

Destination Wairarapa Board

January 2013

General Manager's Report

More Visitors, Staying Longer & Spending More

Overview

Visitor Arrivals

Wairarapa Guest Arrivals for December 2012 were excellent with a 10.7% increase against the same month last year. As we look backwards, the fine weather and an excellent event calendar have produced these results and there's no reason to think this will stop with strong events in the rest of January, February and March.

Commercial Accommodation Monitor						
Statistics New Zealand			December 2012			
	Wairarapa	Manawatu	Greater Wellington	Hawkes Bay	Taupo	National
Guest Arrivals						
2012	11,741	20,925	110,336	44,354	55,275	1,679,630
2011	10,479	20,482	96,038	47,606	54,439	1,639,359
Variance	10.7%	2.1%	13.0%	-7.3%	1.5%	2.4%
Guest Nights						
2012	21,294	33,635	184,270	104,421	94,341	3,277,105
2011	21,290	34,988	209,162	101,305	95,182	3,208,121
Variance	0.0%	-4.0%	-13.5%	3.0%	-0.9%	2.1%
Occupancy						
2012	25.8%	27.9%	54.7%	37.3%	39.9%	40.2%
2011	25.6%	27.2%	52.8%	37.6%	37.9%	39.6%
Variance	0.2	0.7	1.9	-0.3	2.0	0.6
Length of Stay						
2012	1.8	1.6	1.9	2.4	1.7	2.0
2011	2.0	1.7	1.9	2.1	1.8	2.0
Note: Greater Wellington excludes Wellington City						
Note: Taupo properties dropped from 108 to 103 for December						
Note: Wellington decreased properties from 119 to 115 for December						

Guest Arrivals for January were down slightly on January 2013 but more guest nights were achieved with a 1.9 night length of stay v 1.8 the year before. The occupancy level was down 2.3 points on January 2012 due to an additional 1,850 rooms reported as being available in January 2013.

