



ANNUAL REPORT

TO 30 JUNE 2026

TOURISM BAY OF PLENTY | TĀPOI TE MOANANUI Ā TOI

(WESTERN BAY OF PLENTY TOURISM AND VISITOR TRUST)

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YEAR IN REVIEW

Resilience and agility have defined Tourism Bay of Plenty's (TBOP) delivery across FY 2025-26. Through the tragic slip event in January, compounded by a complex economic and geo-political climate that drove up cost of living and reduced domestic spending; TBOP has managed to successfully adapt delivery to meet market shifts and challenges. By strengthening collaboration locally, deepening iwi partnerships, scaling up focus on high-value business events, and driving visitor reach and efficiencies via targeted social channels and sector campaigns - the organisation has managed to deliver on key performance goals whilst maintaining regional profile in challenging times.

CRUISE SECTOR VISITS: A REGIONAL ECONOMIC DRIVER

TBOP cruise operations continue to facilitate a significant economic output for the Bay of Plenty. TBOP has continued to successfully manage New Zealand's only dedicated on-port visitor operation, utilising a 20ft i-SITE container and dedicated operator desks to give local businesses direct access to cruise passengers. Through collaborative local support, the team successfully maintained high passenger arrival satisfaction ratings and confidence through critical periods, including the disruptive Mauao landslips. This coordinated response safely supported the arrival of 77 total ships, 69 ship days, 143,647 passengers, and 63,614 crew members to our shores.

FLAVOURS OF PLENTY: A PLATFORM GROWING FROM STRENGTH TO STRENGTH

The fifth annual Flavours of Plenty Festival matured into a premier culinary showcase under the theme "Pushing the Palette". Held from 16 April to 2 May 2026, the event achieved strong regional engagement, celebrating local growers, chefs, and hospitality pioneers. The festival drew 3,800 total attendees across 50+ events, fuelled by a record 150+ regional contributors. Total ticket sales reached an exceptional 89%, generating 963 additional bed nights and an impressive 89% visitor return intent. Marketing initiatives also delivered exceptional impact, securing \$660k+ in estimated advertising value across 55+ national features and growing our digital network to over 45,000+ website users. Planning is now underway for the 2027 festival theme of "Kiwiana Reimagined".

REACHING OUR VISITORS: THROUGH EFFECTIVE CHANNELS

Targeted domestic and international channels, in online, social and direct to consumer campaign partnerships (through the likes MBIE's Regional Boost Funding) all assisted in leveraging destination storytelling. TBOP collateral included printed and distributed 30,000 copies of the refreshed regional visitor guide nationwide, alongside 6,500 copies of the updated cycle trails booklet featuring 16 off-road trails. Media coverage expanded exponentially; with proactive news responses and campaigns generating a massive \$2.69 million in digital advertising value (EAV), reaching a potential audience of 291 million readers across 194 online articles. In addition, TBOP hosted 20 international and domestic travel journalists and content creators, resulting in seven detailed travel features, 11 destination videos, and an additional \$210k in digital EAV.

DIGITAL INNOVATION: SHARING OUR STORY IN MORE WAYS WITH MORE PEOPLE

Smart-city design thinking continued to elevate the destination visitor experience. The growing network of digital wayfinding kiosks (4) across Tauranga captured approximately 1,300 monthly interactions for visitors and locals alike, providing deals, locations and place information on key sites, events and tourism and hospitality operators, as well as real-time Civil Defence and MetService alerts and updates. In addition, the destination app (launched July 2025) rapidly scaled to 5,637 active users, ranking highly by visitors according to the Forward Insights domestic visitor satisfaction report.

YEAR IN REVIEW

LEVERAGING EVENTS: DRIVING PROMOTION & PARTNERSHIPS

Events remained a key driver of vibrant regional dispersal throughout the year. TBOP easily supported over 100 events via social, digital, and print channels to varying degrees, coordinating closely with the Tauranga City Council on major initiatives like Blackclash, NZ Cricket matches, and the Zespri AIMS Games. Direct engagement in the Black Clash T20 fixture at Bay Oval helped secure the event's position as TVNZ's most-watched live sporting event on Free to Air TV in the past year. Digital ad campaigns in NZ and AUS successfully captured 2.2k landing page views and 2k new subscribers.

INTERNATIONAL TRADE: GROWING REGION & OPERATOR AWARENESS

International trade collaborations and trade training programmes were heavily reinforced. TBOP completed multiple targeted sales calls to primary overseas travel sellers and hosted a number of dedicated operator connection events to foster collaboration. In addition to TBOP attending, six local operators attended TRENZ, as well as seven at the Explore Show at Eden Park. A highly successful Rody campaign with 4 regional operators yielded 470k in reach and 680k video views. TBOP continued to champion local capability, supporting businesses to achieve Qualmark accreditations and gain direct integration into Tourism NZ's global international marketing channels.

BUSINESS EVENTS: CONFERENCING INTO THE BLUE

TBOP's "Conference and Business Events" sector achieved exceptional results by executing the newly launched *Out of the Boardroom, Into the Blue* strategy. TBOP has been clear in positioning to diversify the local economy, placing 40 professional conference bids against a baseline yearly target of 30. From these efforts, 8 high-value business events have already been confirmed with an additional 26 currently tracking as "To Be Confirmed (TBC)". Conversion of interest into confirmation has also been bolstered by a series of business event familiarisations (famils), hosting key planners from organisations like Plumbing World, Harcourts, AA, and Property Investors. We also secured key leads at major national trade expos, including the BE Expo, PA Expo, and Meetings Expo.

CULTURE LEADING COMMERCE: SHAPING MĀORI TOURISM ENGAGEMENT

Increased cultural integration is a key platform in TBOP's aim to grow Māori participation in tourism. Our founding involvement in the successful Native Nations program continues as new itineraries featuring operators' Muirs Tours and Mana Māori Experiences were developed. From a product development lens, TBOP worked alongside a Ngāti Pūkenga Pākihi Māori to create a cultural kiwifruit orchard experience for the 2026 Flavours of Plenty Festival. Engagement in this way will continue as more travel sellers seek to include cultural experiences with local iwi and their stories. Support also remained a focus during the period with other Māori operators, including the ongoing developments at Te Rere ō Ōmanawa - Ōmanawa Falls experience and their second successful cruise season.

YEAR IN REVIEW

SUSTAINABILITY: A CORNERSTONE THAT UNDERPINS OUR REGION'S DNA

Regenerative tourism and care for the environment remain the bedrock of TBOP's strategic framework. TBOP successfully completed its alignment with Tourism Industry Aotearoa's (TIA's) nationwide sustainability programme, Akiaki. This framework scales up the success of the foundational programme, The Green Room. TBOP successfully negotiated free, open access to Akiaki for all past and future participants looking to sustain and/or elevate their sustainability credentials.

FINANCIAL OVERVIEW & SPEND SUMMARY

For FYE 30 June 2026, Total Visitor Spend reached \$612.2 million, down 3.1% YoY and therefore below our KPI of achieving year-on-year growth in visitor spend. While international spend rose strongly to \$118.8 million (up 16.6%), this growth was outweighed by domestic card spend contracting to \$493.3 million (down 6.9%). The domestic decline reflected a broader nationwide contraction amid challenging economic conditions, constrained discretionary spending and geopolitical uncertainty, compounded locally by the tragic Mauao landslide. A continued focus on highly targeted destination marketing, alongside delivery of the Tauranga Place Brand and greater emphasis on major and business events, will help grow destination awareness, stimulate visitation and strengthen the region's visitor economy going forward.

