tourism

NZ Māori Tourism continues to use opportunities that we both seek out, and are approached for, to showcase Māori tourism both domestically and internationally. One particular project we undertook resulted in more than 28 million views of Māori tourism activities through social media – a phenomenal result.

NZ Māori Tourism has garnered a well-deserved reputation as an organisation that has networks

and relationships throughout New Zealand and internationally, and we know how to get things done. Due to this, we continue to be approached by government organisations, media personalities, trade bodies, sporting organisations, television crews, event organisers, digital influencers, and indigenous tourism businesses from overseas to not only facilitate the promotion of Māori tourism experiences, but to look at ways in which mutually beneficial relationships can be formed. These relationships support Māori tourism experiences to flourish and meet their business goals.

The relationships that NZ Māori Tourism has established with key organisations and businesses allows us to work together to provide business growth and promotional opportunities for Māori tourism. An example of this was working with Princess Cruises to have paid Māori ambassadors on board their ships between Australia, the Pacific Islands and New Zealand to share Māori culture, tikanga, language, and encourage passengers to have Māori tourism experiences when they land ashore. This

summer will be the third season this initiative has gone ahead.

Often NZ Māori Tourism has not necessarily sought recognition for initiatives such as this, however you can rest assured that we will continue to do what we can to support Māori tourism businesses, and Māori in tourism.

As mentioned in the previous Annual Report, NZ Māori Tourism will host the World Indigenous Tourism Summit in April 2018. Planning for this is well underway, and we look forward to welcoming many of you to Waitangi, Bay of Islands for what will be an enlightening and entertaining Summit from 15-17 April.

## Support for Māori tourism

Increased funding for Māori tourism was announced in the Government's Budget in May, with NZ Māori Tourism rolling over our contract to deliver services to Māori tourism businesses. While we will continue to grow Māori tourism businesses through a range of initiatives, this funding will:

- provide support to accelerate the business growth trajectory of emerging Māori

# Chairperson's Report cont.

- tourism experiences;
- support a Māori tourism programme to ensure cultural quality and authenticity;
- provide support for incoming and outgoing delegations, to and from existing and emerging markets;
- leverage Māori story-telling to enhance regional, and inter-regional, tourism.

NZ Māori Tourism has seen an explosion of interest from Māori collectives including trusts and incorporations and iwi, hapū and whānau who are exploring tourism as an option. A number of acquisitions have already occurred with further interest in joint venture opportunities and the like. What they all have in common is a desire to have an overarching iwi tourism strategy that pulls together resources, stories, the environment, and people to provide a sustainable future.

## Māori Tourism in the Regions

We are pleased to see the establishment of Māori Tourism Action Plans throughout the country, as iwi and regions come

together to set a blueprint for their economic future. NZ Māori Tourism has actively supported this kaupapa and will continue to do so, providing support, knowledge, and networks where we can.

While Northland has been a key focus for NZ Māori Tourism over the last few years, several larger government and private businesses have now focused their attention on the region. While we celebrate that Northland is getting the recognition and support it rightly deserves, it means NZ Māori Tourism can direct attention to other regions who also deserve to have a spotlight shone upon them and their Māori tourism aspirations. Our priority regions for 2017/18 will be the East Coast/ Poverty Bay and the Central North Island. Preliminary discussions have started with other regions.

Several Māori tourism experiences faced adverse conditions this year due to Rūaumoko and Tāwhirimātea. Not only did this show how important it is to have plans to manage your business, staff, and manuhiri in situations like this, it also showed the importance of community support, and the need to have a co-ordinated approach

to make sure resources are directed when and where they are needed. *'Ka mate kainga tahi, ka ora kainga rua'. Kia kaha tatou ki te tautoko, ki te awhi tātou i a tātou anō.*

## Closing comments

With changes to the NZ Māori Tourism constitution, this year an independent electronic platform was used for the 2017 Board election. All existing Board members retained their positions. Special congratulations to Toro Waaka, who as well as being re-elected to the Board, was made a Member of the New Zealand Order of Merit in the 2017 New Zealand Queen's Birthday Honours.

As always, a big thank you to Pania and her team, fellow NZ Māori Tourism board members and Matua Tom, for their incredible efforts and ongoing support.

And to you, our enthusiastic, wonderful Māori tourism businesses: a lot of what you do on a daily basis does not get seen, or acknowledged, so this is our opportunity to do so – tēnā rawa atu koe, thank you! The Board and I have had the immense pleasure of meeting many of you over the

year and the stories you have told us, and the acknowledgment of the support that NZ Māori Tourism has provided your business, has helped to ensure we are on the right path.

