

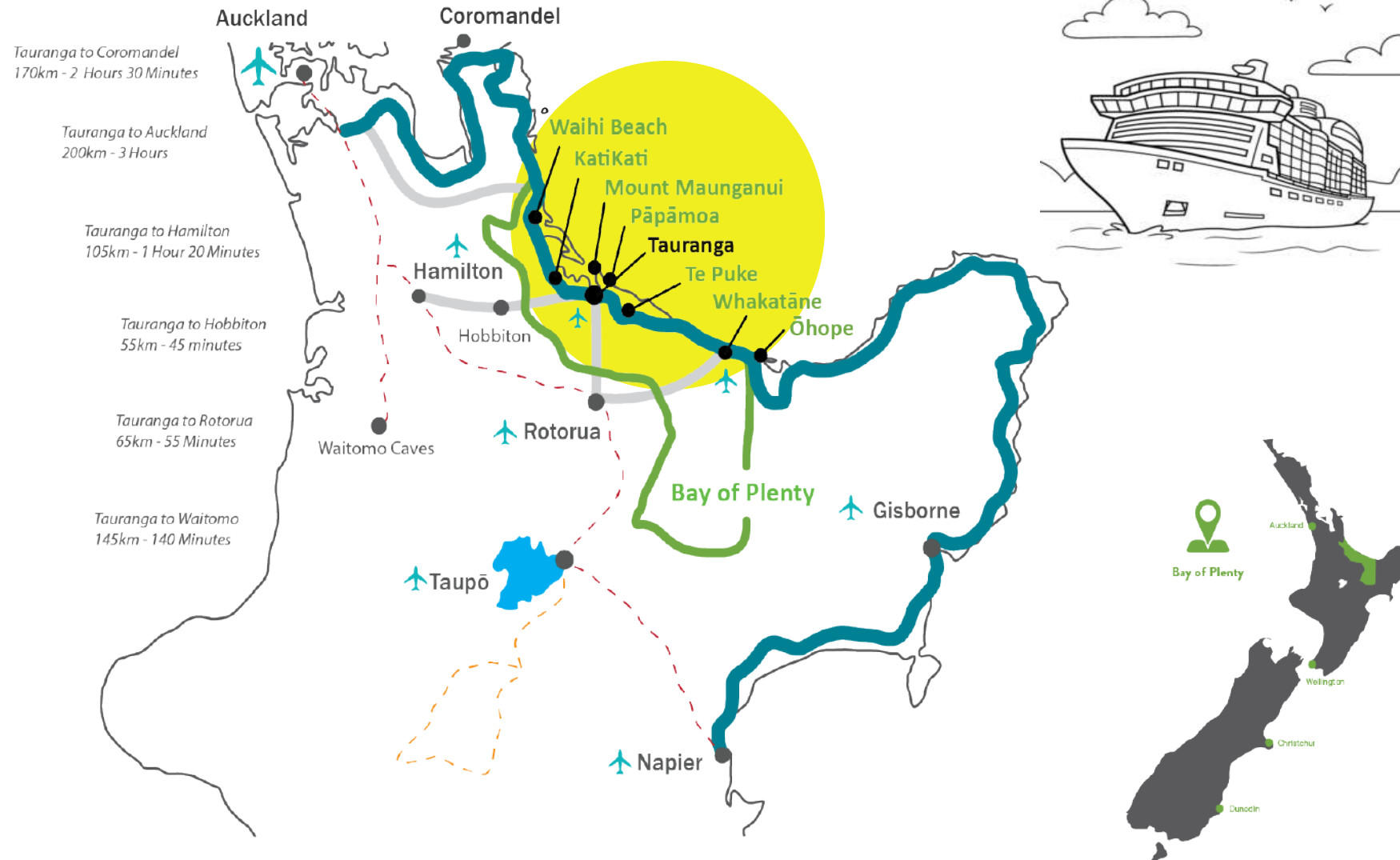


BAY
OF PLENTY

TE MOANA NUI Ā TOI | THE COASTAL BAY OF PLENTY

Tourism Bay of Plenty

Our Region



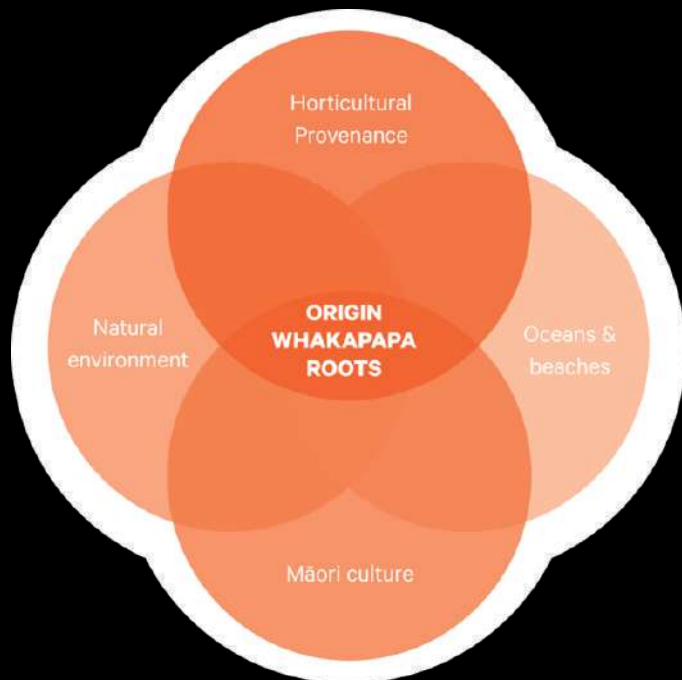
Our Purpose

To lead the prosperity of our people and place through tourism.



