

## Destination Wairarapa 30 June 2019 General Manager's Report

### More Visitors, Staying Longer & Spending More

#### **Visitor Arrivals**

April and May were slower growth but still positive and comparable to the feeder set. Overall for the YE May 2019, the Wairarapa has once again continued with excellent growth compared to the set.

| <b>Commercial Accommodation Monitor</b>           |   |                           |                   |              |                 |
|---|---|---------------------------|-------------------|--------------|-----------------|
| Statistics New Zealand                            | <b>12 Months Ending May 2019 v 2018</b> |                           |                   |              |                 |
|   | <b>Wairarapa</b>                        | <b>Greater Wellington</b> | <b>Hawkes Bay</b> | <b>Taupo</b> | <b>National</b> |
| <b>Guest Arrivals</b>                             |   |                           |                   |              |                 |
| 2019  | 138,545                                 | 1,283,649                 | 534,159           | 619,267      | 22,940,651      |
| 2018  | 135,240                                 | 1,249,161                 | 531,322           | 636,190      | 22,718,635      |
| Variance  | 2.4%                                    | 2.8%                      | 0.5%              | -2.7%        | 1.0%            |
| <b>Guest Nights</b>                               |   |                           |                   |              |                 |
| 2019  | 267,684                                 | 2,760,831                 | 1,232,363         | 1,139,230    | 40,378,119      |
| 2018  | 252,192                                 | 2,710,954                 | 1,205,482         | 1,163,932    | 39,934,652      |
| Variance  | 6.1%                                    | 1.8%                      | 2.2%              | -2.1%        | 1.1%            |
| <b>Occupancy</b>                                  |   |                           |                   |              |                 |
| 2019  | 28.9%                                   | 66.3%                     | 48.0%             | 40.9%        | 45.0%           |
| 2018  | 27.1%                                   | 65.9%                     | 46.0%             | 42.7%        | 45.2%           |
| Variance  | 1.8                                     | 0.4                       | 2.0               | -1.8         | -0.2            |
| <b>Length of Stay</b>                             |   |                           |                   |              |                 |
| 2019  | 1.93                                    | 2.15                      | 2.31              | 1.84         | 1.99            |
| 2018  | 1.86                                    | 2.17                      | 2.27              | 1.83         | 1.99            |
| Note: Greater Wellington excludes Wellington City |   |                           |                   |              |                 |

Carterton and South Wairarapa statistics are grouped together so the following table for Masterton is not available for the other two TLAs.

| <b>Commercial Accommodation Monitor</b> |   |                  |                 |
|---|---|------------------|-----------------|
| Statistics New Zealand                  | <b>12 Months Ending May 2019 v 2018</b> |                  |                 |
|   | <b>Wairarapa</b>                        | <b>Masterton</b> | <b>National</b> |
| <b>Guest Arrivals</b>                   |   |                  |                 |
| 2019                                    | 138,545                                 | 80,054           | 22,940,651      |
| 2018                                    | 135,240                                 | 79,638           | 22,718,635      |
| Variance                                | 2.4%                                    | 0.5%             | 1.0%            |
| <b>Guest Nights</b>                     |   |                  |                 |
| 2019                                    | 267,684                                 | 167,341          | 40,378,119      |
| 2018                                    | 252,192                                 | 158,123          | 39,934,652      |
| Variance                                | 6.1%                                    | 5.8%             | 1.1%            |
| <b>Occupancy</b>                        |   |                  |                 |
| 2019                                    | 28.9%                                   | 33.8%            | 45.0%           |
| 2018                                    | 27.1%                                   | 32.2%            | 45.2%           |
| Variance                                | 1.8                                     | 1.6              | -0.2            |
| <b>Length of Stay</b>                   |   |                  |                 |
| 2019                                    | 1.93                                    | 1.95             | 1.99            |
| 2018                                    | 1.86                                    | 1.90             | 1.99            |

