



**MĀORI  
TOURISM  
TRADE DAY  
2015**

Internet, Wi-Fi,  
Webinars, EVENTS,  
Partnership,  
Kaitiakianga



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

# Annual Report 2016



# Moemoeā

## “Māori leading Aotearoa New Zealand visitor experiences”

New Zealand 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 rau rangatira mā, tēnā koutou. 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*

Reflecting on the past 12 months, tourism has continued to exceed expectations in all measured areas. We know that Māori tourism experiences are taking on more staff, having a longer shoulder season, increasing profitability, providing employment, and most importantly, cementing their place as a 'must do' experience.

Debate continues on a range of issues including but not limited to; Kermadecs, fresh water, DOC levies, visitor taxes, tourism data, regional spread, and investment. Work is underway in many of these areas, and NZ Māori Tourism is grateful to those of you who provided feedback on a range of these important matters.

This year we introduced the Māori Tourism quarterly, an analysis of tourism data to assist with your decision making as a tourism business. Data collection remains a work in progress, however; we are

delighted to see the improvements that have been made so far.

Our Māori tourism businesses continue to do wonderful things, winning well-deserved accolades both here at home and internationally. Ka mau te wehi!

## Māori Tourism Trade Day

NZ Māori Tourism had the immense privilege to work alongside our partner organisations once again to deliver this year's Māori Tourism Trade Day (MTTD). There was a greater emphasis on education opportunities for Māori tourism experiences alongside engagement with ITOs.

This year NZ Māori Tourism introduced three tiers of Māori tourism businesses. Our industry *Tuakana* participated in a panel discussion providing insight into the varying operator business models. Our *Export-ready* businesses were those who had formal meetings with ITOs, and our *Observers* were Māori tourism businesses, often just starting out, wanting to gain an understanding of how to work with ITOs in the future.

In the key area of Operator-ITO engagement, the number of



meetings that operators had with ITOs increased substantially on previous years. We gained a number of learnings from MTTD, including that there needs to be an even greater emphasis on up-skilling prior to MTTD. For this reason, we have decided to host MTTD as a biennial event. We are currently in discussions with a range of providers to identify work-shops and training to be held in between.

## Tourism Pipeline

A survey of Māori tourism businesses identified that skilled staff was an issue for a number of our businesses. On the flip side, there was a perception that tourism was low paid, low skilled and of low value! On the back of this NZ Māori Tourism set about to identify 1) what a tourism career pipeline might look like and 2) who could deliver a residential programme in Northland.

In April, NZ Māori Tourism was delighted to attend the official opening of the QRC Tai Tokerau Resort College in Paihia. The College has been met with a lot of enthusiasm by whānau in the north including local businesses and the wider community. NZ Māori Tourism continues to work with the College to expand the tourism employment pipeline and ensure our rangatahi are aware of the tourism opportunities in both Northland and further afield.

NZ Māori Tourism also continues to increase our engagement with tourism education providers. We continue to meet with many New Zealand and international tourism organisations and students to provide insights about Māori

# Chairperson's Report cont.

tourism. In a number of instances we have organised for them to have a Māori tourism experience to reinforce what they have learned.

## Promoting Māori Tourism

NZ Māori Tourism continues to be approached by an array of individuals and organisations, including but not limited to government organisations (both New Zealand and international), film crews, media personalities, sporting organisations, trade bodies, and digital influencers to facilitate Māori tourism experiences while in Aotearoa. NZ Māori Tourism takes these opportunities seriously - both to showcase Māori tourism businesses, and regions that have an opportunity to grow tourism traffic.

Our manuhiri seek the opportunity to go off the standard tourist track and their Māori tourism experience(s) is often the highlight of their visit. Our work has resulted in numerous stories worldwide, including *The Kiwi Way* documentary made by Oklahoma City (OKC) Thunder featuring Steven Adams which has had more than 160 million unique views, a 20+ page photographic spread in a European

travel magazine, Māori presenting our stories to thousands of passengers on board Princess Cruise ships coming to New Zealand, the TravCom famill for travel journalists to experience and write about Māori tourism in Taupō, and the many more print stories, social media posts, radio and TV shows that have featured Māori tourism.

NZ Māori Tourism has put in work to strengthen our relationships with New Zealand organisations who also participate in hosting manuhiri. By working together, we not only provide a more seamless experience for our manuhiri, but we actively ensure the best outcomes for New Zealand occur in each of these opportunities.

