Rugby World Cup (RWC) 2011 was held in New Zealand over September and October 2011. Waka Māori was a Māori showcase pavilion, proposed by Ngāti Whātua ō Ōrakei, and supported by Government. This sheet presents top line findings from a survey that was developed to gauge visitors' perceptions about Waka Māori.

The Government's priorities for RWC 2011 were: to support the delivery of a successful tournament; to maximise the leverage opportunities; and to capture legacy benefits for all New Zealanders. These priorities were largely delivered through the REAL New Zealand festival.

Waka Māori was a Māori showcase pavilion supported by Government to:

- contribute to the vibrancy and energy of the Auckland waterfront;
- provide a unique venue for hosting events that was quintessentially Māori, South Pacific and New Zealand in form; and
- provide a facility for future hosting opportunities at key international events promoting New Zealand.

This survey was developed to gauge visitors' perceptions about Waka Māori.

This survey also aimed to provide insight into Waka Māori's contribution to the economy, in line with Government's interest in determining the economic impact of RWC 2011 to New Zealand.

The top line findings from this survey include:

- 397,000 visits to Waka Māori;¹
- as a venue, visitors rated Waka Māori very highly for ease of access including for disabled persons;
- visitors were “very satisfied” with Waka Māori and rated this experience as high as, or higher than, other RWC 2011 events and activities;
- an estimated $8m of direct spend as a result of visitors' attendance at Waka Māori;
- 84 percent of visitors reported that their Waka Māori experience was worth more than the amount they had spent there;
- 88 percent of visitors agreed that Waka Māori played an important role in portraying Māori as a positive contributor to the New Zealand economy;
- Waka Māori had a positive influence on international visitors' decisions to revisit New Zealand in the future; and
- survey ratings support the rationale behind Waka Māori.

¹. 180,000 people attended the Waka; 217,400 visits were recorded at Herenga Waka, the Artisans' Village.