

A vibrant scene from the Whangarei Maritime Festival 2024. In the foreground, a small white and wood boat with a red flag carries a group of people, including children in yellow life jackets. Behind it, a larger white boat with a yellow cabin and a Swedish flag is docked. To the right, a tall-masted sailboat is moored. The background features a building with a distinctive golden dome and a checkered wall, all under a blue sky with scattered clouds.

# WHANGAREI MARITIME FESTIVAL 2024

**WHOOOOAAA...**

**.**

**IN 2024, THE WHANGĀREI  
MARITIME FESTIVAL ATTRACTED  
15,000–20,000 PEOPLE TO  
THE TOWN BASIN.**

**96% OF SURVEYED PEOPLE GAVE  
FESTIVAL SCORE 8/10 OR HIGHER**

**THIS WAS DONE IN A BUDGET OF  
\$1.75 PER PERSON WHO  
ATTENDED**





# ACTIVITIES





# FESTIVAL ZONE THE DOCKS – BOATS ON THE WATER

Supported by Whangarei Marina



A colourful parade of sails filled the harbour with classic yachts, heritage vessels, and modern cruisers.

- 30 Boats on display, from high-tech Navy vessel to wooden masterpieces
- Oldest boat on display was *Colonist* from 1880
- Newest boat was an electric boat from local maker *Naut*.
- Over 300 people enjoyed steamboat rides .
- 106 visitors on *Spindrift*
- The stunning 1928 topsail schooner *Windborne* drew big crowds with public tours and storytelling onboard.







# FESTIVAL ZONE SEAS OF KNOWLEDGE EXHIBITORS ON LAND

Supported by MAST Academy

Interactive displays from Northland marine businesses highlighted innovation in the boating world

- 12 exhibitors & 32 boats
- Historic photo exhibits and maritime artefacts from The Daring
- 100 kids fitted with Lifejackets by Coastguard
- NZ Navy cadets engaged with young visitors, inspiring the next generation of maritime leaders





## FESTIVAL ZONE KIDS ZONES

One of the most popular zones centered around the special Festival Lake

### RayWhite Gyotaku

Supported by RayWhite

- Hugely popular
- 500 fish prints made with help of volunteers

### Marsden Cove Boatyard

Supported by Marsden Cove Boatyard & Suppliers

- 400 boats made with help of volunteers, all pre-made by boat builders







## FESTIVAL ZONE CRC RACES & RESCUES

Supported by CRC

- NEST Helicopter and Coastguard rescue on water demo viewed by over 150 people
- Two liferaft demonstration by Coastguard attracting over 70 people
- Whangarei Rowing Club & Waka Ama having friendly races at Hatea river



## FESTIVAL ZONES



### TALES FROM THE SEA

At Hundertwasser Art Center

- 8 exciting talks were attended by 280 people
- Ocean Flyer talked about the future of air and sea travel
- Festival goers left inspired, laughing, and even a little misty-eyed after hearing about courage, connection, and life on the water.



### MUSIC

Supported by More FM

- 13 local acts on stage and 13 roaming acts provided great atmosphere for the weekend
- The main stage featured non-stop performances from morning till evening, drawing large crowds and keeping the energy high.
- Traditional maritime music was woven in throughout the event, giving a nod to Whangarei's rich nautical heritage.

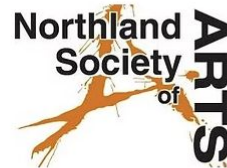


### FOOD & MARKETS

- Local flavours took centre stage, with kai moana, hangi, and handmade treats.
- The artisan market showcased local makers, artists, and craftspeople from across Northland.
- Stalls stretched along the boardwalk, creating a vibrant coastal shopping experience.
- A bustling food alley offered something for every taste—vegan, gluten-free, and kid-friendly options included.



# OTHER PARTICIPATING VENUES



# QUOTES

## Exhibitor Quotes

"Lots of children's activities so that it was a really family friendly event. Super helpful staff and volunteers so we can get everything we needed to host people on our boat. Very welcoming atmosphere all round, making you feel as though you were part of a big family. That kind of feel is contagious!"

"The show was fantastic. I was amazed with the number of people we took for a ride that had never been on a boat before !"

## Visitor Quotes:

"Thanks and congratulations for such a quality event and range of classic (& other) boats. You're really hitting the mark too with enjoyable, relatively low cost music, hands-on stuff and kid-friendly atmosphere. Well done everyone involved."

