

NEW ZEALAND

BAY

OF PLENTY

📍 Te Puna Quarry Park

MEDIA KIT

23/24 Edition

[BAYOFPLENTYNZ.COM](https://www.bayofplenty.nz)

CONTENTS

Introducing the Bay of Plenty	3
Unique things to do	4
Māori cultural tourism experiences	6
Eating and drinking in the Bay	7
Where we are	8

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Waimarino Kayak Tours

INTRODUCING THE BAY OF PLENTY

Nau mai haere mai ki Te Moananui ā Toi! Welcome to the Coastal Bay of Plenty.

Pull up a beach chair, dig your toes into the sand, and chill.

Nestled on the east coast of New Zealand's North Island, the Bay of Plenty is home to idyllic, friendly towns and cities spread along 125km of pristine white sand beaches.

Here you can kayak across a lake to see a canyon shining with glow worms. You can hike through more than 56,000-ha of native forest, swim with dolphins and see majestic orca. You can even hop on board a boat and visit one of our two marine reserves or one of our 24 coastal islands – don't forget your camera to capture some of the world's most spectacular scenery!

Our place is steeped in history. Our shores are the landing place of the Mātaatua waka, one of the founding canoes that first brought Māori to New Zealand almost 1,000 years ago from Hawaiki.

Hundreds of years later, English explorer Captain James Cook named the region the 'Bay of Plenty' after noticing abundant food supplies in local Māori villages. And the Bay continues to live up to that name with the warm climate making for perfect growing conditions – producing the world's best kiwifruit, avocados, citrus and Mānuka honey.

We invite you to discover the stories, magic and energy of our special place. The time you spend here will leave you invigorated with lasting memories of our stunning natural landscapes and the warmth of our climate and our people.

CLAIMS TO FAME:

New Zealand's best beaches: Mount Maunganui Main Beach and Ōhope Beach have had regular spots among New Zealand's most loved beaches (as voted by Trip Advisor and AA Traveller).

Ancient forests: Whirinaki Te Pua-a-Tāne Conservation Park stretches over 55,000 hectares and was called "one of the great forests of the world" by acclaimed British botanist David Bellamy.

The home of kiwifruit: Te Puke is the "home of kiwifruit", producing 112m trays of the furry green health food each year.

The Kiwi Capital of the World™: Whakatāne's spectacular conservation efforts have seen the population of kiwi soar. No other town has the elusive native bird living in such close proximity to people.

Incredible natural wonders: McLaren Falls is home to one of the best botanical tree collections in New Zealand. The area also boasts the most densely populated collection of glowworms in the country.

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Surfing at Tay Street



UNIQUE THINGS TO DO

ENJOY A KAYAK TOUR THROUGH A GLOW WORM CANYON

Watch a beautiful canyon come alive with twinkling lights during an evening *Waimarino Glow Worm Kayak Tour*. Enjoy delicious New Zealand wines and cheeses as the sun sets before paddling across Lake McLaren, near Tauranga, to witness this magical experience. Daytime kayak tours are also available – enjoy the birdsong and peaceful forest surrounds.

 glowwormkayaking.com

DISCOVER OUR BIG BLUE BACKYARD

Discover the Bay of Plenty's renowned coastline with *Bay Explorer*. Learn about the Pacific Ocean's depths and admire our abundant marine life during a full or half-day cruise. Some of nature's finest creatures live here including penguins, seals, dolphins, whales, sunfish, school fish, sharks and orca, depending on the time of year. Make the most of your day on the water with a kayak, stand-up paddle board or swim.

 bayexplorer.co.nz

EXPLORE MOUTOHORĀ ISLAND

Moutohorā/Whale Island is a pest-free oasis that is home to a number of New Zealand's rare and endangered plants, birds and reptiles. Board the comfortable catamaran for an easy cruise to the island before being taken on a fully-guided tour. Keep an eye out for a threatened tūturiwhatu/New Zealand dotterel, boisterous tieke/North Island saddleback, Tuatara, or kākārīki/red-crowned parakeet as you journey through the regenerated native bush. Then dig yourself a soothing geothermal spring pool at Onepū Bay, Moutohorā's secluded hot water beach.