TBOP closely monitored its financial commitments, managing Total Revenue of \$3,325,121 against Total Expenditure of \$3,505,958. This resulted in a net deficit of \$180,837 for the year, a substantial improvement against our budgeted deficit of \$268,834. Total equity at year-end stands at \$394,960.

FY 2026 - 2027 TOP-LINE PRIORITIES

Looking forward, the strategic priorities in FY 2026-27 for TBOP will be focussed on:

1. **Major & Business Events:** Driving partnership models with TCC, Bay Venues and other key venue and accommodation partners to position the region as a premier events hub.
2. **Tauranga Place Brand:** Following approval and funding by TCC & WBOPDC's, TBOP will now lead the delivery of this programme across community, councils, corporates and local iwi.
3. **Cruise Sector Advocacy:** Continue to responsibly advocate for and manage cruise visitation growth while balancing local operators, social license and community expectations.
4. **Funding Resilience:** Work with central and local government to explore new funding models, sector contributions, and potential visitor-pay funding levies.
5. **Low-Season Marketing:** Deliver highly targeted campaigns to shift visitor demand into shoulder periods and generate year-round regional spend.
6. **New Te Manawa o Te Papa iSITE:** Manage the fit-out, design, new booking and POS system integration, and staff training for successful operation (due to open in mid-October, 2026).

Ngā mihi nui ki a koutou to the entities and individuals we have the privilege to support, work alongside and represent in our mahi - to lead the prosperity of our people and place through tourism.



Oscar Nathan
GM | Manahautū



Russ Browne
Chair | Tiamana
(Board of Trustees)

OUR YEAR IN NUMBERS

VISITOR SPEND*

**TOTAL
VISITOR SPEND**

\$612.1m

(Down 3.1% YoY)

**TOTAL DOMESTIC
VISITOR SPEND**

\$493.3m

(Down 6.9% YoY)

**TOTAL INTERNATIONAL
VISITOR SPEND**

\$118.8m

(Up 16.6% YoY)

*Electronic card expenditure only. Excludes cash and online bookings.

CRUISE

CRUISE TOTAL DIRECT & INDIRECT BAY OF PLENTY ECONOMIC OUTPUT

\$101.6m

(2024/2025 Cruise Season. 2025/2026 data yet to be released)



77 Total ships



69 ship days



143,647 passengers



63,614 crew

FLAVOURS OF PLENTY

3,800+ ATTENDEES

50+ EVENTS

150+ CONTRIBUTORS

MARKETING & COMMUNICATIONS

**VISITOR GUIDE
BOOKLETS**

35,000

**CYCLE TRAIL
BOOKLETS**

6,500

**ONLINE
ARTICLES**

194

**EARNED ADVERTISING
EQUIVALENT VALUE**

\$2.69m

EVENTS

BUSINESS EVENT BIDS

40

BUSINESS EVENTS SECURED

8 (26 TBC)

INTERNATIONAL TRADE

TRENZ ATTENDEES

6

EXPLORE ATTENDEES

7

Handwritten signature/initials

STATEMENT OF SERVICE PERFORMANCE SUMMARY



Achieved



On track



Work in progress



Not achieved

ECONOMIC WELLBEING



Year on Year Visitor Spend (Western Bay Combined)

-3.1%

-6.9%

+16.6%

Total Spend

Domestic Spend

International Spend

SOCIAL WELLBEING



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

66%

Target: 62%

CULTURAL WELLBEING



Supported a minimum of 3 Māori operators to connect their experience offering to a digital platform.

ENVIRONMENTAL WELLBEING



Following the Green Room programme, all existing and new businesses have free access to the national sustainability programme called Akiaki.

TBOP ORGANISATIONAL WELLBEING



Based on June employment engagement survey:

+89%

Target: 80%

DESTINATION MARKETING



Elevate the region's cycling offering.

6,500

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

DESTINATION MARKETING



Elevate the region's food story.

50+

Events

Flavours of Plenty Festival 16 April-2 May 2026.

DESTINATION MANAGEMENT



Operators supported to engage in capability building programmes and events, with 50 operators currently Qualmark certified.

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.

40 Conference bids submitted. Yearly target is 30.

8 Confirmed. (26 TBC). Yearly target is 10.

CRUISE SECTOR FACILITATION

I-PORT OPERATIONS

- TBOP continues to manage the only operation in New Zealand with a dedicated presence inside the port gates, including a 20ft i-SITE container and five operator desks. This provides 13 local operators with a direct opportunity to promote and sell their tours to cruise passengers.
- TBOP continues to work closely with Port of Tauranga, Tauranga City Council, Fulton Hogan and NZTA to support the delivery of a safe, seamless and successful visitor experience.

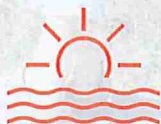


CRUISE SUPPORT

- TBOP continues to coordinate and manage cruise day operations, supporting a seamless visitor experience and local operator sales.
- TBOP provided additional support to the operators, community, local businesses and passengers during the Mauao landslips, including updated visitor information and communications to help manage the flow of passengers and maintain confidence in the destination.
- TBOP supports Mount Mainstreet and Downtown Tauranga businesses through visitor maps, marketing and promotional activity inside the port gates, encouraging cruise passengers to explore local and support local businesses in Tauranga and Mount Maunganui.
- TBOP supports new and existing operators outside port gates with the opportunity to promote their businesses in the iport.



77 Total ships



69 ship days



143,647 passengers



63,614 crew

427

FLAVOURS OF PLENTY

FLAVOURS OF PLENTY PLATFORM

Flavours of Plenty continues to grow as a year-round platform connecting and championing the Coastal Bay of Plenty's food and hospitality sector. Through industry engagement, storytelling, media activity and the annual festival, the platform brings together chefs, growers, producers and hospitality businesses to strengthen the region's food identity and showcase the people and provenance behind it. During 2025/26, the platform continued to build industry connections and raise the profile of the region's food story, including through collaboration with Tourism New Zealand and visiting media and content creators.

FLAVOURS OF PLENTY FESTIVAL

The fifth annual Flavours of Plenty Festival (16 April–3 May 2026) brought the theme *Pushing the Palate* to life, celebrating culinary creativity, collaboration and innovation across the Coastal Bay of Plenty.

Results included:

- 89% of tickets sold
- 3800 total event attendees
- 963 additional bed nights
- 89% of festival attendees likely to return
- Significant media and marketing impact, with \$660k+ in estimated advertising value and 55+ articles or features in national media
- Strong digital engagement included 4,000+ new social followers and 45k+ website users.

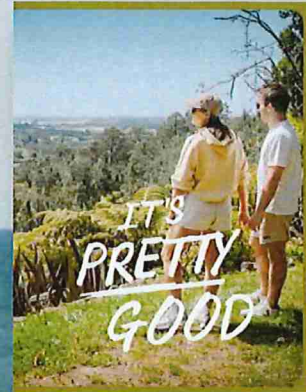
Planning is now underway for the 2027 festival (11-21 March 2027) with the theme - *Kiwiana Reimagined* - building on Tourism New Zealand's new global food and beverage strategy and helping position the Coastal Bay of Plenty within our growing international food story.



