



BAY
OF PLENTY

Sugo, Tauranga

SIX MONTH REPORT

TO 31 DECEMBER 2022

TĀPOI TE MOANANUI Ā TOI | TOURISM BAY OF PLENTY

(WESTERN BAY OF PLENTY TOURISM AND VISITORS TRUST)

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KIA ORA

Welcome to the Six Month Report for Tourism Bay of Plenty, covering the period 1 July to 31 December 2022. This report provides an overview of the key projects and activities delivered by Tourism Bay of Plenty in accordance with our Statement of Intent 2022-2023, during what proved to be a time of continuing challenges for the New Zealand tourism sector.

The key projects Tourism Bay of Plenty undertook during this period included:

- Preparation for and the successful return of cruise ships to Tauranga (and the wider region), including the reinstatement of the Tauranga Harbour Ferry.
- Supporting operators as they prepared for the reopening of the international travel border and the reinstatement of our travel trade
- Marketing campaigns and media familiarisation programmes with relevant partners, such as Tourism New Zealand
- Planning and preparation for the second, extended 10-day Flavours of Plenty Festival in March-April 2023
- The Green Room | Te Rūma Kākāriki sustainability programme and subsequent engagement with visitor sector businesses and organisations across the rohe.

In addition, Tourism Bay of Plenty has contributed significant staff time, resources and specialist skills to support a range of council community projects and Action and Investment Plans relating to events, cycleways, wayfinding, climate change, city branding, and spatial planning (including the iconic Te Manawataki o Te Papa project).

The remainder of this report offers a more informative insight into our team's recent mahi, as we look forward to continuing to connect and enrich people and place through tourism.

Oscar Nathan

Tumuaki | General Manager

Tāpoi Te Moananui ā Toi | Tourism Bay of Plenty



Key projects included the return of cruise, supporting operators with the border reopening, marketing campaigns, media famils, and planning for the ten-day Flavours of Plenty Festival.

PROGRESS AGAINST KPIs

Target by June 2023

- ✓ Achieved
- 🕒 On track
- ⋯ Work in progress
- ! At risk

ECONOMIC WELLBEING

Visitor spend

Jul-Dec 2022 Western Bay combined area

↑ 14%
Compared to
Jul-Dec 2021

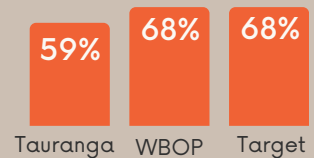
↑ 14%
Compared to
Jul-Dec 2019



SOCIAL WELLBEING

Jul-Dec 2022

Percentage of residents
who agree that tourism
has a positive impact on
the community.



CULTURAL WELLBEING

Developed an online image gallery
and cultural intelligence app content
integrating cultural narrative with
key destination messaging.



ENVIRONMENTAL WELLBEING

Number of businesses participating in
The Green Room | Te Rūma Kākāriki.

10	12	20
Completed	Underway	Planned



TBOP ORGANISATION WELLBEING

Employee Engagement survey will
be undertaken in April 2023.

Target: employee engagement
score of at least 70%.



DESTINATION MANAGEMENT

ELEVATE THE REGION'S CYCLING OFFERING

5,000

copies of the Western Bay of Plenty
and Tauranga cycle trails booklet
were printed and distributed.



DESTINATION MARKETING

ELEVATE THE REGION'S FOOD STORY

Flavours of Plenty Festival:

24 March to 2 April, 2023.

Tickets on sale 1 February.

40
Events



DESTINATION MANAGEMENT

OPERATOR CAPABILITY BUILDING

10

tourism businesses have
been provided with 1-to-1
digital marketing training.



DESTINATION MARKETING

PROMOTE DESTINATION TO TARGET MARKETS

Focusing on social and other digital
channels, taking a partnership approach
to trade marketing, and critically
assessing the value of media famils to
ensure value for money.



DESTINATION MANAGEMENT

BUSINESS EVENTS

17

conference bid proposals
submitted; target was 15.

4

confirmed conferences.



CRUISE



I-PORT OPERATING

Details: A pop-up i-SITE has been established on the port, with six desks manned by tour operators and i-SITE staff.