"This has grown into such a great event: well done to all involved. The big cities need to learn from you guys."

"For me, the highlight of the festival last year was the epic shark attack talk. Riding on the steam boats and watching the coastguard helicopter patient transfer were also really cool! The town basin is the perfect place—easily accessible, plenty of space, and shade from the sun. We will definitely be returning— See you there!"





# BEHIND THE SCENES

**Total of  
485+ volunteer hours  
during the festival**

**8 crew / 30 recruited volunteers / 15 zone sponsor volunteers**



# Sponsors

## Presenting Partner

**NorthlandInc**

Growing Northland's Economy

Kia tupu ai te ōhanga o Te Tai Tokerau

## Main Sponsor



## Official Media Partner



## Platinum Sponsors



## Signage Sponsor



## Friends of the Festival



## Kids Zone Sponsors

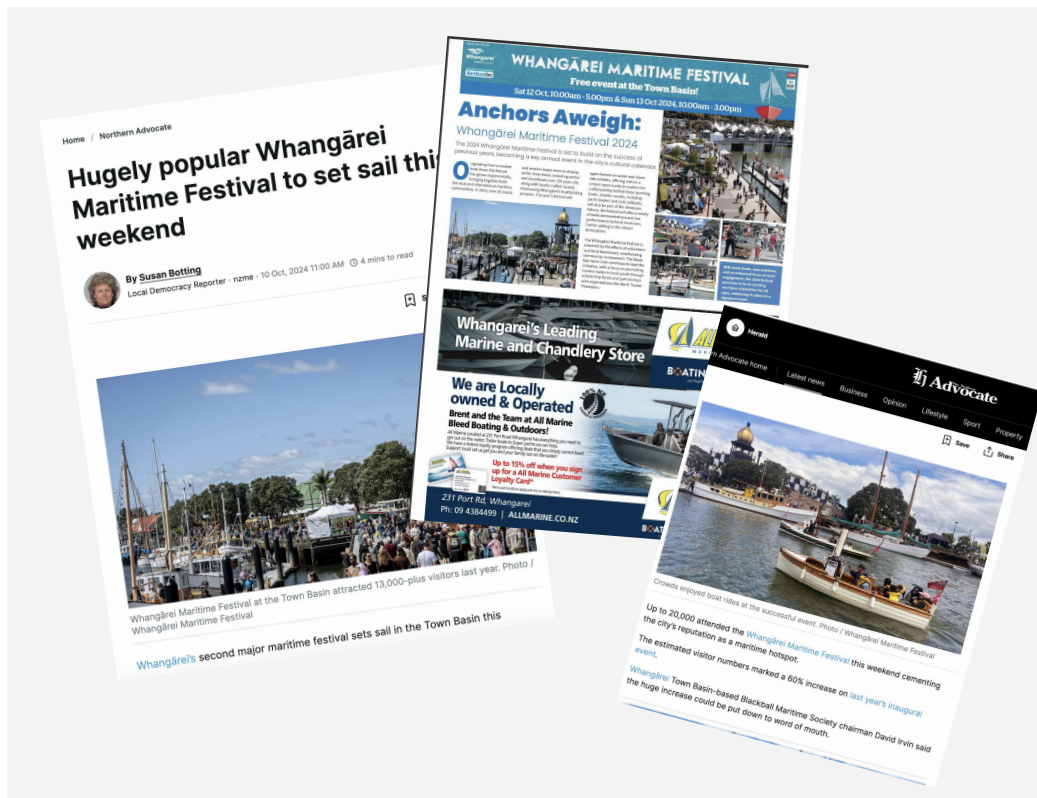


A photograph of two men performing music on a boat deck. The man on the left is wearing a straw hat and a floral shirt, playing an acoustic guitar. The man on the right is wearing a white sailor's cap with 'MARIN' on it, sunglasses, and a striped shirt, singing into a microphone. The background shows a harbor with many sailboats and a hillside with buildings. The entire image has a teal overlay.

# PUBLICITY

“Thanks and congratulations for such a quality event and range of classic & other boats. You're really hitting the mark too with enjoyable, relatively low cost music, hands-on stuff and kid-friendly atmosphere. Well done everyone involved.”