NZ Māori Tourism has re-designed our website having received a significant number of inquiries from overseas about Māori tourism experiences. Next year we would like to improve and increase the number of resources for Māori tourism businesses. This is a work in progress.

## Leveraging Tourism and Trade

NZ Māori Tourism continues to build upon our strong international

links through our involvement in hosting numerous delegations. NZ Māori Tourism works proactively to increase the participation of Māori tourism businesses on these delegations and we are pleased with the increase of not only our bigger businesses but also some of our newer export ready companies.

We are privileged to participate in outgoing Ministerial tourism and trade delegations, where we are able to build upon relationships to further grow Māori tourism businesses and leverage opportunities for promotion of, and investment in, not only Māori tourism, but New Zealand.

This year, NZ Māori Tourism attended the WINTA conference in Vancouver with a delegation of Māori tourism businesses. At the event, it was announced that NZ Māori Tourism had won the hosting rights for the 2017 WINTA summit.

## Closing comments

This year we welcomed Verity Webber from Ngāi Tahu Tourism, onto the board of NZ Māori Tourism. Glen Katu was re-elected onto the board. Dale Stephens was elected as chairperson, with Daniel Walker as Deputy Chairperson.

As always, NZ Māori Tourism remains committed to all Māori tourism businesses throughout New Zealand. We continue to support your goals for your business, and facilitating opportunities for you to grow and thrive. We wish to take this opportunity to thank you for your continued support of NZ Māori Tourism as we strive towards our common goal positioning Māori tourism as the first impression and final exclamation mark for all visitors to Aotearoa New Zealand.

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

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

Nā

## Dale Stephens

Chairperson  
NZ Māori Tourism

New Zealand Māori Tourism Society Incorporated  
Statement of Financial Performance  
For the year ended 30 June 2016

	2016	2015
Income: Funding – Te Puni Kōkiri	1,629,331	1,697,686
Other income - Interest	3,109	3,748
<b>Total Revenue</b>	<b>\$1,632,440</b>	<b>\$1,701,434</b>
<b>Less Total Expenditure</b>		
<b>Operating Expenses</b>		
Accounting, Audit and Legal	34,982	30,379
Governance	37,054	30,299
Office Rent and Expenses	101,571	95,263
Wages and Personnel Costs	671,767	714,239
Travel	53,248	39,507
Other expenses	60,369	110,410
<b>Total Operating Expenses</b>	<b>958,991</b>	<b>1,020,097</b>
<b>Tagged Contract Expenses (excluding indirect expenses)</b>		
Branding and Promotion	196,034	244,418
Quality and Capability	106,185	138,933
Regional Strategy	113,181	155,228
Trade Relationships	185,931	292,971
<b>Total Tagged Contract Expenses (excluding indirect expenses)</b>	<b>601,331</b>	<b>831,550</b>
<b>Total Expenditure</b>	<b>\$1,560,322</b>	<b>\$1,851,647</b>
<b>Net Surplus (Deficit) for the year</b>	<b>\$72,118</b>	<b>(\$150,213)</b>

Statement of Financial Position  
For the year ended 30 June 2016

	2016	2015
<b>Current assets</b>		
Petty cash	100	100
Bank	230,687	126,184
Accounts receivable	5,984	175
GST Receivable	15,875	20,649
	252,646	147,108
<b>Non current assets</b>		
Fixed Assets	33,729	25,272
	33,729	25,272
<b>Total assets</b>	<b>\$286,375</b>	<b>\$172,380</b>
<b>Current liabilities</b>		
Accounts payable	61,901	48,182
Tax Credit – Employers Kiwisaver	-	556
Holiday Pay Accrual	19,917	21,872
Tagged Contract Funds	56,133	25,464
	137,951	96,074
<b>Equity</b>	184,424	76,306
<b>Total Equity and Liabilities</b>	<b>\$286,375</b>	<b>\$172,380</b>

This is a summary of the full financial statements as at 30 June 2016. The full statements have been audited and are available on request from NZ Māori Tourism.