Result: Direct promotion and selling of experiences to cruise passengers.

Areas covered: Tauranga, Western Bay of Plenty



OPERATORS ACHIEVE QUALMARK

Details: Supported operators to get them ready for the cruise market – Qualmark certifications, product refinement.

Result: Total of 18 operators delivering a range of tours across the region.

Areas covered: Tauranga, Western Bay of Plenty



76% OF RESIDENTS SUPPORT CRUISE

Details: Surveyed residents to understand perceived concerns and advantages of cruise.

Result: Positive media coverage to celebrate cruise return and express concerns, including TV news features.

Areas covered: Tauranga



105 total
ships



79 ship
days



155,000
passengers



70,000
crew

2022-23 cruise season estimates (20 Feb 2023)

FLAVOURS OF PLENTY



PROFILING THE FOOD STORY

Details: Media coverage and content creation to position the region as a food destination.

Areas covered: Tauranga, Western Bay of Plenty

Results: Feature articles in:

182k
of AVE

Nine new
foodie stories



Fife Lane

MATARIKI DISH CHALLENGE

Details: Seven local eateries participated in the Bay of Plenty challenge, alongside Rotorua eateries.

Result: Increased awareness and understanding of Matariki among eatery staff and diners, and exposure for local eateries.

Areas covered: Tauranga, Mount Maunganui, Papamoa, and Paengaroa.



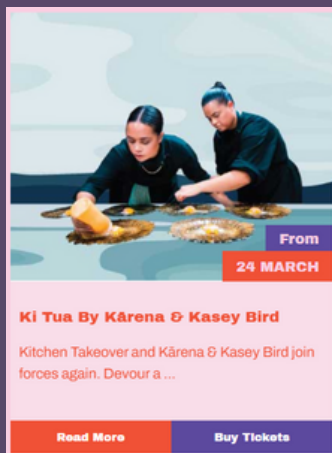
LOCAL PRODUCT IN LOCAL EATERIES

Details: Hosted a major food forum with 150 attendees to encourage networks and collaboration.

Result examples: Liberty Growers are now supplying produce to The Clarence. Te Puke Truffles and Tauranga Tasting Tours have developed a new event for Flavours of Plenty Festival.

Areas covered: Tauranga, Western Bay of Plenty

FLAVOURS OF PLENTY FESTIVAL



Details:

24 March - 2 April 2023

10 days

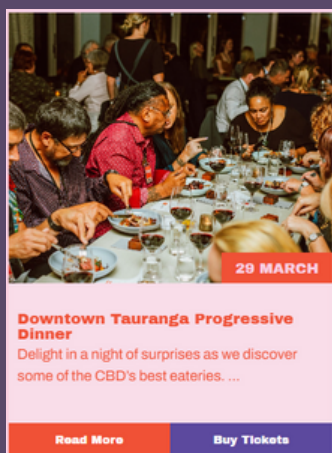
40 events

20 eateries in Plates of Plenty Challenge

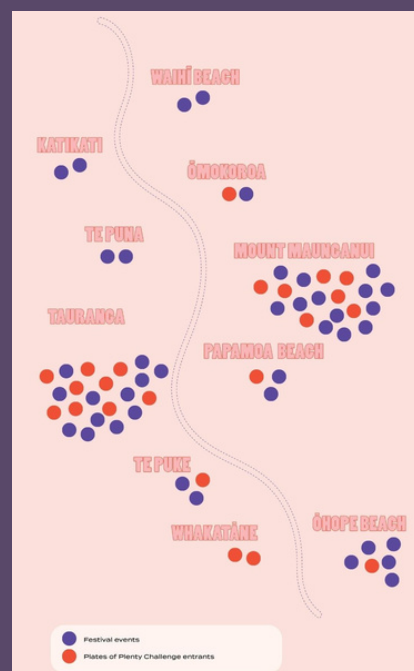
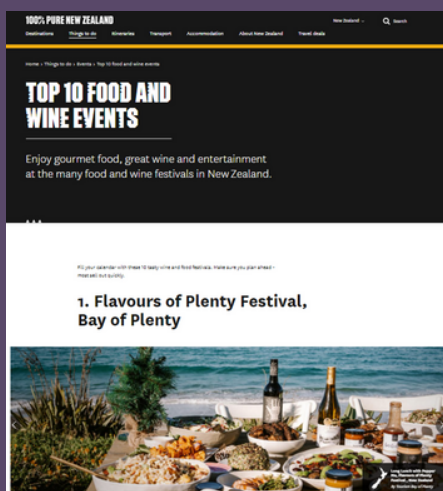
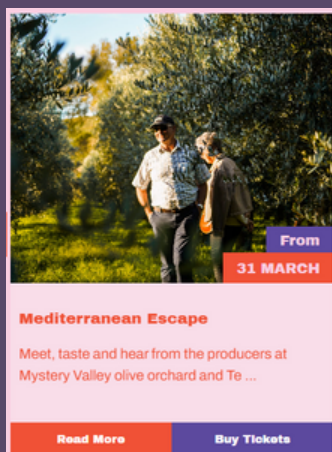
Results (as of 27 Feb 2023):