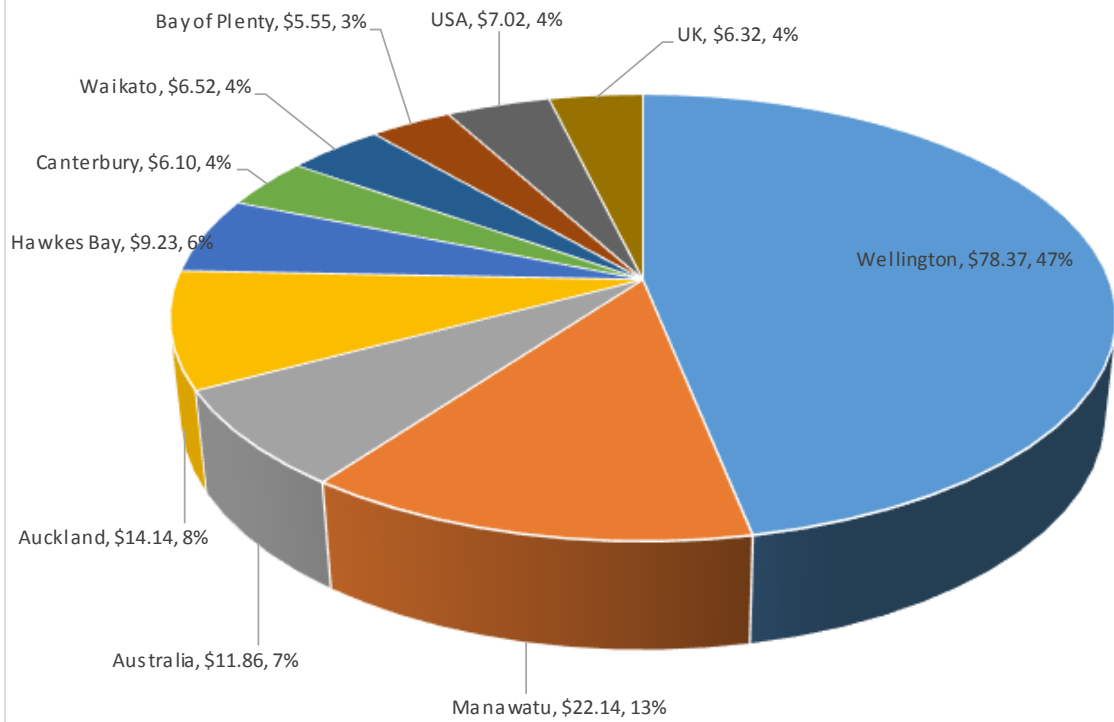
### Visitor Spend

This series of graphs is an aggregated view of spend. Spend is once again up with most markets showing growth. The YE May spend of \$195.82 million is a new benchmark for annual visitor spend in the region.

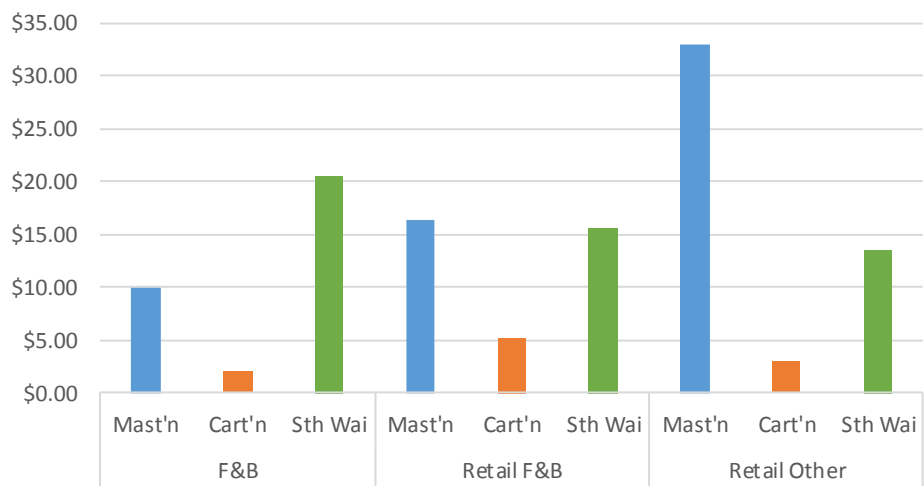
The 2025 goal is for Wairarapa tourism to be generating \$212million dollars a year to the local economy. YE May 2019 and the industry is generating \$195.82 million which is average annual growth of \$12.36 million from the \$134 million benchmark in 2014. This is double what was forecast back in 2014. At this rate we'll have achieved the goal by 2021.

With the 2025 Framework drawing to a conclusion as a longer term goal, the next Tourism Industry Aotearoa framework will be based on a series of sustainability goals.