MARKETING & COMMUNICATIONS

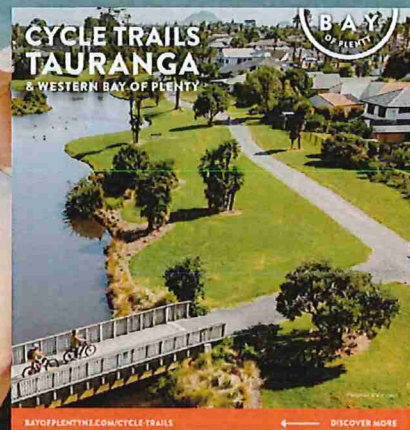
DOMESTIC CAMPAIGNS

- Delivered one major campaign alongside nine smaller tactical activations.
- The off-peak *It's Pretty Good* campaign performed strongly, achieving 51% awareness, with 80% of those aware reporting increased intention to visit.
- Across all campaign activity, including autumn school holidays, Matariki and cycle trail promotion, results included over 2.8m+ impressions, 703k video views, 42k website visits and 3,400 new e-newsletter subscribers.



COLLATERAL

- 30,000 copies of the refreshed regional visitor guide were printed and distributed nationwide across accommodation providers, airports, and ferries. A further 5,000 copies were reprinted following the closure of Mauao, with related content removed to ensure visitor information remained current and accurate.
- 6,500 copies of the latest cycle trails booklets were printed in November. The 2025 version features 16 off-road trails across the Coastal BOP, and these booklets were distributed via information centres, airports, accommodation providers, bike shops, cycle groups,



NEWS & MEDIA COVERAGE

- TBOP news media responses, media releases, and media mentions generated a digital advertising value (EAV) of \$2.69 million and reached a potential audience of 291 million readers. (This data excludes print and broadcast coverage.)
- Of the 194 online articles, the most far-reaching were about our GM's appointment as interim deputy chair of the NZ Cruise Association, attendee photos from the launch of our Out of the Boardroom and Into the Blue business events strategy, the start of the 2025/2026 cruise season, how the Mauao closure has negatively impacted nearby businesses, and a Flavours of Plenty Festival article highlighting our longstanding partnership with Toi Ohomai Institute of Technology.
- Hosted 20 travel journalists and content creators (nine international, eleven domestic) to experience the region, resulting in seven in-depth print digital travel stories, over 11 videos promoting the Bay of Plenty and \$210K in digital EAV for destination travel stories.

DIGITAL & EVENTS MARKETING

DIGITAL KIOSK NETWORK & DESTINATION APP

TBOP's network of four digital kiosks is now well established across Tauranga, attracting around 1,300 interactions each month and providing convenient access to destination information outside traditional visitor centre hours. Through integration with Emergency Management Bay of Plenty, the kiosks also display real-time Civil Defence and MetService alerts and warnings. Three of the four kiosks remain operational, with the Mount Hot Pools kiosk offline since the January Mauao landslide. Work is underway to expand the network through management of content on the Wharf Street kiosk.

TBOP launched its new destination app in July 2025, providing visitors with an easy way to discover local experiences, events, deals and visitor information on the go. The app has since grown to 5,637 users and now ranks among the top three sources* visitors use to find useful destination information.

*Source: Forward Insights 2025/2026 domestic visitor satisfaction report.

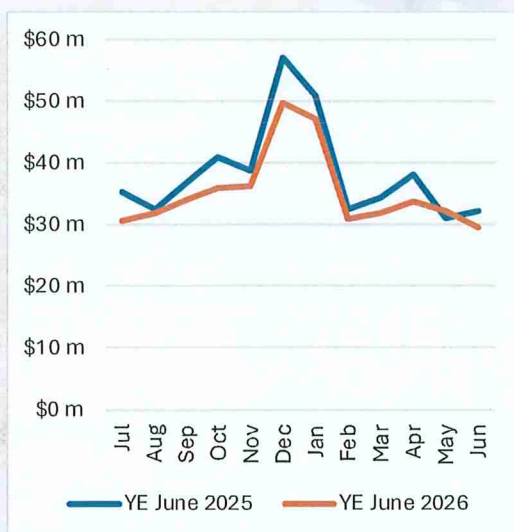
EVENT PROMOTION

- Supported approximately 100 events via social, digital, and print promotions, including *Kia Ora* magazine submissions and seasonal event guides.
- Worked with Tauranga City Council on key major events including Blackclash, NZ Cricket matches, Zespri AIMS Games and FISHER along with preparation for the upcoming World Triathlon Cup and 2026 T20i Cricket World Championship bid.
- Supported TVNZ, Duco Events & TCC with destination footage, content, key messaging and access for the Black Clash T20 event at Bay Oval which was TVNZ's most watched live sporting event on Free to Air TV in the past year.
- Ran digital ads in New Zealand and Australia to promote the T20i cricket. The campaign generated over 2.2k landing page views and over 2k new subscribers.

DOMESTIC ELECTRONIC CARD VISITOR SPEND

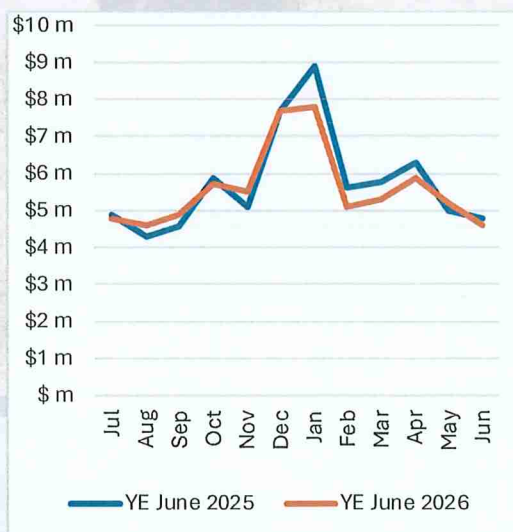
TAURANGA DOMESTIC VISITOR SPEND

Down 7.8% compared to July-June 2025



WESTERN BOP DOMESTIC VISITOR SPEND

Down 1.0% compared to July-June 2025



*Electronic card transactions only. Excludes cash, online & pre-bookings. Source: Marketview

INTERNATIONAL TRADE & MARKETING

SALES ACTIVITY AND OPERATOR SUPPORT

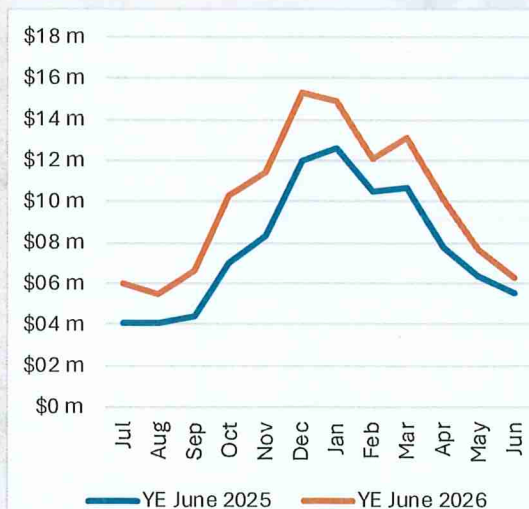
- TBOP completed sales calls to travel sellers that support international sales in our key markets.
- TBOP hosted one operator connect events to connect our industry and encourage collaboration in our region.
- Supported Kiwi North activity as part of an international campaign, including events and marketing targeting Australia and NAM.
- Attended TRENZ with six operators and Explore with seven operators. Including two operators attending for the first time.
- TBOP Facilitated a Roady campaign with 4 operators that reached 470k people, content has 680k views, 1536 shares and 1473 saves.
- TBOP facilitate regular check-ins with trade to ensure we are identifying needs, leads and key opportunities.
- TBOP continues to support operators to become Qualmark accredited, which in turn also enables them to be included within Tourism New Zealand international marketing and familiarisations.