24% of tickets sold.

\$65,000 of external funding sourced.



Top event on Tourism New Zealand website (Feb 2023)



INTERNATIONAL TRADE & MARKETING



Reach:
2.8m
people

SOCIAL CAMPAIGN IN AUSSIE

Details: Partnered with Tourism New Zealand to run a social media campaign on the eastern seaboard of Australia.

Results: Reach 2.8 million; 21,000 website clicks; 16,000 video views.

Areas covered: Mount Maunganui



5 NEW QUALMARKED PRODUCTS

Details: Supported operators to become Qualmark certified, meaning they can be marketed offshore by Tourism New Zealand and can operate in the cruise sector.

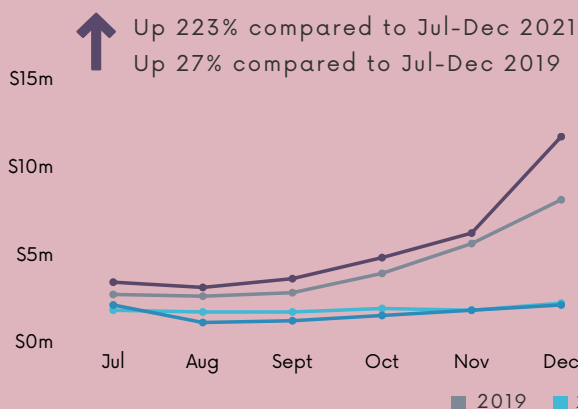
Results:

- Increased reach into international markets.
- Higher quality operation due to the requirements of the certification (i.e., health and safety policies).

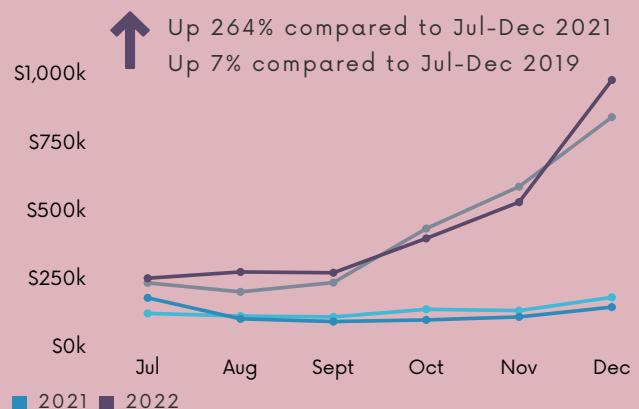
Areas covered: Tauranga, Western Bay of Plenty

International visitor spend Jul-Dec 2022

Tauranga



Western BOP



*Spend via electronic card transaction only. Excludes cash, online & pre-bookings. Source: Marketview

ELEVATION OF CULTURAL TOURISM PROPOSITION



CULTURAL PRODUCT FOR CRUISE

Details: Supported eight Māori cultural tourism operators to offer cruise products and tours.

Results:

- Cruise passengers can now access authentic local storytelling.
- Provides opportunities for new Māori tourism businesses.
- More local product benefits our region by encouraging visitors to stay local, and reduces travel and carbon emissions.