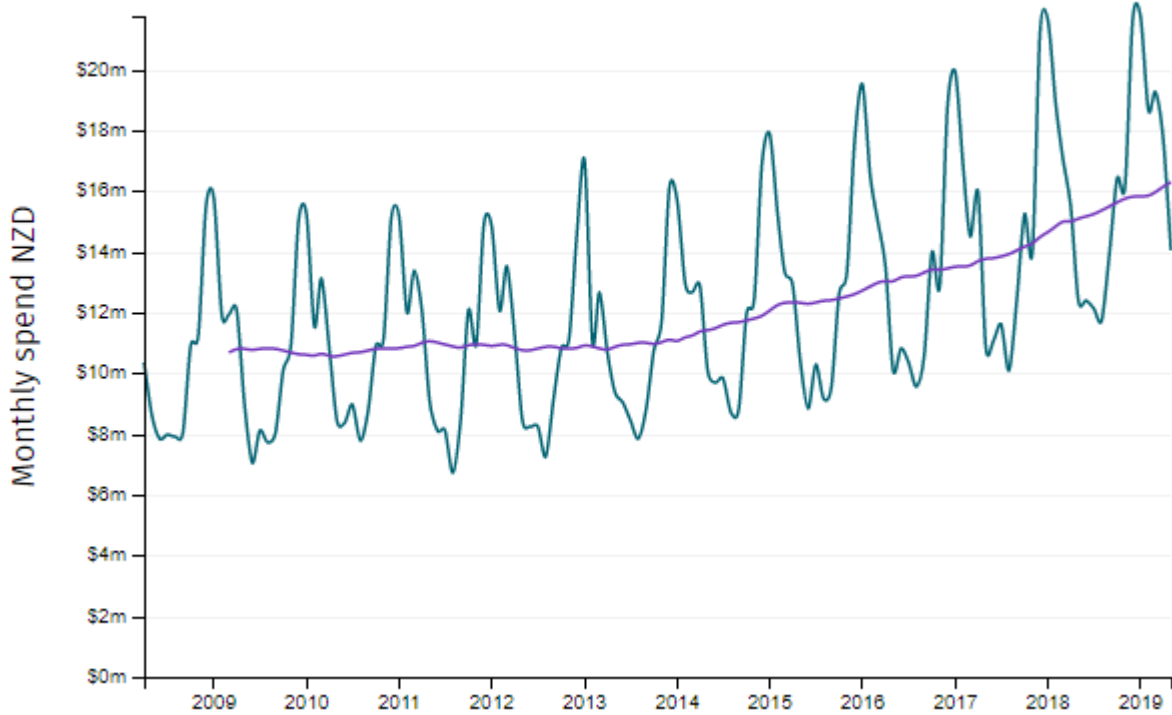
Major Market Spend - YE May 2019 (millions)



Retail Spend (millions)

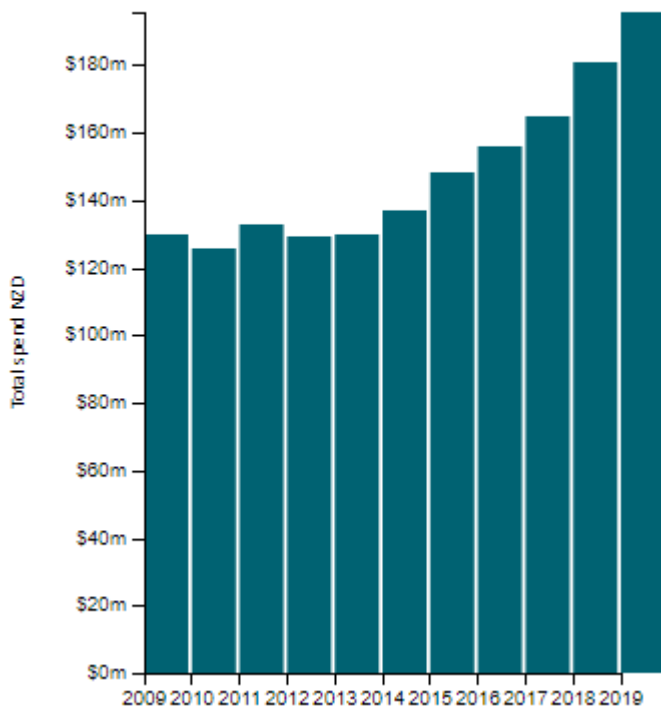


### Historical monthly spending pattern



The depth of seasonal variance, winter to summer, has deepened over time but the winters are generating 50% more revenue than they were four years ago. While spend in the low season increases, the spend in the high season is still increasing by more.

### Total spending for year to May



## Winning Business Events

Meetings trade show in Auckland was a great success again. Some good solid leads were generated and a couple of pitches have been made for conferences.

Once again we have Air New Zealand's generous support for the business event family programme and we'll be working with partners on maximising this support.