INTERNATIONAL ELECTRONIC CARD VISITOR SPEND

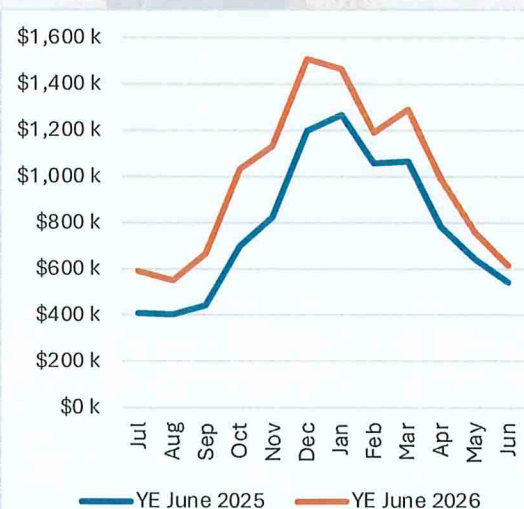
TAURANGA INTERNATIONAL VISITOR SPEND

Up 15.5% compared to July-June 2025



WESTERN BOP INTERNATIONAL VISITOR SPEND

Up 27.7% compared to July-June 2025



*Electronic card transactions only. Excludes cash, online & pre-bookings. Source: Marketview

BUSINESS EVENTS

BUSINESS EVENTS FAMILIARISATIONS

- TBOP hosted a variety of Professional Conference Organisers and Event Planners from around NZ Including: Plumbing World, Acoustics NZ, Property Investors, Harcourts, Orbit, BCD Travel, Event Revolution, Motive Events, Turners Auto, Duck Horse Events, Automobile Association.
- We hosted a two-day Destination Famil and a target Flavours of Plenty PCO Famil to showcase the region.



OPERATOR SUPPORT

- TBOP hosted BEIA and TNZ in the region to launch our new Out of the Boardroom, Into the Blue strategy.
- Updated BE marketing collateral to showcase 70+ key regional partners, including BID documents highlighting our region's key strengths and sales presentations connecting buyers with local suppliers.
- TBOP, alongside BEIA, presented to 30+ local businesses, sharing upcoming activity, sector trends and opportunities.



SALES ACTIVITY

- TBOP exhibited at BE Expo alongside Mercury Baypark, TCC Venues, University of Waikato, Art Gallery and Trinity Wharf.
- TBOP alongside Mercury Baypark exhibited at the PA Expo.
- TBOP is working closely with Tourism Marketing Solutions to generate new leads for the region.
- TBOP ran a BE Campaign to generate interest, activate leads and build awareness.
- TBOP worked with Meetings News to generate two new regional advertisements.
- TBOP alongside Mercury Baypark showcased at Meetings Expo generating 20 new leads and over 40 new connections.



ELEVATION OF CULTURAL TOURISM

OPERATOR SUPPORT

- Native Nations itinerary includes both Muirs Tours and Mana Māori Experiences and continues to gain traction across NZ and international trade and media.
- Product development: TBOP worked with operators on new product opportunities, including supporting Ngāti Pukenga to develop a kiwifruit orchard experience for Flavours of Plenty, with opportunities to connect this to cruise and international trade markets.
- Marketing campaigns: Roady and Star RV campaigns featured Muirs Tours, Mauao Adventures and Mana Māori Experiences, generating strong reach and valuable marketing assets for operators to continue using.
- Cultural integration: All TBOP-facilitated famils include cultural product, ensuring visitor experiences connect to our people, stories and place.
- Omanawa Falls: TBOP continues to support the experience through marketing and inclusion in famil programmes.
- Cruise: Cruise operations continues to support cultural product and operators through sales support and timely arrival information.
- Business Events: Cultural experiences are increasingly integrated into TBOP's Business Events programmes, including partner activities, team building, workshops, food and beverage, event supplies and support.



VALUING OUR ENVIRONMENT

SUSTAINABILITY ALIGNMENT

- Tourism Bay of Plenty has successfully aligned with Tourism Industry Aotearoa's nationwide programme called Akiaki. This programme builds upon the success of The Green Room, which assisted 135 Coastal Bay of Plenty organisations to take significant steps to improve sustainability.
- Key Components of the Akiaki programme include carbon and waste measurement and reduction, restoring nature, visitor engagement, resilience, storytelling, investment and innovation, and empowerment through culture and identity.
- TBOP has negotiated free access to this programme for both past Green Room participants and any future organisations seeking to improve sustainability.

akiaki
Advancing Tourism

FINANCIAL STATEMENTS

WESTERN BAY OF PLENTY TOURISM AND VISITORS TRUST

TRUST DIRECTORY AS AT 30 JUNE 2026

LEGAL BASIS

Charitable Trust

STRUCTURE

The Trust comprises a Board of seven Trustees who oversee the governance of the Trust, a General Manager who is responsible for the day-to-day operations of the Trust and reporting to the Trustees, and 19 staff who support the General Manager in delivering the Trust's objectives. The Trustees are appointed by the Tauranga City Council and the Western Bay of Plenty District Council.

MAIN SOURCES OF CASH AND RESOURCES

Operating grants received from the Tauranga City Council and Western Bay of Plenty District Council are the primary sources of funding to the Trust. The Trust also earns revenue from sales of local and domestic products.

TRUSTEES

R. Browne – Chair
J. Tulloch – Deputy Chair
A. Webster
B. Staunton
M. Fleming
M. Redward (Board Intern)
P. Blakeway (Retired 15th April 2026)

REGISTERED OFFICE

8 Wharf Street, Tauranga

SOLICITORS

Holland Beckett
Tauranga

BANKERS

ASB
Tauranga

AUDITORS

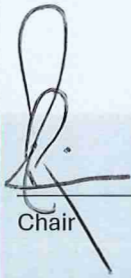
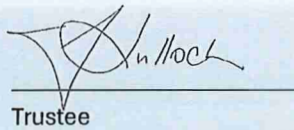
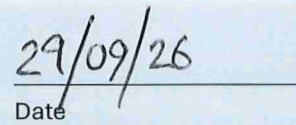
Silks Audit Chartered Accountants



FINANCIAL STATEMENTS

APPROVAL OF FINANCIAL REPORT

This financial report comprising of financial statements and statement of service performance is approved on behalf of the Board.


Chair
Trustee
Date

FINANCIAL STATEMENTS

STATEMENT OF COMPREHENSIVE REVENUE & EXPENSE FOR THE YEAR ENDED 30 JUNE 2026

		2026	2026	2025
	Notes	Actual	Unaudited Budget	Actual
REVENUE				
Funding - Tauranga City Council		1,983,977	1,983,977	2,056,523
Funding - Western Bay of Plenty District Council		350,000	350,000	268,000
Funding - Whakatāne District Council		0	0	86,520
Retail sales		16,561	17,250	16,360
Finance revenue		15,227	16,750	32,890
Other revenue	1	959,356	779,290	1,276,857
Total revenue		3,325,121	3,147,267	3,737,150
EXPENDITURE				
Cost of sales	2	12,649	12,000	12,593
Operating & Marketing	3	1,348,061	1,146,485	1,762,987
Administration & overhead	4	422,875	423,103	427,749
Employee benefit expenses	5	1,587,902	1,684,954	1,658,810
Trustee fees		95,625	97,875	95,625
Depreciation and loss on sale of assets		38,846	51,684	61,072
Total expenditure		3,505,958	3,416,101	4,018,836
SURPLUS/(DEFICIT) before Tax	6	(180,837)	(268,834)	(281,686)
Taxation	7	0	0	0
SURPLUS/(DEFICIT) after tax		(180,837)	(268,834)	(281,686)
Other comprehensive revenue		0	0	0
Total Comprehensive Revenue & Expense		(180,837)	(268,834)	(281,686)

