

Port of Tauranga

Pacific Ocean

Te Puke Township

“Te Puke – Goodness Grows Here” is the home of Zespri Kiwifruit and Comvita Manuka Honey – two global brands, of extraordinary superfoods.

Te Puke's climate and soil conditions provide an outstanding environment for growing a basket of superfoods. Te Puke is one of the sunniest places in New Zealand and has deep volcanic ash soils, which are nourished with year-round rainfall and then invigorated by winter frosts. These factors combine to make a prime horticultural region and this has long been recognised.

This publication is produced by the Te Puke Economic Development Group.

Established in April 2012, the Te Puke EDG mission is to facilitate the engagement of all economic sectors in our region and to grow economic value. Our vision is a growing and vibrant region with superior economic and social performance.

Te Puke EDG helps business improve & grow, promotes our value proposition which is outlined in this publication and makes the case that Te Puke is a premier location in which to invest, live, work and play.

We are membership based with 90 members and growing. This includes corporates, local government, small and medium sized business, community organisations and individuals committed to the success of our region.

For more information

Please visit our website for further information on our organisation and contact details.

TP www.tpedg.co.nz

North Island
New Zealand



Auckland to Rotorua = 2HRS 45M
Auckland to Rotorua via **The Goodness Highway** = 2HRS 45M

New Zealand's goodness experience



Come taste, learn,
see & experience
real goodness!

TePuke™

goodness grows here TP

Photo courtesy of Andy Batcher Photography

devicoh.co.nz



Kiwi 360 & Aeriux Helicopters.



Adrenalin Forest at the TECT All Terrain Park.



Experience Comvita®
Te Puke
goodness grows here TP



Art Deco Capitol Cinema in the heart of Te Puke township



Mountain biking at the TECT All Terrain Park.



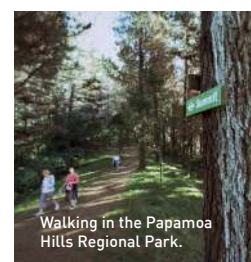
Tapuika Kapa Haka Group.



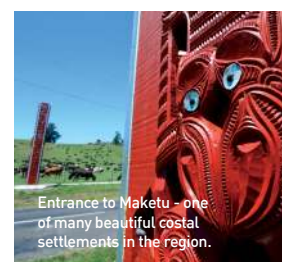
Kaituna River Jet.



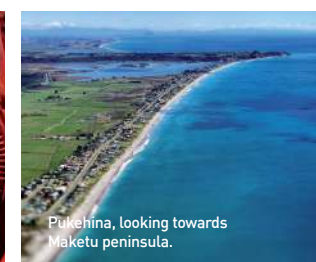
The Kaituna River Mouth.



Walking in the Papamoa Hills Regional Park.



Entrance to Maketu - one of many beautiful coastal settlements in the region.



Pukehina, looking towards Maketu peninsula.

Te Puke offers a perfect snapshot of rural New Zealand, with the added bonus of being centrally located between the tourist mecca of Rotorua and the seaside resort town of Tauranga.

Spend some leisurely time in **Te Puke - A Country Town Experience**, meeting the friendly local shopkeepers and townsfolk. Experience our cafes, specialist shops and rural outlets and soak up the atmosphere of a busy and vibrant rural town. Take a visit to the historic **Capitol Theatre** or the **Te Puke Hotel**. Learn about the history of Te Puke with a visit to our **Waharoa & Pou** and call in to **The Constables Gallery** at Jubilee Park.

For those seeking natural experiences, there is native bush, hidden rivers and scenic waterfalls to discover - and over 25kms of deserted white sandy beach to explore.

There are a host of commercial tourism operations that ensure visitors experience the very best of what the Region has to offer.

Here are the must-do experiences for every visitor to Te Puke:

Kiwi360 is a long-established visitor attraction where orchard tours are available to tell the story of kiwifruit. An expert guide provides an informative description of production techniques and nutritional values and also showcases many other fruit and nut trees growing on the property.

The main complex at Kiwi360 includes a popular Bay of Plenty gift and souvenir shop, as well as a large restaurant and café.

Also operating from the Kiwi360 destination is the **Aeriux Helicopter Scenic service**.

For the best view, of all of this unique growing environment, visitors can take an affordable heli flight over the neat patchwork of kiwifruit orchards, across the dairy farms, and along the white sand beaches, to the **historic Maori village of Maketu**. Maketu is often described as the birthplace of Maori civilisation in NZ, in reference to the fact the first Maori canoes from Central Polynesia arrived here seven centuries ago.

Experience Comvita® tells the story of Manuka honey, nature's healing power, concern for the natural environment and the company's history of growth and innovation. Through interactive experiences, visitors can learn and explore how to benefit from the power, wisdom and gifts of nature.

Experience Comvita® also has a café and can host dinners and functions.

A visit to the acclaimed **Looking Glass Garden**, with its fairy tale theme, will appeal to young and old. Nearby is the **Papamoa Hills Regional Park** which offers a rewarding walk with breathtaking

views and an historic pa site dating back to the earliest days of Maori settlement.

The **TECT All Terrain Park** is a true adventure playground. A highlight is the **Adrenalin Forest Experience**.

For another exhilarating adventure take a jet boat ride on the Kaituna River. The **Kaituna River Jets** take visitors deep into the native forests and canyons to experience a native natural world unlike any other river experience in NZ.

For the local Maori iwi (tribes), the Kaituna River is the umbilical chord which connects the coastal regions with the inland 'womb' of Rotorua. The river is a life line which enabled the Maori family groups and warriors, to travel back and forth from Rotorua to the sea, although rapids closer to Rotorua required overland trekking for some part of the journey. The Tapuika people are the custodians of the river and ensure its health and vitality is preserved for future generations.

Briars Horse Treks will take you through Forest Trails, Deer and Farmland with lovely views. **Middle Eire** offers a realm of breathtaking beauty. Participate in Archery, Blowguns and Kayaking.

If you just want to relax, head to one of the Region's great beaches at **Maketu, Pukehina** or **Otamarakau**.