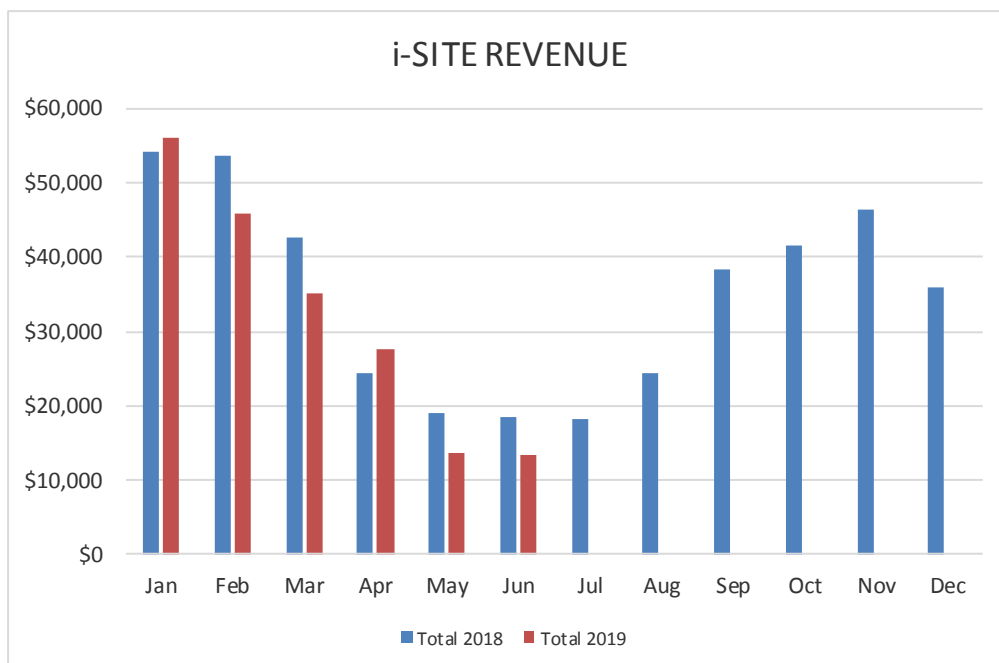
## i-SITE Visitor Centres

### Highlights:

- Door counts at the i-SITE Visitor Centres for the YE June 2019 (26,581) are down 8,375 (24.0%) on the previous year.
  - Masterton volumes of 8,051 are down 623 (7.2%)
  - Martinborough volumes of 18,530 are down 7,752 (29.5%)

Masterton numbers as expected have increased with the Tranzit travel centre and Palmerston North bus service moving to the i-SITE and Aratoi. For the months November – February, Masterton i-SITE had seen improvements and was up 6.2% on the previous year. May also saw an improvement on last year meaning 5 of the past 8 months to June 2019 have shown an improvement.

Despite the drop in annual visitors through the door we have seen revenue holding against last year's results and down just 3.8% YE June 2019.



## Product Development

- We've been working closely with the three dark sky products to get them engaged with the market with the right product and price
  - Agents to Stonehenge
  - Chinese delivery development for Stonhenge
- Working with a new hosted B&B to understand what's required in working with international trade
- Facilitating the development of the new Paua & Seafood Festival for April 2020

## Operator Development

- Alipay session in Wellington we took along several operators

## Economic Development Website Pages

The aggregated Wairarapa economic development pages, Live & Work, Buy & Invest and Study continue to perform well in terms of traffic to them. The pages would benefit from promotion from Councils which would help drive traffic to them.

The big change with the pages is a shift to Buy and Invest content being more popular than the Live and Work pages.

### Live & Work

- A marked shift in who is visiting these pages with 25-34 year olds making up 52% of the traffic
- Wellington page views grew to make up 39% followed by Auckland which declined (10%)
- There was also considerably more traffic to the pages providing information on living in the Wairarapa. Sports Clubs, Commuting and health services which suggests a more engaged audience

| Page ?  | Pageviews ?                                | Unique Pageviews ?                       | Avg. Time on Page ?                                | Entrances ?                             |
|---|--|--|--|---|
|   | 1,170<br>% of Total:<br>0.15%<br>(779,825) | 768<br>% of Total:<br>0.13%<br>(603,972) | 00:01:12<br>Avg for View:<br>00:01:21<br>(-10.42%) | 89<br>% of Total:<br>0.03%<br>(285,817) |
| 1. <a href="#">/live-and-work</a>   | 760 (64.96%)                               | 462 (60.16%)                             | 00:01:01   | 51 (57.30%)                             |
| 2. <a href="#">/live-and-work/employment-in-the-wairarapa</a>                     | 168 (14.36%)                               | 149 (19.40%)                             | 00:01:51   | 11 (12.36%)                             |
| 3. <a href="#">/live-and-work/wairarapa-sports-clubs</a>                          | 76 (6.50%)                                 | 33 (4.30%)                               | 00:01:11   | 3 (3.37%)                               |
| 4. <a href="#">/live-and-work/commuting</a>                                       | 72 (6.15%)                                 | 66 (8.59%)                               | 00:02:10   | 21 (23.60%)                             |
| 5. <a href="#">/live-and-work/doctors-and-hospitals</a>                           | 29 (2.48%)                                 | 23 (2.99%)                               | 00:02:54   | 0 (0.00%)                               |
| 6. <a href="#">/live-and-work/keep-up-with-news</a>                               | 19 (1.62%)                                 | 14 (1.82%)                               | 00:01:24   | 0 (0.00%)                               |
| 7. <a href="#">/live-and-work/study</a>   | 18 (1.54%)                                 | 3 (0.39%)                                | 00:00:29   | 0 (0.00%)                               |
| 8. <a href="#">/live-and-work/wairarapa-sports-clubs/wairarapa-health-centres</a> | 16 (1.37%)                                 | 10 (1.30%)                               | 00:00:55   | 0 (0.00%)                               |