 moutohora.co.nz


TAKE A SELF-GUIDED WALK UP OR AROUND MAUAO

Mauao (Mount Maunganui) offers sweeping 360 degree views and is steeped in Māori history and ancient myths. Hear about our region's unique heritage during a walk with *Arataki Cultural Walking Trails* App. The base track around Mauao takes about 50 minutes and is one of New Zealand's most popular walks, while a trek to the top is rewarded with panoramic views across Tauranga and the Pacific Ocean.

 arataki.co

TASTE PLENTY

Our region is blessed with fertile land and open seas and the Bay of Plenty is renowned for its plentiful produce and seafood. Local establishments take full advantage of these fresh ingredients and there is no shortage of world class dining options to enjoy while on holiday. Visit a working kiwifruit orchard with *Kiwifruit Country Tours* to learn about the super food. Indulge in the craft beer scene with *Brew Bus* and try some of our best locally-made brews or dine in one of our exceptional (yet laidback!) restaurants and cafés.

 bayofplentynz.com/dine | kiwifruitcountry.com
brewbus.co.nz | tasteofplenty.co.nz

WALK AMONGST GIANTS IN THE WHIRINAKI FOREST

Deep in the central North Island lies an ancient forest waiting to be discovered. Whirinaki Te Pua-a-Tāne Conservation Park is one of the world's last prehistoric rainforests. It is home to first generation native trees, rare native birds and 155 kilometres of superb walking, tramping and mountain biking tracks to suit all levels. Take a guided eco-cultural tour and immerse yourself in an ancient, natural world.

 whirinaki.com | teureweratreks.co.nz | kohutapulodge.co.nz

PADDLE THE EASTERN BAY OF PLENTY

Seek out adventure and make the most of your day by hiring a kayak to explore the scenic inlets at Ōhope's estuary or Ōhiwa Harbour, both of which lie east of Whakatāne. *KG Kayaks* will set you up with everything you need. They also offer guided kayak tours to Moutohorā Island or a moonlight trip across Ōhiwa Harbour. Spectacular.

 kgkayaks.co.nz

SWIM WITH DOLPHINS IN THE WILD

Tick this off your bucket list and experience the magic of swimming alongside dolphins in their natural habitat. Our warm coastal waters in the Bay of Plenty attract large pods of dolphins between November and May each year. Join *Dolphin Seafaris* for an epic adventure – they have a 95 per cent success rate finding dolphins. You may also see orcas, whales, sea turtles and seals along the way.

 nzdolphin.com

BIKE THE BAY

Experience the Bay of Plenty on two wheels. Enjoy historical and cultural storytelling with *Te Ara Tourism* and learn about the inherent connection Māori have to the natural world. From undulating coastal and urban cycle trails, to adrenalin pumping mountain bike trails in the forest – the Coastal Bay of Plenty has an ever-expanding network of epic places to ride your bike.

 tearatourism.nz

TAKE IN THE BAY FROM ABOVE

Enjoy a scenic flight with *Adventure Helicopters* and be swept away to secluded locations throughout the Bay of Plenty. Take the plunge with *Skydive Tauranga* and view the Bay's incredible coastline with only your guide and a parachute.

 adventurehelicopters.co.nz | skydivetauranga.com

SHUCK AND SAVOUR OYSTERS

Tio Ōhiwa is a Māori-owned oyster farm and takeaway shop in the Eastern Bay of Plenty. Embark on a captivating harbour cruise with them to explore the scenic Ōhiwa Harbour. The cruise not only offers a guided history tour but also an interactive oyster experience, including shucking and tasting the freshest oysters.

 ohiwaoysters.com

MĀORI CULTURAL TOURISM EXPERIENCES



📍 Mauao Adventures

EATING & DRINKING IN THE BAY



📍 Rising Tide Mount Maunganui

Discover Tauranga's new collective of Māori tourism operators

Tauranga now has a unique family of Māori tourism operators telling the region's stories.