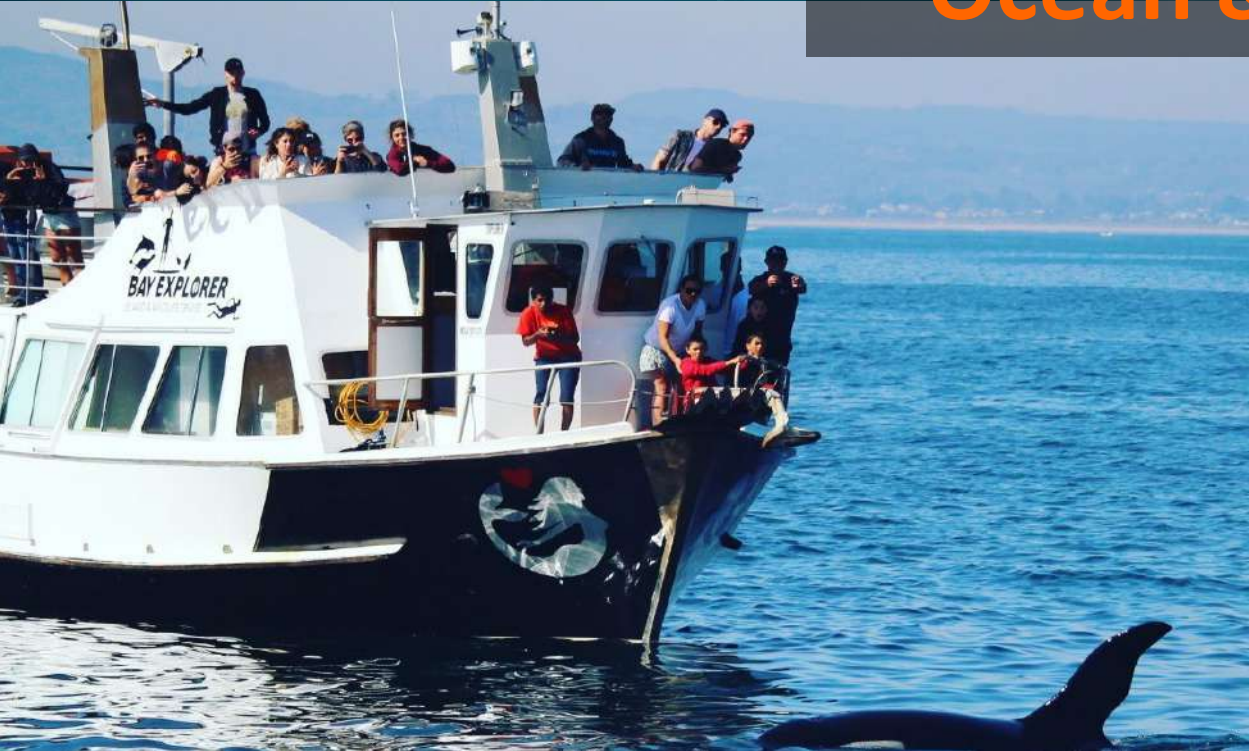
Our Destination Management Plan (DMP)

Bay of Plenty | Place DNA © Passionography





Ocean & Beaches





NEW ZEALAND
BAY
OF PLENTY

Māori Culture





Natural Environment



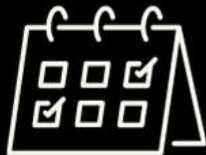


Horticultural Provenance





45
events



11
days



60+
event
contributors



81%
tickets sold



1600+
tickets
purchased



81%
purchasers will
likely attend
next year



151k+
website
visits



\$1.5M+
EAV
*excluding broadcast

NZEA
NEW ZEALAND
EVENT
AWARDS

WINNER

Best Lifestyle Event 2023

WINNER

Best Local Government Event 2023

FINALIST

Best Food, Beverage or Lifestyle Event 2024

FINALIST

Best Marketing or Creative 2024

Winners for this year's NZEA New Zealand Event Awards will be announced on Tuesday, 27 August 2024.