## Buy & Invest

- Similar to Live and Work the audience has shifted with 25-34 year olds making 46%
- Not surprisingly Wellington page views made up 36% followed by Auckland (12%)

The big change has been the deeper people are going into the site with 10 different pages reflected in the report compared to 7 last quarter. More interesting is the shift for Buy and Invest pages being more active than the Live and Work pages which have to date demanded most of the traffic.

| Page ?   | Pageviews ? ↓                                  | Unique Pageviews ?                           | Avg. Time on Page ?                                    | Entrances ?                                  |
|--|--|--|--|--|
|  | <b>1,726</b><br>% of Total: 0.22%<br>(779,825) | <b>999</b><br>% of Total: 0.17%<br>(603,972) | <b>00:00:57</b><br>Avg for View: 00:01:21<br>(-28.92%) | <b>123</b><br>% of Total: 0.04%<br>(285,817) |
| 1. <a href="#">/buy-and-invest</a>                                       | <b>793</b> (45.94%)                            | 473 (47.35%)                                 | 00:00:56   | 54 (43.90%)                                  |
| 2. <a href="#">/buy-and-invest/real-estate</a>                           | <b>268</b> (15.53%)                            | 136 (13.61%)                                 | 00:00:28   | 2 (1.63%)                                    |
| 3. <a href="#">/buy-and-invest/real-estate-residential-and-lifestyle</a> | <b>164</b> (9.50%)                             | 138 (13.81%)                                 | 00:01:40   | 16 (13.01%)                                  |
| 4. <a href="#">/buy-and-invest/wairarapa-district-councils</a>           | <b>143</b> (8.29%)                             | 83 (8.31%)                                   | 00:01:31   | 46 (37.40%)                                  |
| 5. <a href="#">/buy-and-invest/wairarapa-investment-resources</a>        | <b>111</b> (6.43%)                             | 79 (7.91%)                                   | 00:01:19   | 1 (0.81%)                                    |
| 6. <a href="#">/buy-and-invest/wairarapa-industries</a>                  | <b>97</b> (5.62%)                              | 14 (1.40%)                                   | 00:00:55   | 0 (0.00%)                                    |
| 7. <a href="#">/buy-and-invest/real-estate-rural</a>                     | <b>70</b> (4.06%)                              | 42 (4.20%)                                   | 00:01:40   | 2 (1.63%)                                    |
| 8. <a href="#">/buy-and-invest/real-estate-commercial</a>                | <b>17</b> (0.98%)                              | 13 (1.30%)                                   | 00:00:29   | 0 (0.00%)                                    |
| 9. <a href="#">/buy-and-invest/real-estate/rural-real-estate</a>         | <b>15</b> (0.87%)                              | 2 (0.20%)                                    | 00:00:26   | 0 (0.00%)                                    |
| 10. <a href="#">/buy-and-invest/eda-retail</a>                           | <b>12</b> (0.70%)                              | 4 (0.40%)                                    | 00:00:23   | 0 (0.00%)                                    |

## Study

Page views have improved on the study pages and Primary remains the main category for viewers and is likely a reflection of the 25-34 year olds accessing the pages and the age of their children.

| Page ?   | Pageviews ? ↓                                  | Unique Pageviews ?                           | Avg. Time on Page ?                                   | Entrances ?                                  |
|--|--|--|---|--|
|  | <b>1,065</b><br>% of Total: 0.14%<br>(779,825) | <b>768</b><br>% of Total: 0.13%<br>(603,972) | <b>00:01:20</b><br>Avg for View: 00:01:21<br>(-1.05%) | <b>354</b><br>% of Total: 0.12%<br>(285,817) |
| 1. <a href="#">/study</a>                      | <b>460</b> (43.19%)                            | 279 (36.33%)                                 | 00:00:42  | 23 (6.50%)                                   |
| 2. <a href="#">/study/primary-schools</a>      | <b>249</b> (23.38%)                            | 215 (27.99%)                                 | 00:02:57  | 193 (54.52%)                                 |
| 3. <a href="#">/study/colleges</a>             | <b>182</b> (17.09%)                            | 163 (21.22%)                                 | 00:04:07  | 121 (34.18%)                                 |
| 4. <a href="#">/study/tertiary</a>             | <b>72</b> (6.76%)                              | 62 (8.07%)                                   | 00:02:04  | 9 (2.54%)                                    |
| 5. <a href="#">/study/early-education</a>      | <b>57</b> (5.35%)                              | 26 (3.39%)                                   | 00:01:09  | 2 (0.56%)                                    |
| 6. <a href="#">/study/intermediate-schools</a> | <b>24</b> (2.25%)                              | 17 (2.21%)                                   | 00:01:54  | 4 (1.13%)                                    |

