

NEW ZEALAND
BAY
OF PLENTY



📍 Mount Maunganui

TRADE MANUAL

[BAYOFPLENTYNZ.COM/TRADE](https://bayofplenty.nz.com/Trade)

2024

CONTENTS

Introducing the Bay of Plenty	3
Where we are	4
Our seasons	6
Annual events	7
Celebrate our cuisine	8
Sustainability & regeneration	9
Trade ready products	11
All within reach	16

Danielle Goodall
Trade Development Executive



+64 22 3626 423



danielle@bayofplentynz.com



tbop.brandkit.io



Tourism Bay of Plenty
8 Wharf Street
PO Box 13325
Tauranga 3141
New Zealand

 bayofplentynz

 /bayofplentynz1

 bayofplentynz

 www.bayofplentynz.com/trade



INTRODUCING THE BAY OF PLENTY

Nau mai haere mai ki Te Moananui ā Toi!

Welcome to the Coastal Bay of Plenty.

This is a place where visitors can pull up a beach chair, dig their toes into the sand, and chill.

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

Kayaking across a lake to see a canyon shining with glow worms, hiking through more than 56,000ha of native forest or swimming with dolphins and see majestic orca are among the activities on offer here. Visitors can even hop on board a boat and visit one of our two marine reserves or one of our 24 coastal islands where they'll enjoy 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. 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 warmly invite people to discover the stories, magic and energy of our special place. They will leave feeling 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: Ōhope Beach and Otarawairere Bay recently took top honours in the NZ Herald's best beach awards, and Mount Maunganui's Main Beach is always highly rated by locals and visitors alike.

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.

Horticultural provenance: Our region produces world-class kiwifruit, avocados, berries and more, and is renowned for its natural abundance, fertile soils and plentiful produce.

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.

New Zealand's most beautiful town: In 2021 Whakatāne was selected as the supreme winner, outshining all of the nation's other towns and cities, at the Keep New Zealand Beautiful Awards. This riverside town impressed the judges with its focus on biodiversity and its efforts to reduce waste and support sustainable tourism.

Incredible natural scenery: 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 glow worms in the country.

WHERE WE ARE

Whirinaki Te Pua-a-Tāne Conservation Park

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 three 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. The thriving Port of Tauranga has traditionally been the largest cruise tour destination port in New Zealand.



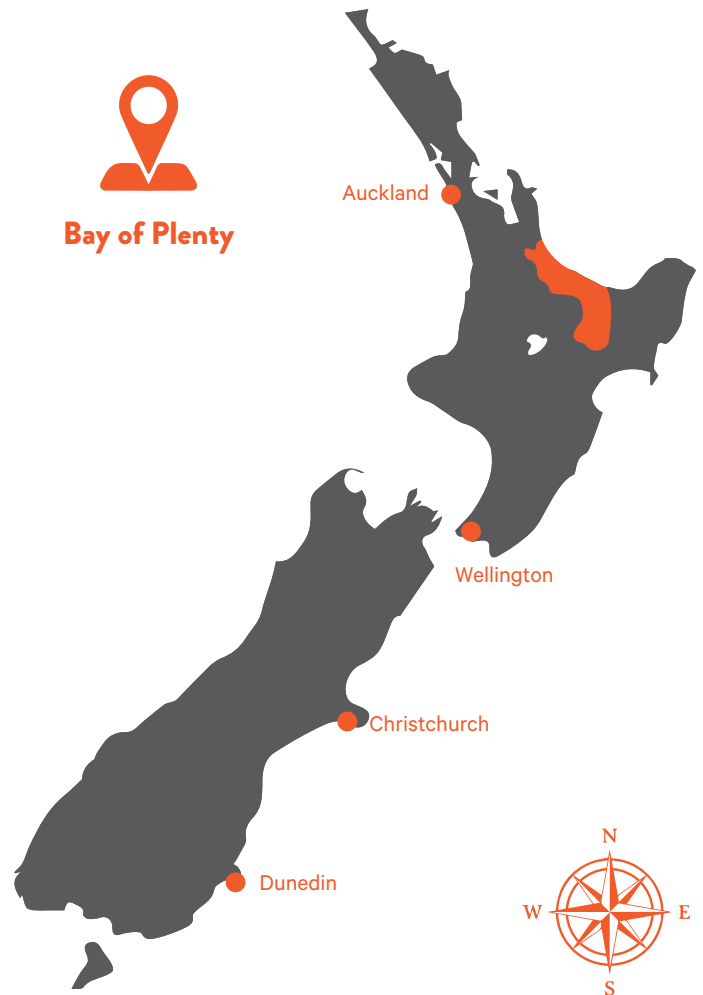
TRAVELLING TIMES AND DISTANCES TO TAURANGA

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



DIRECT DOMESTIC FLIGHTS

Auckland	→	Tauranga	40mins
Wellington	→	Tauranga	1 hour 15mins
Christchurch	→	Tauranga	1 hour 50mins