FLAVOURS
OF PLENTY

FESTIVAL

Tourism Bay of Plenty Our Lanes & Delivery Focus

Tourism Sector	Council & CCOs	Regional & National	Local, Iwi & Community
Campaigns & Promotions	SOI, LOE's (TCC & WBOPDC)	TNZ - Marketing, PR & Trade	Council Iwi Leadership Grps
Social Media Channels	CCO Collab Focus	Qualmark - Cert & Standards	Te Whanau Tāpoi Māori
Industry Capability Building	Accessible Tourism (Inclusive)	TIA - Regenerative Projects	Cultural & Destination S/T
Tradeshows & Training	Hotel Attraction & Facilitation	Cruise NZ - Advocacy & Intel	Waihī Beach & Maketu
The Green Room	Tauranga Place Brand (Lead)	EV Charging Station (BOP)	Mauao & Matariki
Experience Enablement	Digital Kiosks & App (Lead)	DOC - Great Day Walk/Rides	Pukehinahina & Pāpāmoa
Business Events	Cycleways & Waterfalls	RTO - Procurement Collab	Main Sts (TGA, MT, GR & PA)
Major Events Leverage	Support of Major Events AIP	NZMT - Māori Tourism	Ngā Pōtiki Waka Māori
Flavours of Plenty	Mt. Spacial Plan Cruise	RTNZ - Advocacy & Funding	TECT Park 2.0 Opportunities
Data, Research & Insights	Te Ara Whānui App	TGA - Brand Champion Orgs	Heritage Society & The Arts
Cruise Season Facilitation	P/Arts, Conference & BC (SG)	Edu - UOW & Toi Ohomai	Ngāti Hangarau Omanawa
iSITE Visitor Operations	W/Front & Public Realm (SG)	Explore Central NZ - Trade	Visitor Related PR & Media
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BAY
OF PLENTY



BOP Cruise Seasons

Past, Present & Future

2022/23 BOP Cruise Season

- 105 Ship Visits Scheduled
- 91 Actual Ship Berths
- 77 Actual Ship Days
- 153,177 Passengers
- 68,366 Crew
- 221,543 Total Pax

Season Cancellation Statistics

- 14 Berths Cancelled
- 12 due to weather,
- 1 due to a biofouling/hull,
- 1 due to change of itinerary
- Total 9 ship days cancelled
- Affecting 23,660 passengers and 10,281 crew.

2023/24 BOP Cruise Season

- 115 Ship Visits Scheduled
- 113 Actual Ship Berths
- 88 Actual Ship Days
- 192,321 Passengers
- 86,290 Crew
- 278,611 Total Pax

Season Cancellation Statistics

- 2 Berths Cancelled
- 1 due to weather,
- 1 due to biofouling/hull,
- 0 due to change of itinerary
- Total 2 ship days cancelled
- Affecting 6,196 passengers and 2,457 crew.