# **Destination Wairarapa April – June 2019 Marketing Manager's report**

## **Domestic Marketing**

Activity included email, database /social media campaigns and web content supporting:

- Balloon Festival
- Easter
- Weta sculpture at Pukaha

We're working closely with existing and new events for the coming season:

- WUU2K Ultra Running Race being held in 2020 based for 3 days at Tauherenikau Racecourse
- Wairarapa Country Music Festival combined with Cruise Martinborough again at Tauherenikau Racecourse
- 121 Music Festival
- Pukaha Garden Tour

We managed marketing activity more fully for:

- Booktown

A very successful event and weekend with increased visitor numbers lots of sold out shows. The festival has taken a big step up with quality presenters.

We exhibited at the Woman's Lifestyle Expo in Wellington which provides names for our database and also the Wellington Wedding show.

We've continued to deliver activity for Country Village Heaven marketing group, including emails and website management.

## **Products**

We've been working closely with Star Field and also Becky Bateman on their night sky experiences. Following visits by Chinese trade we're increasing our guidance with Stonehenge Aotearoa and Pukaha as they advance their readiness/development of a genuine Chinese experience.

## **Trade**

- Attended a 3 day Tourism Export Council (TECNZ) trade event with face to face meeting with Inbounders and Tourism NZ. This is a key trade meeting for us each year.
- Familed Christchurch based Chinese travel company who are beginning to sell Wellington regions to their Chinese based clients
- Hosted twenty Chinese buyers (in NZ due to TRENZ) over two weekends. Incredible support for this from the Wairarapa tourism industry. We worked with a young Chinese woman who helped with translation and hosting. As a result of



these visits, Pan Pacific, one of the leading inbounders is now promoting a two night Wellington itinerary (one night here) in China. Assuming it sells, we could have Chinese groups here by this summer.

- Hosted American Down Under Answers USA trade company on famil
- Organized and fronted (all of Team DW helped) day visit by two coach loads of Singaporeans visitors to Cobblestones and Greytown on a group tour from Chans in Singapore. Good partnership with Cobblestones and Schoc.
- Responded to a pitch for 800 incentive visitors from Singapore for 2020. Yet to hear outcome.

### **Media**

Sara Bunny left and we're very pleased to have secured Walt Dickson (for many years editor of the Wairarapa News) in a part time role as our Media Communications & Content Generation.

Hosted visits included Canadian writer, American Tourism NZ PR partner in USA and an Australian lifestyle writer. Results included:

<https://www.stuff.co.nz/travel/destinations/nz/111893099/backyard-tourism-rain-or-shine-wairarapas-rugged-coast-offers-adventure>

Interislander and Kiwirail Magazine

<https://www.calameo.com/read/00513475593ae62d56f77> pages 60-62

Amber Gibson. USA

[https://issuu.com/industrymagazine/docs/bklyn\\_may\\_june\\_industry\\_2019\\_w\\_link](https://issuu.com/industrymagazine/docs/bklyn_may_june_industry_2019_w_link)

Article starts on page 144 and we're on 145.

**Barb Hyde**  
**Marketing Manager**

**Destination Wairarapa Board**  
**30 June 2019**  
**General Manager's Financial Report**

**Unaudited Financials 30 June 2019**

**Revenue**, YE 30 June 2019 revenue shows as being down \$52,234 on budget. The drive for membership of \$90k was ambitious. Other Revenue was down \$31,000 on budget and again reflects an ambitious drive to secure more marketing work to deliver our own revenue streams.

**Corporate Expenses** have finished fairly close to budget with some pleasing results from management initiatives.

Depreciation has finished up \$1,000 on budget and has always been the leveller at end of year.

The move of the Martinborough i-SITE presented a good opportunity to have a complete review of the assets and register which resulted in a reduction of \$3,000 in assets with furniture sold or simply disposed of.

Contract staff has appeared as a \$6,300 unbudgeted item. This is from having our Media Communications & Content Generation position contracted rather than employed given the opportunity in recent months.

