



Pāpāmoa Hills Regional Park

SIX MONTH REPORT

TO 31 DECEMBER 2023

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, a joint CCO of Tauranga City and Western Bay of Plenty District Councils'. Covering the period 1 July to 31 December 2023, this report provides an overview of the key activities that have been delivered by Tourism Bay of Plenty in accordance with our Statement of Intent 2023-2024.

Below is an overview of our key program delivery (projects outlined in more detail within the report) that we have undertaken on behalf of our shareholders.

- **Domestic & Events Marketing:** We partner with local media, councils', event and conference organisers and through our various consumer and special interest databases to maximise and maintain an integrated programme of PR and online digital and campaign promotions. This ensures our destination profile not only remains 'top-of-mind' with domestic visitors, but also reinforces our growing reputation as an event destination.
- **International Travel Trade & Operator Capability:** We work constructively alongside our local tourism operators and key industry agency and travel partners to grow the awareness and understanding of Tauranga and the Bay of Plenty region. We coordinate and host international media and travel trade, as well as support the capability building of our local operators (both new and existing) to better understand and promote their offerings in key offshore markets such as Australia, North America and UK/Europe through the likes of Tourism NZ and others.
- **iSITE Services & Cruise Sector Facilitation:** We deliver destination visitor services across multiple iSITE locations in downtown Tauranga, main street Mount Maunganui and on the Port of Tauranga over cruise season. Between October to April this year, we will welcome just under 200,000 cruise passengers (plus 90,000 crew) to the shores of Tauranga. Our staff also facilitate the daily cruise desk arrangements of up to 16 local day tour operators, liaising between them, the Port of Tauranga, Tauranga City Council, Traffic Management personnel, retailers, local Iwi and residents.
- **Place DNA© delivery across Horticultural Provenance, Environmental Sustainability & Cultural Storytelling:** Resulting from significant community and business sector consultation in 2019, our Destination Management Plan (DMP), Te Hā Tāpoi | The Love of Tourism continues to steer our focus across such projects as Flavours of Plenty, The Green Room and Native Nations, Te Rere ō Ōmanawa | Ōmanawa Falls and the Te Ara Whānui App. All of which are going from strength to strength as work in partnership with local community, Iwi and business to deliver programmes and experiences that celebrate our Place DNA© and identity as a region.

KIA ORA

In addition to this programme of delivery, we continue to contribute significant staff time, resource and specialist skills in support of a range of additional council projects and community priorities (including AIPs) relating to major events, cycleways, wayfinding, climate change, city branding, spatial planning and Te Manawataki o Te Papa.

In December 2023, we also made significant accommodations to assist our sister-CCO the Tauranga Arts Gallery to co-locate their entire management and programme personnel to our office, whilst work is being undertaken on improvements to the Art Gallery building in 2024.

Like our shareholder Councils', we are acutely aware of the importance of prudent and efficient use of funds in the programs and outcomes we deliver. We are cognisant also of the inner-city businesses that contribute to our baseline funding, which is why programs such as Flavours of Plenty are so crucially important in providing year-round networking, training and supply opportunities, as well as direct participation in the NZ Event double award-winning Flavours of Plenty Festival.

Whilst we look forward to the next 6 months program delivery, we are also diligently working as proactively as we can to ascertain and mitigate any significant decrease in service provision given the reduction of 600K in Airport Reserves funding to our bottom line from FY 2024/25.

In closing, despite the challenges and uncertainty of the past few months I am extremely proud of the work program my team has been able to deliver. We are the specialist Regional Tourism Organisation for the region and we are proud of our ability to provide our shareholders with quality outcomes and value as we deliver on our purpose 'to lead the prosperity of our people and place through tourism'.





Noho ora mai,

Oscar Nathan
Tumuaki | General Manager
Tāpoi Te Moananui ā Toi | Tourism Bay of Plenty



PROGRESS AGAINST KPIs

Target by June 2024

-  Achieved
-  On track
-  Work in progress
-  At risk

ECONOMIC WELLBEING

Visitor spend

Jul-Dec 2023 Western Bay combined area

↑ 4%

Compared to Jul-Dec 2022

↑ 20%

Compared to Jul-Dec 2019



SOCIAL WELLBEING

Jul-Dec 2023

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

52%

Tauranga Target: 65%

69%

WBOP Target: 72%



CULTURAL WELLBEING

Incorporated Tauranga Moana cultural history and stories into digital storytelling and wayfinding platforms managed by TBOP.