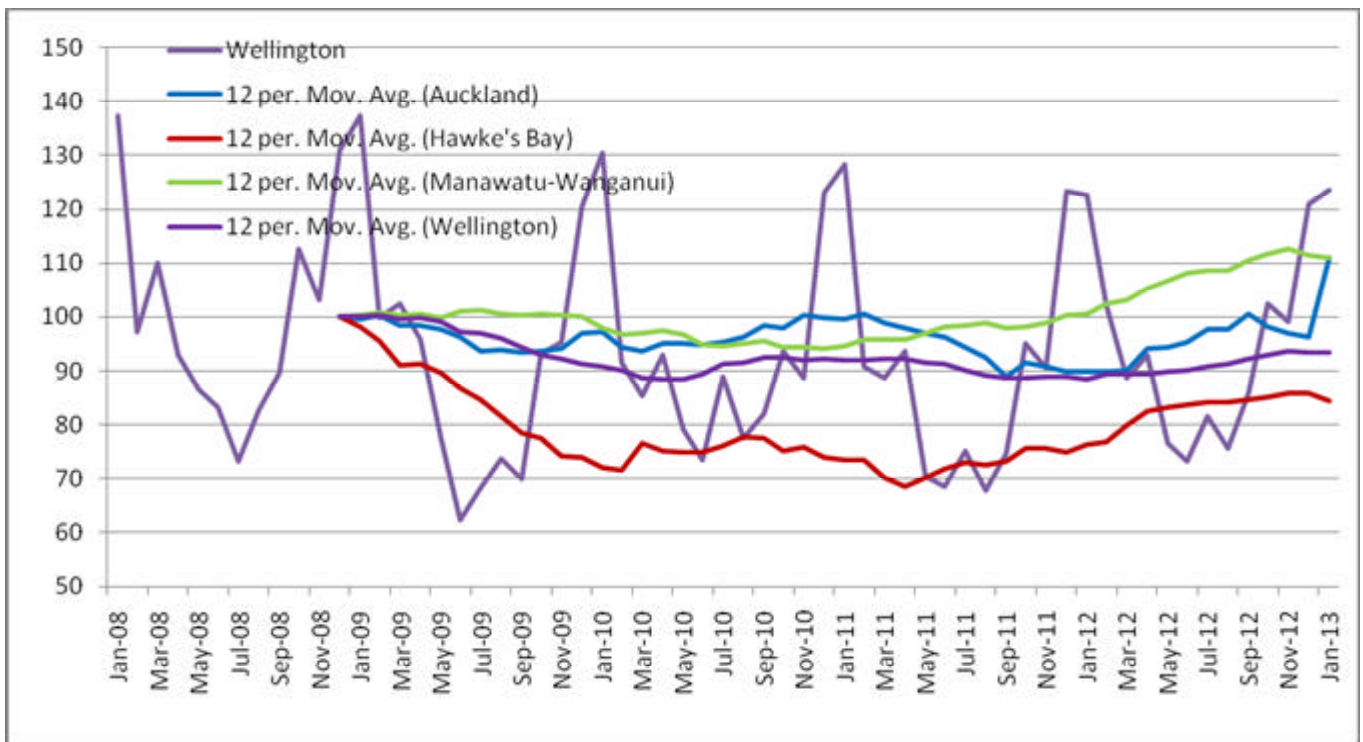
Commercial Accommodation Monitor						
Statistics New Zealand					January 2013	
	Wairarapa	Manawatu	Greater Wellington	Hawkes Bay	Taupo	National
Guest Arrivals						
2013	16,060	21,090	103,314	60,281	68,573	1,922,197
2012	16,583	20,094	97,633	66,543	68,138	1,968,008
Variance	-3.2%	5.0%	5.8%	-9.4%	0.6%	-2.3%
Guest Nights						
2013	30,206	35,976	217,487	143,209	126,983	4,143,444
2012	29,952	36,252	202,254	147,589	125,977	4,151,711
Variance	0.8%	-0.8%	7.5%	-3.0%	0.8%	-0.2%
Occupancy						
2013	35.9%	29.0%	55.1%	47.6%	52.9%	48.1%
2012	38.2%	28.0%	54.8%	48.4%	50.0%	48.0%
Variance	-2.3	1.0	0.3	-0.8	2.9	0.1
Length of Stay						
2013	1.9	1.7	2.1	2.4	1.9	2.2
2012	1.8	1.8	2.1	2.2	1.9	2.1
Note: Greater Wellington excludes Wellington City						
Note: an extra 1,860 rooms reported as available in January 2013						

Visitor Spend

This data measures indexed spend growth against the average month in 2008 and monthly transaction volumes.