2024/25 BOP Cruise Season

- 89 Ship Visits Scheduled

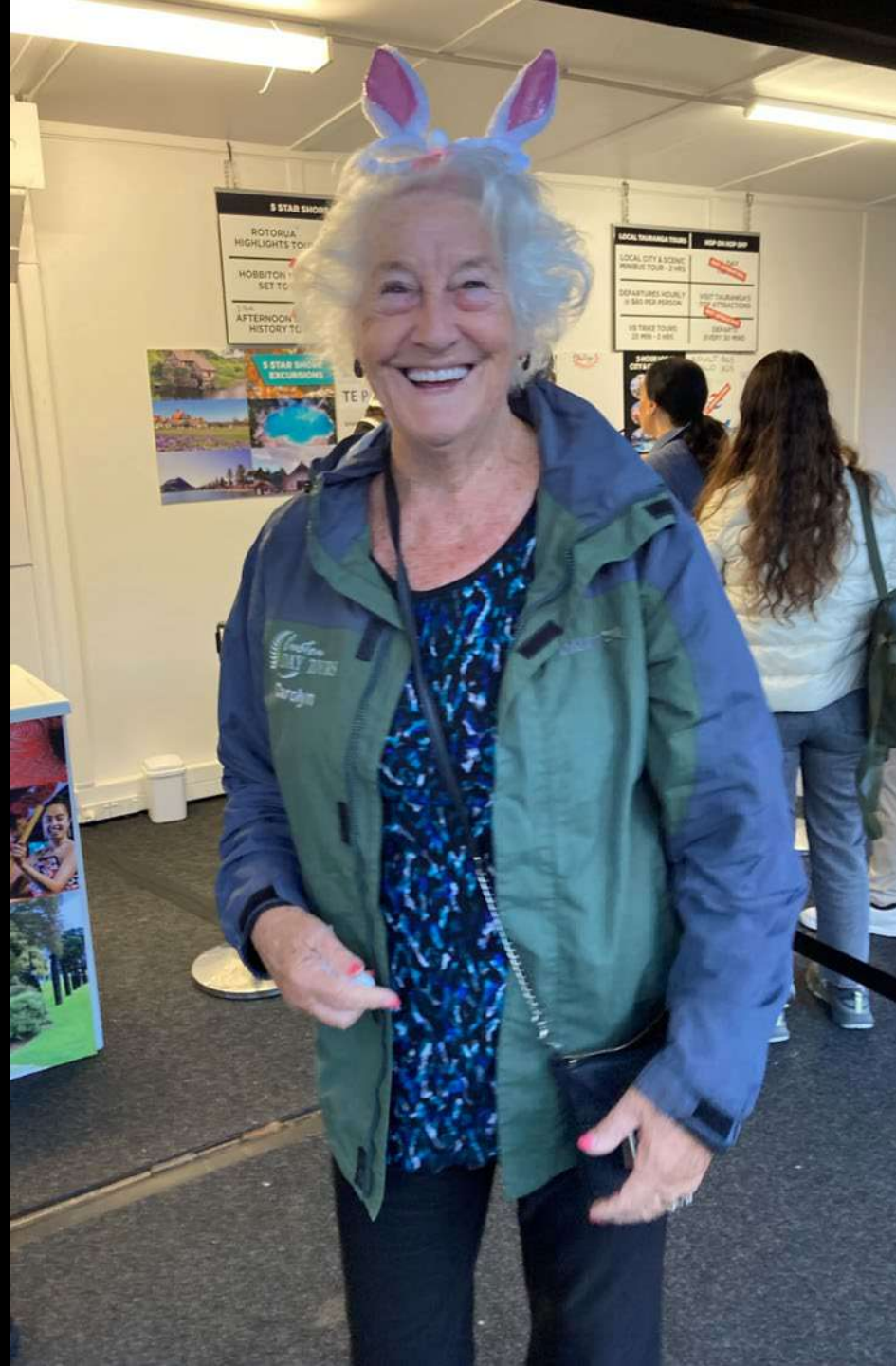
2025/26 BOP Cruise Season

- 82 Ship Visits Scheduled



















New Year
Alcohol-free area
28 December to
4pm, 9 January









Tourism Bay of Plenty Our Lanes & Delivery Focus

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PLACE DNA © PASSIONOGRAPHY - Horticultural Provenance, Māori Culture, Ocean & Beaches and Natural Environment			

Google Adwords

Campaign



LANDING PAGE VIEWS

3,316

WWW.BAYOFPLENTYNZ.COM

9,146

CLICKS TO OPERATOR SITES

1,378

BROCHURE DOWNLOADS

353

The majority of clicks were from Sydney, New South Wales, followed by Brisbane Queensland. The demographics data shows, individuals aged 55 and over account for the majority (22%) of clicks. The age group of 65 and beyond came in second with (21%) of the known total.



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Environmentally focused sector



Practical, tailored support for organisations to enable them to build their capability



Holistic: Focused on environmental, economic, visitor and community sustainability



Funded by Bay of Plenty Regional Council, delivered by TIA and Envirohub, managed by TBOP

A 12-week programme to encourage the Coastal Bay of Plenty's visitor sector to work towards a zero carbon and regenerative future.

