



Te Puni Kōkiri
REALISING MĀORI POTENTIAL

Tāpoi Māori Tourism



KEY FACTS

- More than 120 Māori tourism businesses have their products and services on websites.
- There are more than 70 Māori tourism experiences that are 'export ready'.
- More than 50 Māori tourism operators have participated in TRENZ in recent times.
- 35 Māori tourism operators are Qualmark licence holders.
- Two guidebooks are available for sale through the i-SITE network for visitors seeking Māori tourism experiences.

From the Far North to Stewart Island you can experience the Māori world. Māori tourism businesses provide a wide range of products and services including land and water-based guided tours, luxury to budget accommodation, art and crafts, various tourism attractions, retail outlets, transport providers, concerts, hangi and marae visits.

■ MĀORI REGIONAL TOURISM ORGANISATIONS

Since 2001, Māori tourism operators formed 13 Māori Regional Tourism Organisations (MRTOs) throughout New Zealand:

- Tai Tokerau Māori Tourism and Cultural Association.
- Hawkes Bay Māori Tourism Trust.
- Māori Tourism Taranaki Trust.
- Māori in Tourism Rotorua.
- Whanganui Māori Regional Tourism Org.
- Central North Island Māori Tourism Soc.
- Tauranga Moana Māori Tourism Inc.
- Te Āra a Maui.
- Te Waipounamu / South Island.
- East Coast Māori Tourism Operators Assn.
- Tourism King Country Māori Inc.
- Tourism Ngāti Porou.
- Auckland Māori Tourism Assoc.

The New Zealand Māori Tourism Council has been active for more than twelve months, and within this time, has enhanced the growth of Māori tourism in New Zealand.



In August 2004, these MRTOs formed a national Māori tourism body which is headed by the New Zealand Māori Tourism Council. As MRTOs continue to develop their networks and relationships within their regions, the New Zealand Māori Tourism Council works nationally to support their initiatives and the development of individual Māori tourism experiences.



Te Huapae o Matariki





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San Francisco event



Māori Tours, Kaikoura

■ MĀORI TOURISM AND THE MĀORI REGIONAL TOURISM PROGRAMME

Māori tourism and the Labour Government's Māori Regional Tourism Programme (*Vote Māori Affairs*) have produced significant results including:

- A New Zealand Māori Tourism Council governed by nine elected councillors. In 2001 there was no mandated National Māori Tourism Organisation.
- A strategic plan for 2005-2010 for Māori tourism. In 2001 there was no national strategy for Māori tourism.
- Prior to 2002 there was no national database of Māori tourism. Now the New Zealand Māori Tourism Council is building a national picture of Māori tourism.
- New Zealand Māori Tourism Council has active relationships with nine government agencies, a significant expansion since 2001.
- In 2006 relationships have been established with nine national tourism bodies. In 2001 there were no formal relationships between Māori tourism and the wider tourism sector.
- Today most regions have MRTOs. These groups are led by approximately 70 Māori tourism leaders. In 2001 only four regions had Māori regional tourism organisations.
- Ten regions now have Māori tourism plans. In 2001 there were no regional Māori tourism strategic plans.
- At least 10 MRTOs have good working relationships with RTOs. In 2001, only three MRTOs had relationships with RTOs.
- Labour Government Tourism Policy has targeted 80 Māori tourism businesses to access specialist tourism mentoring services via a joint venture with the Ministry of Tourism.

■ NEW ZEALAND MĀORI TOURISM COUNCIL

The New Zealand Māori Tourism Council has been active for more than twelve months, and in that time has:

- Established a logo and website – www.maoritourism.co.nz.
- Initiated a "Whole of Government" forum for Māori tourism.
- Held their inaugural conference in Auckland focusing on operating sustainable clusters.
- Worked with VIN Inc on collaborative projects between MRTOs and i-SITES.
- Assisted and supported the Ministry of Tourism and Te Puni Kōkiri with the Māori Tourism Facilitation Service.
- Published a second edition of *Rough Guide to Māori Tourism* for distribution at the San Francisco event of *Toi Māori's Māori Art Meets America*.
- Participated in media panel and interviews at TRENZ 2005.
- Initiated discussions with Air NZ, THL Holdings and others on opportunities to work together.
- And many other activities



For further enquiries refer to the Councils website www.maoritourism.co.nz

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