ENVIRONMENTAL WELLBEING

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

84

Completed

4

Underway

16

Planned



TBOP ORGANISATION WELLBEING

Employee Engagement survey to be undertaken in April 2024. (April 2023 score was 79%)

Target: Employee engagement score of at least 80%.



DESTINATION MANAGEMENT

ELEVATE THE REGION'S CYCLING OFFERING

10,000

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: 4-14 April, 2024.

Tickets on sale 16 February.

45+

Events



DESTINATION MANAGEMENT

OPERATOR CAPABILITY BUILDING

Operators supported to engage in capability building programmes, with a minimum of three additional operators being endorsed with Qualmark certification.



DESTINATION MARKETING

PROMOTE DESTINATION TO TARGET MARKETS

Deliver an updated domestic marketing campaign which incorporates the destination's DNA elements and is focused on the target markets.



DESTINATION MANAGEMENT

BUSINESS EVENTS

14

Conference bid proposals submitted; target is 20.

7

Confirmed conferences; target is 5.



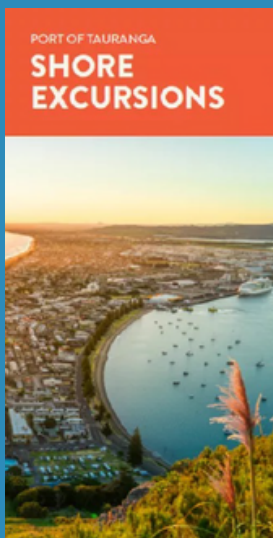
CRUISE SECTOR

I-PORT OPERATIONS



- An additional 20ft container has been set up on the port to support operator sales which includes 5 operator desks and 13 operators.
- TBOP continues to work closely with Port of Tauranga, Tauranga City Council and Road Safe to ensure the delivery of a safe and successful visitor experience.

OPERATOR SUPPORT



- TBOP continues to support cruise day operations.
- TBOP developed a sales brochure for distribution on cruise days with a digital version available on the TBOP website.
- In November, TBOP launched an Australian targeted Google Ads campaign to support i-port operators and promote the digital version of the brochure. During November-December, the campaign generated over 1,500 landing page views, 582 clicks to operator listings and 159 brochure downloads.

CRUISE STUDY



- TBOP in partnership with Priority One have commissioned KPMG to conduct a research study to better understand stakeholder perceptions and the value proposition of the cruise sector for coastal Bay of Plenty.
- The study is scheduled to run over the current cruise season and be delivered in early April.



113 total
ships



88 ship
days



190,000
passengers



90,000
crew

2023-24 cruise season estimates (1 Feb 2024)

FLAVOURS OF PLENTY PLATFORM

Whilst the Flavours of Plenty Festival continues to grow and evolve each year, the more important aspect is the fact that Flavours of Plenty platform is an integrated network that enables us to uncover, connect and celebrate the distinctive eco-system of growers, suppliers and purveyors of the unique Coastal Bay of Plenty food and hospitality across the region.

Details:

4 April - 14 April 2024

11 days

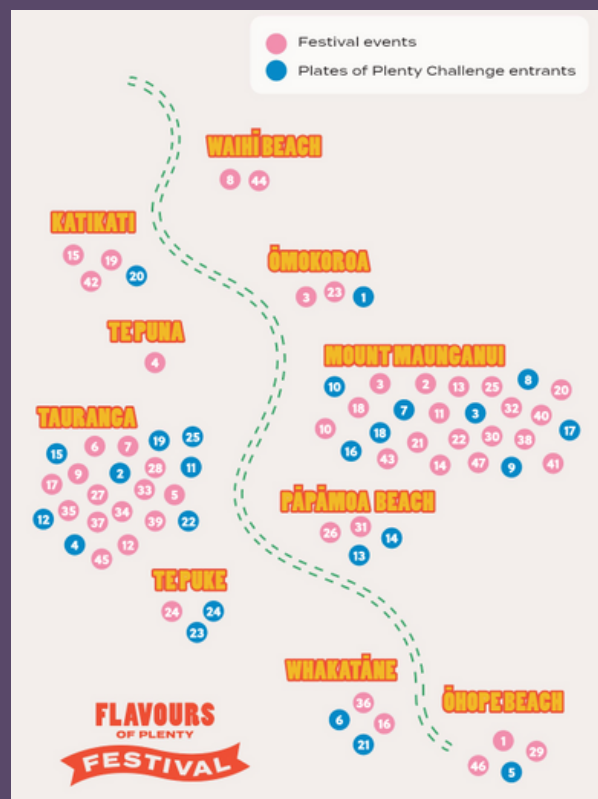
45 events

25 eateries in Plates of Plenty Challenge

Results (as of 26 Feb 2024):

26% of tickets sold in the first 10 days.