**TE
RŪMA
KĀKĀRIKI**

**THE
GREEN
ROOM**



Regenerative Focus for the Coastal Bay of Plenty

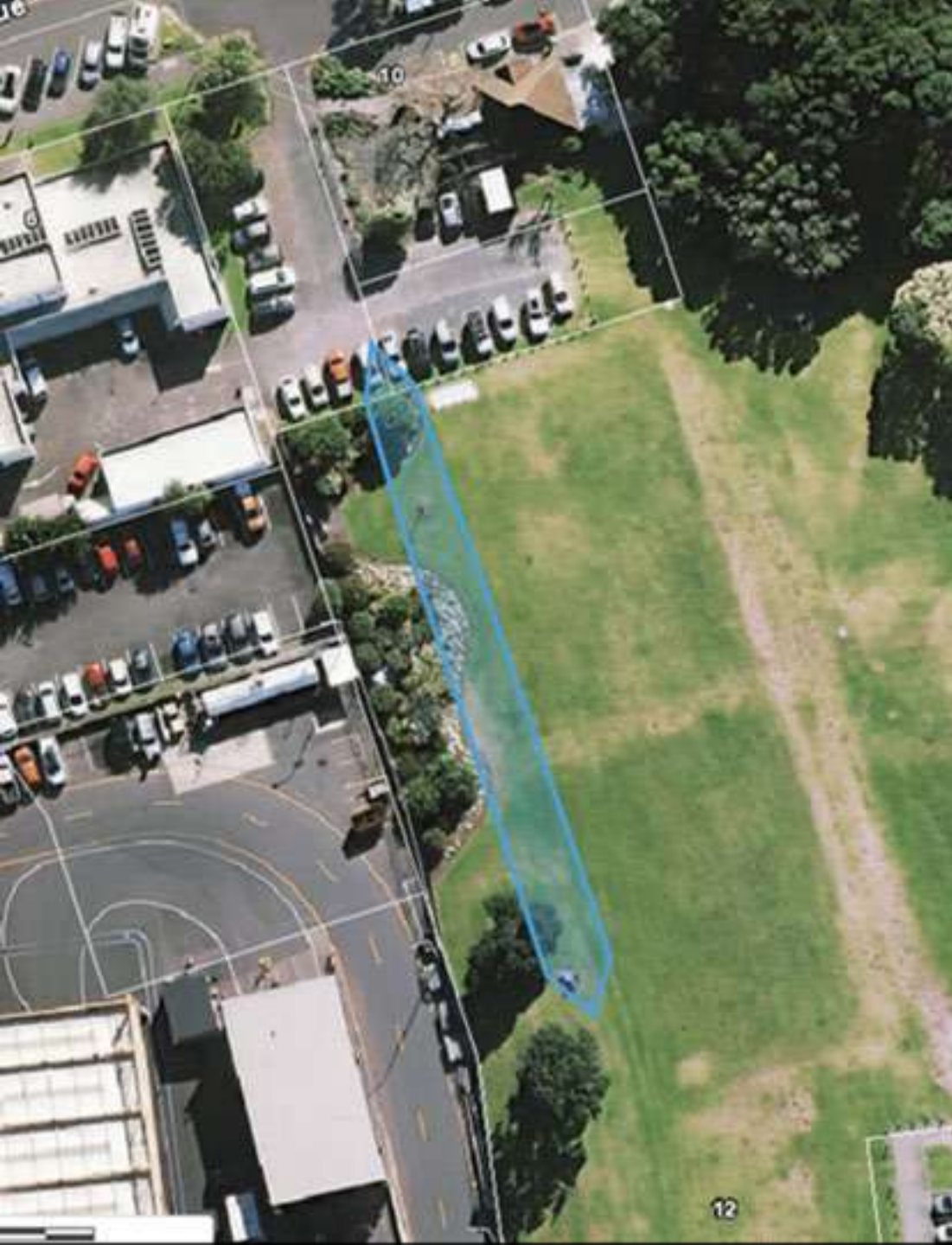


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Precincts & Maps



City Interest Itineraries



Shop Tauranga CBD



Festivals & Events



Cycle & Walking Trails



Te Manawataki o Te Papa Hikoi



Exhibitions & Shows



Weather Updates



Places to Eat & Stay



Civil Defence Notices



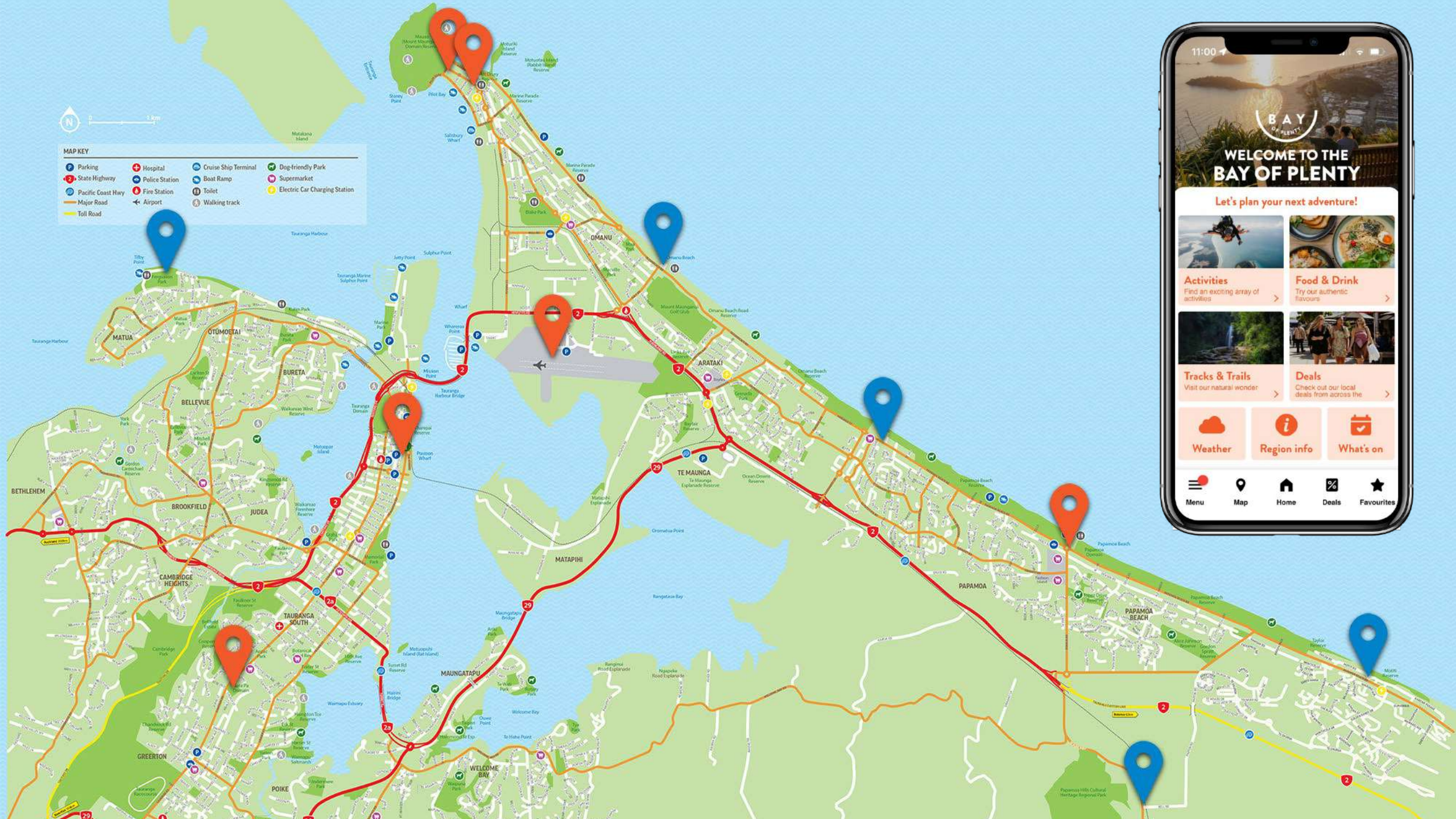
Visitor Experiences



Historical Sites



City Arts Trail



MAP KEY

Parking	Hospital	Cruise Ship Terminal	Dog-friendly Park
State Highway	Police Station	Boat Ramp	Supermarket
Pacific Coast Hwy	Fire Station	Toilet	Electric Car Charging Station
Major Road	Airport	Walking track	
Toll Road			

11:00

WELCOME TO THE BAY OF PLENTY

Let's plan your next adventure!

Activities
Find an exciting array of activities >

Food & Drink
Try our authentic flavours >

Tracks & Trails
Visit our natural wonder >

Deals
Check out our local deals from across the >

Weather

Region info

What's on

Menu

Map

Home

Deals

Favourites

Tourism Bay of Plenty Our Lanes & Delivery Focus

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Coastal Bay of Plenty Cruise Sector

Stakeholder Perceptions & Value Proposition

Tourism Bay of Plenty, in partnership with Priority One, have commissioned KPMG to conduct a study to better understand stakeholder perceptions and the value proposition of the cruise sector for the BOP region. Ultimately, it will assist with shaping the future of the sector to provide long-term value for all stakeholders.