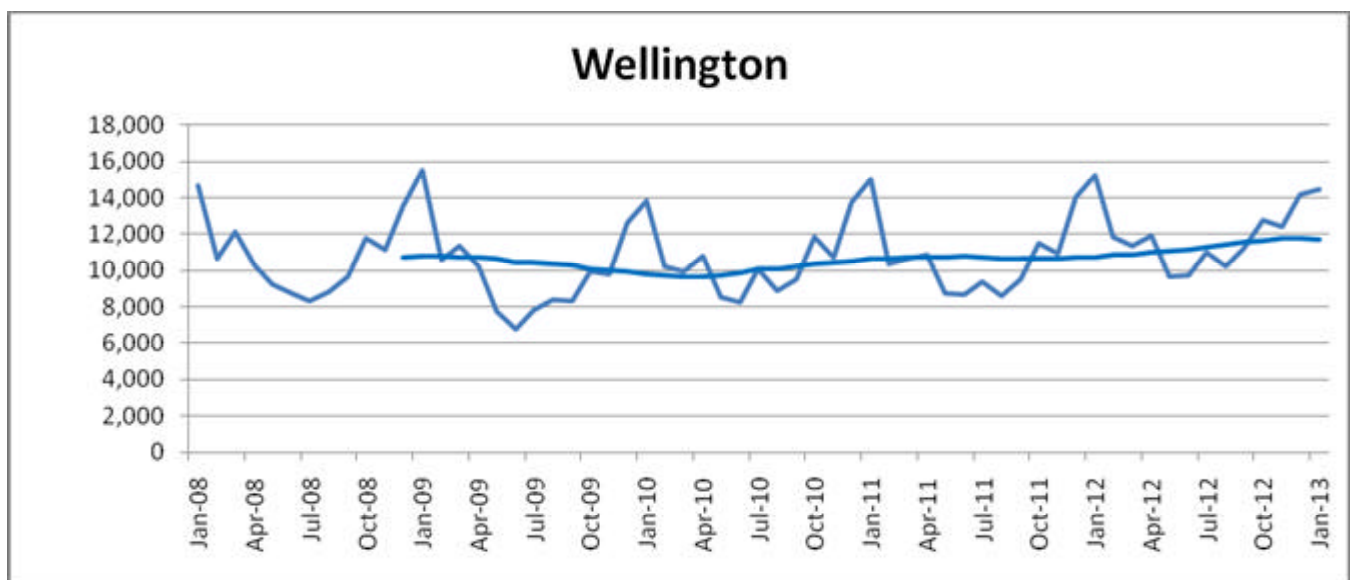
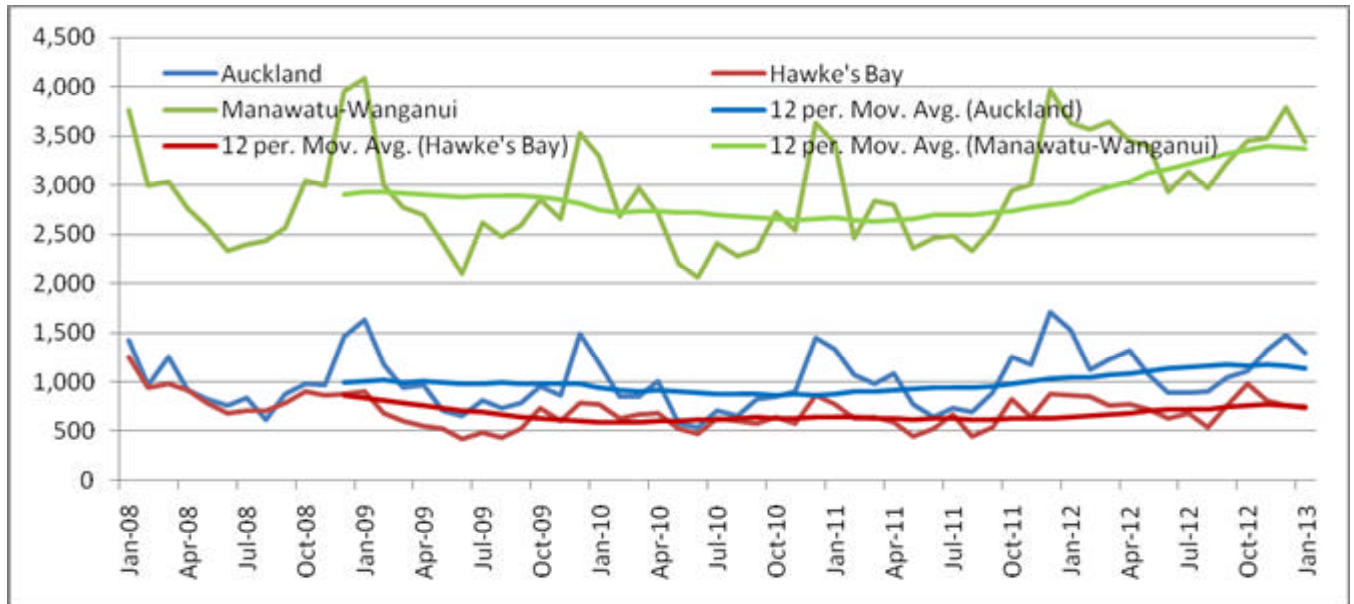
Domestic Level of Spending

- Spending by domestic markets in Wairarapa has been trending upward since mid 2010
- Wellingtonian spend in summers has been in decline year after year but winters have shown some growth. Spending overall by Wellingtonians in Wairarapa has generally trended upward month after month for the past year.
- The biggest growth in spend has come from Manawatu visitors who are consistently spending more over the last year than they were in the average month in 2008.
- Auckland had a sharp increase in spending in January but this was against a decrease in transactions. This could be from greater volume of transactions on higher spend items such as accommodation