STATEMENT OF CHANGES IN NET ASSETS/EQUITY FOR THE YEAR ENDED 30 JUNE 2026

	2026	2025
	Actual	Actual
Net Assets/Equity at start of the year	575,797	857,483
Total comprehensive revenue and expense	(180,837)	(281,686)
BALANCE AT 30 JUNE	394,960	575,797

The accompanying notes form part of these financial statements



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FINANCIAL STATEMENTS

STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2026

	Notes	2026	2025
ASSETS			
Current assets			
Cash and cash equivalents	8	964,566	747,031
Investments	9	0	300,000
Debtors & prepayments from exchange transactions	10	64,316	38,279
Debtors & prepayments from non-exchange transactions	10	44,712	22,392
Accrued Income		262	1,436
Inventories		5,415	7,183
Total current assets		<u>1,079,271</u>	<u>1,116,321</u>
Non-current assets			
Other non-current asset - WIP		40,900	15,450
Property, plant and equipment	11	100,363	132,521
Intangible assets	12	27,097	2,862
Total non-current assets		<u>168,360</u>	<u>150,833</u>
TOTAL ASSETS		<u>1,247,631</u>	<u>1,267,154</u>
LIABILITIES			
Current liabilities			
Creditors and accrued expenses	13	511,397	231,818
Revenue received in advance	14	124,962	238,362
Employee benefit liabilities	15	216,312	221,177
Total current liabilities		<u>852,671</u>	<u>691,357</u>
TOTAL LIABILITIES		<u>852,671</u>	<u>691,357</u>
TOTAL ASSETS LESS TOTAL LIABILITIES		<u>394,960</u>	<u>575,797</u>
EQUITY			
Accumulated Surplus		394,960	575,797
TOTAL EQUITY		<u>394,960</u>	<u>575,797</u>

The accompanying notes form part of these financial statements



FINANCIAL STATEMENTS

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 30 JUNE 2026

	2026 Actual	2025 Actual
CASH FLOWS FROM OPERATING ACTIVITIES		
Cash Flow from Exchange Transactions:		
Receipts from retail sales	16,561	16,360
Receipts from other revenue	844,818	1,273,762
Interest receipts	15,605	35,475
Dividend receipts	750	500
Payments to suppliers and employees	(3,529,847)	(4,001,159)
Total Cash Flows from Exchange Transactions	(2,652,113)	(2,675,062)
Net cash flow from non-exchange transactions:		
Receipt of funding - Tauranga City Council	1,983,977	2,056,523
Receipt of funding - Western Bay of Plenty District Council	350,000	268,000
Receipt of funding - Whakatane District Council	0	86,520
GST (Net)	22,320	(23,359)
Total cash flows from non-exchange transactions	2,356,297	2,387,684
Net Cash Flow from operating activities	(295,816)	(287,378)
CASH FLOWS FROM INVESTING AND FINANCING ACTIVITIES		
Sale of investments	300,000	400,000
Funds held on behalf of third parties	257,795	0
Receipts from sale of fixed assets	0	0
Payments to acquire fixed assets	(44,444)	(13,610)
Net cash flow from investing and financing activities	513,351	386,390
Net increase / (Decrease) in cash	217,535	99,012
Opening cash and cash equivalents	747,031	648,019
CLOSING BANK ACCOUNTS AND CASH	964,566	747,031

The accompanying notes form part of these financial statements



FINANCIAL STATEMENTS

STATEMENT OF ACCOUNTING POLICIES FOR THE YEAR ENDED 30 JUNE 2026

ENTITY STATEMENT

Western Bay of Plenty Tourism and Visitors Trust is a Council Controlled Organisation (CCO), by virtue of the Council's right to appoint the Board of Trustees. Governance is provided by the Trust Board as per the Trust Deed. The relevant legislation governing the Trust's operations includes the Local Government Act 2002. The financial statements of the Trust have been prepared in accordance with the provisions of section 68 and 69 of the Local Government Act 2002. The Trust is a public benefit entity for financial reporting purposes.

The principle objective of the Trust is to promote the economic welfare and development of the region and its community through marketing and management that impacts on the region as a visitor and tourist destination.

The financial statements and statement of service performance of the Trust are for the year ended 30 June 2026.

BASIS OF PREPARATION

The financial statements have been prepared on a going concern basis, and the accounting policies have been applied consistently throughout the period.

The financial statements of the Trust have been prepared in accordance with the requirements of the Local Government Act 2002, which includes the requirement to comply with New Zealand generally accepted accounting practice (NZGAAP).

These financial statements have been prepared in accordance with Tier 2 PBE accounting standards on the basis that the Trust is not publicly accountable and expenses are under \$33 million. These financial statements comply with Public Benefit Entity Standards Reduced Disclosure Regime.

MEASUREMENT BASE

The financial statements have been prepared on a historical cost basis.

CHANGES IN ACCOUNTING POLICIES

There have been no changes in accounting policies.

FUNCTIONAL AND PRESENTATION CURRENCY

The financial statements are presented in New Zealand dollars, and all values are rounded to the nearest dollar. The functional currency of the Trust is New Zealand dollars.

GOODS & SERVICES TAX

The Trust is registered for GST. All amounts in the financial statements are recorded exclusive of GST, except for debtors and creditors, which are stated inclusive of GST. GST is shown as a net amount in the cashflow.



FINANCIAL STATEMENTS

SIGNIFICANT ACCOUNTING POLICIES

REVENUE

GRANTS

Council, government, and non-government grants are recognised as revenue when the funding is received unless there is an obligation to return the funds if conditions of the grant are not met ('use or return condition'). If there is such an obligation, the grant is initially recorded as a liability and recognised as revenue as associated costs are expensed.

SALE OF GOODS

Revenue from the sale of goods is recognised when the goods are sold to the customer.

SALE OF SERVICES

Revenue from the sale of services is recognised when the service is provided.

INTEREST AND DIVIDEND REVENUE

Interest revenue is recorded as it is earned during the year. Dividend revenue is recognised when the dividend is declared.

EMPLOYEE RELATED COSTS

Wages, salaries, and annual leave are recorded as an expense as staff provide services and become entitled to wages, salaries, and leave entitlements.

Performance payments are recorded when the employee is notified that the payment has been granted.

Superannuation contributions are recorded as an expense as staff provide services.

ADVERTISING, MARKETING, ADMINISTRATION, AND OVERHEAD COSTS

These are expensed when the related service has been received.

OPERATING LEASES

Lease payments are recognised as an expense on a straight-line basis over the lease term.

FINANCE LEASES

At the commencement of the lease term, finance leases are recognised as assets and liabilities in the statement of financial position at the lower of the fair value of the leased item or the present value of the minimum payments. The finance charge is charged to the surplus or deficit over the lease period so as to produce a constant periodic rate of interest on the remaining balance of the liability. The amount recognised as an asset is depreciated over its useful life. The lease is fully depreciated over the lease term.



FINANCIAL STATEMENTS

SIGNIFICANT ACCOUNTING POLICIES

CASH AND CASH EQUIVALENTS

Cash and cash equivalents comprise cash on hand, cheque or savings accounts, and deposits held at call with banks, or with original maturity dates of less than three months.

INVESTMENTS

Investments are shares, term deposits, bonds, units in unit trusts, or similar instruments held by the entity.

DEBTORS

Debtors are initially recorded at the amount owed. When it is likely the amount owed (or some portion) will not be collected, a provision for impairment is recognised and the loss is recorded as a bad debt expense.

INVENTORY

Inventory held for sale on a commercial basis is valued at the lower of cost or net realisable value. The cost of the inventory is determined using the weighted average method.