\$88,500 of external funding sourced.



From
4 APRIL

The Food Bowl of Plenty (exhibition)



4 APRIL

Battle of the Snack



5 APRIL

Bubbles & Canapés: A seafood soirée over the ocean

FLAVOURS OF PLENTY FESTIVAL

MULTI-CATEGORY WINNER AT THE 2023 NEW ZEALAND EVENT AWARDS

NZEA NEW ZEALAND EVENT AWARDS	WINNER Best Lifestyle Event 2023 WINNER Best Local Government Event 2023
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FUNDERS & SPONSORS

TECT, Western Bay of Plenty District Council, WHAKATĀNE District Council, Tauranga City, BAY TRUST Supporting Great Communities

FESTIVAL SUPPORTERS

CRAIGS INVESTMENT PARTNERS, SOUTHERN HOSPITALITY

INTERNATIONAL TRADE & MARKETING

NORTH AMERICAN ROADSHOW



- TBOP in partnership with central north island RTO's completed the ECNI North American roadshow that included product training and regional updates to over 150 key travel sellers and product managers across Houston, Chicago, Boston and Toronto.

3 NEW QUALMARKED PRODUCTS

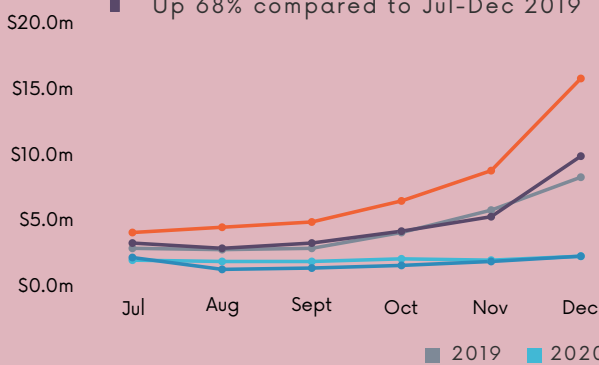


- TBOP continues to support operators to become Qualmark accredited.
- Newly accredited operators include:
 - Tio Ōhiwa Oyster Farm
 - Ōmataroa Eco Tours
 - Ōhope Golf Links

International visitor spend via electronic card transactions only*

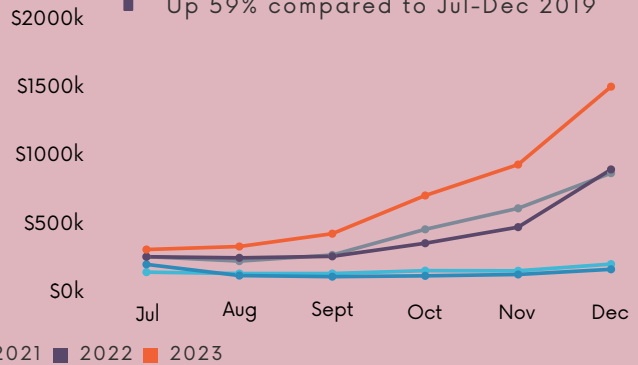
Tauranga

↑ Up 55% compared to Jul-Dec 2022
Up 68% compared to Jul-Dec 2019



Western BOP

↑ Up 72% compared to Jul-Dec 2022
Up 59% compared to Jul-Dec 2019



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

ELEVATION OF CULTURAL TOURISM PROPOSITION

NATIVE NATIONS



- TBOP in partnership with Kohutapu Lodge and industry completed the Native Nations indigenous youth exchange in Australia, with the final celebration event held in Tauranga.
- Associated trade ready itineraries are now complete and are now in market via targeted marketing campaigns and activations.
- The project won a TIA tourism award for collaboration and will continue to be delivered in the international market, connecting indigenous cultures around the world.