Areas covered: Tauranga, Western Bay of Plenty



GLOBAL TOURISM NZ FAMIL

Details: Introduced global Tourism NZ staff to Māori cultural tourism product, partnering with NZ Māori Tourism.

Results:

- NZMT and TNZ can knowledgeably share local offering with wider networks, including Inbound Tour Operators.
- Operators built connections with TNZ and now better understand trade space and how to refine product to fit.

Areas covered: Tauranga, Western Bay of Plenty



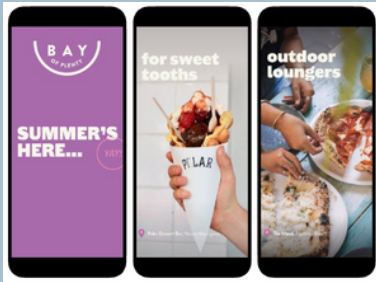
DEVELOPING STORYTELLING APP

Details: Collaboration with TCC Māori Development Team to develop a storytelling and wayfinding app, focusing on CBD.

Results: App content covers regional history, stories, key information, and significant sites. App under development and in the design process.

Areas covered: Tauranga

DOMESTIC & EVENTS MARKETING



'SUMMER'S HERE' CAMPAIGN

Details: Ran in spring (before the bad weather!) to encourage summer visitation and show what was on offer.

Results: Two million impressions; 400,000 video views; 6,000 clicks to campaign web page.

Areas covered: Tauranga, Western Bay of Plenty



DESTINATION IMAGE LIBRARY

Details: Created shared asset library with TCC, Priority One, Film BOP. Shared with Tourism NZ and Air NZ.

Results: Shared assets for all to use. Plus added extra imagery with a photoshoot focused on Tauranga city centre.

Areas covered: Tauranga city centre



EVENTS PROMOTION

Details: Supported events via promotions, including the summer events guide distributed via Kia Ora magazine.

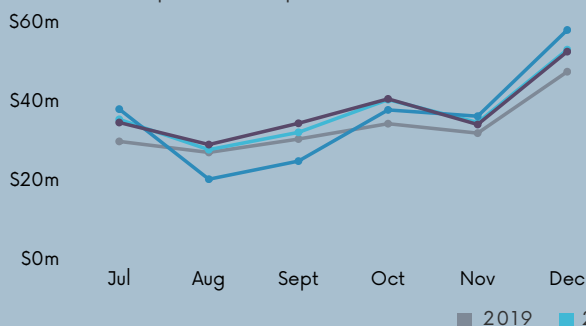
Results: 16,000 copies means significant, nationwide reach.

Areas covered: Tauranga, Western Bay of Plenty

Domestic visitor spend via electronic card transactions only*

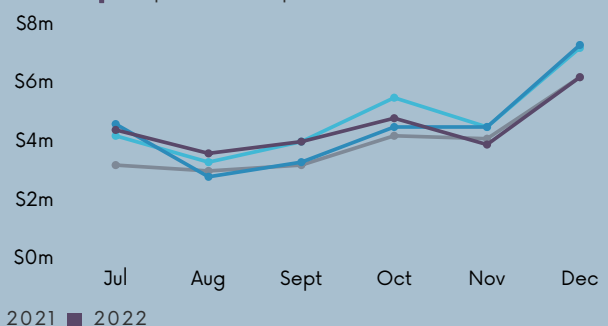
Tauranga

↑ Up 5% compared to Jul-Dec 2021
Up 12% compared to Jul-Dec 2019



Western BOP

— No change compared to Jul-Dec 2021
↑ Up 13% compared to Jul-Dec 2019



*Spend via electronic card transaction only. Excludes cash, online & pre-bookings. Source: Marketview

VALUING OUR ENVIRONMENT



SUPPORTING HARBOUR FERRY

Details: Supported the Tauranga Harbour Ferry with ticketing, promotion, and connection to cruise passengers.

Results: Over 1,200 tickets sold. Provides a transport option to city centre when larger (1,000+ pax) ships are in port.

Areas covered: Tauranga



CYCLE TRAILS BOOKLET

Details: Cycle trails booklet developed and 5,000 copies distributed via information centres, accommodation providers, bike shops, cycle groups, Tauranga Airport, etc.