The study does so by exploring key stakeholder views on the cruise sector's current state in BOP, from an economic, environmental and sociocultural lens. The initial scope of work does not extend to cost-benefit analysis due to data limitations. However, this will be carried out once the relevant data is available.

The report is intended to be an input for strategic planning for the BOP cruise sector and complements the New Zealand Cruise Association 2040 National Strategy



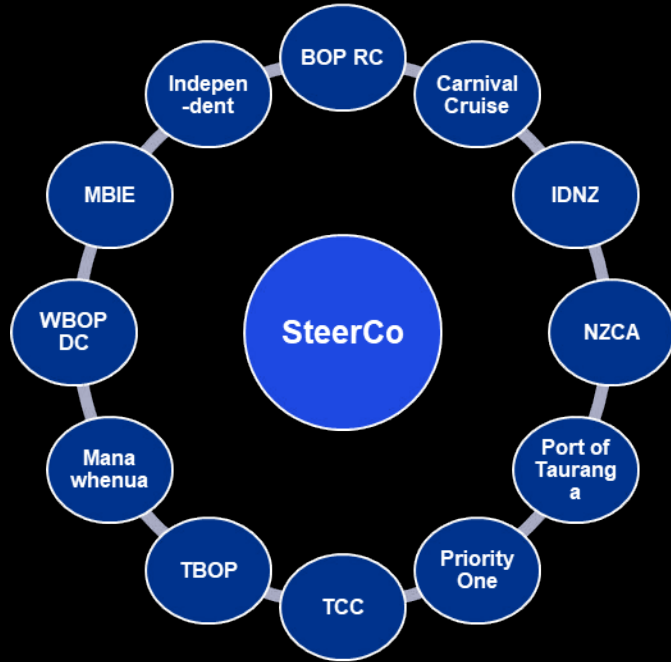
New Zealand Outlook

It is tough at present and could be for a while



Understanding our Cruise Sector Better

Research Methodology & Design



Focus Group

Port of Tauranga

Local Cruise Tourism Operators

Tauranga & BOP Businesses

Local & Regional Councils

Tauranga Moana (Iwi)

Mt. Maunganui Residents & Businesses

Wider Bay of Plenty Operators

Qualitative Primary Research

Stakeholders were mapped based on their degree of influence and direct interest in the Coastal BOP cruise sector, and prioritised stakeholders were engaged directly for the purposes of this study. To ensure they had a reasonable opportunity to contribute and participate in the study, a mix of research channels were used to collect their views:

- One-on-one interviews
- Small focus groups (both in-person and virtual)
- Online surveys

These research channels were facilitated by KPMG, to encourage open and honest sharing from stakeholders and to minimise bias throughout the research process.