INBOUND OPERATOR HOSTING



- TBOP in partnership with RotoruaNZ and Native Nations hosted inbound operators to launch Bay of Plenty cultural itineraries, present Native Nations and introduce our operators to the trade sector.
- A total of 12 key IBO's attended, with many of them recognising and highlighting the positive change in our region.

ŌMANAWA FALLS



- TBOP assisted the experience development of Te Rere Ōmanawa Falls with JV partner Kaitiaki Adventures and local Iwi Ngāti Hangarau , which launched in December, 2023.

DOMESTIC & EVENTS MARKETING



FIFA WOMEN'S WORLD CUP

- TBOP ran a digital campaign to target football fans in Hamilton, Auckland, Wellington, and Dunedin to encourage them to visit the Bay of Plenty.
- The campaign reached over 35,000 football fans.



PARTNERSHIP WITH ROADY

- From the 16th to the 19th of October, TBOP hosted the team from Roady to promote the Bay to their more than 210,000 followers from around the world.
- From this partnership TBOP also received more than 100 high resolution images along with horizontal and vertical videos to use for marketing, and over 30 free activities were added to the Roady app.

VISITOR GUIDE

- 20,000 copies of a refreshed regional visitor guide were printed and distributed to accommodation, airports and ferries around New Zealand.

CYCLE TRAIL GUIDE

- 10,000 copies of the 2023 cycle trails guide were printed in September.
- The new version included 17 trails across Coastal BOP.
- Distributed to information centres, airports, accommodation providers, bike shops, cycle groups, and shopping centres.



DOMESTIC & EVENTS MARKETING



DIGITAL KIOSK PROJECT

- TBOP commenced a wayfinding project for the city in the form of digital kiosks.
- The first of these kiosks in partnership with Bay Venues went live on the 6th of December at the Mount Hot Pools.



NEWS MEDIA COVERAGE

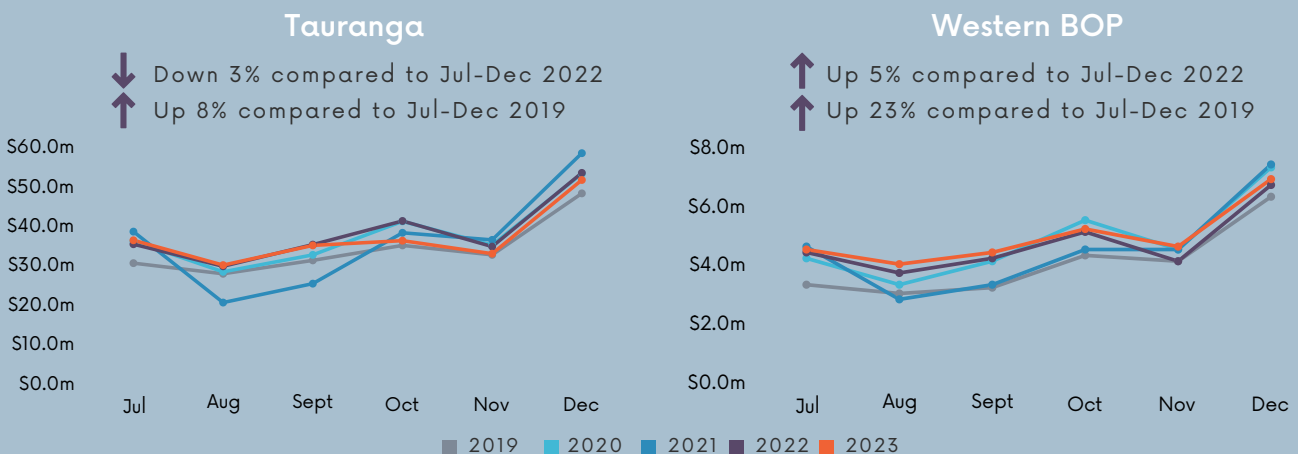
- Media responses, press releases and media mentions generated a digital advertising Value Equivalent (AVE) of \$563,000 and reached a combined potential audience of 64.9 million readers.
- Key online articles included Matariki activities, the inaugural Native Nations Tour, Flavours of Plenty NZEA Award wins, the start of the 2023/24 cruise season, Ōmanawa Falls reopening and supporting events like the NZ Festival of Squash.



EVENTS PROMOTION

- Major events supported included the FIFA Women's World Cup, AIMS Games, STEMfest, and Black Clash.