# MEDIA COVERAGE



Northern Advocate 10th October 24

<https://www.nzherald.co.nz/northern-advocate/news/hugely-popular-whangarei-maritime-festival-to-set-sail-this-weekend/CFAV263ESZHOIQQ3GGKEDQQHE/>

Waitamata Woodies 14th October 24

<https://waitematawoodys.com/2024/10/14/classic-wood-y-boat-festival-at-the-whangarei-town-basin-48-photos-videos/>

NZ Herald website, 14th October 24

<https://www.nzherald.co.nz/northern-advocate/news/thousands-turn-out-to-whangareis-second-annual-maritime-festival/J7JHRLF63VBBNGXTODK4ARMDRM/>

[https://issuu.com/apn\\_mediaservices/docs/whangareimaritimefestival-2024](https://issuu.com/apn_mediaservices/docs/whangareimaritimefestival-2024)

Discover Boating

<https://www.discoverboating.co.nz/news/item/the-2024-whangarei-maritime-festival-is-back-with-a-splash>



# RADIO & TV



Whangarei parkrun #410

12th October 2024

**Posted on October 18, 2024 by wptv.com**

**12th October 2024**

Ahoy there me hearties, arrrrr arrrrrr arrrrr! What a magnificent morning it was with sailors and pirates galore at Whangarei parkrun yesterday – the call was made late in the week to dress up in a maritime theme in honor of the Maritime Festival taking place in the Town Basin this weekend. And dress up you did, arrrrr arrrrrr arrrrr! Check out the photos on the Facebook page, courtesy of Jan and Ricardo, to see the regalia and the maritime spirit.

The Basin this morning (Sunday) with the festival – lots of food, lots of yachts, the R.M.C. maritime banding troupe... or were they the R.M.C. maritime banding troupe... or were they the R.M.C. maritime banding troupe... amongst

It was buzzing down at the Basin, where you can find everything from drinks stalls/trucks, an arts and craft market, and a singing competition. Tucker Thomson, NZ Navy and Coastguard boats, and a singing competition. Tucker Thomson, NZ Navy and Coastguard boats, and a singing competition. Tucker Thomson, NZ Navy and Coastguard boats, and a singing competition.

CucumberLemon.com

[Home](#) » [Pacific Islands](#) » [New Zealand](#) » [Pictures from Whangarei Maritime Festival 2024](#)

Pictures from Whangarei Maritime Festival 2024

Posted on October 21, 2004 | by [Kay Chung](#) | Posted in [New Zealand](#), [Pacific Islands](#), [Sailings](#)



Helicopter Sea Rescue Demo, Whangarei Maritime Festival, North Island, New Zealand

### Recent Posts

- Sundrella lasts forever right?  
January 26, 2025
- Happy New Year 2025! January 5, 2025
- Sugarcane, Macadamia Nuts, and Melon Farms in Bundsberg, Australia December 19, 2024
- How do you get weather forecasts at sea? November 28, 2024
- Sailing from New Zealand to Australia (Part 3 – Arrived) November 20, 2024
- Sailing from New Zealand to Australia – Autopilot Problem and Engine Issue November 17, 2024
- Sailing from New Zealand to Australia (Part 2) November 12, 2024
- Sailing from New Zealand to



<https://kamolady.blogspot.com/2024/10/whangarei-maritime-festival.html>

## Waitamata Woodies

<https://waitematawoodys.com/2024/10/14/classic-wood-y-boat-festival-at-the-whangarei-town-basin-48-photos-videos/>

[https://issuu.com/apn\\_mediaservices/docs/whangareim-aritimefestival-2024](https://issuu.com/apn_mediaservices/docs/whangareim-aritimefestival-2024)

# COMMENTS



**Amy** October 13, 2024 at 3:59 PM

No doubt it was a very popular event, makes me want to live in Northland again.

Reply

Replies



**Susan Heather** October 13, 2024 at 5:21 PM

Yes, it was great and on again today.

Reply



**Lee Herbert**

Checked it out yesterday. Huge crowd and loads of things going on with plenty of music. ❤️⭐

2d Like Reply Share



**Bernie Griffin**

Went today it was so awesome 🙌. My late Dad would have so loved this.

2d Like Reply Share

## Posts by Vince



**Vince Cocurullo** · Following  
Mayor of Whangarei District Council  
1d · Edited · 🌐

Whangarei had so much on the past weekend, and it was great having the weather play ball.