Te Whānau Tāpoi Māori ō Tauranga Moana (The Māori Tourism Family of Tauranga Moana) is an incorporated society made up of 14 Māori tourism operators from the Coastal Bay of Plenty region. Experiences range from e-bike tours, stand-up paddleboarding lessons, healing retreats, Harley Davidson motorcycle tours and more!

These tours offer an intimate and authentic cultural experience with some of Tauranga's best indigenous storytellers.

TE ARA TOURISM

Take a journey through modern day Te Ao Māori (the world of the Māori people). The tour includes a boat cruise of Tauranga Harbour and an e-bike tour on the Omokoroa to Tauranga cycle trail. Enjoy cultural and historical storytelling as guides provide insight to pre- and post-colonial Māori society in Aotearoa New Zealand and the inherent connection Māori have to the natural world.



TĀPOI

Tāpoi in Māori, literally means "to travel". Inspired by our Māori cultural values, the team at Tāpoi are expert high-end travel planners who design uniquely enriching journeys through New Zealand for adventurous, cultural explorers.

Based in Te Puke in the Western Bay of Plenty, let Tāpoi creatively curate an unforgettable travel programme incorporating the coastal Bay of Plenty's best indigenous story-tellers.



RIVERBUG

Explore the Bay of Plenty's natural treasures with Riverbug. Whether it's the adrenaline kick of riding the rapids, or just drifting with the flow, you'll be amazed how fun and easy it is to learn. Try the Action Bug — Rangitaiki tour: set in a stunning gorge at the base of Aniwhenua Falls, this unique adventure mixes generous helpings of white-water with relaxing pools for a fun-filled descent of the Rangitaiki, the Bay of Plenty's largest river.



TRAVEL ED

Travel Ed offers immersive Māori experiences all the way along the Bay of Plenty coast. Local guides provide insights into their history, ancient stories, and vibrant culture. Embrace Māori traditions in a welcoming environment via their wide range of cultural guided tours.



ŌMATAROA ECO TOURS

Ōmataroa Eco Tours offers immersive kiwi conservation and cultural eco tours in the Eastern Bay of Plenty. Guided by tāngata whenua (people of the land), the tours will take you through hidden corners of Ōmataroa forest, where culture, nature, and native wildlife harmonise. Learn about their kiwi recovery programme and become a guardian for these cherished birds.



MAUAO ADVENTURES

Immerse yourself in Māori culture and stories with a waka ama (outrigger canoe) lesson and a hikoi (guided walk) around Mauao – a beloved mountain in Mount Maunganui. Discover how Māori lived centuries ago and learn about current environmental efforts to keep Mauao and the surrounding ocean waters pristine.



Te Moananui ā Toi (the Coastal Bay of Plenty) is a foodie's dream lifestyle.

Through our horticultural history, rich seas and volcanic soils, and with a deep cultural foundation of manaaki tangata (to provide and care for many), we are committed to creating world class food and memorable culinary experiences, weaving a powerful connection from our place to your plates.

With traditions steeped in protecting and celebrating the region's natural resources, descendants of this whenua (land) have developed a solid horticultural presence from local trade through to export.

From kūmara, rīwai and kamokamo in the 1800's through to kiwifruit, avocados and berries in the early 1980's, the Bay's history of food production has given us a strong foundation for the future.

Today, truffle farms, kiwifruit innovation, a flourishing dining scene, gourmet night markets, farmers markets and pop-up restaurants continue to provide hospitality for our people and our visitors.



📍 Mount Made Ice Cream

Plenty of Flavours

Dive into our 32-page insider's guide to the best flavours in the Bay of Plenty. From sumptuous truffles to freshly caught seafood, and foodie cycle trails to all the hot foodie spots, this guide is your passport to savouring the best flavours of the Bay.