Domestic visitor spend via electronic card transactions only*



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

VALUING OUR ENVIRONMENT

THE GREEN ROOM | TE RŪMA KĀKĀRIKI

- This programme continues to teach and encourage visitor sector organisations to become more sustainable – environmentally, socially, culturally and financially.
- Key actions of this programme include carbon and waste measurement and reduction, reviewing business plans to build resilience, along with donating to and participating in community and environmental initiatives.
- To date, 84 business have completed the programme, with another 4 businesses having recently started the programme. In addition to this, 12 more businesses will complete the programme in 2024, bringing the total to 100 businesses.



NEXT STEPS

Main areas of activity planned for the next six months (Jan to Jun 2024)

FLAVOURS OF PLENTY FESTIVAL



- The 2024 Flavour of Plenty Festival will take place from the 4th to 14th of April. At the time of writing, there were 47 events on board from across the coastal Bay of Plenty region, and 25 restaurants taking part in the Plates of Plenty Challenge alongside eight box ingredient contributors.

DIGITAL KIOSKS



- The continued rollout of the kiosk network includes one at Red Square to complement city re-development works, and also one at Gate Pa to enhance and support the information about the history and geographical features of the site.

CULTURAL WAYFINDING APP



- The next phase of this project will be adding and updating content regarding Te Ao Māori stories of Tauranga, Māori arts, cultural events and mana whenua led projects that align with our tourism offering.

BUSINESS EVENTS



- Further work will continue 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. This is important as the city moves to establishing new hotel infrastructure in the near future.

ACCOUNTS

Western Bay of Plenty Tourism and Visitor Trust

STATEMENT OF COMPREHENSIVE REVENUE & EXPENDITURE FOR THE SIX MONTHS ENDED 31 DECEMBER 2023

	2023 ACTUAL	2023 BUDGET	2022 ACTUAL
REVENUE			
Funding - Tauranga City Council	1,295,661	1,294,788	1,471,398
Funding - Western Bay of Plenty District Council	129,480	119,478	116,000
Funding - Whakatane District Council	42,000	42,000	42,000
Retail Sales	3,318	6,000	9,316
Finance Revenue	23,008	6,900	8,401
Other Revenue	353,755	200,000	975,357
Total revenue	1,847,221	1,669,166	2,622,471
EXPENDITURE			
Cost of Sales	1,849	3,600	5,798
Operating and Marketing	579,301	828,430	1,216,664
Administration and Overheads	152,899	148,535	187,538
Finance costs	-	-	0
Employee Benefit expenses	769,688	812,548	764,076
Trustee Fees	42,188	45,100	38,500
Depreciation and loss on sale of assets	55,458	25,980	25,882
Total expenditure	1,601,382	1,864,193	2,238,459
SURPLUS/(DEFICIT) before Tax	245,840	(195,027)	384,012
Taxation	-	-	-
SURPLUS/(DEFICIT) after Tax	245,840	(195,027)	384,012
Other Comprehensive Revenue and Expenses			
Other Comprehensive Revenue and Expenses	-	-	-
Total Comprehensive Revenue and Expenses	-	-	-
Total Comprehensive Revenue and Expenses	245,840	(195,027)	384,012

STATEMENT OF CHANGES IN NET ASSETS / EQUITY FOR THE SIX MONTHS ENDED 31 DECEMBER 2023

	2023 ACTUAL	2022 ACTUAL
Net Assets / Equity at start of the year	1,031,077	614,207
Total comprehensive revenue and expenses	245,840	384,012
BALANCE AS AT 31 DECEMBER	1,276,917	998,219