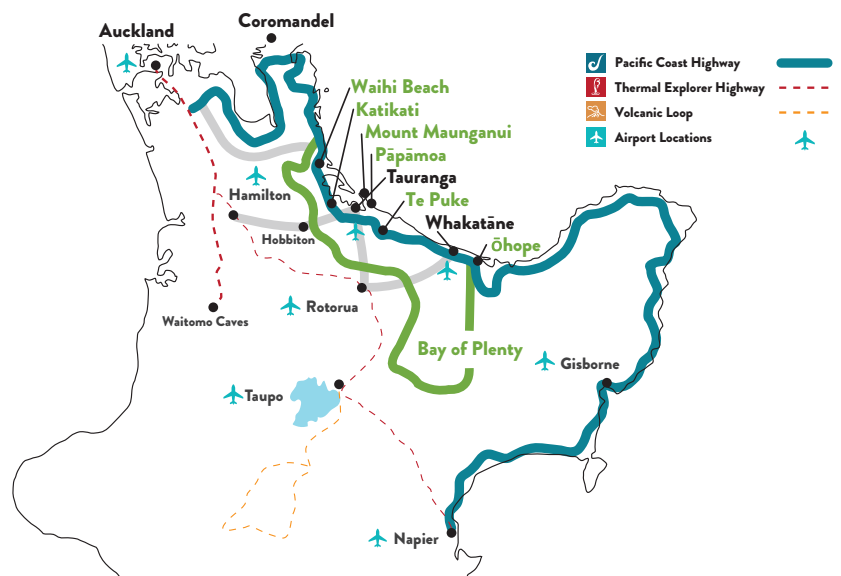
CLIMATE

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





SUMMER

DECEMBER – FEBRUARY



Average air temperature
23.3°C/73.9°F



Average sea temperature
21.2°C/70°F

The Bay of Plenty is a sun-seekers paradise and our white sand beaches are the only place to be in summer. Mount Main Beach and Ōhope Beach are regularly voted as favourites. People of all ages enjoy our ocean playground, dining outdoors and exploring our many walking tracks and cycleways.



Main Beach, Mount Maunganui



McLaren Falls

OUR SEASONS



Bowentown Heads



Bay Explorer



WINTER

JUNE – AUGUST



Average air temperature
14.7°C/58.4°F



Average sea temperature
15°C/59.1°F

Crisp winter mornings are a great time of year to stroll along our beaches or walking tracks before treating yourself to a warm cup of coffee and delicious fare at local cafes and restaurants. Book a relaxing massage or indulge in a beauty spa treatment in between excursions to the Bay's best visitor attractions.



SPRING

SEPTEMBER – NOVEMBER



Average air temperature
19.9°C/67.8°F



Average sea temperature
17°C/62.6°F

Our region looks as pretty as a picture in spring with native pohutukawa trees getting ready to bloom and our local marine life sharing their new families with us. Clear blue skies will greet you most days and daylight saving begins late September, giving you an extra hour daylight to enjoy each evening.

ANNUAL EVENTS



BAY DREAMS - JANUARY

Bay Dreams consistently has an impressive line-up which is why it's renowned as "the summer music festival you just can't miss".



KATIKATI AVOCADO FESTIVAL - JANUARY

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



MOUNT FESTIVAL OF MULTISPORT - JANUARY

As one of New Zealand's longest running and most iconic triathlons, this festival has been part of Mount Maunganui's summer since 1990.



ONE LOVE - JANUARY

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



WAIHĪ BEACH SUMMER FAIR - JANUARY

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



FLAVOURS OF PLENTY FESTIVAL - AUTUMN

The Bay of Plenty's annual food festival celebrates our region's world-class food scene.



NATIONAL JAZZ FESTIVAL - EASTER

The National Jazz Festival has been entertaining locals and visitors for the past 55 years.



TAURANGA ARTS FESTIVAL - HELD BIENNIALLY, OCTOBER - NOVEMBER

A world-class programme direct from leading artists and performers at the peak of their practice.



Wharf Street, Tauranga

CELEBRATE OUR CUISINE

The Coastal Bay of Plenty's rich volcanic soils, horticultural provenance, and abundant marine life means it consistently produces some of the freshest and finest flavours in Aotearoa. This region is also renowned for its warm hospitality which is often closely tied to food and special celebrations. From the time of kūmara, rīwai and kamokamo to kiwifruit, avocados and berries, our fruitful history has given the Bay a rightfully-earned reputation for natural abundance and plentiful produce.

To fully embrace our horticultural provenance, Tourism Bay of Plenty initiated Flavours of Plenty, a not-for-profit collective. The aim is to connect and collaborate with the food community of Te Moananui ā Toi | The Coastal Bay of Plenty and to help celebrate and elevate what we've got to offer as a food region.

Today, we're pushing the plate with truffle farms, new colours of kiwifruit, a diverse dining scene, night markets, farmers' markets and pop-up restaurants. Paired with our deep cultural foundation of manaakitangata (to provide and care for people), we are committed to creating unforgettable, world-class culinary experiences that weave a powerful connection from our place to your plate.

Since 2022, Tourism Bay of Plenty hosts an annual Flavours of Plenty Festival in autumn – where our region's passionate foodies, chefs, producers and storytellers celebrate and elevate all we've got to offer as a food region. www.flavoursofplentyfestival.com





📍 Papamoa Beach

SUSTAINABILITY AND REGENERATION

Our region's breathtaking beauty is, without a doubt, the number one reason why people love spending time here. But beauty is fragile, and we all have a shared responsibility to look after our natural environment and the communities who call this place home.

As a Destination Management Organisation (DMO), Tourism Bay of Plenty has an inherent responsibility to walk the talk as we support and pursue sustainable and regenerative environmental strategies across our coastal region.

We encourage visitors to minimise their carbon footprint by promoting sustainable travel options, eco-friendly activities and accommodation, and supporting operators who are committed to sustainability.

The Green Room

In May 2022, Tourism Bay of Plenty launched an initiative to encourage the visitor sector to work towards a zero carbon and regenerative future. This 12-week programme, called The Green Room | Te Ruma Kakariki, is free of charge for participants thanks to the support from funding partner Bay of Plenty Regional Council Toi Moana.

Some of the actions taken by programme participants so far include switching to eco-friendly products, investing in living wage accreditation processes, planning waste-free public events, and using old refrigerators to create a fish smoker at a holiday park.





Travel Ed, Papamoa Hills Regional Park

Tourism operators leading the way in sustainability

If you're looking for eco-tours, pristine natural areas and off-the-grid accommodation, Te Moananui ā Toi (the Coastal Bay of Plenty) has it all. Here are some tourism operators leading the way in sustainability. These operators give back to the greater cause in all sorts of ways and offer travel experiences that create a connection to the region that stays with the visitor long after they've returned home.