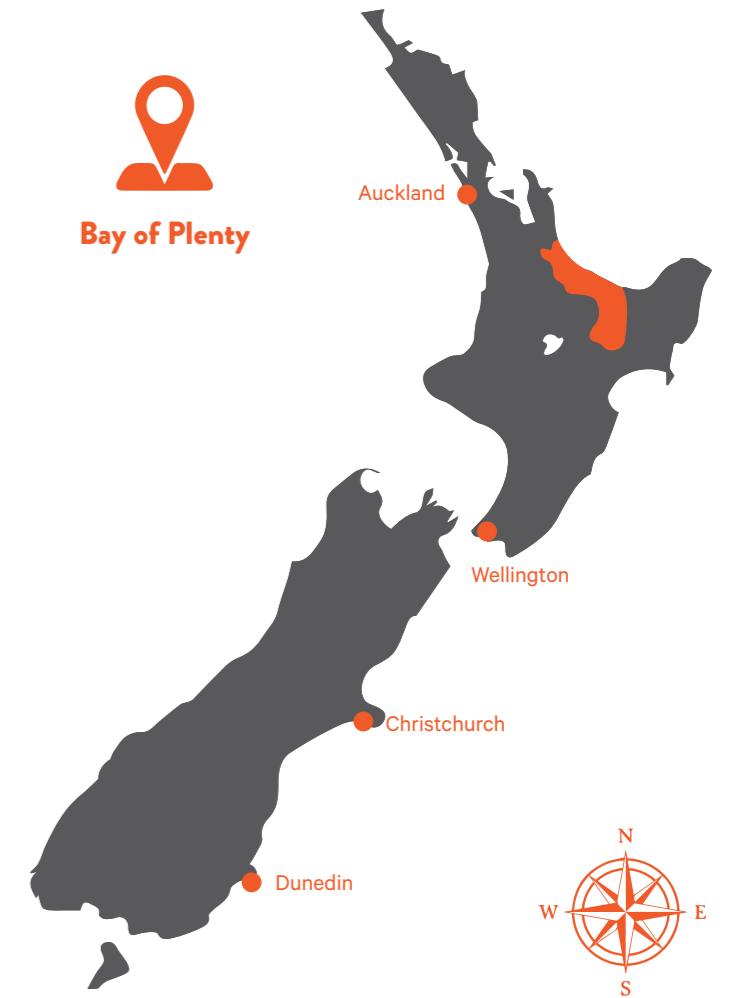


📍 Tauranga Farmers Market

WHERE WE ARE



Whirinaki Te Pua-a-Tāne Conservation Park. Image by Neil Robert Hutton Photography.



Located in the Central North Island of New Zealand, the Bay of Plenty is effortlessly connected to the rest of the country.

Our region is an easy 3-hour drive from Auckland, 1 hour 20 minutes from Hamilton and 45 minutes from Rotorua. Tauranga Airport is serviced daily by Air New Zealand with direct flights from Auckland, Wellington and Christchurch. The thriving Port of Tauranga is the largest cruise tour port destination in New Zealand.

TRAVELLING TIMES AND DISTANCES FROM TAURANGA

to Auckland	200km	3 hours
to Hamilton	105km	1 hour 20mins
to Coromandel	60km	1 hour
to Rotorua	63km	55mins
to Taupō	150km	1 hour 50mins
to Napier	290km	3 hours 30mins
to Wellington	521km	6 hours 25mins

INTERNATIONAL FLIGHT TRAVELLING TIMES

Sydney	→ Auckland	3 hours 5mins
Singapore	→ Auckland	9 hours 40mins
Shanghai	→ Auckland	11 hours 35mins
Los Angeles	→ Auckland	12 hours 45mins
Vancouver	→ Auckland	13 hours 45mins
Chicago	→ Auckland	15 hours 5mins
New Delhi	→ Auckland	16 hours 35mins