Information Technology has been a cost we've strived to reduce and with a move to 365 in the coming weeks we will see this cost reduce after an initial setup fee.

Similarly Telecoms has been one we've been able to drive down with the move to wireless phone system. This will reduce with further significance with the move to 365 and no longer needing servers and connecting phone lines.

Office Supplies were \$7,800 over budget due to a mistake in budgeting and not allowing for \$5k in photocopy lease and \$900 in an unbudgeted office alteration to make room for better team communications.

**i-SITE Expenses** were \$10,539 over spent against budget. The rent of the Masterton i-SITE Visitor Centre remains the biggest expense and one that still demands attention of management as we look for a new shared, experiential partner.

Cost of Sales is being reviewed as this blowout on budget and cost : revenue ratio is of concern.

Office supplies were \$2k over budget with new signage requirements in the Martinborough i-SITE given the move. Similarly the move needed a replacement photocopier given space constraints and this took that item \$1,200 over budget.

The change to wireless phones in the i-SITEs has also had a positive impact on Telecoms.

**Marketing Expenses** \$18,110 under budget largely due to conference partners only wanting us to appear at one Business Event Trade Show this year, resulting in a \$21,265 under spend against budget.

Otherwise the spend has been positive in regard to marketing campaigns.

The website continues to require investment and the \$6,000 overspend was required with upgrading flow and layouts in several areas of the site.

**Overall operating deficit** is \$5,821.

**Destination Wairarapa funding** is an ongoing requirement and the organisation continues to demonstrate excellent performance for this Council investment. The recently released RTO Benchmarking Survey showed Destination Wairarapa is listed 20<sup>th</sup> (of 28) in the level of revenue it receives and generates.

Destination Wairarapa was listed 24<sup>th</sup> in the level of Council funding it receives.

The same benchmarking survey ranks Destination Wairarapa's website as the 12<sup>th</sup> most productive of all RTOs in the country in terms of unique users and page impressions. Clearly Destination Wairarapa is spending well in staff expertise, media communications & content generation and digital marketing.

# Balance Sheet

## Destination Wairarapa Inc. As at 30 June 2019

30 Jun 2019      30 Jun 2018

### Assets

|  | 30 Jun 2019    | 30 Jun 2018    |
|--|----------------|----------------|
| <b>Bank</b>  |                |                |
| ANZ - Operational (00)                                 | 93,495         | 131,985        |
| ANZ - Remutaka Cycle Trail                             | 54,605         | 59,606         |
| ANZ - Reserves (012)                                   | 148,067        | 110,164        |
| BNZ Account  | 8,536          | 6,614          |
| <b>Total Bank</b>                                      | <b>304,702</b> | <b>308,369</b> |
| <b>Current Assets</b>                                  |                |                |
| Accounts Receivable                                    | 7,622          | 10,217         |
| Accounts Receivable.                                   | (5,232)        | -              |
| Inventory - I Sites                                    | 1,778          | 2,161          |
| Petty Cash - Martinborough                             | 100            | 592            |
| Petty Cash - Masterton                                 | 100            | 128            |
| Prepayments  | 667            | 1,875          |
| <b>Total Current Assets</b>                            | <b>5,035</b>   | <b>14,972</b>  |
| <b>Fixed Assets</b>                                    |                |                |
| Computer Equipment                                     | 550            | 550            |
| Less Accumulated Depreciation on Computer Equipment    | (298)          | (46)           |
| Furniture & Equipment                                  | 70,408         | 89,965         |
| Less Accumulated Depreciation on Furniture & Equipment | (59,936)       | (76,949)       |
| Motor Vehicle  | 42,165         | 42,165         |
| Less Accumulated Depreciation on Motor Vehicles        | (19,291)       | (9,487)        |
| <b>Total Fixed Assets</b>                              | <b>33,599</b>  | <b>46,197</b>  |
| <b>Total Assets</b>                                    | <b>343,337</b> | <b>369,538</b> |

### Liabilities

|  |              |              |
|--|--------------|--------------|
| <b>Current Liabilities</b>               |              |              |
| Accounts Payable                         | 17,990       | 21,356       |
| Accounts Payable.                        | -            | 1,728        |
| ANZ Credit Card - B Hyde                 | 565          | 1,252        |
| ANZ Credit Card - D Hancock              | 968          | 2,468        |
| Audit Provision                          | 9,200        | 9,200        |
| Current Portion - Toyota Finance Loan 6  | 3,886        | 3,147        |
| Current Portion - UDC Finance            | 6,374        | 5,830        |
| GST                                      | 5,751        | 5,293        |
| Income in Advance - Remutaka Cycle Trail | 45,000       | 45,000       |
| <b>Held on Behalf</b>                    |              |              |
| Held in Trust                            | 4,331        | 3,311        |
| <b>Total Held on Behalf</b>              | <b>4,331</b> | <b>3,311</b> |
| <b>Payroll</b>                           |              |              |
| Accrued Payroll                          | 7,234        | 7,325        |