Travel Ed

Les Millard from Travel Ed offers guided day trips around the Bay of Plenty. His storytelling comes from a Te Ao Māori perspective, and he shares many local stories about pre-European settlement times. His experiences enable visitors to engage with the local taiao (environment) and tangata whenua (local people).

Mauao Adventures

Mauao Adventures provide guided walking tours, stand up paddle boarding, and waka ama (outrigger canoe) experiences. On the guided walk around Mauao (Mount Maunganui), the significance of the maunga (mountain) to local iwi is shared through stories. Visitors will also learn more about current environmental efforts to keep Mauao and the surrounding ocean waters pristine.

Moutohorā Island Sanctuary

Moutohorā Island (Whale Island) is one of New Zealand's most protective wildlife sanctuaries. Accessible via guided tour only, permission is granted for only a handful of visitors every day. See seals and penguins along the shoreline, listen to the call of rare native birds, spot tuatara and gecko and finish the tour with a visit to Onepū (Sulphur Bay) where you can dig your own geothermal hot pool on the beach. Ticket price includes a landing fee which supports the Department of Conservation's work on the island and a contribution to support the Whakatāne Coastguard.

Waimarino Kayak Tours

Discover tranquil Lake McLaren on a guided kayak tour with Waimarino. Enjoy a peaceful daytime tour rich with birdlife and local stories, or experience the wonder of a night-time glow worm kayak adventure. The team at Waimarino are passionate about clean, renewable energy – so passionate they've set up the Waimarino Education Trust to help educate the next generation. Kids participate in growing their own veggies, recycling and learning about solar energy.

TRADE READY PRODUCT

ACTIVITIES



ADVENTURE HELICOPTERS (TAURANGA)

Discover some of the best views in the coastal Bay of Plenty on a scenic helicopter flight. Enjoy a short scenic tour along our beautiful coastline or take a longer adventure for stunning views over the Pacific Ocean and the pristine native bush of the Kaimāi mountain range. Adventure Helicopters also offers luxury lodge transfers, VIP service and custom private charters.

Will Dolman

www.adventurehelicopters.co.nz | will@adventurehelicopters.co.nz
+64 27 315 2265



AVOCADO TOURS (KATIKATI)

Step into the wonderful world of avocados with Avocado Tours and experience an informative and enjoyable tour of a working avocado orchard. Experienced guides will take you on a journey through the orchard, providing you with an in-depth understanding of this amazing super food and tantalising your tastebuds with delicious avocado inspired treats.

Tim Rosamond & Michele Ricou

www.avocadotours.nz | info@avocadotours.nz
+64 27 442 2383



MAUAO ADVENTURES (TAURANGA)

Mauao Adventures is connecting visitors with the land, the ocean, the people and the local Māori culture through your choice of experience either by waka ama (outrigger canoe), by stand-up paddle board or guided tour on the ancestral mountain, Mauao. Learn about efforts by local tribes to restore the mana of the mountain, see remnants left behind by Māori ancestors, and hang with the locals enjoying some of Tauranga's favourite things to do.

Porina McLeod

www.mauaoadventures.co.nz | kiaora@mauaoadventures.co.nz
+64 27 451 0579



BAY EXPLORER DOLPHIN & WILDLIFE CRUISES (TAURANGA)

Discover the Bay of Plenty's renowned marine wildlife with Bay Explorer. As well as dolphins, other seasonal wildlife includes amazing species of seabirds, seals, whales, sharks, penguins and sunfish. The Bay Explorer is a very comfortable vessel with spacious decks, ample seating and covered area for shade and shelter. Plenty of areas to spread out and get some wonderful photos. No two trips are the same. 9am-1/2pm | 7 days during season October – April/May (weather dependant).

Emily Dee

www.bayexplorer.co.nz | info@bayexplorer.co.nz | +64 21 605 968



DOLPHIN SEAFARIS (TAURANGA)

Encounter wild dolphins in their natural habitat. Dolphin Seafaris offer amazing encounters with dolphins using safe swim bars to hold on to while in the water. This excursion is suitable for the whole family. 7 days, 8.30am-1pm during season October – April/May (weather dependant).

Cille Fabert

www.nzdolphin.com | bookings@nzdolphin.com | +64 7 577 0105



KG KAYAKS (WHAKATĀNE)

A kayak tour is the perfect way to experience the beauty of New Zealand oceans and harbours and see marine life in their natural habitat. Kenny and his experienced team at KG Kayaks offer a series of guided tours including Moutohorā (Whale Island), beautiful Ōhiwa Harbour, or for an unforgettable night-time adventure, try moonlight kayaking!

Kenny McCracken

www.kgkayaks.co.nz | kgkayaks@gmail.com | +64 27 272 4073

TRADE READY PRODUCT

ACTIVITIES



MOUTOHORĀ ISLAND SANCTUARY TOURS (WHAKATĀNE)

Discover the rare beauty of a New Zealand wildlife sanctuary at Moutohorā/Whale Island, a restricted pest free wildlife sanctuary. Enjoy a walk amongst the regenerated bush as you listen to the bird calls or dig yourself a geothermal spring pool at Onepu Bay. This is as nature intended and shows what can be achieved when concentrated effort on conservation is made, managed, and protected. Running daily (weather dependant).

Eddie Wairau

www.moutohora.co.nz | eddie.wairau@ngatiawatourism.co.nz
+64 7 308 9588



SKYDIVE TAURANGA (TAURANGA)

It's the most unique way to truly discover the entire Bay of Plenty! Start your adventure with a 15/20-minute scenic flight of unrivalled views of Mount Maunganui and the Bay's golden beaches. Higher up, you'll see Whakaari/White Island, Waihi Beach and Coromandel, the Rotorua Lakes, Mount Ruapehu, and even Mount Taranaki.