The Whangarei Maritime Festival was a huge success! I estimate between 15 and 20,000 people were in and around Whangarei waterfront over the weekend, with some travelling up from Auckland just to be involved in the festival. Great work by all the organisers, volunteers, helpers, vendors, sponsors and exhibitors.

Whangarei you should be very proud of events like this! As they are family friendly, and free. It was also great having a live demonstration by the [Coastguard New Zealand](#) - Whangarei and the [Northern Rescue Helicopter Ltd](#), where the community could see firsthand how a rescue takes place, and the training and skills required to complete these tasks.

Dr Shane Reti - Whangarei MP and Grant McCallum - Northland MP, were able to join myself on the Navy runabout on Saturday, where it can travel 40knots (74 km/hr) along the water and then turn on a dime. Great for policing the coastline. It was also a great time to see the many marine developments happening, such as: the New Okara Marina, Dockland 5 and Port Nikau, and then understanding the benefits to the Country by having a large Dry Dock facility based at Marsden Point, Ruakaka.

This event has the second annual event for Whangarei, and I know the organisers have more things planned for the third year, bring on 2025.

[#Whangareiloveithere](#) [#WhangareiMarine](#) [#MaritimeFestival](#) [#NZNavy](#)  
[#NorthlandNZ](#) [#PortNikau](#) [#MarsdenPoint](#) [#Whangarei](#) [#MarineEvents](#)





# DIGITAL STATS

# WEBSITE STATS FOR THE WEEK OF THE FESTIVAL

7-13th October

City	Page views ↓	Site sessions ⓘ	Unique visitors
	14,619	5,054	3,722
Auckland	7,567	2,690	2,041
Whangarei	4,282	1,361	1,061
	1,250	497	385
Hamilton	241	69	59
	175	68	56
Kerikeri	173	56	45
Christchurch	67	26	21
Tauranga	59	14	11
Lower Hutt	51	9	4
Wellington	50	26	24
Mangawhai	40	9	9