Results: Provides information about cycle trails and increases awareness of them to encourage use for leisure and travel.

Areas covered: Tauranga, Western Bay of Plenty



THE GREEN ROOM | TE RŪMA KĀKĀRIKI

Details: A programme to teach and encourage visitor sector organisations to become more sustainable - environmentally, socially, culturally and financially.

Results: Carbon and waste measurement and reduction, reviewing business plans to build resilience, donating to and participating in community and environmental initiatives, etc.

Areas covered: 11 Tauranga organisations and 17 Western Bay of Plenty organisations have completed the course.

Funded by:



NEXT STEPS

Main areas of activity planned for the next six months (January to June 2023)



01 Flavours of Plenty Festival

The Flavours of Plenty Festival in March/April provides an opportunity to further grow the region's reputation for horticultural excellence and cuisine. We already have a number of media famils confirmed (including Cuisine magazine and Stuff) which, alongside top billing promotion by Tourism New Zealand, will get the word out about this showcase festival for the region. Having more than doubled the number of participating events compared to last year's inaugural festival, momentum and interest is building amongst locals and visitors alike.



02 Business events

In the year to date, we have exceeded our annual target KPI for business events (with 17 conference bids submitted and 4 won). This gives us a good platform to build upon over the next six months, especially as our sector manager's focus pivots from cruise facilitation over summer to business events (attracting new conference and meeting bookings) throughout the remainder of the year. We're continuing to work with conference organisers and venue providers to facilitate leads, host decision makers, and grow awareness of the region as a desired business event and incentive destination. A key opportunity in our future positioning as a city will be the Tauranga city centre redevelopment and the associated business event and accommodation facilities that will foster.

NEXT STEPS



03 Cultural wayfinding app

This digital platform will include regional history, stories, key information, experiences, significant sites and more. The app content has been created, and Kiwa is currently developing the app itself and its key features. The second phase of this project will be to share Te Ao Māori stories of Tauranga, Māori arts, cultural events and mana whenua led projects that align with our tourism offering.



04 Regional development

We are actively involved in a number of exciting projects and initiatives across the region which include Te Manawataki o Te Papa and the Mount Spatial Plan. Both of these important projects will make a significant impact on the future shape of the visitor experience to Tauranga.

There are also wider product development opportunities we are supporting in Te Puke, Waihi Beach and Maketū. We will continue to play a key role as a connector, promoter and experience developer (where possible) on cycleways, waterfall and walking trails and reserves, and similar projects that support the regional tourism offering. One such potential opportunity is working with mana whenua on a cultural cycle trail from the TECT Park to the coast.

ACCOUNTS

Western Bay of Plenty Tourism and Visitor Trust

STATEMENT OF COMPREHENSIVE REVENUE & EXPENDITURE FOR THE SIX MONTHS ENDED 31 DECEMBER 2022

	2022 Actual	2022 Budget	2021 Actual
REVENUE			
Funding - Tauranga City Council	1,471,398	1,446,390	1,405,633
Funding - Western Bay of Plenty District Council	116,000	116,000	139,200
Funding - Whakatāne District Council	42,000	42,000	42,000
Retail sales	9,316	7,000	6,546
Finance Revenue	8,401	1,100	2,588
Other revenue	978,132	929,553	1,227,749
Total revenue	2,625,247	2,542,043	2,823,716
EXPENDITURE			
Cost of sales	5,798	4,200	4,367
Operating & Marketing	1,177,537	1,222,451	641,885
Administration & Overhead	205,374	253,327	232,367
Finance Costs	0	0	0
Employee benefit expenses	764,076	782,870	583,474
Trustee Fees	38,500	43,500	37,500
Depreciation and loss on sale of assets	25,882	30,900	33,164
Total expenditure	2,217,168	2,337,248	1,532,757
SURPLUS/(DEFICIT) before Tax	408,079	204,795	1,290,959
Taxation	0	0	0
SURPLUS/(DEFICIT) after tax	408,079	204,795	1,290,959
Other Comprehensive Revenue & Expense			
Other Comprehensive Revenue	0	0	0
Total Other Comprehensive Revenue & Expense	0	0	0
Total Comprehensive Revenue & Expense	408,079	204,795	1,290,959