Gui Calmelet

www.skydivetauranga.com | info@skydivetauranga.com | +64 21 052 1728



TIO ŌHIWA OYSTER TOURS (ŌHOPE)

Tio Ōhiwa is a Māori-owned oyster farm and takeaway shop in the Eastern Bay of Plenty. Discover the scenic Ōhiwa Harbour on a captivating, guided cruise which pairs a local history tour with an interactive oyster experience, including shucking and tasting the freshest oysters.

Natasha Manuel

www.ohiwaoysters.com | natasha@tanemahuta.org.nz
+64 7 312 4564



RIVERBUG.NZ (TAURANGA & WHAKATĀNE)

A unique, new and fun way to ride whitewater rapids. Enjoy a half day excursion on either the Rangitaiki or Wairoa river on a lightweight, inflatable raft. Participants can choose from either a scenic (easy) bug tour suitable for ages 5+, or a rapid (exciting) bug tour for adventure seekers aged 10+.

Don Allardice

www.riverbug.nz | info@riverbug.nz | +64 22 344 5002



TASTE OF PLENTY - FOOD AND CULINARY TOURS (TAURANGA)

Let us introduce your clients to some of the Bay of Plenty's favourite local food heroes and producers. Visit and sample innovative food from restaurants, local markets, specialty food shops and hole-in-the-wall production facilities many of which you would never find on your own. Small groups from 6-14 pax and bespoke tours for larger groups on request.

Ian Holroyd

www.tasteofplenty.co.nz | info@tasteofplenty.co.nz | +64 7 571 2453



TRAVEL ED CULTURAL TOURS (TAURANGA)

Travel Ed hosts experiences in the Bay of Plenty that bring people together through Māori context experiences. Programmes and day trips are located along the beautiful Bay of Plenty coastline and include hāngi (traditional Māori method of cooking food) to ancestral mountain hikes, waka paddling to marae stays, and kapa haka to traditional Māori games.

Les Millard

www.traveled.co.nz | les@traveled.co.nz | +64 22 049 4465



V8 TRIKES (TAURANGA)

Our tours are designed to capture the Bay of Plenty's beauty. From a bite sized 25-minute cruise to a three-hour experience, you'll take in a slice of the most picturesque scenery in New Zealand. 7 days, 9am-6pm with 25-minute to 3-hour duration options.

Kathryn & Nigel Busbridge

www.v8triketours.co.nz | info@v8triketours.co.nz | +64 222 255 647



WAIMARINO GLOW WORM KAYAK TOURS (TAURANGA)

Discover some of the best waterways in the Bay of Plenty with a Waimarino scenic kayak tour. This includes an evening kayak on the quiet waters of Lake McLaren into the Mangapapa canyon to see enchanting glow worms. Or take a day trip on the Wairoa River boasting native birds and stunning native bush. Each location has something unique to offer. Pick up and drop off to hotels available at additional cost. 7 days, check for departure times as change during daylight saving.

Blair Anderson

+64 7 576 4233 | www.glowwormkayaking.com | info@waimarino.com



WHIRINAKI FOREST FOOTSTEPS (WHAKATĀNE)

Whirinaki Te-Pua-a-Tāne Conservation Park – a majestic, ancient and spiritual realm. Join a guided cultural walking journey into the heart of this vast Jurassic, podocarp rain forest. Taste rejuvenating goodness, feel nature's vibrations, and heal body, mind and soul on this unique cultural eco-tour. 8.5 hours including bus journey.

Nadine Toe Toe

www.whirinakiforestfootsteps.co.nz | bookings@kohutapulodge.co.nz
+64 7 366 4777

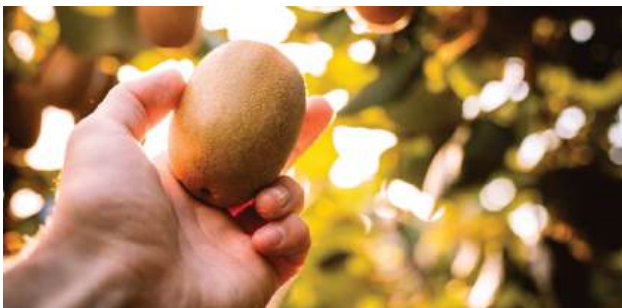


MUIRS TOURS (MAKETŪ)

Muir's Tours offers a smorgasbord of treats! Run by former NZ Māori All Black, Deon Muir, visitors can choose from a variety of personalised experiences, including fishing and diving trips to a cookout at his place in the tiny seaside village of Maketū.

Deon Muir

www.muirstours.com | deon@muirstours.com | +64 21339 993



KIWIFRUIT COUNTRY (PAENGAROA)

Gather under the vines with Kiwifruit Country for a life changing insight to the production of the most nutrient dense fruit in the world. Visitors will learn about the extraordinary nutritional attributes of kiwi, which are recognised world-wide, whilst enjoying tastings of fresh green and gold kiwi, juices, liqueurs and browse for kiwi inspired gifts and souvenirs. (Tours on demand from 1st Oct - 30 March)

Graeme Crossman

www.kiwifruitcountrytours.co.nz | graeme@kiwifruitcountrytours.co.nz
+64 21 522 960



FIGHTER JETS

Get your speed and adrenaline fix with Fighters Jets based in Tauranga. Embrace your inner Top Gun as you fly amongst the clouds aboard a high-performance L-39 Albatros captained by experience pilots. This once-in-a-lifetime bucket-list experience can only be enjoyed in the Bay of Plenty as Fighter Jets is the only company in New Zealand to offer commercial flight jet flights.

Craig Mossman

www.fighterjets.nz | craig@fighterjets.nz | +64 21 732 737



THE HISTORIC VILLAGE (TAURANGA)

Strolling through Tauranga’s Historic Village is like taking a step back into the early Tauranga with its collection of original and replica historic buildings, cobble streets and lush gardens. Set over 13.5 acres and open seven days a week with free entry, the Historic Village boasts boutique shops, galleries, a cafe and a restaurant.

