



PROMOTING YOUR EVENT

Te Moananui ā Toi | The Coastal Bay of Plenty



TOOLKIT PURPOSE

From festivals and live music to local markets and workshops, there are dozens of epic events being run across our region every month.

If you are organising an event that will increase destination awareness and intent to travel, you've come to the right place. This event toolkit is designed to be your one stop shop for opportunities to promote your event in the Bay of Plenty.



EVENT FUNDING

As Tourism Bay of Plenty is a not-for-profit organisation, we do not sponsor or fund events. If you are looking for funding, advice or event support, please visit the relevant local council website:

- [Tauranga City Council](#)
- [Western Bay of Plenty District Council](#)
- [Whakatāne District Council](#)

For events within Tauranga, Tauranga City Council has an Event Funding Framework composed of five event funds. Further information on eligibility and criteria on each fund can be found on the [Tauranga City Council](#) website, if you require any further information please contact eventfunding@tauranga.govt.nz.

PUBLIC SPACES GUIDANCE

If you are organising an event on a public space in Tauranga, the Tauranga City Council Event Facilitation team can offer advice and guidance on the steps you will need to take to hold your event. You can read more about organising an event on the [Tauranga City Council](#) website or contact eventbookings@tauranga.govt.nz for more information.

EVENT PROMOTION

Tourism Bay of Plenty has a number of ways to help you promote your event. Please submit an **event submission** to enable us to share and promote your event across our channels. While we will endeavour to promote your event, we may not be able to promote every event that comes through to us. We appreciate your understanding.



BAY OF PLENTY WEBSITE




The official tourism website for our region is www.bayofplentynz.com. Our comprehensive content includes information about local events, activities and attractions, accommodation and dining establishments. More than 250,000 potential visitors browse our website every year so ensure your event is listed on eventfinda.co.nz so it can be featured across bayofplentynz.com.



SOCIAL MEDIA

Create a Facebook event and send Bay of Plenty NZ a co-hosting invite. When you are posting event content, consider tagging Tourism Bay of Plenty and using the below hashtags.

Bay of Plenty social media channels

-  bayofplentynz1
-  bayofplentynz
-  #bayofplentynz #noplacelikehomebop #suretomakeyousmile

E-NEWSLETTER

We manage various [e-newsletters](#) for travellers, locals and anyone who loves to discover new and exciting things to do in the Bay. Share your event details with us and we might be able to add it into our e-newsletters.



EVENT CALENDARS & COMMUNITY GROUPS

TAURANGA

mytauranga.co.nz

My Tauranga is the event listing site for any events that are delivered, sponsored, funded, facilitated or supported by Tauranga City Council, as well as charity and fundraising events, free community events, and events happening on council administered land. Submit your event and co-host your facebook event with @mytauranga

[Downtown Tauranga](#)

Downtown Tauranga is the brand name of Mainstreet Tauranga Inc, a not-for-profit organisation established to represent the business members that make up Tauranga's city centre.

[Mount Mainstreet](#)

Mount Mainstreet represents shops and businesses in Mount Maunganui.

[Creative Bay of Plenty](#)

Creative Bay of Plenty promotes events that relate to art and culture in the Tauranga or Western Bay of Plenty region.

[Greerton Village](#)

Greerton Village is a mainstreet organisation and represents Greerton's businesses and community.

[Papamoa Unlimited](#)

Papamoa Unlimited is a committee of business owners and retailers whose purpose is to promote Papamoa as a destination for locals and tourists alike.

WHAKATĀNE | EASTERN BAY OF PLENTY

[Whakatāne District Council](#)

WESTERN BAY OF PLENTY

[Waihi Beach Events and Promotions](#)

[Katch Katikati](#)

[Epic Te Puke](#)

NATIONAL

Eventfinda.co.nz

Eventbrite.co.nz (no costs for free events)

ABOUT THE BAY OF PLENTY

SURE TO MAKE YOU SMILE

The Bay of Plenty is where holiday memories are made!

The city of Tauranga is virtually surrounded by water – locals love to fish, dive, swim, surf and simply enjoying the stunning views from almost every corner. Tauranga means ‘place of rest or anchorage’ in Māori and while the sparkling harbour and magnificent views make it a great place to relax and recharge, there’s also plenty to keep you busy.

This region holds special significance as the landing place for three important waka: the Takitimu, Mataatua, and Te Arawa waka – the three traditional canoes that first brought Māori from Hawaiki to New Zealand almost 1000 years ago. Hundreds of years later, English explorer Captain James Cook named our region the Bay of Plenty to acknowledge the abundant food supplies he had seen in local Māori villages.

Our region continues to live up to that name, with its warm climate creating the perfect growing conditions to produce the world’s best kiwifruit, avocados, citrus and mānuka honey. This, in turn, supports a thriving foodie scene, as horticultural producers and eateries work together to create fresh and innovative dishes. We invite you to discover the stories, magic and energy of our special place. The time you spend here will leave you refreshed and invigorated, with lifelong memories of our stunning natural landscapes and the warmth of our people.

HOW TO GET HERE

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

Our region is an easy 3 hour drive from Auckland, 1 hour 30 minutes from Hamilton, and 55 minutes from Rotorua. Tauranga Airport is serviced daily by Air New Zealand, with direct flights from Auckland, Wellington and Christchurch.



TRAVELLING TIMES AND DISTANCES TO TAURANGA

from Auckland	200km	3 hours
from Hamilton	105km	1 hour 30mins
from Coromandel	60km	1 hour
from Rotorua	63km	55mins
from Taupō	150km	1 hour 50mins
from Napier	290km	3 hours 30mins
from 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

DESTINATION IMAGE LIBRARY

Tourism Bay of Plenty provides a variety of Bay of Plenty Story brand elements and resources to assist you in your marketing. Head to our resource library at tbop.brandkit.io to find images and videos to promote the Bay of Plenty as a visitor destination.



RESOURCES & COLLATERAL

Ensure your event attendees make the most of their stay in the Bay of Plenty with these [visitor options](#):



Tourism Bay of Plenty brand guidelines

OTHER TOOLS

HOW TO LEVERAGE THE POWER OF CHATGPT

Artificial Intelligence (AI) has recently made a dramatic leap into the spotlight and into the hands of the masses. ChatGPT is a Large Language Learning Model or, in simple terms, a really smart chatbot. You can ask it to perform a range of tasks like copywriting, website coding, developing business strategies, or solving complex math problems.

How is it relevant to events?

When used correctly, AI should enable you to save a lot of time on tasks like marketing and communication. With the right prompts and references, ChatGPT can whip up compelling copy in just seconds. It's a great tool to create social media, website and EDM content to promote our region and your upcoming event.

We recommend setting up an account with the likes of [ChatGPT](#) and trying the following prompt as a start:

“You are a professional event organiser. Please write five posts for Facebook and Instagram that will talk about my event and five other things event attendees can do while they are in the Bay of Plenty. www.eventlink.co.nz”

Here's a [list of other prompts](#) you can try – good luck!

CONTACT US

To get in touch, please call us on +64 7 577 6234, email info@bayofplenty.com, or visit www.bayofplentynz.com/form/contact-us to find contact details for our team.