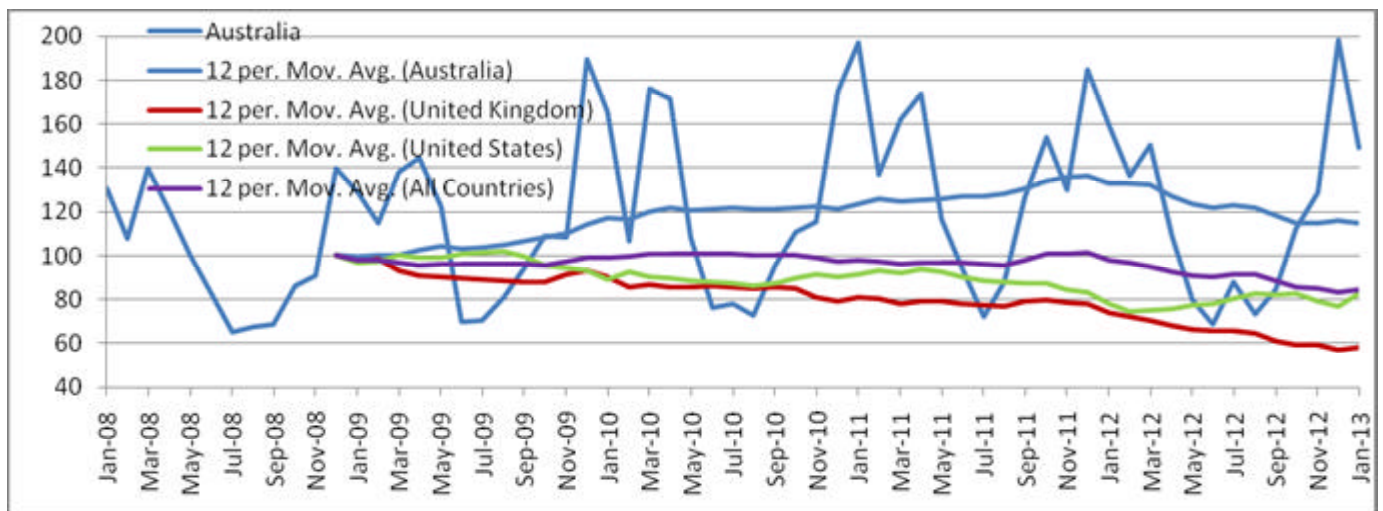
Domestic Volume of Transactions

- All markets are increasing in the volumes of transactions made in Wairarapa
- Wellington continues to have the greatest volume of transactions followed by Manawatu, Auckland and Hawkes Bay
- A flattening of the summer and winter troughs for Wellington and Manawatu is very encouraging and Wellington's spend pattern is showing similar growth