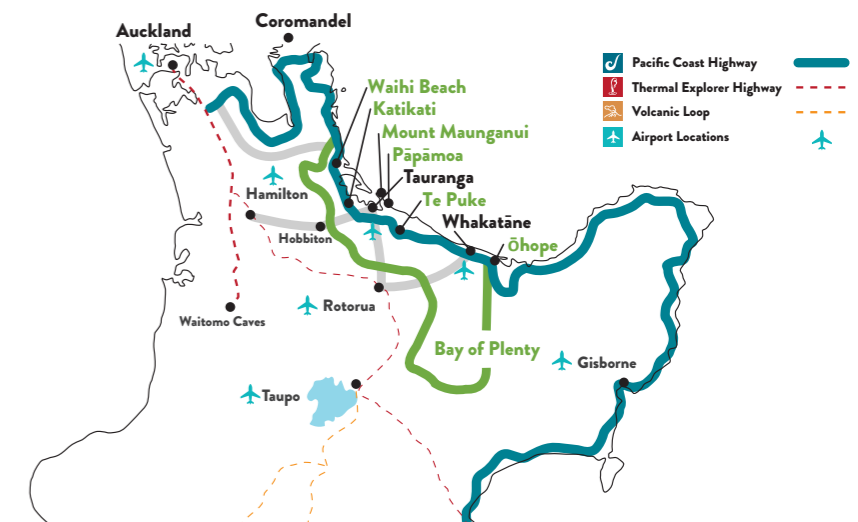
CLIMATE

The Bay of Plenty is one of the sunniest destinations in the country, with clear blue skies and consistently fine, warm weather.

The combination of volcanic soil and many sunshine hours gives incredible fertility to the land and ocean, making the region a food lover's paradise. Avocados, kiwifruit, citrus, macadamia nuts and mānuka honey can be found at roadside stalls as you drive from one natural wonder to another.

The weather and food provenance leaves the people of the Bay of Plenty warm, relaxed and happy. You are sure to find yourself welcomed by both our sunshine and our tangata whenua (people of the land).

REGIONAL LOCATIONS



KEY EVENTS

SUMMER

Bay Dreams

Bay Dreams consistently has an impressive line-up, giving it the reputation as “the summer music festival you just can’t miss”.

Katikati Avocado Food & Wine Festival

Expect great food, the best wines, lively entertainment, excellent company, product displays and much more.

Mount Festival of Multisport

Part of the Mount Maunganui summer since 1990, making it one of New Zealand’s longest running and most iconic triathlons. The events calendar includes the Tauranga Half, AquaBike, Mount Run and Pilot Bay Swim.

One Love

One Love’s reputation as New Zealand’s premiere celebration of roots, rock and reggae is well deserved. The festival is one of summer’s best and brightest events.

Waihi Beach Summer Fair

The Waihi Beach Summer Fair is a bustling little (but rather large) event held at a beachside oasis.

Summer Arts Festival

Music, dance, outdoor theatre, film, art, sculpture, and public programmes... It’s all on in Whakatāne!



Vegan Vibes

AUTUMN

Flavours of Plenty Festival

The Flavours of Plenty Festival is a celebration of the Coastal Bay of Plenty’s world-class food scene.

National Jazz Festival

The National Jazz Festival has been entertaining hundreds of thousands of residents and visitors to the region for 60 years.

Local Wild Food Festival

Whakatāne’s food festival includes a wild food cooking challenge, tastings, demonstrations, live entertainment, food stalls and more!

The West End Wiggle

A traditional longboard festival at the popular West End in Ōhope.

WINTER

Whakatāne Kiwi Trust Night Walks

Explore the New Zealand bush on a night walk with the Whakatāne Kiwi Trust. Come along and learn about the local kiwi population and the work being done by the amazing volunteers.

Matariki

Matariki appears in the north-eastern sky in late May/early June, heralding the arrival of the Māori New Year. Each region has its own calendar of events to celebrate Matariki.

SPRING

Tauranga STEM Festival

Tauranga STEM Fest is a free, family-friendly science, technology, engineering and mathematics festival.

Vegan Vibes

A festival with speakers, foodies, music and vibes celebrating all things vegan!

Tauranga Arts Festival

A biennial world-class programme direct from leading artists and performers at the peak of their practice. (Held biennially).

Bay of Plenty Garden & Arts Festival

A celebration of the Bay of Plenty’s finest gardens finishing with live music, food stalls and local artists. (Held biennially).



National Jazz Festival

NEW ZEALAND BAY OF PLENTY



📍 Waihi Beach

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