PROPERTY, PLANT, EQUIPMENT

Property, plant, and equipment is recorded at cost, less accumulated depreciation and impairment losses.

For an asset to be sold, the asset is impaired if the market price for an equivalent asset falls below its carrying amount.

For an asset to be used by the Trust, the asset is impaired if the value to the Trust in using the asset falls below the carrying amount of the asset.

Depreciation is provided on a diminishing value or straight line basis on all property, plant and equipment, at rates that will write-off the cost of the assets to their estimated residual values over their estimated useful lives.

The useful lives and associated depreciation rates of major classes of assets have been estimated as follows:

- Furniture and fittings (8.5% - 40%)
- Computers and software (40% - 67%)
- Buildings and leasehold improvements (10% - 25%)
- Office equipment (7% - 67%)

INTANGIBLE ASSETS

Website development costs are capitalised when it is probable that the expected economic benefits that are attributable to the asset will flow to the entity and the cost of the asset can be measured reliably. Furthermore, the website must be shown to be capable of generating revenues, including direct revenues from enabling orders to be placed.



FINANCIAL STATEMENTS

SIGNIFICANT ACCOUNTING POLICIES

Website costs are amortised on a diminishing value basis over the asset's useful life. Amortisation begins when the asset is available for use and ceases at the date when the asset is disposed of. The amortisation charge for each year is included with depreciation and recognised in the Statement of Comprehensive Revenue and Expense.

The useful life and associated amortisation rate have been estimated as follows:

Website (50%)

CREDITORS AND ACCRUED EXPENSES

Creditors and accrued expenses are recorded at their face value.

EMPLOYEE ENTITLEMENTS

A liability for employee costs payable is recognised when an employee has earned the entitlement. These include salaries and wages accrued up to balance date and annual leave earned but not yet taken at balance date, using current rates of pay.

LOANS

Loans are recognised at the amount borrowed from the lender. Loan balances include any interest accrued at year end that has not yet been paid.

INCOME TAXATION

The Trust holds a tax exemption from the Inland Revenue Department in terms of section CW40 of the Income Tax Act 2007, as a local or regional promotional body.

BUDGET FIGURES

The budget figures are derived from the Statement of Intent as approved by the Board at the beginning of the financial year. The budget figures have been prepared in accordance with Tier 2 standards, using accounting policies that are consistent with those adopted by the Board in preparing these financial statements. Note that the classification of the expenses is different from the Statement of Intent as the employee costs are shown separately in the financial statements.

CASHFLOW

Operating activities have been presented in accordance with the direct method.

EQUITY

Equity is the council's interest in the Trust and is measured as the difference between total assets and total liabilities.

NOTES TO THE FINANCIAL STATEMENTS

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2026

	2026	2025
1 Other Revenue		
Regional Events Funding	118,611	351,846
Regional Events Promotion Funding	107,583	185,820
BOPRC Funding	-	50,000
Other Income	733,162	689,191
	<u>959,356</u>	<u>1,276,857</u>
Other income this year includes iSite revenue and Kiosks on-sold.		
2 Cost of Sales		
The write-down of inventory during the year was Nil (2025: Nil). The reversal of write-downs for the year was Nil (2025: Nil).		
Opening Inventory	7,183	7,038
Purchases	10,881	12,738
Closing Inventory	- 5,415	- 7,183
Total Cost of Sales	<u>12,649</u>	<u>12,593</u>
3 Operating and Marketing		
Credit Card Charges	1,546	1,690
Events Marketing	141,855	167,156
Cruise Marketing and Operating	57,090	216,160
Consumer Marketing	192,290	234,876
Development & Research	40,175	81,278
General and Other Marketing	915,105	1,061,827
	<u>1,348,061</u>	<u>1,762,987</u>
4 Administration and Overhead		
Audit Fees - Audit of Financial Report	32,226	28,887
Cleaning & Security	14,998	9,779
Rent	146,469	127,525
Recruitment, Training & HR	9,865	39,700
Repairs & Maintenance	6,635	11,086
Vehicle	34,929	29,589
Subscriptions	44,467	27,545
IT expenses	34,241	41,904
Telephone	15,349	9,840
Electricity	10,506	7,578
Other Administration & Overhead	73,190	94,316
	<u>422,875</u>	<u>427,749</u>

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NOTES TO THE FINANCIAL STATEMENTS

5 Employee Benefit Expenses	2026	2025		
Salaries and Wages	1,542,129	1,616,420		
Employer Superannuation Contributions	42,180	39,269		
Other Employee Related Costs	3,593	3,121		
	<u>1,587,902</u>	<u>1,658,810</u>		
6 Variance Budget to Actual				
	Actual	Budget	Variance	
INCOME				
Other Revenue				
Digital Resource funding income from TCC amended to 50% of cost	47,973	96,590	-	48,617
MBIE funding for REF and REPF initiatives	226,194	118,000		108,194
Brand project	414,420	300,000		114,420
iSite income	103,776	97,500		6,276
EXPENDITURE				
Brand project	414,420	300,000	-	114,420
Flavours of Plenty costs	134,291	160,000		25,709
MBIE costs for REF and REPF initiatives	228,466	118,000	-	110,466
HR costs under budget mainly due to vacancy not filled	1,587,902	1,684,954		97,052
Depreciation and loss on sale of assets	38,846	51,684		12,838
7 Taxation				
The Trust holds confirmation of a tax exemption under section CW 40 of the Income Tax Act 2007				
8 Cash and Cash Equivalents	2026	2025		
Cheque Accounts	99,257	50,734		
Savings Accounts	764,509	695,497		
Short Term Deposit	100,000	-		
Cash on Hand	800	800		
	<u>964,566</u>	<u>747,031</u>		
9 Investments				
Term Deposits at ASB Bank				
	-	100,000		
	-	100,000		
	-	100,000		
	<u>-</u>	<u>300,000</u>		

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NOTES TO THE FINANCIAL STATEMENTS

	2026	2025
10 Debtors and Prepayments		
Debtors	27,973	8,668
Prepayments	36,343	29,611
	64,316	38,279
GST	44,712	22,392
	109,028	60,671
Debtors and prepayments from exchange transactions	64,316	38,279
Debtors and prepayments from non-exchange transactions	44,712	22,392
	109,028	60,671

11 Property, Plant and Equipment

2026	Opening NBV	Purchases	Disposals	Accumulated Depreciation	Closing NBV
Total Computers & Software	21,031	9,446	1,717	13,893	14,867
Total Furniture & Fittings	22,907	-	2,417	2,687	17,803
Total Leasehold Improvements	69,321	-	-	10,522	58,799
Total Office Equipment	19,262	-	944	9,424	8,894
Total	132,521	9,446	5,078	36,526	100,363

2026	Cost	Accumulated Depreciation	Closing NBV
Total Computers & Software	96,701	81,834	14,867
Total Furniture & Fittings	80,239	62,436	17,803
Total Leasehold Improvements	259,602	200,803	58,799
Total Office Equipment	109,660	100,766	8,894
Total	546,202	445,839	100,363

2025	Cost	Accumulated Depreciation	Closing NBV
Total Computers & Software	97,531	76,500	21,031
Total Furniture & Fittings	89,924	67,017	22,907
Total Leasehold Improvements	265,829	196,508	69,321
Total Office Equipment	138,218	118,956	19,262
Total	591,502	458,981	132,521

