



# Toitōi – Hawke’s Bay Arts & Events Centre

A new data-driven era

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“Eventfinda was a great choice for us due to their experience of working with such a wide range of event types and spaces.”

**GLEN PICKERING**

PRESENTER SERVICES MANAGER AT  
TOITOI – HAWKE’S BAY ARTS &  
EVENTS CENTRE

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100% we’d recommend Eventfinda! Eventfinda systems are amazing and the ability to be in control of the whole process is fantastic.

## Feature focus



Data & reporting



Customer service



User-friendly system

## Summary

Toitōi – Hawke’s Bay Arts & Events Centre officially reopened in February 2020 (previously known as the Hawke’s Bay Opera House) following a multimillion-dollar refurbishment and earthquake strengthening. They have since opened the newly refurbished Municipal Building adding retail, hospitality and various performance/conference facilities under their umbrella.

They deliver a diverse and rich programme of local and international shows, festivals and corporate events. Their versatility, alongside strong community ties and focus, make them a unique force in both Hastings’ and New Zealand’s arts, entertainment, culture and corporate services. New venues, staff and objectives gave Toitōi the opportunity to approach ticketing from a fresh perspective. Toitōi and Eventfinda became partners in late 2021 and they’ve not looked back.

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“The great thing about Eventfinda is there is no hardware so everything can be set up remotely.”

## Outcomes

**1**

Data and reporting now shape all marketing and promotional decisions

**2**

Excellent customer service has enabled the fast delivery of any requests & requirements

**3**

User-friendly systems create ease & flexibility for an eclectic events programme

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“The reporting in Eventfinda is amazing as you can delve so much into your audience.”

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“It’s given us the ability to deliver on the things we have set out in our strategy.”