STATEMENT OF CHANGES IN NET ASSETS/EQUITY FOR THE SIX MONTHS ENDED 31 DECEMBER 2022

	2022 Actual	2021 Actual
Net Assets/Equity at start of the year	614,203	461,288
Total comprehensive revenue and expenses	408,079	1,290,959
BALANCE AT 31 DECEMBER	1,022,282	1,752,247

ACCOUNTS

STATEMENT OF FINANCIAL POSITION AS AT 31 DECEMBER 2022

	2022	2021
ASSETS		
Current assets		
Cash and cash equivalents	1,902,795	1,239,236
Debtors and prepayments	121,224	1,146,053
Inventories	10,085	10,720
Total current assets	<u>2,034,103</u>	<u>2,396,009</u>
Non-current assets		
Property, plant and equipment	172,444	186,903
Intangible assets	35,260	52,889
Total non-current assets	<u>207,704</u>	<u>239,792</u>
TOTAL ASSETS	<u>2,241,807</u>	<u>2,635,801</u>
LIABILITIES		
Current liabilities		
Creditors and accrued expenses	221,871	194,764
Revenue Received in Advance	811,548	541,200
Employee benefit liabilities	186,106	147,590
Finance Leases	0	0
Total current liabilities	<u>1,219,525</u>	<u>883,554</u>
Non-current liabilities		
Loans	0	0
Finance Leases	0	0
Total non-current liabilities	<u>0</u>	<u>0</u>
TOTAL LIABILITIES	<u>1,219,525</u>	<u>883,554</u>
TOTAL ASSETS LESS TOTAL LIABILITIES	<u>1,022,282</u>	<u>1,752,247</u>
EQUITY		
Accumulated Funds	<u>1,022,282</u>	<u>1,752,247</u>
TOTAL EQUITY	<u>1,022,282</u>	<u>1,752,247</u>

ACCOUNT NOTES

Summary

These financial statements include the operations of TBOP and the Tauranga i-SITE, as these contracts are now combined.

The financial summary shows an overall surplus of \$408,079 compared to the budget of \$204,795 and is therefore favourable by \$203,284. We expect the results to June 2023 will be on budget.

Income

Income shows a total of \$2,625,247 compared to the budget of \$2,542,043 which reflects an increase in total revenue of \$83,204. This is due to \$25,000 extra funding from TCC to align our wages with the TCC payroll policy, and \$64,462 cruise income not in budget. Note that \$40,587 of the cruise income is the reimbursement of Road Management by Port of Tauranga and is offset by the costs also not in budget. Total income is down on last year by \$198,469 due to less funding from MBIE received this year. Western BOP District Council funding is the same as last year however the phasing has changed to 50/50 instead of 30/30/20/20.

Expenses

Expenses show a total of \$2,217,168 compared to the budget of \$2,337,248. This reflects a reduction in total expenses, compared to the budget, of \$120,080. This is mostly due to a delay in Research and Business Events costs that are expected to be spent in the second half of the year. Marketing spend for the six months has increased in comparison to last year when we were still experiencing issues from COVID, including reduced domestic travel due to Auckland lockdowns and reduced international travel.

Balance sheet

Equity is currently showing an increase for the six months from July as a balance of \$1,022,282 however we expect it to be back at a similar level to the start of the financial year of \$577,108 by June 2023. The six months to December show a higher amount due to less spend in the first half of the year and more spend in the second half of the financial year, which is a similar pattern to previous years. The increase in Revenue in Advance is due to MBIE funding not yet spent. The increase in cash on hand is also due to MBIE funding not yet spent; note that the Regional Events Fund will not be fully spent until 2025.

As per the Statement of Intent 2023–2026, TBOP has maintained an equity ratio equal to or above 0.5:1.0 (actual .5).

Forecast to June 2023

We expect the results to June 2023 will be on budget, with a net breakeven position by the financial year end.

ACKNOWLEDGEMENTS

Main funders



Other funding partners



We thank you for your continued support.