12 Intangible Assets

2026	Cost	Accumulated Amortisation	Closing NBV
Websites	160,485	133,388	27,097
Total	160,485	133,388	27,097

2025	Cost	Accumulated Amortisation	Closing NBV
Websites	90,485	87,623	2,862
Total	90,485	87,623	2,862



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NOTES TO THE FINANCIAL STATEMENTS

	2026	2025
13 Creditors and Accruals		
Creditors	206,607	150,553
Accrued Expenses	32,502	61,760
Funds held on behalf of Kiwi North alliance	257,795	-
Funds Received on Behalf of Tourism Operators	<u>14,493</u>	<u>19,505</u>
	511,397	231,818
Creditors and Accruals from Exchange Transactions	511,397	231,818
Creditors and Accruals from Non-exchange Transactions	<u>-</u>	<u>-</u>
	511,397	231,818
The Trust holds credit cards with ASB Bank, with a credit limit of \$50,000.		
14 Revenue Received in Advance		
Revenue Received in Advance	124,962	238,362
Revenue Received in Advance from exchange transactions	124,962	238,362
Revenue Received in Advance from non-exchange transactions	<u>-</u>	<u>-</u>
	124,962	238,362
15 Employee Benefit Liabilities		
Accrued Salaries and Wages	129,690	138,419
Annual Leave	<u>86,622</u>	<u>82,758</u>
	216,312	221,177
16 Finance Lease		
There are currently no finance leases.		
17 Capital and Operational Commitments and Operating Leases		
Non-cancellable operating leases as lessee:		
The Trust leases property, equipment and vehicles in the normal course of its business; total expenditure for the year was \$155,319. The lease of 8 Wharf Street expires on 31st July 2027, and the lease of 8 Wharf Street, middle tenancy, is an on-going lease with two months notice of exit. The following amounts relate to 8 Wharf Street leases, Haval vehicle lease, and Eftpos machines and photocopier lease. The future aggregate minimum lease payments to be paid under non-cancellable operating leases are as follows:		
Payable no later than one year	155,178	155,037
Later than one year, not later than five years	24,384	128,140
Later than five years	<u>-</u>	<u>-</u>
	179,562	283,177
18 Contingent Liabilities		
The Trust has no contingent liabilities		

NOTES TO THE FINANCIAL STATEMENTS

19 Related Party Transactions

The Trust received a significant amount of operating grants from the Councils to deliver its objectives as specified in the Trust Deed.

Related party disclosures have not been made for transactions with related parties that are within a normal supplier or client/recipient relationship and/or on terms and condition no more or less favourable than those that it is reasonable to expect the council and group would have adopted in dealing with the party at arm's length in the same circumstances.

Key Management Personnel compensation

Trustees

Number of Trustees	6	7
Remuneration	95,625	95,625

Senior Management Team including CEO

Members	6	6
Remuneration	757,052	752,346

Total Members	12	13
Total Remuneration	852,677	847,971

20 Donations

There were no donations paid.

21 Financial Instruments

Financial Instrument Categories

FINANCIAL ASSETS AT AMORTISED COST

Cash & Cash Equivalents	964,566	1,047,031
Debtors & Other Receivables	109,028	60,671
Total Financial Assets	1,073,594	1,107,702

FINANCIAL LIABILITIES AT AMORTISED COST

Creditors & Other Payables	511,397	231,818
Revenue Received in Advance	124,962	238,362
Total Financial Liabilities at Cost	636,359	470,180

22 Events After Balance Date

There are no significant events post balance date requiring adjustment to or disclosure in the financial statements.



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2026 STATEMENT OF SERVICE PERFORMANCE

PURPOSE OF BUSINESS

The principle objective of Tourism Bay of Plenty is to promote the economic welfare and development of the region and its community through marketing and management that impacts on the region as a visitor and tourist destination.

SELECTION OF SERVICE PERFORMANCE MEASURES

In accordance with the Local Government Act 2002 and Local Government Amendment Act 2019, an annual Statement of Intent (SOI) publicly states the activities and intentions of the Western Bay of Plenty Tourism and Visitors Trust for the next three years. This SOI sets out Tourism Bay of Plenty's strategic framework, activities, and performance measures, as the basis of organisational accountability.

Tourism Bay of Plenty (TBOP) acknowledges the Enduring Statement of Expectations (ESE) and Letter of Expectation (LOE) from Tauranga City Council and Western Bay of Plenty District Council. These articulate the focus areas for TBOP that will contribute to advancing the western bay's economic prosperity.

Accordingly, the Trust's judgement as to the selection, measurement and reporting of service performance measures is driven by its SOI accountability above.



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2026 STATEMENT OF SERVICE PERFORMANCE

FOCUS AREA	PROJECT DELIVERABLE	MEASURE	TBOP	SOURCE	TARGET BY JUNE 2026	STATUS
ECONOMIC Wellbeing	Grow the value of tourism to the western bay economy.	Trends in visitor spending via electronic card transactions.	Direct Partnered Indirect	Marketview	Increased visitor spend in the western bay compared to previous YE.	Not Achieved Domestic Visitors Spend: -6.9% International Visitor Spend: +16.6% Total Visitor Spend: -3.1%
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	Annual Resident Surveys.	Tauranga City Residents: 62% NB: WBOPDC no longer tracks this KPI.	Achieved Tauranga City Residents: 66% NB: WBOPDC no longer tracks this KPI.
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.	Supported a minimum of 3 Māori tourism operators to connect their experience offering to a digital platform (including website, digital kiosks and app).	Achieved Supported a minimum of 3 Māori tourism operators to connect their experience offering to a digital platform (including website, digital kiosks and app).
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.	Key actions and programmes are in place which build on climate change mitigation and adaptation progress relating to tourism (connecting with the Tauranga Climate Change AIP, where relevant).	Achieved Following the Green Room programme, all existing and new businesses have free access to the national sustainability programme called Akiaki.
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 of ≥80%.	Achieved Employee Engagement score of 89%



2026 STATEMENT OF SERVICE PERFORMANCE

FOCUS AREA	PROJECT DELIVERABLE	MEASURE	TBOP	SOURCE	TARGET BY JUNE 2026	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.	Cycle trails booklet updated. The western bay region becoming known as a destination for cycling within New Zealand.	Achieved 6,500 updated copies of the Western Bay region cycle trails booklet were printed and distributed.
	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.	Operators supported to engage in capability building programmes and endorsed with Qualmark certification when relevant.	Achieved Operators supported to engage in capability building programmes and events, with 50 operators currently Qualmark certified.
	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 30 leads or bids for business events in the region and won 10.	On Track Facilitated 40 leads or bids for business events in the region and won 8. (26 are still to be confirmed)
	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.	Continued TBOP support of Flavours of Plenty, via key visitor marketing channels, reaffirms the festival as a signature DNA™ event for the region.	Achieved Flavours of Plenty Festival successfully marketed and delivered from the 16 th of April to the 2 nd of May, 2026
	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.	Annual review and delivery of relevant campaigns and related PR activity that incorporates our DNA™ pillars and converts the travel intentions of our key target markets to visit, stay and spend in the region.	Achieved "It's Pretty Good" campaign in market from September to mid-November. Forward Insights' domestic visitor research indicated strong cut-through and conversion — 51% campaign awareness and 80% increased intention to travel to the region.