# Māori Tourism Statistics

<i>Activities specifically related to Māori:</i>	<b>No. of visits</b> Y/E June 14	<b>No. of visits</b> Y/E June 15	<b>No. of visits</b> Y/E June 16	<b>% change</b> June 14 to June 15	<b>% change</b> June 15 to June 16
Visited a place significant to Māori	776,232	795,053	975,802	2.4%	22.7%
Ate Māori food	293,077	315,954	352,969	7.8%	11.7%
Experience a Māori tradition, e.g. story-telling	251,700	229,507	335,832	-8.8%	46.3%
See Māori art and crafts being created	283,794	326,140	378,062	14.9%	15.9%
See Māori artefacts etc. in an exhibition	577,318	602,765	711,054	4.4%	18.0%
Visited a Marae	455,670	510,200	604,811	12.0%	18.5%
Experienced some other Māori activity	402,033	433,517	462,722	7.8%	6.7%
<b>Total, all activities specifically related to Māori</b>	<b>3,039,824</b>	<b>3,213,136</b>	<b>3,821,252</b>	<b>5.7%</b>	<b>18.9%</b>
<i>Other activities associated with Māori:</i>					
Visited a geothermal park	787,711	839,567	1,011,161	6.6%	20.4%
Visited glow worm caves	546,536	589,440	699,223	7.9%	18.6%
Went jet-boating	279,968	316,046	339,007	12.9%	7.3%
Went whale watching	127,625	147,069	164,516	15.2%	11.9%
<b>Total, activities associated with Māori</b>	<b>1,741,840</b>	<b>1,892,122</b>	<b>2,213,907</b>	<b>8.6%</b>	<b>17.0%</b>
<b>Total, activities related, and associated with, Māori</b>	<b>4,781,664</b>	<b>5,105,258</b>	<b>6,035,159</b>	<b>6.8%</b>	<b>18.2%</b>
<b>Total, all Māori / non-Māori visitor activities</b>	<b>30,230,751</b>	<b>31,704,056</b>	<b>37,331,147</b>	<b>4.9%</b>	<b>17.7%</b>

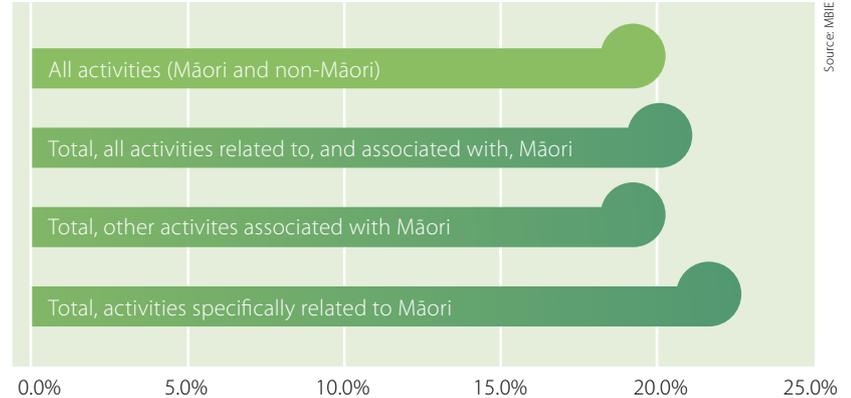
The table shows the number of visits to individual activities specifically related to, and associated with Māori. The numbers in the table imply that total visits to activities specifically related to, and associated with, Māori accounted for 16.1% of visits to all tourist activities in New Zealand.

## Tourist spending, by region, year ending July 2016, \$ million

Region	Domestic	International
Auckland	3,270	3,415
Canterbury	1,885	1,168
Waikato	1,709	515
Otago	1,536	1,693
Wellington	1,509	671
Bay of Plenty	1,118	494
Manawatu-Wanganui	721	147
Northland	718	222
Hawke's Bay	411	134
Southland	335	193
Taranaki	252	62
Marlborough	223	122
Nelson	202	100
West Coast	190	230
Tasman	167	96
Gisborne	104	23

Source: MBE

## Increase in number of visits to tourist activities & attractions, March 2015 - March 2016



Source: MBE

The graph above shows that the total number of visits to tourist activities overall (i.e. both Māori and non-Māori) increased by just over a fifth between March 2015 and March 2016, but that the number of visitors to Māori activities increased slightly faster still.

## Average spend per visitor

Average spend per visitor  
Year Ending 2014

**\$2,880**



Average spend per visitor  
Year Ending 2015

**\$3,440**

\$100 note equals \$1,000 dollars

# 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

 @nzmaoritourism

 @nzmaoritourism

### Staff Members

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# Directory

### 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.***

