

NEW ZEALAND  
**BAY**  
OF PLENTY



📍 Surfing at Mount Main Beach, Mount Maunganui

# MEDIA KIT

2025/26 Edition

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

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## INTRODUCING THE COASTAL 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.

Located on the east coast of New Zealand's North Island, the Coastal Bay of Plenty is an attractive sub-tropical region, just a few hours' drive from international airports at Auckland and Hamilton or easily accessed via a direct flight from Auckland, Wellington, or Christchurch.

At its heart is Tauranga — a lively harbourside city that's home to Mauao (Mount Maunganui), an extinct volcano which is beautifully located next to one of the country's top beaches.

The region's stunning coastline features glorious white sand, grassy dunes, picturesque waterfronts, and friendly communities. Just 20 minutes inland, you'll find native forests and cascading waterfalls.

This is kiwifruit and avocado country, where you can visit local growers and taste produce straight from the source. The local dining scene reflects this abundance, with ocean-to-plate seafood, award-winning restaurants, and laid-back cafés that creatively showcase the region's bountiful flavours and relaxed lifestyle.

Visitors can also connect with Māori culture through immersive, locally guided experiences. From fishing and catch-and-cook adventures grounded in Māori tikanga (customs), to traditional hāngī feasts and storytelling walking tours, these encounters offer a deeper understanding of the land, sea, and people of this special region.

From orchard to ocean, every turn brings a new taste, a new trail, or a new view.

### CLAIMS TO FAME

**New Zealand's best beaches:** Mount Maunganui Main Beach and Pāpāmoa Beach have had regular spots among [New Zealand's most loved beaches](#) (as voted by New Zealand Herald news readers, Trip Advisor and AA Travellers).

**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.

**Horticultural heroes:** The Coastal Bay of Plenty is bursting with fresh flavour thanks to two iconic horticultural hubs. [Te Puke](#) is the home of kiwifruit, producing 112 million trays of the furry green health food each year. [Katikati](#) is New Zealand's avocado heartland, harvesting thousands of tonnes of the creamy green fruit for both local tables and export markets.



Waimarino Kayak Tours

# UNIQUE THINGS TO DO

The Bay is plentiful by name and in nature and there's no better way to spend your time here than outdoors. Head to the hills, hike through the forests, and of course, make the most of our moana (ocean).

## 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](http://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, 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](http://bayexplorer.co.nz)

## HOT POOL HEAVEN

The Coastal Bay of Plenty is blessed with naturally heated geothermal springs, letting you soak in warm, relaxing waters all year round. From lush bush settings to family-friendly spots with private pools, kids' zones, and BBQ areas, there's a hot pool to suit every traveller. Don't miss Mount Hot Pools — one of the world's only saltwater hot pools, heated by water drawn from the ocean and nestled at the base of Mauao, an extinct volcano which is beautifully located next to one of the country's top beaches.

 [mounthotpools.co.nz](http://mounthotpools.co.nz)

## HIKE UP OR AROUND MAGNIFICENT MAUAO

Mauao (Mount Maunganui) offers sweeping 360 degree views and is steeped in Māori history and ancient myths. Learn about our region's unique heritage through the wayfinding and interpretation signage conveniently located for you to catch your breath and admire the views. 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.

## 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. Join an avocado tour and visit Michele and Tim's orchard to learn and taste all things avocado. If you're lucky enough to visit in Autumn, feast your eyes and appetites on the region's annual food festival – Flavours of Plenty – where everything fresh and flavoursome is celebrated in creative ways across the Bay.

[bayofplenty.co.nz/dine](http://bayofplenty.co.nz/dine) | [tasteofplenty.co.nz](http://tasteofplenty.co.nz) | [flavoursofplentyfestival.com](http://flavoursofplentyfestival.com) | [avocadotours.nz](http://avocadotours.nz)



## RIVERBUG

Discover the wild beauty of Tauranga's Wairoa River gorge with a thrilling Bug Sunday tour. When water releases flow, hop into a riverbug and enjoy a "roller-coaster" ride through rapids, capped off with surfing the famous "Wairoa Wave". Departing Sunday mornings in spring through autumn, this 3-hour adventure offers top-notch gear, small-group personal attention, and breathtaking scenery — perfect for families, friends, or solo explorers.

 [riverbug.nz](http://riverbug.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](http://nzdolphin.com)


## AVOCADO TOURS

Step into the vibrant world of avocado farming with Avocado Tours, New Zealand's first guided walk through a working orchard in Katikati, our avocado capital. Owned and led by grower and co-founder Tim Rosamond, tours run daily at 10am and 1pm, lasting about 90 minutes, and include a deep dive into sustainable cultivation, a Hydralada fruit-picking demo, and insider commentary on cultivation rhythms and harvesting practices. Wander under lush avocado canopies, and taste Tim's much-loved guacamole, and creamy avocado ice cream.