# SOCIAL STATS

Views ⓘ

113.3K

Reach ⓘ

30.8K ↑ 312.2%

3-second views ⓘ

2.9K ↑ 1.9K%

1-minute views ⓘ

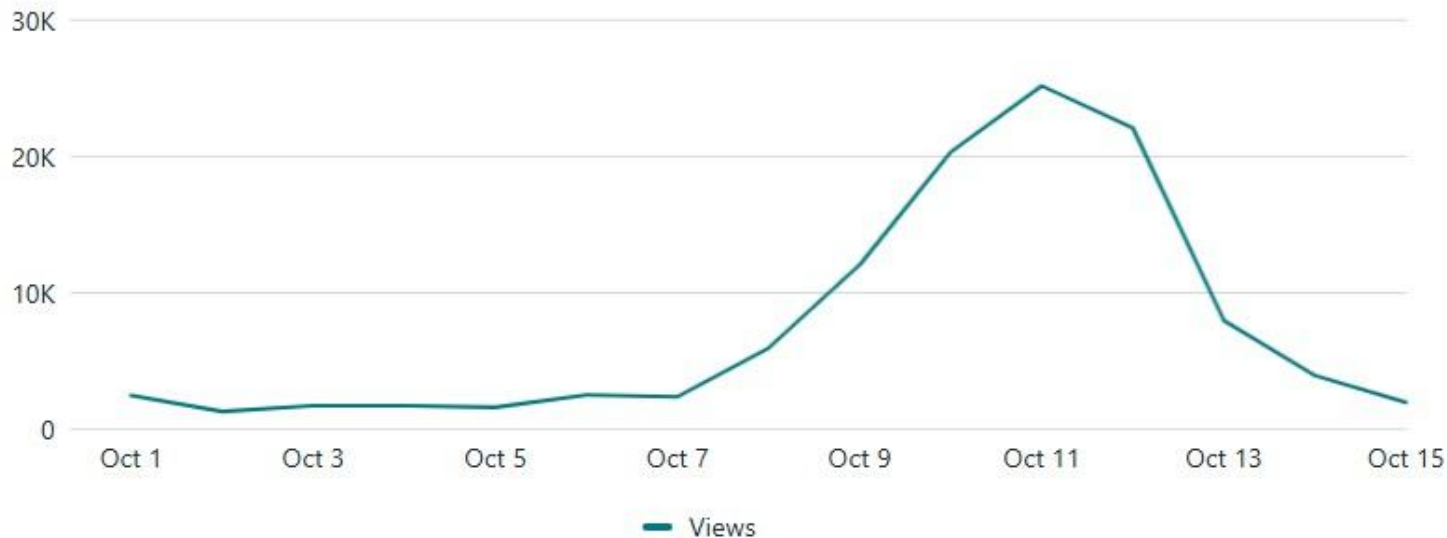
112 ↑ 100%

Content interactions ⓘ

2.1K ↑ 504.1%

Watch time ⓘ

13h 47m 1



## Views breakdown

Oct 1, 2024 – Oct 15, 2024