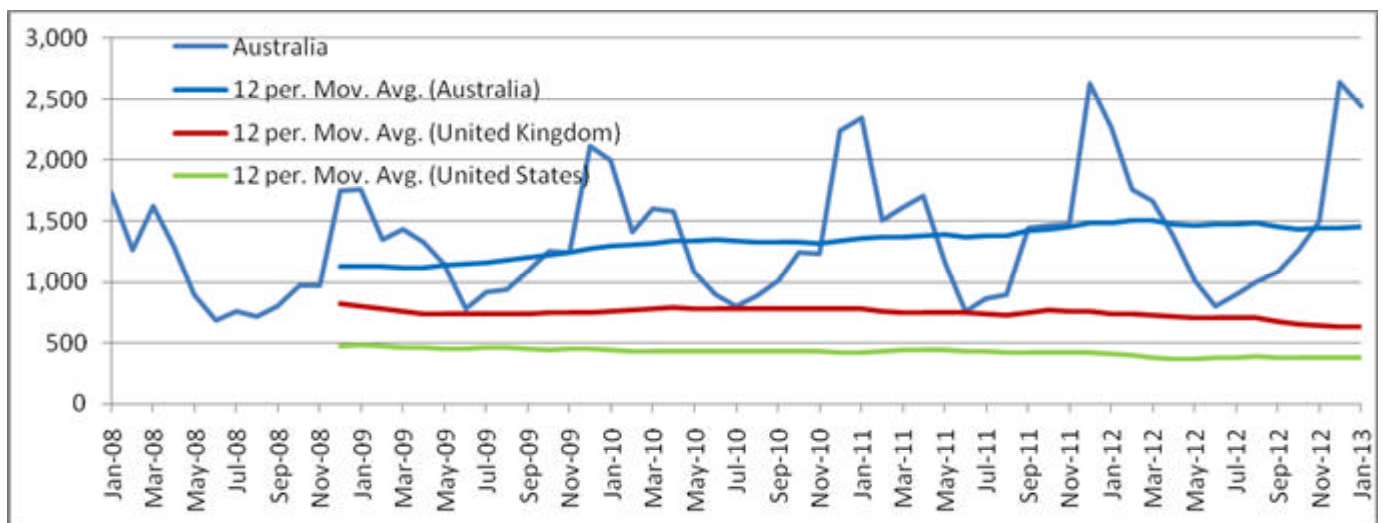
International Level of Spending

- Spending by international markets in Wairarapa has been trending fairly flat until the end of last summer when a decline has become apparent
- While Australia is declining in level of spending, the market is showing some resistance with a record December 2012
- Australia is the only market which has shown any growth in spending since the 2008 index
- Spending continues to trend downwards for UK, USA and all other countries in Wairarapa; however there was a definite spike in UK and USA spending in January.



International Transaction Volumes

- Australian transaction volume has trended upwards since 2008 with summer peaks in particular showing growth year after year
- UK and USA transaction volumes are trending flat



Winning Conferences

Planning continues in conjunction for the Wellington Convention Bureau lead Professional Conference Organiser (PCO) family which is to be run over 8-10 March.

Established Products and Markets

Classic New Zealand Wine Trail (CNZWT) –

Working with PWT on Phase 2 of the Australian campaign which will be in March 2013.

New brochure is being produced at the moment.

Wellington, Manawatu, Hawkes Bay –

Shear Fest 2013 campaign

Designed to introduce this new festival which complements Golden Shears and coincides with the 100 year anniversary of Castlepoint Lighthouse. Destination Wairarapa facilitated regular meetings of the various event holders. The event was largely undertaken in collaboration with Masterton District Council to secure funding and effectively take ownership of the event. South Wairarapa District Council also contributed funding for the Veterans' Invitational shearing competition at Cobblestones.



Creation of website www.shearfest.co.nz

Creation of brochure for distribution initially at Wings over Wairarapa and then into Wellington and Palmerston North cafes, i-SITEs, information centres etc.

Working with Wairarapa News around advertising in Dominion Post at reduced rate

Results to date

- Press release regarding Shear Fest front page Wairarapa News Wednesday 2 January 2013
- Mention in double page spread in January 2013 Fish Head Magazine
- Full page of schedule in Dominion Post 7 February – artwork and editorial supplied
- Full page of schedule in Wairarapa News 7 February – artwork and editorial supplied
- Social media work for Golden Shears - in the week leading up to and during the Golden Shears, DW became an administrator and ran the Golden Shears Facebook and Twitter accounts.

A full report was supplied to Masterton District Council with a recommendation that Shear Fest be an annual event.

Harvest Festival

Activity included an email to Wellington and Wairarapa food and wine database

- Reminder about festival and invitation to win 2 tickets

- We received 498 entries, and gained 53 new names for database

Additional activity:

- working closely with Green Jersey Cycling and Poppies of Martinborough to provide marketing advice and feedback.
- contributed to a debrief session on Wings Over Wairarapa
- supported/chased along applicants for Visa Wellington On A Plate
- Began the development of our Gardening products

Australia –

Undertaken through Classic New Zealand Wine Trail

Visiting Friends and Relatives -

Our series of *Close to Home* articles in The Times Age has continued:

(Wairarapa Times Age ½ page every second Saturday)

- Woodside Rail Trail January 5
- Aratoi January 19
- Deliverance Cove Walk February 2 (Shear Fest)
- Daysh House Garden February 16
 - Bill advised that on Sat 16th he had 8 visitors directly as a result of the article
- Gladstone Reserves (Harvest Festival) March 2

Events

Destination Wairarapa continued to facilitate the development of Shear Fest with operational assistance on the Veterans' Invitational and Gate to Plate at the Masterton A&P Show.