Secondary Research Data

Where relevant, data and analysis from existing research reports were used to:

- ✓ Provide additional sector context
- ✓ Support insights provided by stakeholders engaged through the primary research
- ✓ Supplement this report with views from other stakeholder groups who were not engaged through the primary research

Primary Research

Residents Engagement

Online Survey



Flyer Drops

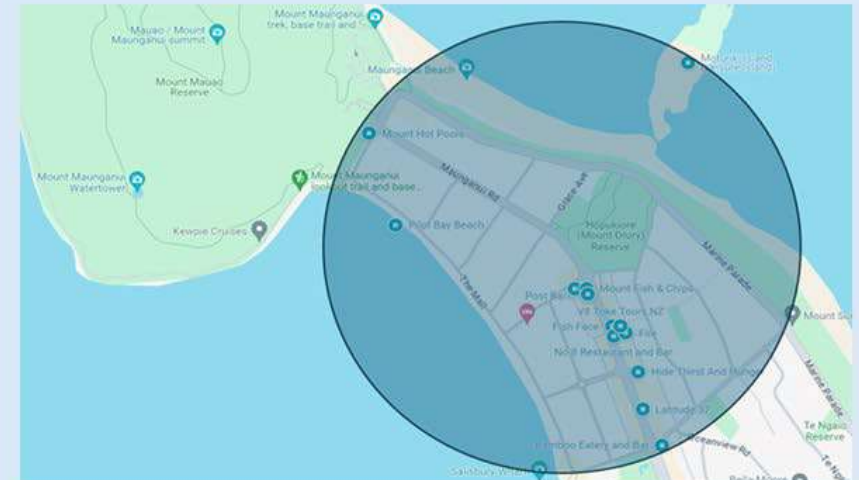


Resident engagement was conducted through:

Flyer drops

Targeted flyer drops were distributed from Salisbury/Banks Avenue to Adams Avenue, to invite residents who are most impacted by cruise visits to participate in the research focus groups.

Flyer drop distribution range



Online survey

Resident engagement was broadened at the end of the cruise season, using a 'pulse-check' survey. The survey was run between 8th - 15th May 2024, with 465 responses received.

Local Community Sentiment

Maintaining Social Licence



76% OF RESIDENTS SUPPORT CRUISE

Details: Pre-season survey of residents to understand perceived concerns and advantages of cruise.

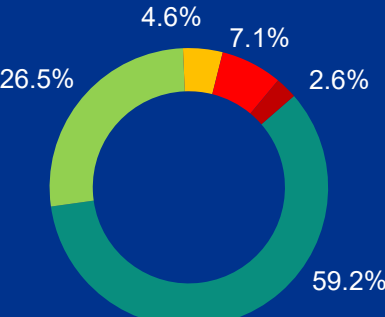
Result: Positive media coverage to celebrate the return of cruise after a two-and-a-half year absence, including primetime lead TV news item.

Local Community

Positive Perception	Cruise Ships bring a positive vibrancy, excitement and perceived benefits to Tauranga and the wider BOP
Neutral Perception	There are mixed views on the degree of benefit depending on the geographic area
Negative Perception	Stress on the local infrastructure, and disruption to immediate Mount locals and the community

The community who reside close to the Port of Tauranga at the Mount area, are most directly impacted by cruise ship arrivals due to their geographical proximity.

In a recent survey, majority of coastal residents* strongly agreed or agreed that cruises have a positive impact on the region.



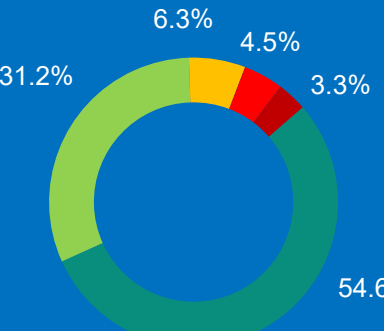
strongly agree	59.2%
agree	26.5%
neutral	4.6%
disagree	7.1%
strongly disagree	2.6%

**residents at Mount Maunganui, Pilot Bay, Omanu, Papamoa, & Arataki*
Source: TBOP Cruise Survey (May 2024)

BOP Community

Those that reside in other parts of the Bay of Plenty share similar views as the local community living in the coastal areas.

In a recent survey, majority of other BOP residents* strongly agreed or agreed that cruises have a positive impact on the region.



strongly agree	54.6%
agree	31.2%
neutral	6.3%
disagree	4.5%
strongly disagree	3.3%

**residents outside of Mount Maunganui, Pilot Bay, Omanu, Papamoa, & Arataki*
Source: TBOP Cruise Survey (May 2024)

Stakeholder Perceptions

Economic, Environmental & Sociocultural



ECONOMIC Insight

- Generates significant economic boost for Tauranga and wider region.
- Provides opportunities to attract repeat visitation.
- Growing proportion of passengers are choosing to explore locally.
- Who really benefits? Port, Cruises, Inbound | pre-sold suppliers.