ACCOUNTS

STATEMENT OF FINANCIAL POSITION AS AT 31 DECEMBER 2023

	2023	2022
ASSETS		
Current assets		
Cash and cash equivalents	1,201,155	1,702,795
Investments	600,000	200,000
Debtors and prepayments	84,926	121,398
Inventories	7,723	10,085
Total current assets	<u>1,893,804</u>	<u>2,034,278</u>
Non-current assets		
Property, plant and equipment	140,335	181,259
Intangible assets	13,223	26,445
Total non-current assets	<u>153,558</u>	<u>207,704</u>
TOTAL ASSETS	<u>2,047,362</u>	<u>2,241,982</u>
LIABILITIES		
Current liabilities		
Creditors and accrued expenses	154,727	246,109
Revenue Received in Advance	427,346	811,548
Employee benefit liabilities	188,372	186,106
Total current liabilities	<u>770,445</u>	<u>1,243,763</u>
Non-current liabilities		
Loans	-	-
Finance Leases	-	-
Total non-current liabilities	<u>-</u>	<u>-</u>
TOTAL LIABILITIES	<u>770,445</u>	<u>1,243,763</u>
TOTAL ASSETS LESS TOTAL LIABILITIES	<u>1,276,917</u>	<u>998,219</u>
EQUITY		
Accumulated Funds	1,276,917	998,219
TOTAL EQUITY	<u>1,276,917</u>	<u>998,219</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 \$246k compared to the budget deficit of (\$195k) for the six months, a favourable variance of \$440k. This is primarily due to a mix of timing differences (where expenses will come in later than expected) and savings against budget. We expect the results to June 2024 will be on budget at a deficit of circa \$250k.

Income

Income totals \$1.847M compared to the budget of \$1.669M which reflects an increase in total revenue of \$178k. This is due to the MBIE funding received for the regional events initiative. Income is down on last year by \$775k which represents less funding from MBIE and TCC.

Expenses

Expenses at \$1.601M are \$262k below the budget of \$1.864M. This is due to a range of deferred activities, including research, business events and campaigns that have been planned for the first few months of 2024. There has also been some staff cost savings of \$42k, resulting from position(s) not being filled immediately. This compares with \$2.238M in total expenses last year where additional marketing was undertaken in line with the additional MBIE funding.

Balance Sheet

The total of cash held at ASB bank is similar to December 2022's position, but we now hold more on term deposit, gaining interest income of \$22k to date compared with \$7k last year. There has been a decrease in debtors compared with December 2022 and a reduction in stock due to the smaller Tauranga iSite office. Fixed assets have reduced considerably due to the write-off of the Strand iSite signage and leasehold improvements in July 2023; \$43k. Creditors have reduced by \$91k and supplier and operator payments are always up to date. Revenue received in advance has decreased by \$384k due to the end of MBIE funding for regional events. Our regional events under this initiative will conclude by June this year. Equity is currently at \$1.276M an increase over December 2022 of \$278k. The Statement of Intent 2023–2026, states an equity ratio target of 0.5 to 1.00; As at 31 December 2023 this is within the range at 0.62.

Forecast to June 2024

As noted above, we expect the results to June 2024 will be better than budget, with a net deficit of circa \$250k. We have sufficient cash reserves to cover this shortfall.

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

FOCUS AREA	PROJECT DELIVERABLE	MEASURE	TBOP	SOURCE	BASELINE (JUNE 2023)	TARGET BY JUNE 2024	UPDATE	STATUS
ECONOMIC Wellbeing	Grow the value of tourism to the western bay economy.	Trends in visitor spending via electronic card transactions.	Direct Partnered Indirect	MBIE MRTE's – Monthly Regional Tourism Estimates	In the year ending June 2023, total visitor spending in western bay was up 7% compared to the year ending June 2022.	Increased visitor spend in the western bay compared to YE June 2023.	The MBIE MRTE dataset is currently paused until further notice. However, Marketview dataset shows a 4% visitor spend increase YoY compared to Jul-Dec 2022.	On Track. However, this is pending reinstatement of the MBIE MRTE dataset.
SOCIAL Wellbeing	Enhance the value of tourism to our community (according to the community).	Residents' sentiment towards tourism. Measured by the percentage of residents who agree that tourism has a positive impact on their 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 councils.	Tauranga City community: 64% agree of residents agree. YE June 2023 Representing scores of 7 to 10 Western Bay of Plenty District community: 71% of residents agree. YE June 2023 Representing scores of 6 to 10	Increase minimum sentiment: Tauranga City Residents: 65% Western Bay of Plenty District Residents: 72%	Sentiment for both Tauranga City Residents and Western Bay residents has declined. Tauranga City Residents: 52% Western Bay of Plenty District Residents: 69%	At Risk. Currently working with TCC & WBOPDC to include an additional qualitative question within resident surveys to understand why sentiment is declining.
CULTURAL Wellbeing	Improving the cultural wellbeing of the community through tourism.	Facilitation of programmes that elevate the Māori cultural tourism proposition in the western bay region.	Direct Partnered	TBOP Six-Month and Annual Reports.	Worked with Tauranga Moana mana whenua and other stakeholders to draw together cultural history and stories that can be shared with visitors via various platforms.	Incorporated Tauranga Moana cultural history and stories into digital storytelling and wayfinding platforms managed by TBOP.	Both cultural history and stories continue to be updated on various platforms, including the TBOP website, digital kiosks and Te Ara Whānui app.	On Track.
ENVIRONMENTAL Wellbeing	Improving the environmental wellbeing of the region via environmental sustainability and regeneration projects.	Industry-focused environmental sustainability and regeneration initiatives facilitated or enabled by TBOP.	Direct Partnered	Programme reports.	A total of 40 visitor sector organisations in the western bay have implemented sustainability initiatives and improved their sustainability literacy after completing The Green Room programme.	A total of 100 visitor sector organisations in the western bay have implemented sustainability initiatives and improved their sustainability literacy after completing The Green Room programme.	To date, 84 organisations have completed the Green Room programme, with a further 16 planned to complete it by June 2024.	On Track.
TBOP ORGANISATION Wellbeing	Enhance TBOP's ability to achieve its goals through high staff engagement.	TBOP staff engagement.	Direct	Employee engagement survey.	Employee Engagement score: 79%. April 2023	Employee Engagement score of ≥80%.	Employee engagement survey scheduled for April 2024.	Work in Progress.