*Nō reira, e ngā karangatanga maha o te motu, tēnā rā koutou katoa!*

*Nāku iti nei, nā*

## Dale Stephens

Chairperson  
NZ Māori Tourism



The poster for the World Indigenous Tourism Summit 2018 features a green circular logo with a stylized 'W' and 'T' on the left. To its right, the text 'WORLD INDIGENOUS TOURISM SUMMIT 2018' is displayed in bold, with 'REGISTER NOW' in a larger, bold font below it. The website 'www.witsummit.nz' is at the bottom right. A green banner at the top contains the text 'Kia ora! Nau mai, haere mai' in white. Below this, the event details 'World Indigenous Tourism Summit', 'WAITANGI, BAY OF ISLANDS, NEW ZEALAND', and '15 - 17 APRIL 2018' are listed. The bottom section shows a photograph of a coastal landscape with a green overlay containing the text 'WHATUNGARONGARO TE TANGATA. TOITŪ TE WHENUA' and a small note about the Māori whakatauki (proverb) 'Heke te manatani ki te pūwhiri o te pūwhiri'.

Kia ora! Nau mai, haere mai

**WORLD INDIGENOUS TOURISM SUMMIT 2018**

**REGISTER NOW**  
[www.witsummit.nz](http://www.witsummit.nz)

World Indigenous Tourism Summit  
WAITANGI, BAY OF ISLANDS, NEW ZEALAND  
15 - 17 APRIL 2018

WHATUNGARONGARO TE TANGATA.  
TOITŪ TE WHENUA

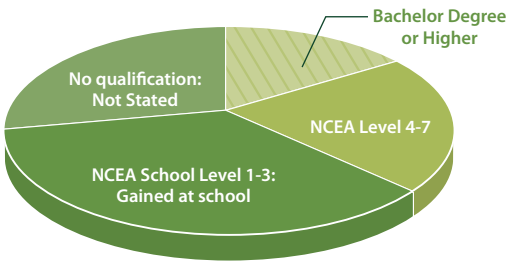
This Māori whakatauki (proverb) refers to mankind as the guardian of the environment. Mōriri Eke

# Māori Tourism Statistics

NZ Māori Tourism has been working with Stats NZ, the Ministry of Business, Innovation and Employment and Te Puni Kōkiri to collect and analyse relevant information on Māori tourism businesses, employers, and employees to establish a robust set of data that provides sector insight. The project is ongoing, but as demonstrated by the graphs below, and the infographics on the cover, these statistics will allow us to not only deepen our understanding of the sector, but will allow us to compare relevant data sets year on year.

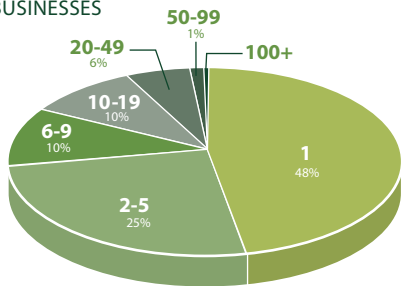
## QUALIFICATIONS OF MĀORI EMPLOYEES IN THE TOURISM INDUSTRY

This pie represents the qualifications of all Māori employed in the tourism industry. Under 20 percent have a bachelor's degree or higher, whilst more than half of Māori employed in the tourism industry have completed NCEA Levels 1-7.

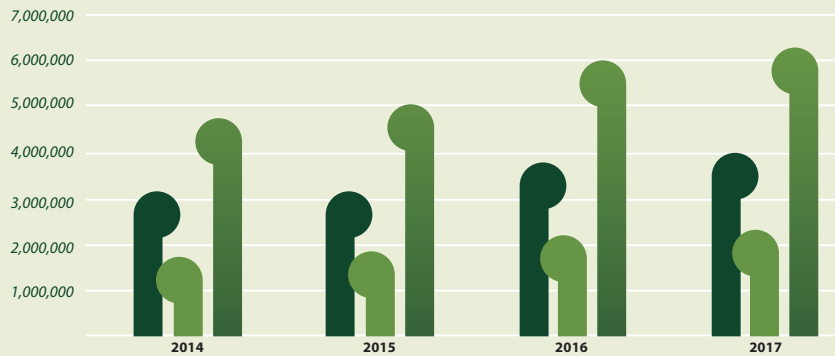


## SIZE OF MĀORI TOURISM BUSINESSES

This pie represents the size of Māori tourism businesses in terms of total number of employees. Almost three quarters of MTOs have 1-5 employees, with just three businesses (or less than one percent) employing more than 100 staff.