Blair Graham

www.historicvillage.co.nz | Blair.graham@tauranga.govt.nz



THE ELMS | TE PAPA Tauranga

The Elms | Te Papa Tauranga is one of the Bay of Plenty’s oldest heritage sites. As a place of early contact between Māori and Pākehā, this historic site remains at the centre of Tauranga’s history and identity today. The mission house and library can be visited on guided tours all year round.

Andrew Gregg

+64 27 622 7660 | www.theelms.org.nz | manager@theelms.org.nz



MOUNT HOT POOLS (TAURANGA)

Nestled beneath the majestic presence of Mauao, visitors can indulge in ultimate relaxation at Mount Hot Pools, the only hot ocean water complex in the world. Feel the benefits of the healing properties of the heated salt water or even treat yourself to a massage while you are there.

Matthew Strange

www.mounthotpools.co.nz | matthew.strange@bayvenues.co.nz
+64 2 783 905 56



CLASSIC FLYERS (MOUNT MAUNGANUI)

Visitors will love seeing classic aircraft from a bygone era at this unique aviation museum. There’s an onsite café and gift shop or purchase a ride in one of the fully operational Classic Flyers aircraft – an amazing and unique experience.

Cory Tyler

www.classicflyersnz.com | coryt@classicflyersnz.com
+64 7 572 4000



TAURANGA TASTING TOURS

Lyn & Paul Marston have owned and operated Tauranga Tasting Tours & Charters for over twenty years. Working with many of The Bay of Plenty’s premier producers, speciality shops and restaurants, they have curated a delicious selection of bespoke Tasting Tours that take visitors on a culinary adventure around the beautiful Bay of Plenty region.

Paul & Lyn Marsten

<https://www.tastingtours.co.nz/> | tgatastingtours@xtra.co.nz | +64 27 522 4607



FRENCH COUNTRY HOUSE (TAURANGA)

The French Country House provides luxury accommodation with the perfect pairing of rustic elegance and modern refinement. All three bedrooms are superbly appointed with elegant, hand-picked pieces of furniture and each with their own ensuite bathroom. Exclusive use of the property is available.

Kay Pierson

www.thefrenchcountryhouse.co.nz | info@thefrenchcountryhouse.co.nz
+64 27 245 7640



KOHUTAPU LODGE (WHAKATĀNE)

Relax and unwind or enjoy a fun-filled, affordable family escape at Kohutapu Lodge overlooking serene Lake Aniwhenua. Only 40 minutes from Whakatāne and a great place to stop and stay before heading off on your Whirinaki Forest Footsteps tour.

Nadine Toe Toe

www.kohutapulodge.co.nz | bookings@kohutapulodge.co.nz
+64 7 366 4777



TRINITY WHARF TAURANGA (TAURANGA)

Relax and unwind, at Trinity Wharf Tauranga, a 123-room over-water hotel, conference venue and restaurant, conveniently situated on the cusp of Tauranga's CBD and a 10-minute drive from Tauranga airport.

Lizzie Seekup

www.trinitywharf.co.nz | sales@trinitywharf.co.nz | +64 7 5778981



WANDERLUST (TAURANGA)

Wanderlust offers accommodation for all adventurers wanting high quality affordable rooms. This 5-star Qualmark hostel is a newly renovated historic building in the heart of Tauranga, offering spectacular views across Tauranga harbour. From backpacker hostel style dorms to upmarket double with ensuites. Its sister is the multiple award-winning Pacific Coast Lodge and backpackers in Mount Maunganui.

Sarah Meadows

www.wanderlustnz.co.nz | hello@wanderlustnz.co.nz | +64 7 262 0027



HOTEL ARMITAGE (TAURANGA)

Hotel Armitage and Conference Centre is perfectly positioned in the heart of Tauranga close to all access roads and only 10 minutes away from the airport and the beach! Hotel Armitage offers complimentary car parking, Wi-Fi and access to the swimming pool and reception is open 24/7. The hotel has one restaurant, one bar, five function rooms including three newly refurbished venues with a capacity of up to 200 delegates.

Tiffany Antoine

www.hotelarmitage.co.nz | gm@hotelarmitage.co.nz | +64 7 578 9119



TASMAN HOLIDAY PARKS - PAPAMO A BEACH (TAURANGA)

A resort style coastal haven right on the beach at Papamoa. Great for groups, families, couples and those just wanting to relax and unwind offering a variety of accommodation including garden and beachfront villas. Motorhomers will love the sea view and beachside powered camping sites. Tasman Holiday Parks also offer a sister property in the Coastal Bay of Plenty at Waihi Beach.

Sashah Forman

www.tasmanholidayparks.com/nz/papamoa-beach
papamoa.manager@tasmanholidayparks.com | +64 22 657 3049



AWA MOTEL (WHAKATĀNE)

Nestled between the Whakatāne River and a pohutukawa tree lined escarpment lies Awa Motel. 4.5 star accommodation with room types to suit all travellers, quiet location yet only minutes walk from Whakatāne township. An onsite cafe is a favourite amongst visitors to the region.

Eddie Wairau

www.awamotel.co.nz | eddie.wairau@ngatiawatourism.co.nz | +64 7 308 9588



HOTEL ON DEVONPORT (TAURANGA)

Hotel on Devonport is a boutique hotel with an emphasis on style, service and comfort. Located in downtown Tauranga, all rooms have been designed for luxury and comfort with a large working space, balconies and views of the inner city or upper harbour.

www.hotelondevonport.net.nz

reservations@hotelondevonport.net.nz | +64 7 578 2668



TASMAN HOLIDAY PARKS - WAIHĪ BEACH (WAIHĪ BEACH)

A resort style retreat, nestled right on the shores of Waihi Beach. This park offers a variety of accommodation including cabins and villas, as well as powered sites. Facilities include a 25m heated pool, gym, sauna and adventure playground for kids, making it the ultimate beachside holiday destination.