Total

113,254

From organic

65%

From ads

35%

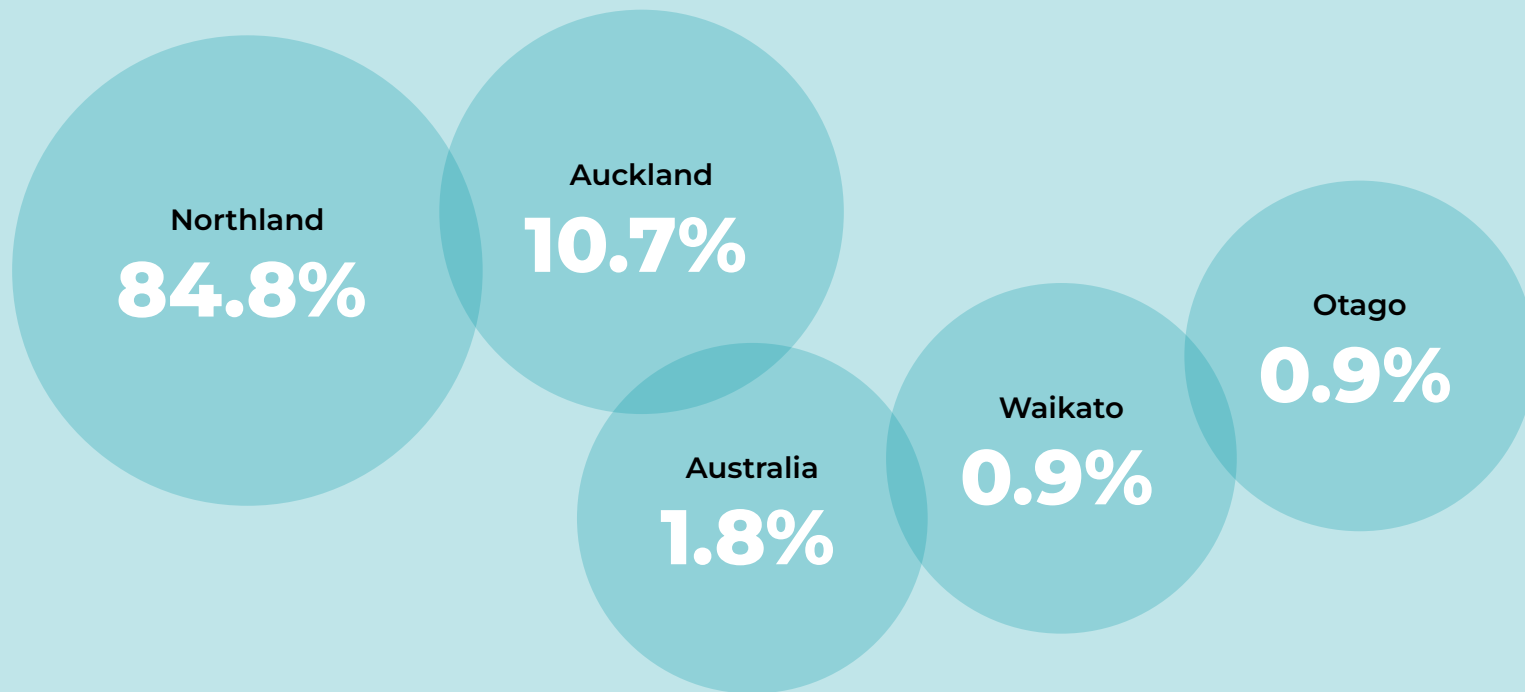




# **SURVEY HIGHLIGHTS**

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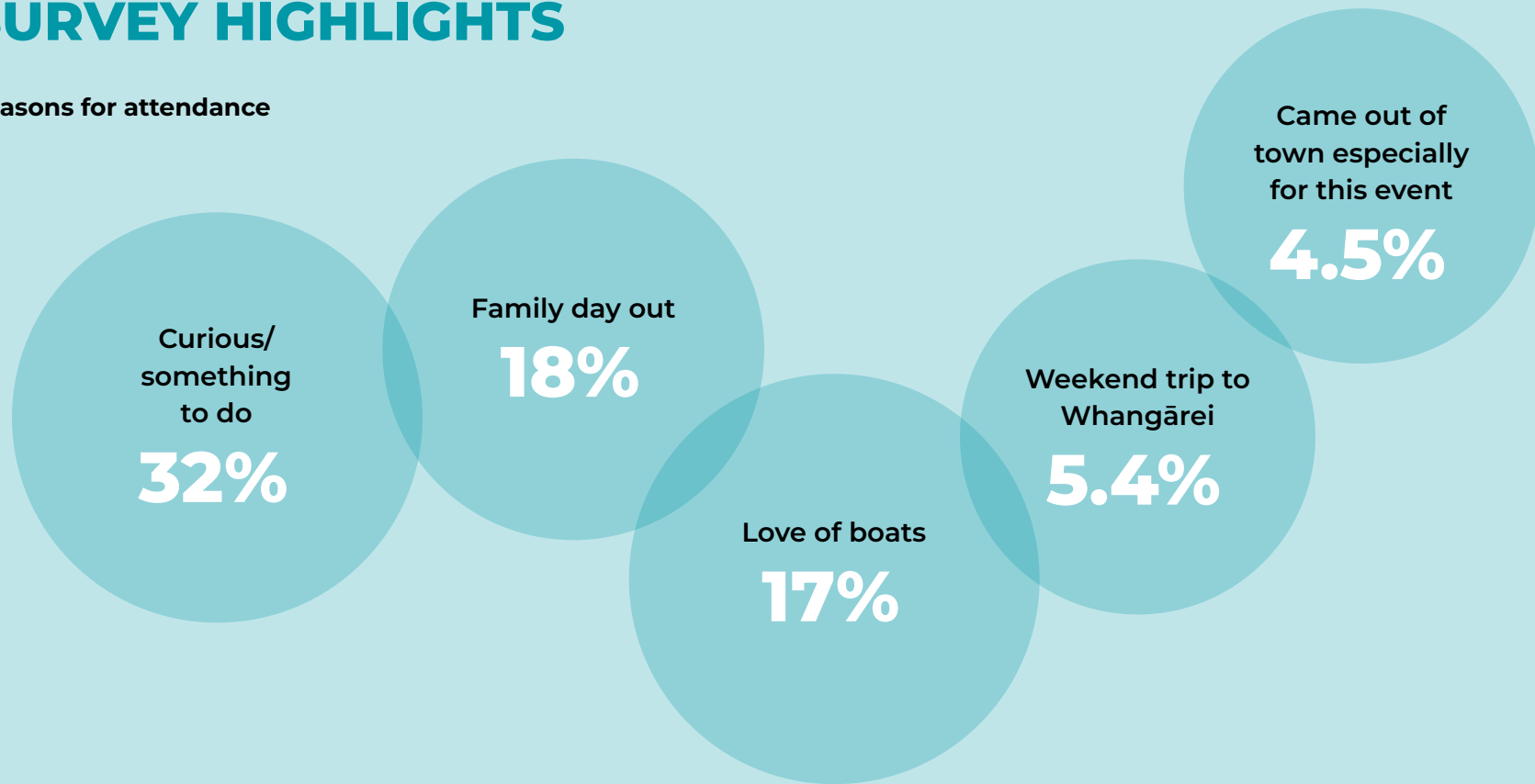
## Attendee regional breakdown



