



**NZ MĀORI
TOURISM**
HE TOA TAKITINI
OUR STRENGTH. SINCE BIRTH.

AOTEAROA NEW ZEALAND

THE VALUE OF MĀORI TOURISM

A vital component of Aotearoa New Zealand tourism

The Māori tourism sector is a vital and unique component of Aotearoa New Zealand's tourism industry, contributing significantly to the economy and offering diverse, holistic experiences that emphasise the relationship between Māori, visitors (manuhiri), and the land (whenua). This relationship embodies the principles of manaakitanga (hospitality) and kaitiakitanga (guardianship), setting Aotearoa New Zealand apart from other tourist destinations.

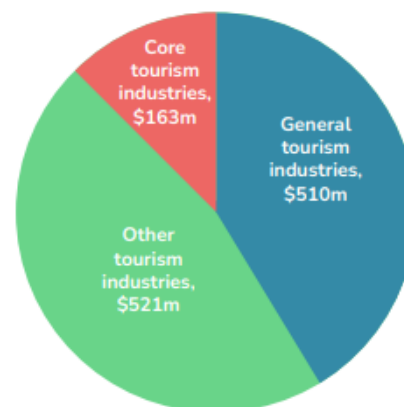
Value-add of Māori tourism

Value-add, as measured through production GDP, provides insight into economic activity generated and, ultimately, the value added to Te Ōhanga Māori from Māori tourism. It measures the value added from experiences and services provided by Māori tourism businesses and Māori collectives in Aotearoa New Zealand.

In 2023, Māori tourism accounted for \$1.2 billion of production GDP to Te Ōhanga Māori - reflecting a 23 percent increase from 2018

Unlike most other industries, tourism is not defined by the goods and services produced, rather tourism is defined by the characteristics of the customer demanding tourism products, services, and experiences. Tourism cuts across many traditional industries, with a strong influence in some and a low influence in others. To truly understand the Māori tourism experience and offering, we have defined and measured Māori tourism by categorising traditional industries into three separate components. Core tourism industries – represent industries that heavily rely on tourism. Often these industries are at the forefront of the tourism offering, providing authentic and unique experiences, such as tours or adventure activities. Secondly general tourism industries – provide the supporting

features of tourism. These industries enrich the visitor experience, from facilitating the movement of visitors to providing souvenirs. Lastly, other tourism industries – represent industries where a very small proportion of demand may result from tourism. It is broad and far-reaching, covering most industries in the economy.



Māori tourism value add (GDP), 2023

Key players in Māori tourism

Māori collectives

Māori collectives represent a broad grouping of Māori incorporations, trusts, and post-settlement governance entities (PSGEs), which may be formed by whānau, hapū, and iwi from around Aotearoa New Zealand. Their size and activities vary significantly, from large commercial entities to smaller local businesses.

In 2023, it was estimated that Māori collectives added around \$151 million in production GDP

Māori collectives' tourism involvement drives economic growth and establishes intergenerational benefits, while supporting cultural preservation in their communities, for whānau and hapū.

Māori tourism businesses

Māori tourism businesses play a pivotal role in shaping the Māori tourism industry in Aotearoa New Zealand. These businesses are characterised by Māori owned and operated private businesses, from employers to self-employed, providing diverse and culturally enriched offerings.

In 2023, Māori tourism businesses generated \$1 billion in production GDP

Collectively, there were 3,595 Māori tourism businesses operating in core and general tourism industries, including 756 self-employed Māori tourism businesses. These businesses employed just over 15,000 people. Māori tourism businesses, on average, employ more staff and offer higher salaries than non-Māori businesses, demonstrating their commitment to valuing their place and people.