Contact

Tourism Bay of Plenty

8 Wharf Street

Tauranga

www.bayofplentynz.com



APPENDIX: PROGRESS AGAINST KPIs

WELLBEING KPIs

FOCUS AREA	PROJECT DELIVERABLE	MEASURE	TBOP	SOURCE	BASELINE (JUNE 2022)	TARGET BY JUNE 2023	UPDATE	STATUS
ECONOMIC Wellbeing	Growing the economic value of the tourism industry.	Trends in visitor spending via electronic card transactions.	Direct Partnered Indirect	Marketview Tourism Dashboard. This may change to MBIE visitor spend data, depending on the best sources available at the time.	In the year ending May 2022, total visitor spending in Te Moananui ā Toi the Coastal Bay of Plenty was down 2% compared to the year ending May 2021.	Monitored and reported on changes in visitor spend to YE June 2023 and use the information to set new goals for future years.	In the six months of Jul-Dec 2022, visitor spend in Te Moananui ā Toi the Coastal Bay of Plenty was up 14% compared to the same period in 2021 and up 16% compared to the same period in 2019 (pre-COVID).	On track
SOCIAL Wellbeing	Enhancing the value tourism brings to the community (according to the community).	Resident's sentiment towards tourism. This is measured by the percentage of residents who agree that tourism has a positive impact on the community. Residents provide a rating of 1 to 10, where 1 is strongly disagree and 10 is strongly agree.	Direct Partnered Indirect	Residents' satisfaction surveys conducted by the respective Council.	<p>Tauranga City Council: 68% agree. Jul-Dec 2021 Representing scores of 7 to 10</p> <p>Western Bay of Plenty District Council: 62% agree. Jul-Dec 2021 Representing scores of 6 to 10</p> <p>Whakatāne District Council: 69% agree. YE Dec 2021 Representing scores of 6 to 10</p>	Implemented actions identified from TBOP's community perceptions survey to help enhance the perceived value of tourism to the community. Measured by 68% or more residents agreeing that tourism has a positive impact on the community.	<p>Tauranga City Council: 59% agree. Down 9% compared to Jul-Dec 2021. Jul-Dec 2022 Representing scores of 7 to 10</p> <p>Western Bay of Plenty District Council: 68% agree. Up 6% compared to Jul-Dec 2021. Jul-Dec 2022 Representing scores of 6 to 10</p> <p>Whakatāne District Council: 72% agree. Up 3% compared to YE Dec 2021 result. Jul-Dec 2022 Representing scores of 6 to 10</p> <p>TBOP's community perceptions survey undertaken in 2021 concentrated on residents' perceptions of cruise visitors. The results of this survey identified concerns around the potential spread of COVID, overcrowding, and traffic congestion. These concerns were addressed through pre-emptive communication around the strict COVID protocols on cruise ships, a traffic management plan, and working with local tourism operators to provide tours and experiences across Te Moananui ā Toi the Coastal Bay of Plenty.</p>	At risk

FOCUS AREA	PROJECT DELIVERABLE	MEASURE	TBOP	SOURCE	BASELINE (JUNE 2022)	TARGET BY JUNE 2023	UPDATE	STATUS
CULTURAL Wellbeing	Improving the cultural wellbeing of the community through tourism.	Participation in developing cultural storytelling and wayfinding platforms.	Direct Partnered	TBOP Six-Month and Annual Reports.	Agreed to collaborate with Councils and iwi on the development of an online resource of cultural stories and images appropriate to destination storytelling.	Managed online gallery and associated ambassador app content integrating cultural narrative with key destination messaging.	<p>TBOP is working in partnership with Tauranga City Council to develop a cultural intelligence app. This digital platform will include regional history, stories, key information, experiences, significant sites and more. The app content has been created, and we are now working with Kiwa on the development of the app and its key features.</p> <p>Photo shoots and video shoots undertaken included culture content and will be used for campaigns and image library. B-roll content has been uploaded into a hub shared with our key funders and partners.</p>	On track
ENVIRONMENTAL Wellbeing	Improving the environmental wellbeing of the region through environmental sustainability and regeneration projects.	Number of industry focused environmental sustainability and regeneration initiatives facilitate or enabled by TBOP.	Direct Partnered	Programme reports.	Developed The Green Room programme (aimed at helping operators reduce their carbon and waste footprints) and ran the first course.	A total of 40 tourism or hospitality businesses to complete The Green Room programme during the year.	<p>During July to December 2022:</p> <ul style="list-style-type: none"> - 10 Tauranga operators completed The Green Room programme. - 12 Tauranga operators are half-way through the course and set to finish in March 2023. - We are planning the next intake of around 20 organisations from March to June 2023 in Whakatāne. 	On track
TBOP ORGANISATION Wellbeing	Enhance TBOP's ability to achieve its goals through high staff engagement.	TBOP staff engagement.	Direct	Employee engagement survey.	<p>Employee Engagement score: 63% of employees are 'happy' or 'very happy' working at TBOP.</p> <p>May 2022 (Note change of method compared to previous years so results are not directly comparable.)</p>	Employee Engagement score: at least 70% of employees are 'happy' or 'very happy' working at TBOP.	Survey will be undertaken in April 2023.	Work in progress