Website/Online

Work is well underway on the new site. A fortnightly progress report is furnished by the developer and key documents are available to us via shared platforms (Google Docs and Dropbox).

Some highlights from our social media activity:

- We managed Twitter and Facebook for WINGS and gained some terrific experience in doing so. The total weekly reach of the he Wings Facebook page between 16-22nd Jan was a staggering 35,124 people.
- Our own page had two enormous posts on this period – the '7days' hay bales near Carterton and the appearance of Kate Winslet shopping in Masterton saw huge traffic and lots of new 'likes'.

Media

Good piece here which Tourism NZ helped get for us

<http://travel.cnn.com/best-new-zealand-003221>

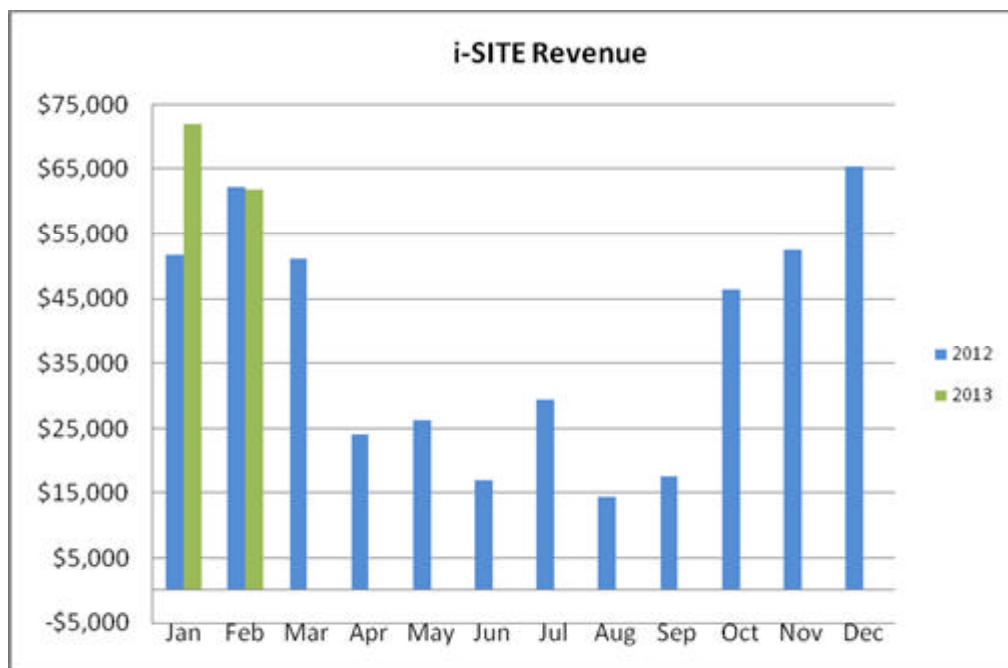
- In January Katie was very focused on supporting Wings over Wairarapa – the appearance of the Mosquito created a unique angle and there was good media pick-up.
- Katie's involvement with Fishhead magazine as a freelance writer has lead to two big stories on the region - Castlepoint and Martinborough.

- We helped Schoc Chocolate with a media release and some guidance and promoting their 10th Anniversary.
- Met the new owner of Tourist Times newspaper and will look to grow our relationship with them.
- We jointly hosted a UK food Blogger (working with Wines from Martinborough)

i-SITE Visitor Centres

Highlights:

- **i-SITE Total Sales**
i-SITE gross revenue (\$61,856) in February was down 0.5% on the same month last year. Revenue for the financial YTD is up \$20,000 on the same period last year.



- **i-SITE Profit Reports**
Profits (excluding retail) for the 12 months ending February (\$32,295) were up \$6,054 (23.1%) on the previous year.
- **i-SITE Foot Count**
The year ending February saw the i-SITEs with 46,189 visitors which is 3.0% (1,429) down on the previous 12 months.
 - December 4,987 – down 27%
 - January 6,869 – up 4%
 - February 5,821 – down 7%

Product Development

- Product development in February has included work on:
 - Gardening tours
 - Mataikona Rocks
 - Pinnacles Ridge route

- Scandinavian Route with Tararua District Council
- Winter campaign with Greytown

David Hancock
General Manager