 [avocadotours.nz](http://avocadotours.nz)

## HANG TEN

A visit to the Bay is not complete without a surf in the Pacific Ocean. Surfing culture runs through the locals like our beach breaks parallel the coastline. Reputable surf instructors are available throughout the Bay's coast offering lessons for beginners through to experienced wave riders. Kiteboarding and wing foil are also encouraged with lessons in the Mount available from Assault Boardriding Centre; the team also offer stand-up paddle boarding lessons, as does Mauao Adventures.

 [surfschool.co.nz](http://surfschool.co.nz) | [mountsurfschool.co.nz](http://mountsurfschool.co.nz) | [castawaysurf.co.nz](http://castawaysurf.co.nz) | [surflessons.co.nz](http://surflessons.co.nz) | [southpacificsurf.co.nz](http://southpacificsurf.co.nz) | [hakanisurf.co.nz](http://hakanisurf.co.nz) | [beachsurfschool.co.nz](http://beachsurfschool.co.nz) | [assault.co.nz](http://assault.co.nz) | [mauoadventures.co.nz](http://mauoadventures.co.nz)

# MĀORI CULTURAL TOURISM EXPERIENCES



📍 Mauao Adventures

# EATING & DRINKING IN THE BAY



📍 Rising Tide Mount Maunganui

## Discover Tauranga's history with its cultural storytellers

Tauranga's rich history gives rise to indigenous storytellers keen to share te ao Māori – their ancestral customs and mythologies – with visitors wanting to dive deeper to understand the city's first people.

These tours offer an intimate and authentic cultural experience where you can immerse yourself in Māori culture.

### MAUAO ADVENTURES

Immerse yourself in Māori culture and stories with a waka ama (outrigger canoe) lesson and a hikoī (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.



### MUIRS TOURS

If cultural connection and crave-worthy cuisine is what you seek, head to Maketū for Muirs Tours. Deon Muir is a former Māori All Black rugby player turned renowned fisher, diver, cultural guide and chef. Deon will cook your catch while regaling you with stories of centuries past and traditions present.



### 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.



### MANA MĀORI

Mana Māori 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.



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

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 1800s through to [kiwifruit](#), [avocados](#) and [berries](#) in the early 1980s, 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



📍 Tauranga Farmers Market

## 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.



# WHERE WE ARE



📍 Main Beach, Mount Maunganui



## REGIONAL LOCATIONS

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

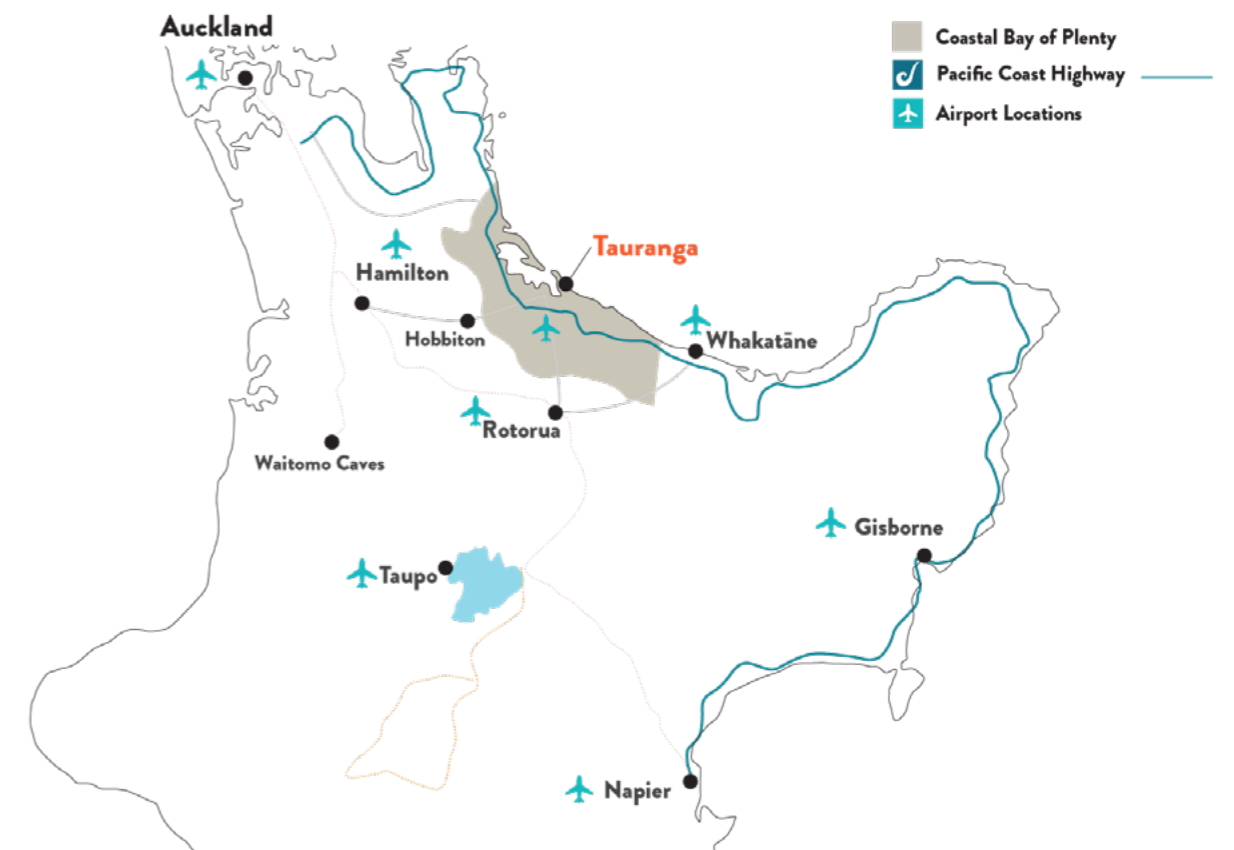
### TRAVELLING TIMES AND DISTANCES FROM TAURANGA