ACTIVITY KPIs

FOCUS AREA	PROJECT DELIVERABLE	MEASURE	TBOP	SOURCE	BASELINE (FEB 2022)	TARGET BY JUNE 2023	UPDATE	STATUS
DESTINATION MANAGEMENT	Elevate the region's cycling offering	Develop and share promotional and informative material on cycle trails and help to facilitate the development of a cycle trail network.	Direct Partnered	Council's feedback.	First iteration of Western Bay of Plenty cycle trails map produced.	Combined Western Bay of Plenty and Tauranga cycle trails map and storytelling produced and shared via TBOP's channels.	Tauranga & Western Bay of Plenty cycle trails booklet was developed in September. A total of 5,000 copies were printed and distributed to visitor information centres, accommodation providers, bike shops and other retail outlets, local cycle groups, Tauranga Airport, libraries and more.	Achieved
	Build operator capability to enhance the quality of the region's tourism offering	Provide opportunities for operators to train or upskill in key areas and gain Qualmark certification.	Direct Partnered Indirect	Capability programme report.	Scoped key areas of training need and developed digital marketing health check and training modules.	Provided 1-on-1 digital marketing training to 10 tourism businesses.	Provided 1-on-1 digital marketing training to three operators during the past six months. A total of 5 businesses achieved Qualmark status for the first time between July and December 2022. For many, especially Tauranga Moana cruise operators, this was the result of significant support from TBOP.	On track
	Coordinate opportunities to bring business events to the region	Facilitate leads and bids for business events in the region.	Direct Partnered	TBOP Six-Month and Annual Reports.	Identified key partner agency that delivered one lead within a week of engaging with them.	Facilitated 15 leads or bids for business events in the region.	Bid proposals were submitted in response to 17 conference/event enquiries, with two conferences confirmed for 2022 and two conferences (so far) confirmed for 2023.	Achieved
DESTINATION MARKETING	Elevate the region's food story and proposition	Promote and facilitate the delivery of the Coastal Bay of Plenty region Flavours of Plenty Festival to draw visitors to the region.	Direct Partnered	Festival delivery.	Promoted and facilitated the delivery of the Flavours of Plenty Festival in April 2022.	Promoted the Flavours of Plenty Festival to help sell 80% of festival event tickets.	Flavours of Plenty Festival 2023 is on from 24 March to 2 April and involves 40 events. Tickets went on sale on 1 February 2023.	On track
	Promote the destination to our target markets (outdoor adventurers, surf & beach lovers, cultural explorers, and eco-travellers)	Develop and deliver marketing campaigns that incorporating all four DNA™ elements and reach the destination's target markets.	Direct Partnered	Campaign collateral.	Delivered the refreshed domestic 'Sure to Make you Smile' campaign.	Identified effective channels for marketing to international and domestic audiences to ensure value for money.	TBOP has consistently reviewed reach, engagement (quantity and quality), and EAV (where possible) of various marketing channels both domestically and internationally. This has resulted in a more targeted approach for international marketing and trade in particular, a strong focus on digital channels, and only undertaking media opportunities that have a worthwhile potential return on the investment.	On track.