David Affalo

www.tasmanholidayparks.com/nz/waihi-beach
waihibeach@tasmanholidayparks.com | 0800 924 4480



CLARENCE HOTEL (TAURANGA)

Housed in the characterful historic post office building in Tauranga's CBD, The Clarence Boutique Hotel is where 1900s charm meets modern comfort and luxury. At the Clarence you'll find ten spacious rooms with bespoke artistic décor and deluxe amenities that induce vintage metropolitan vibes. Whilst the Clarence Bistro takes patrons on a culinary journey through the Mediterranean.

Ashley Mackintosh

www.clarencetauranga.co.nz
hotel@clarencetauranga.co.nz | +64 7 574 8200



WATERCLIFF (TAURANGA)

Nestled on the banks of the Omanawa River in the Bay of Plenty, Watercliff is home to four architecturally-designed off-grid cabins with modern comforts. Set amongst acres of stunning New Zealand native bush, it's the perfect balance of pure oxygen and breathtaking views. Watercliff cabins are designed to be as eco-friendly as possible, running on sun, rainwater and a bit of engineering genius.

Josh and Delia Harris

www.watercliffstay.com | hello@watercliffstay.com | +64 27 229 7833



ĀTAAHUA ESTATE (TAURANGA)

A touch of Amalfi - just outside Tauranga. This glorious estate is set amidst magnificent landscaped gardens complete with a tennis court and swimming pool. The villa boasts six sumptuous bedrooms with contemporary Italian furniture, five in the main house and one in the guest pavilion. It's a natural oasis to unwind, relax and accept carpe diem.

Frances Holiday

www.ataahuaestate.co.nz | ataahuaestate@outlook.com | +64 27 202 6977



QUEST TAURANGA CENTRAL

Quest Tauranga Central offers airy and comfortable serviced apartments, complete with air conditioning and kitchen facilities to make it simple to create a 'home away from home'. Located centrally, you have access to the Tauranga waterfront, shopping and vibrant café and restaurants scene. With sun, sand, and surf following you, you'll never run out of things to do.

Craig McKenzie

www.questapartments.co.nz/properties/north-island/tauranga/quest-tauranga-central
manager@questtaurangacentral.co.nz | +64 7 282 9100



BEACHPOINT APARTMENTS

Beachpoint Apartments are conveniently located only a short 150 m stroll to the coastal town of Ōhope's village shops, cafes and restaurants. Their 1- and 2-bedroom luxury apartments all have full kitchens and laundry with large decks and sea views overlooking 11 km of sandy white beach. Additional features are a heated swimming pool, gym, WIFI, library and undercover car parking.

Alison & Shayne

<https://www.beachpoint.co.nz/>
beachpointohope@gmail.com | +64 7 312 6100

ALL WITHIN REACH





PACIFIC COAST HIGHWAY

The Bay of Plenty is situated along the Pacific Coast Highway which guides travelers through several key regions in the central North Island. Exploring this route will take you through the Coromandel, Bay of Plenty, East Coast and Hawkes Bay where you will see some of New Zealand's most spectacular coastal scenery. Together these regions will give you a taste of the real New Zealand – an untouched, unspoilt and unrivaled slice of paradise. Complete a round-trip from Auckland by returning via the Thermal Explorer Highway and the Volcanic Loop.

THERMAL EXPLORER HIGHWAY

Join up from the Pacific Coast Highway with a visit to Hamilton & Waikato, Rotorua, Lake Taupo and Ruapehu situated on the Volcanic Loop Highway. Everything you need to see in the North Island are within driving distance on these major highways which are all signposted along the entire route.

For more information visit www.explorecentralnorthislandnz.com.

Follow the well sign-posted Pacific Coast Highway to experience these highlights.