ENVIRONMENTAL Insight

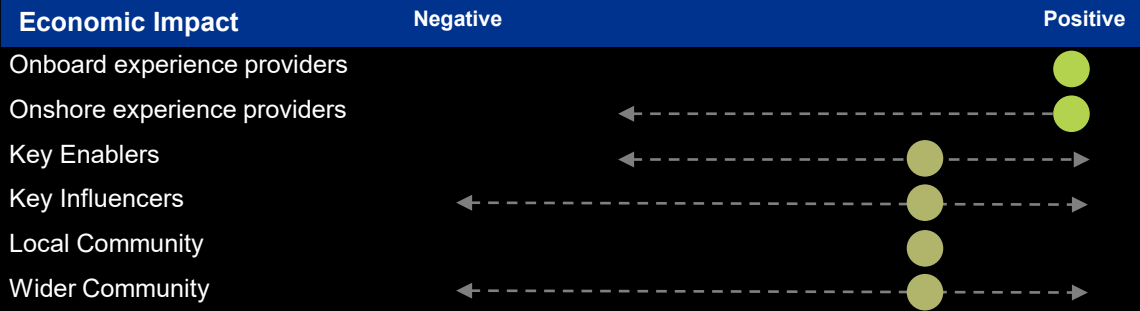
- Aware sector is working to reduce emissions environmental impact.
- No clear visibility on key efforts underway to improve local perception.
- Public perception remains distrusting of the sector, generally unaware.
- Efficient ships are great but NZ lacks infrastructure and investment.



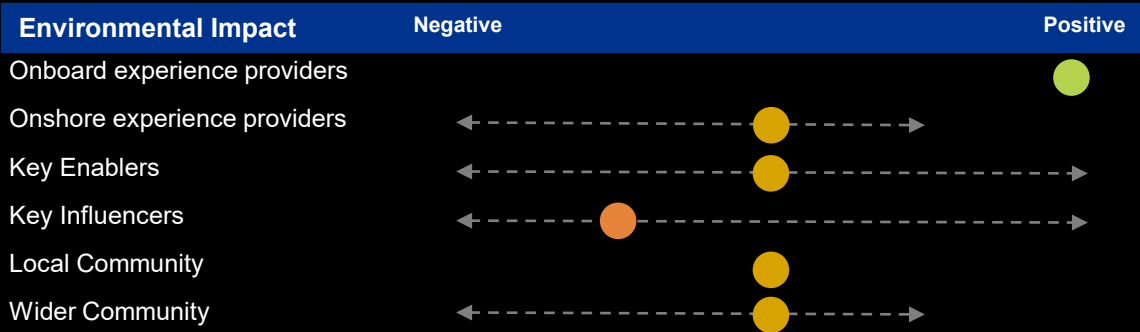
SOCIOCULTURAL Insight

- Cruise ships in Port boosts local pride and creates sense of vibrancy.
- Opportunity to improve cultural experiences and offerings locally.
- Social licence remains top-of-mind and requires honest narratives.
- Higher levels of engagement by local Iwi with sector remains a factor.

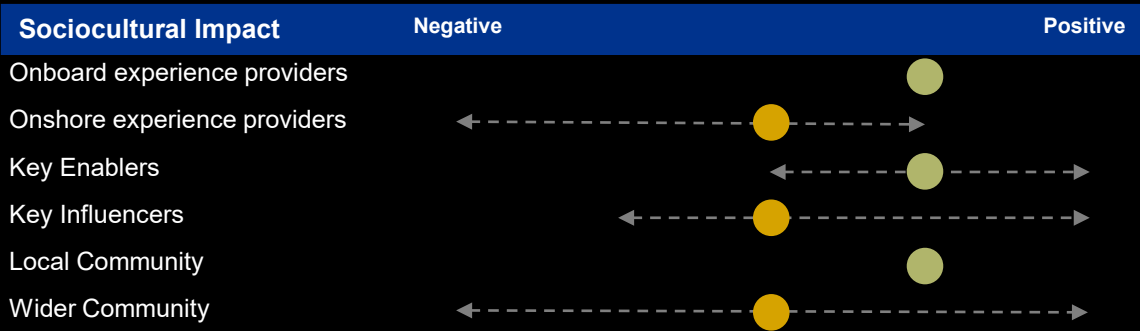
OVERALL POSITIVE



NEUTRAL | NEGATIVE



POSITIVE | NEUTRAL



The Next Steps

Roadmap to unlock future opportunities



NOW

SOON

LATER

Tourism Bay of Plenty Our Lanes & Delivery Focus

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Data, Research & Insights	Te Ara Whānui App	TGA - Brand Champion Orgs	Heritage Society & The Arts
Cruise Season Facilitation	P/Arts, Conference & BC (SG)	Edu - UOW & Toi Ohomai	Ngāti Hangarau Omanawa
iSITE Visitor Operations	W/Front & Public Realm (SG)	Explore Central NZ - Trade	Visitor Related PR & Media
PLACE DNA © PASSIONOGRAPHY - Horticultural Provenance, Māori Culture, Ocean & Beaches and Natural Environment			









toi
te kōwhiri
art gallery

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Kia Ora | Thanks for your time