112 surveyed

# SURVEY HIGHLIGHTS

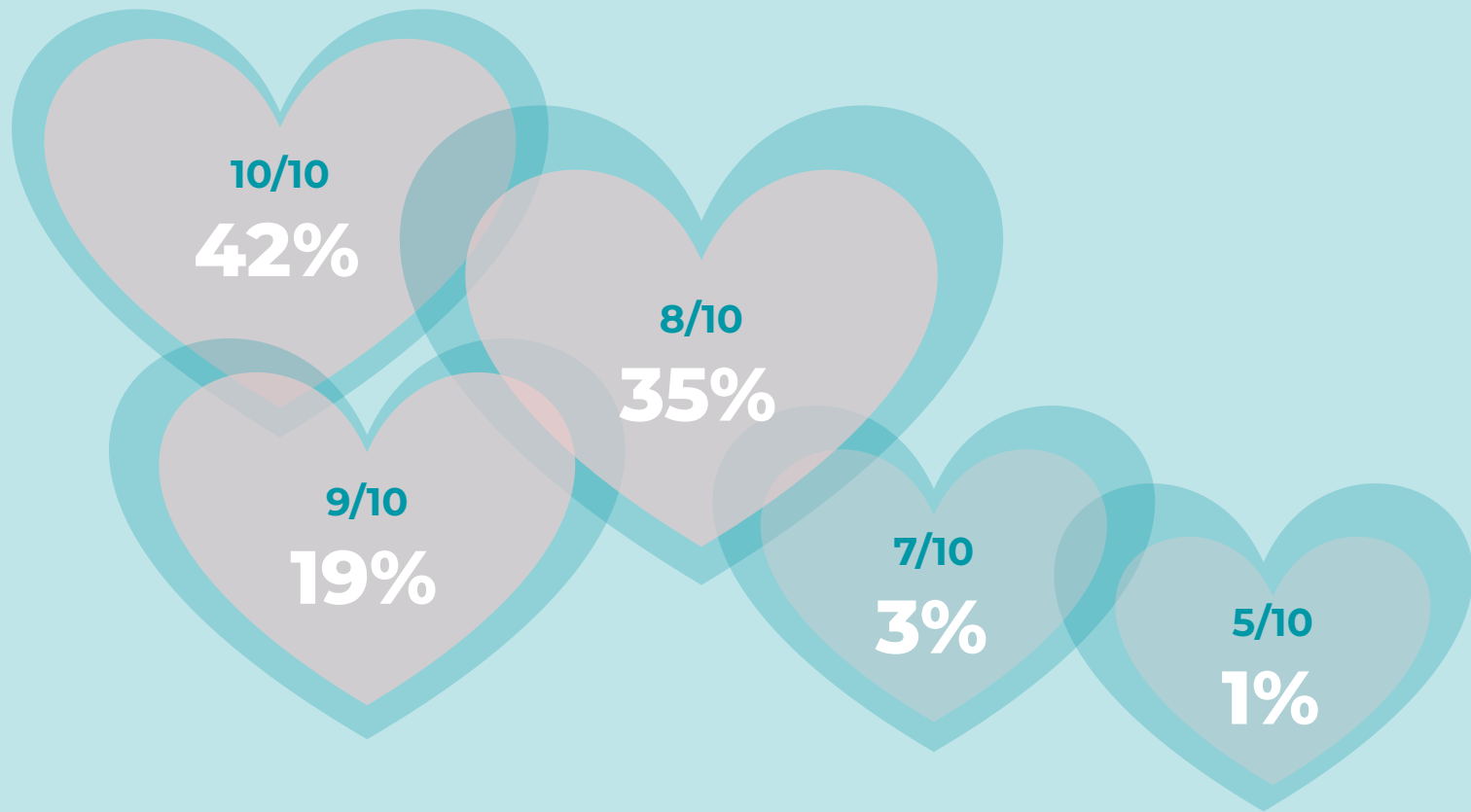
## Reasons for attendance





# SURVEY HIGHLIGHTS

Attendee  
satisfaction  
score



112 surveyed



**WHAT  
NEXT?**

## FOR TOURISM

- Another reason to visit Northland
- Opportunity to build on...for example to create visitation packages (experiences, accommodation, restaurants)
- Add other events

## FOR BOATING GEEKS

- An event to connect and showcase talent

# WHANGAREI MARITIME FESTIVAL AS A PLATFORM

## FOR COMMUNITY

- Increase the pride for Whangarei's maritime heritage
- Provide a great, family day out
- Get kids excited about boats & maritime world

## FOR MARINE INDUSTRY

- Create awareness of depth of the industry locally and internationally
- Introduce career pathways
- Showcase the talent

## FOR ECONOMIC DEVELOPMENT

- With increased visibility of Whangarei's maritime story, it will be easier to attract investment & business to the region