📍 Cathedral Cove

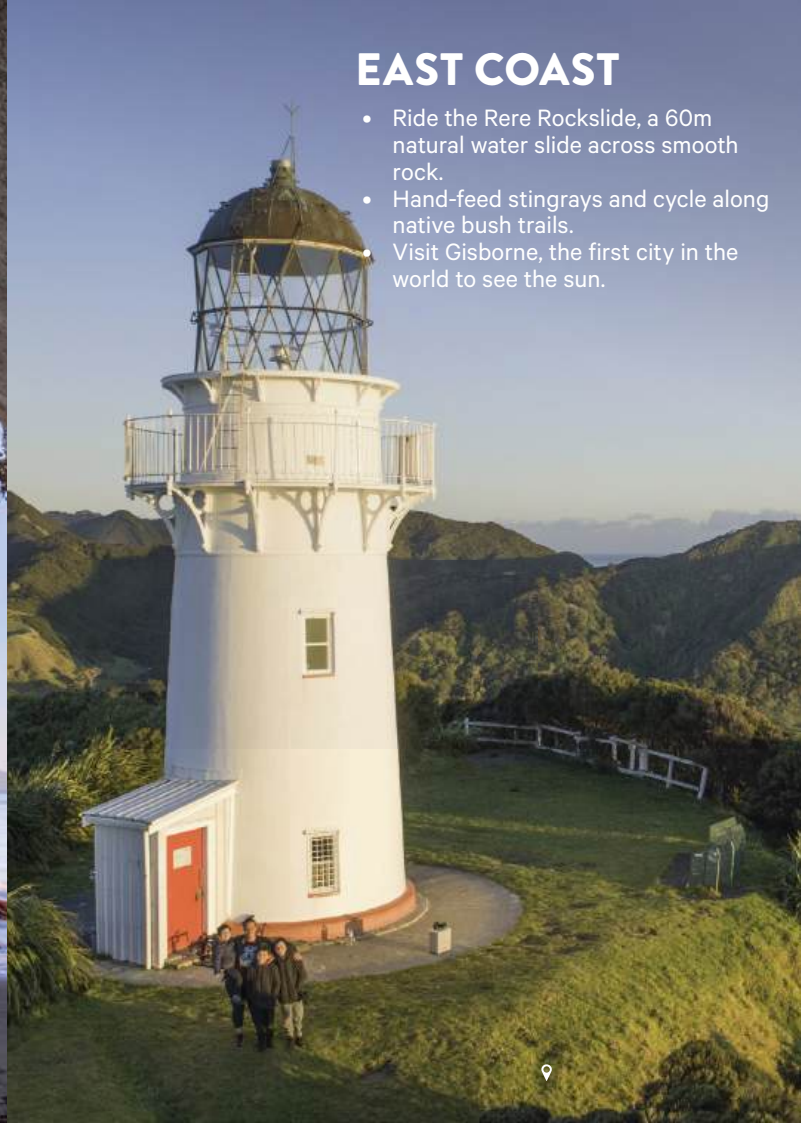


COROMANDEL

- Walk to Cathedral Cove and stand beneath the towering rock archways.
- Dig your own hot pool at low tide at Hot Water Beach.
- Discover Waihi's gold mining heritage and visit a modern working opencast goldmine.

EAST COAST

- Ride the Rere Rockslide, a 60m natural water slide across smooth rock.
- Hand-feed stingrays and cycle along native bush trails.
- Visit Gisborne, the first city in the world to see the sun.



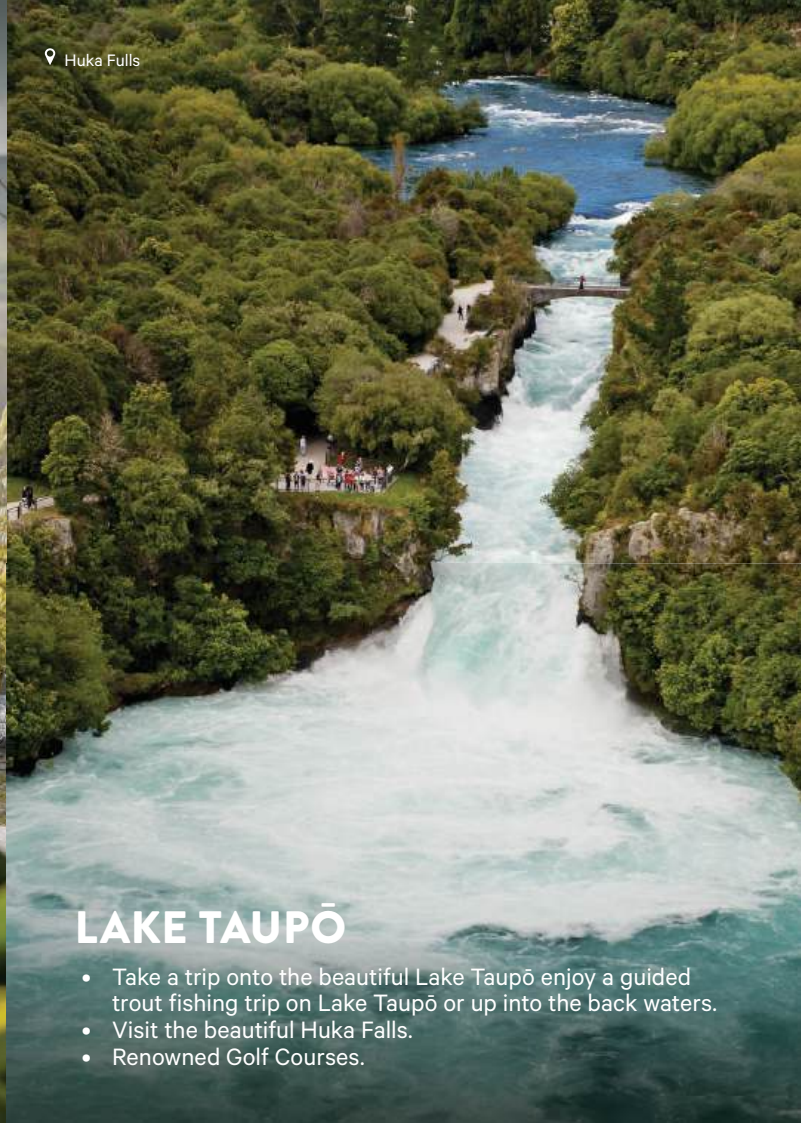
📍

ROTORUA

- The home and birthplace of Māori culture.
- A geothermal wonderland awaits.
- Mecca mountain bike tracks.