2025 STATEMENT OF SERVICE PERFORMANCE

FOCUS AREA	PROJECT DELIVERABLE	MEASURE	TBOP	SOURCE	TARGET BY JUNE 2025	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	Marketview.	Increased visitor spend compared to YE June 2024.	Total = -1.5%* Domestic = -4.8% International = +20.5% *Despite international visitor spend up YoY considerably, domestic visitor spend continues to be impacted by challenging economic conditions. Domestic visitor spend accounts for 84% of total visitor spend.	Not Achieved.
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	Resident surveys conducted by the respective councils.	Tauranga City Council resident positive impact sentiment: 60% Western Bay District Council survey currently paused.	TCC YE June 2025 = 66%.	Achieved.
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.	Incorporated Western Bay of Plenty District 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.	Work in progress.
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.	35 additional organisations complete the Green Room sustainability programme.	An additional 35 organisations completed the Green Room sustainability programme for YE June 2025. This takes the total number to 135.	Achieved.
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 of ≥80%.	June Employment Engagement score of 94%.	Achieved.



2025 STATEMENT OF SERVICE PERFORMANCE

FOCUS AREA	PROJECT DELIVERABLE	MEASURE	TBOP	SOURCE	TARGET BY JUNE 2025	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.	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.	7,500 copies of the Western Bay of Plenty and Tauranga cycle trails booklet were printed, distributed and deployed online.	Achieved.
	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.	Operators supported to engage in capability building programmes, with a minimum of five additional operators being endorsed with Qualmark certification.	Operators continue to be supported by TBOP to build capability, with five new operators accredited with Qualmark certification for YE June 2025.	Achieved.
	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 25 leads or bids for business events in the region and won 7.	44 conference bids have been submitted, and 31 have been confirmed.	Achieved.
	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.	Continued TBOP support of Flavours of Plenty, via key visitor marketing channels, reaffirms the festival as a signature DNA™ event for the region.	The Flavours of Plenty festival took place from the 27 th of March to 13 th of April, and included 51 events, with 81% of festival tickets sold.	Achieved.
	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.	Review previous campaign results and deliver an updated/renewed domestic marketing campaign which incorporates the destination's DNA™, converting the travel intentions of our target markets to visit, stay and spend in the region.	Our spring campaign ran from 18 October to 17 November 2024, focusing the outdoor adventure-seeking market. Key results included: 60k campaign landing page views, 226k video views and 4.3k new email subscribers.	Achieved.

ACKNOWLEDGEMENTS

MAIN FUNDERS



OTHER FUNDING PARTNERS

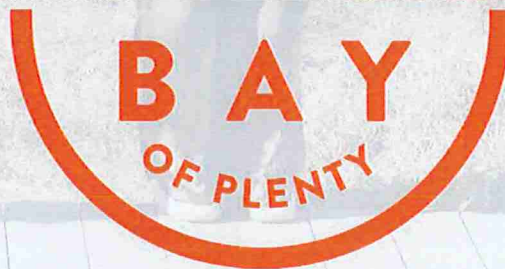


**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HĪKINA WHAKATUTUKI

THANK YOU FOR YOUR CONTINUED SUPPORT

CONTACT

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Independent Auditor's Report

To the readers of Western Bay of Plenty Tourism and Visitors Trust's financial statements and performance information for the year ended 30 June 2026

The Auditor-General is the auditor of Western Bay of Plenty Tourism and Visitors Trust (the Trust). The Auditor-General has appointed me, Cameron Town, using the staff and resources of Silks Audit Chartered Accountants Ltd, to carry out the audit of the financial statements and performance information on his behalf.

Opinion

We have audited:

- the financial statements of the Trust that comprise the statement of financial position as at 30 June 2026, the statement of comprehensive revenue and expense, statement of changes in net assets/equity and statement of cash flows for the year ended on that date and the notes to the financial statements that include accounting policies and other explanatory information on pages 16 to 28; and
- the performance information that consists of the statement of service performance for the year ended 30 June 2026 on pages 29 to 33.

In our opinion:

- the financial statements of the Trust present fairly, in all material respects its financial position as at 30 June 2026 and its financial performance and cash flows for the year then ended in accordance with the Public Benefit Entity Standards Reduced Disclosure Regime.
- the performance information accurately reports, in all material respects, the Trust's actual performance compared against the performance targets and other measures adopted for the year ended 30 June 2026, and has been prepared, in all material respects, in accordance with section 68 of the Local Government Act 2002 (the Act).

Basis for our opinion

We carried out our audit in accordance with the Auditor-General's Auditing Standards, which incorporate the Professional and Ethical Standards and the International Standards on Auditing (New Zealand) issued by the New Zealand Auditing and Assurance Standards Board. Our responsibilities under those standards are further described in the *Responsibilities of the auditor* section of our report.

We have fulfilled our responsibilities in accordance with the Auditor-General's Auditing Standards.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Responsibilities of the Board of Trustees for the financial statements and performance information

The Board of Trustees is responsible on behalf of the Trust for preparing financial statements that are fairly presented and comply with the Public Benefit Entity Standards Reduced Disclosure Regime. The Board of Trustees is also responsible for preparing the performance information contained in the statement of service performance of the Trust in accordance with the Act.

The Board of Trustees is responsible for such internal control as it determines is necessary to enable it to prepare financial statements and performance information that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements and performance information, the Board of Trustees is responsible on behalf of the Trust for assessing the Trust's ability to continue as a going concern. The Board of Trustees is also responsible for disclosing, as applicable, matters related to going concern and using the going concern basis of accounting, unless there is an intention to liquidate the Trust or to cease operations, or there is no realistic alternative but to do so.

The Board of Trustees' responsibilities arise from the Local Government Act 2002.

Responsibilities of the auditor for the audit of the financial statements and performance information

Our objectives are to obtain reasonable assurance about whether the financial statements and performance information, as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit carried out in accordance with the Auditor-General's Auditing Standards will always detect a material misstatement when it exists. Misstatements are differences or omissions of amounts or disclosures, and can arise from fraud or error. Misstatements are considered material if, individually or in the aggregate, they could reasonably be expected to influence the decisions of readers, taken on the basis of these financial statements and performance information.

For the budget information reported in the financial statements and performance information, our procedures were limited to checking that the information agreed to the Trust's statement of intent.

We did not evaluate the security and controls over the electronic publication of the financial statements and performance information.

As part of an audit in accordance with the Auditor-General's Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit.

Also:

- We identify and assess the risks of material misstatement of the financial statements and performance information, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- We obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Trust's internal control.
- We evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Board of Trustees.
- We conclude on the appropriateness of the use of the going concern basis of accounting by the Board of Trustees and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Trust's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the information we audited or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Trust to cease to continue as a going concern.
- We evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.
- We evaluate the overall presentation, structure and content of the performance information, including the disclosures, and assess whether the performance information achieves its statutory purpose of enabling the Trust's readers to judge the actual performance of the Trust against its objectives in its statement of intent.

We communicate with the Board of Trustees regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Our responsibilities arise from the Public Audit Act 2001.

Other information

The Board of Trustees is responsible for the other information. The other information comprises all of the information included in the annual report other than the financial statements and performance information, and our auditor's report thereon.

Our opinion on the financial statements and performance information does not cover the other information and we do not express any form of audit opinion or assurance conclusion thereon.

In connection with our audit of the financial statements and performance information, our responsibility is to read the other information. In doing so, we consider whether the other information is materially inconsistent with the financial statements and performance information or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If, based on our work, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Independence

We are independent of the Trust in accordance with the Auditor-General's Auditing Standards, which incorporate the independence requirements of Professional and Ethical Standard 1: *International Code of Ethics for Assurance Practitioners (including International Independence Standards) (New Zealand)* issued by the New Zealand Auditing and Assurance Standards Board.

Other than in our capacity as auditor, we have no relationship with, or interests in, the Trust.



Cameron Town
Silks Audit Chartered Accountants Ltd
On behalf of the Auditor-General
Whanganui, New Zealand
29 September 2026