APPENDIX: PROGRESS AGAINST KPIs

FOCUS AREA	PROJECT DELIVERABLE	MEASURE	TBOP	SOURCE	BASELINE (JUNE 2023)	TARGET BY JUNE 2024	UPDATE	STATUS
DESTINATION MANAGEMENT & MARKETING	Elevate the region's cycling proposition.	Develop, update, and promote informative material on cycle trail options in the western bay.	Direct Partnered	Council's feedback.	First iteration of western bay region cycle trails booklet successfully produced.	Cycle trails booklet updated with new trails, supported by an initial print run and digital deployment. Support the development of tourism ventures that make use of this experience.	10,000 copies of the Western Bay of Plenty and Tauranga cycle trails booklet were printed, distributed, and deployed online.	On Track.
	Build operator capability to enhance the quality of the region's tourism offering.	Provide opportunities for western bay operators to train or upskill in sales, marketing and trade capability areas while also gaining, retaining or achieving higher Qualmark rated certification.	Direct Partnered Indirect	Capability programme report.	Provided one-to-one digital marketing training to 10 tourism businesses.	Operators supported to engage in capability building programmes, with a minimum of three additional operators being endorsed with Qualmark certification.	Operators continue to be supported by TBOP to build capability, with three new operators successfully being accredited with Qualmark certification, and more to be confirmed.	On Track.
	Coordinate activity that attracts key business events to the western bay region.	Facilitate leads and bids for business events in the region.	Direct Partnered	TBOP Six-Month and Annual Reports.	Facilitated 17 leads or bids for business events in the region and won 4.	Facilitated 20 leads or bids for business events in the region and won 5.	14 conference bids have been submitted, of which 7 have been confirmed.	On Track.
Elevate the region's food story and proposition.	Promote and support the delivery of the Flavours of Plenty Festival to draw visitors to the Coastal Bay of Plenty region.	Direct Partnered	Festival delivery.	Successful coordination, delivery and promotion of the Flavours of Plenty Festival in March/April 2023, with 19% of event tickets sold to people who normally reside outside the region.	Promotion of the Flavours of Plenty Festival to key visitor markets results in ≥20% of ticketholders originating from outside the region.	The Flavours of Plenty is scheduled for the 4 th to 14 th of April, with 45 events confirmed at time of writing.	On Track.	
	Promotion of the western bay region to key target markets (cultural explorers, surf & beach lovers, outdoor adventurers, and eco-travellers).	Annual development and delivery of marketing campaigns that incorporate our key DNA™ pillars that reach and convert the travel intentions of our target markets to visit, stay and spend in the region.	Direct Partnered	Campaign collateral.	Focusing on social and other key digital channels, TBOP takes a partnership approach to trade marketing, and critically assesses the value of media famils to ensure ROI and value for money.	Deliver an updated domestic marketing campaign which incorporates the destination's DNA™ elements and is focused on the target markets.	Campaign planning is currently underway for an autumn domestic campaign.	Work in Progress.