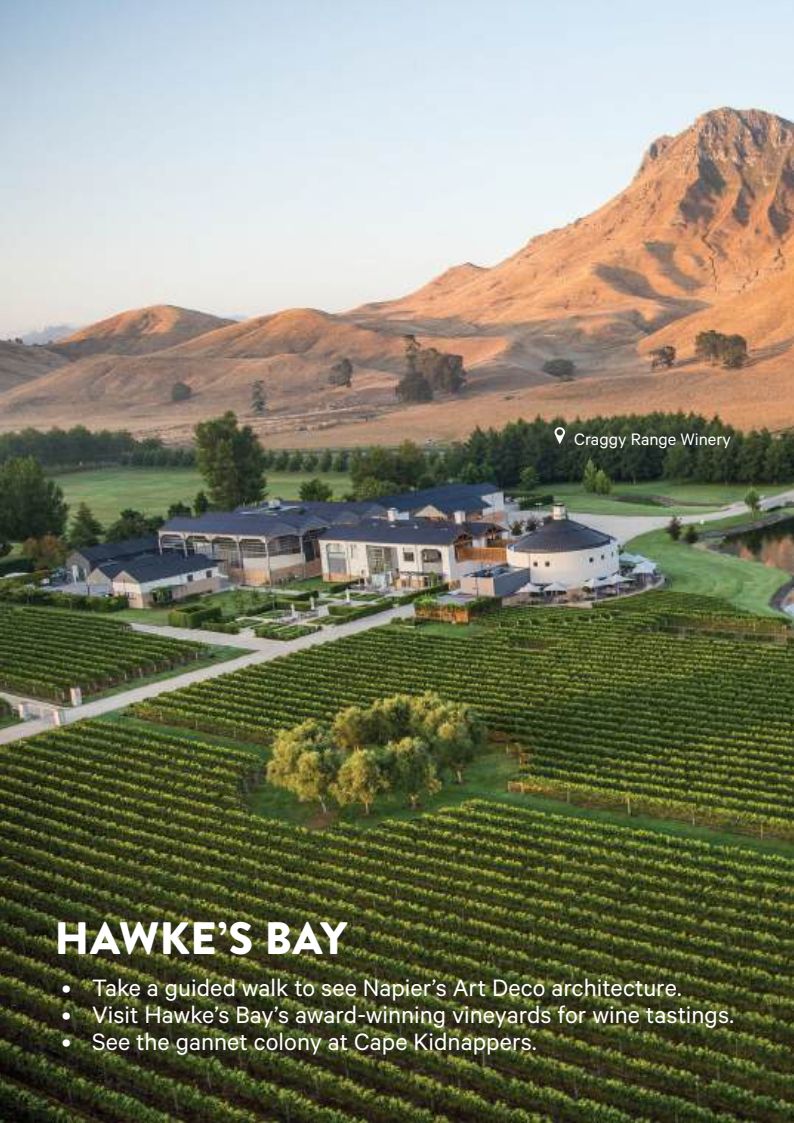
📍 Huka Falls



LAKE TAUPŌ

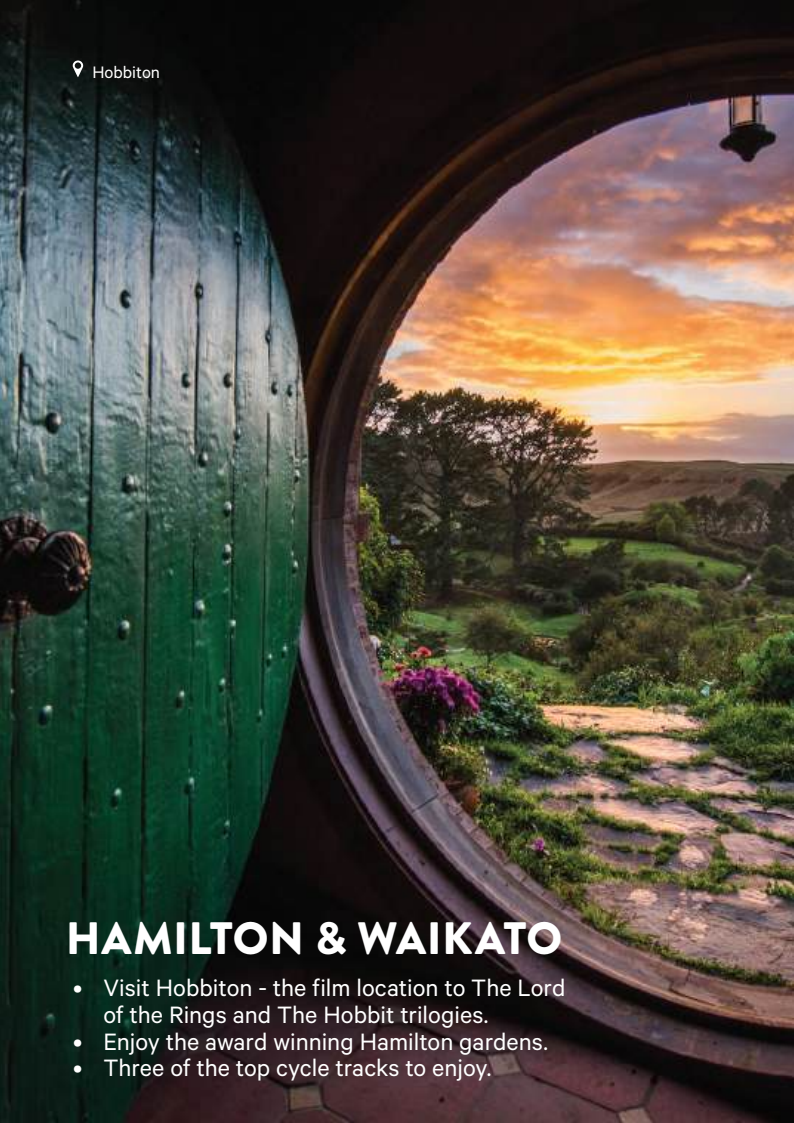
- Take a trip onto the beautiful Lake Taupō enjoy a guided trout fishing trip on Lake Taupō or up into the back waters.
- Visit the beautiful Huka Falls.
- Renowned Golf Courses.

📍 Waikite Valley Hot Pools



HAWKE'S BAY

- Take a guided walk to see Napier's Art Deco architecture.
- Visit Hawke's Bay's award-winning vineyards for wine tastings.
- See the gannet colony at Cape Kidnappers.



HAMILTON & WAIKATO

- Visit Hobbiton - the film location to The Lord of the Rings and The Hobbit trilogies.
- Enjoy the award winning Hamilton gardens.
- Three of the top cycle tracks to enjoy.



RUAPEHU

- Hike the Tongariro and Whanganui National Parks.
- Take a rafting trip on some of the best raftable rivers in the North Island.
- Ski Mount Ruapehu in winter.



NEW ZEALAND
BAY
OF PLENTY

NEW ZEALAND
BAY
OF PLENTY



📍 Waihi Beach

BAYOFPLENTYNZ.COM/TRADE