NUMBER OF VISITORS TO MĀORI TOURIST ACTIVITIES  
(years ending June)



- Activities specifically related to Māori
- Activities associated with Māori
- Total: activities related to, or associated with, Māori

Notes:

- This data is from International Visitor Survey (IVS)
- In the year ending June 2017, the number of visits to Māori activities grew significantly, although more slowly than in the year ending 2016.
- The number of visitors participating in whale watching was significantly lower in the year ending June 2017, compared to the year ending June 2016. This was the result of the November 2016 Kaikoura earthquake.
- In the year ending June 2017, the growth in number of visitors to activities specifically related to / associated with Māori was less than the growth in the number of visitors to all New Zealand (Māori and non-Māori) tourist activities. However, in the previous two years, the opposite was true.

## NUMBER OF VISITS TO MĀORI ACTIVITIES AS SHOWN IN THE INTERNATIONAL VISITOR SURVEY

*Activities specifically related  
to Māori Percentage change  
June 2016 – June 2017*

A place that is significant to Māori,  
e.g. landmark, pa, etc.

**2016 975,802 – 2017 1,064,551**

**9.1%**

Eat Māori traditional food

**2016 352,969 – 2017 389,916**

**10.5%**

**-5.5%**

**2016 335,832 – 2017 317,253**

Experience a Māori tradition,  
such as story-telling

See Māori art or  
crafts being created

**2016 378,062 – 2017 381,106**

**0.8%**

See Māori artefacts, art or crafts in an exhibition

**2016 711,054 – 2017 758,950**

**6.7%**

Some other activity associated with Māori culture

**2016 462,722 – 2017 513,773**

**11%**

**-2.2%**

**2016 604,811 – 2017 591,432**

Visit a Māori marae

**Total: activities specifically  
related to Māori**

**2016 3,821,252 – 2017 4,016,981**

**5.1%**

**-26.9%**

**2016 164,516 – 2017 120,230**

Whale watching

# Directory



**NZ MĀORI  
TOURISM**

HE TOA TAKITINI

‘OUR STRENGTH IS IN UNITY’

## **New Zealand Māori Tourism Society**

### **Date of Incorporation**

11 October 2004

### **Registered office**

Mezzanine Floor  
110 Featherston Street  
Wellington 6011

### **Postal Address**

P O Box 5038  
Wellington 6140

### **Telephone**


+64 4 474 4682

### **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)

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## **Board Members**

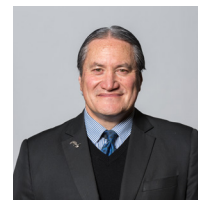
The Board appointed Dale Stephens as the Chairperson and Daniel Walker as the Deputy Chairperson.



Dale Stephens  
Chairperson



Daniel Walker  
Deputy Chairperson



Glen Katu  
Board member



Craig Ellison  
Independent  
Board member



Toro Waaka  
Board member



Tom Mulligan  
Kaumatua



Verity Webber  
Board member

Director Liability Insurance: Vero Liability

# Our 2025 Vision

*“Māori leading Aotearoa  
New Zealand visitor experiences”*

## Our Values

### *Mana Tangata*

Hutia te rito o te harakeke, kei hea te komako e kō; He aha te mea nui o te Ao? - māku e kī atu - he tangata, he tangata, he tangata. *Pull out the centre of the flax, where then will the bellbird rest? What is the most important thing in the world? I will say it is people, it is people, it is people.*

**We have adopted a people *first* approach in all we do.**

### *Manaaki Manuhiri*

Manaaki Manuhiri – Manaaki Tangata  
*Look after our visitors – they will look after us.*

**We promote a visitors *first* approach in all we do.**

### *Rangatiratanga*

He uri whakaheke nō ngā kāwai rangatira. *Descendants from the realm of prestigious chiefs and leaders who have gone before us.*

**We aspire to develop *exemplary governance, and sector leadership.***

### *Kaitiakitanga*

Whatu ngarongaro te tangata, toitū te whenua *Man will perish, but the land remains.*

**We recognise, and advocate for, principles of *kaitiakitanga*.**

### *Whanaungatanga*

Ehara tāku toa i te toa takitahi, engari he toa takitini. *My strength is not that of an individual but that of the multitudes.*

**We work *collaboratively* for the collective interests of the Māori tourism sector.**