to Auckland	200 km	2 hours 30 mins
to Hamilton	105 km	1 hour 20 mins
to Coromandel	60 km	1 hour
to Rotorua	63 km	55 mins
to Taupō	150 km	1 hour 50 mins
to Napier	290 km	4 hours
to Wellington	521 km	6 hours 25 mins





Sydney	→ Auckland	3 hours 5 mins
Singapore	→ Auckland	9 hours 40 mins
Shanghai	→ Auckland	11 hours 35 mins
Los Angeles	→ Auckland	12 hours 45 mins
Vancouver	→ Auckland	13 hours 45 mins
Tokyo	→ Auckland	10 hours 25 mins
New Delhi	→ Auckland	16 hours 35 mins



# SUMMER

DECEMBER – FEBRUARY

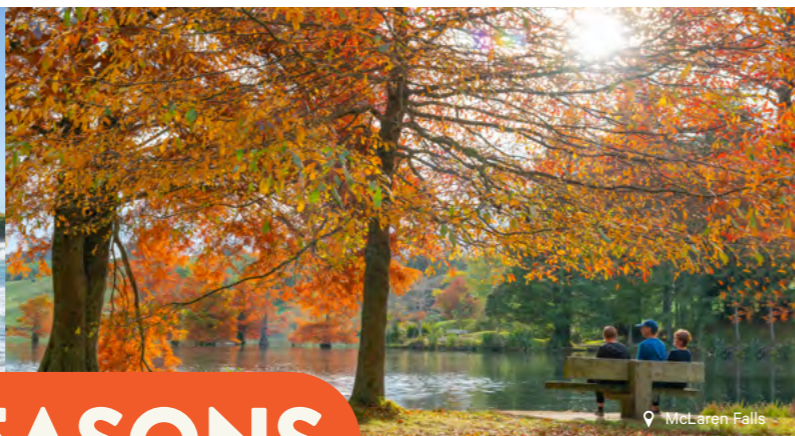
 Average air temperature  
23°C/74°F

 Average sea temperature  
21°C/70°F

The Bay of Plenty is sun-seekers' and beach buffs' paradise, especially in summer. Mount Main Beach and Pāpāmoa 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



Bowentown Heads





Bay Explorer

## OUR SEASONS

# WINTER

JUNE – AUGUST


 Average air temperature  
15°C/58°F


 Average sea temperature  
15°C/59°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 cafés 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  
20°C/68°F


 Average sea temperature  
17°C/63°F

Our region looks as pretty as a picture in spring with native pōhutukawa 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.

# AUTUMN

MARCH – MAY

 Average air temperature  
20°C/67°F

 Average sea temperature  
18°C/65°F

Autumn in the Bay of Plenty is a welcome extension of summer. Long fine days and warm settled weather makes this season one of the best times to visit. New Zealand holiday-makers have usually returned to work by now so you'll have the best of the Bay to yourselves.

# KEY EVENTS

## SUMMER

### International cricket

Fans of New Zealand's beloved BLACKCAPS and WHITE FERNS will revel in the quintessential Kiwi cricket games held every year around New Years' Eve. The Bay Oval cricket ground in Mount Maunganui is a spectacular host to cricket teams from around the world.

### 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.

## 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.

## WINTER

### Mount Half Marathon

Every August, runners from across New Zealand flock to Mount Maunganui for the Mount Half Marathon—21 km, 10 km, and 5 km coastal courses showcasing ocean views, iconic Mauao (Mount Maunganui), and a vibrant winter wellness beach escape.

### 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

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

### 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).



Vegan Vibes



📍 National Jazz Festival

# NEW ZEALAND BAY OF PLENTY



📍 Waihi Beach

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