# Balance Sheet

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|                                       | 30 Jun 2019    | 30 Jun 2018    |
|---------------------------------------|----------------|----------------|
| Bonus Accrual                         | -              | 2,125          |
| Holiday Pay Liability                 | 26,555         | 40,283         |
| PAYE Payable                          | 10,342         | -              |
| <b>Total Payroll</b>                  | <b>44,132</b>  | <b>49,733</b>  |
| <b>Total Current Liabilities</b>      | <b>138,198</b> | <b>148,318</b> |
| <b>Non-Current Liabilities</b>        |                |                |
| Toyota Finance - Interest Not Yet Due | (1,940)        | (4,003)        |
| Toyota Finance Loan 6                 | 14,569         | 20,517         |
| UDC Finance                           | 12,127         | 18,501         |
| <b>Total Non-Current Liabilities</b>  | <b>24,756</b>  | <b>35,016</b>  |
| <b>Total Liabilities</b>              | <b>162,954</b> | <b>183,334</b> |
| <b>Net Assets</b>                     | <b>180,383</b> | <b>186,204</b> |
| <b>Equity</b>                         |                |                |
| Asset Replacement Reserve             | 40,000         | 40,000         |
| Contingency Reserve                   | 50,000         | 50,000         |
| Current Year Earnings                 | (5,821)        | 25,353         |
| Remutaka Cycle Trail - Reserve        | 20,000         | 20,000         |
| Retained Earnings                     | 76,204         | 50,851         |
| <b>Total Equity</b>                   | <b>180,383</b> | <b>186,204</b> |

# Profit & Loss

## Destination Wairarapa Inc. 1 Jun 2019 to 30 Jun 2019

|                                | Actual          | Budget       | Var NZD         | Var %          | YTD Actual     | YTD Budget     | Var NZD         | Var %        |
|--------------------------------|-----------------|--------------|-----------------|----------------|----------------|----------------|-----------------|--------------|
| <b>Income</b>                  |                 |              |                 |                |                |                |                 |              |
| Retail Sales                   | 410             | 200          | 210▲            | 104.8%▲        | 6,980          | 7,500          | (520)▼          | -6.9%▼       |
| Accommodation Commission       | 1,101           | 200          | 901▲            | 450.6%▲        | 7,933          | 9,500          | (1,567)▼        | -16.5%▼      |
| Bookit                         | 175             | 500          | (325)▼          | -65.1%▼        | 5,401          | 6,000          | (599)▼          | -10.0%▼      |
| Donation - Trust House         | -               | -            | -               | 0.0%           | 160,148        | 160,148        | -               | 0.0%         |
| Grants - CDC                   | -               | 4,550        | (4,550)▼        | -100.0%▼       | 54,594         | 54,600         | (6)▼            | 0.0%▼        |
| Grants - MDC                   | -               | -            | -               | 0.0%           | 281,799        | 281,796        | 3▲              | 0.0%▲        |
| Grants - SWDC                  | -               | -            | -               | 0.0%           | 131,430        | 131,432        | (2)▼            | 0.0%▼        |
| Interest Received              | 217             | 125          | 92▲             | 73.7%▲         | 2,490          | 1,500          | 990▲            | 66.0%▲       |
| Membership                     | 88              | 2,600        | (2,513)▼        | -96.6%▼        | 68,808         | 90,000         | (21,192)▼       | -23.5%▼      |
| Other Revenue                  | (17,148)        | 1,000        | (18,148)▼       | -1814.8%▼      | 29,046         | 60,000         | (30,954)▼       | -51.6%▼      |
| Ticket Commission              | 119             | 190          | (71)▼           | -37.5%▼        | 1,694          | 2,280          | (586)▼          | -25.7%▼      |
| Tourism Products               | 206             | 100          | 106▲            | 105.7%▲        | 1,668          | 3,000          | (1,332)▼        | -44.4%▼      |
| Travel Sales                   | 1,288           | 300          | 988▲            | 329.2%▲        | 9,583          | 6,000          | 3,583▲          | 59.7%▲       |
| Wairarapa Visitor Guide        | -               | -            | -               | 0.0%           | 29,950         | 30,000         | (50)▼           | -0.2%▼       |
| <b>Total Income</b>            | <b>(13,546)</b> | <b>9,765</b> | <b>(23,311)</b> | <b>-238.7%</b> | <b>791,522</b> | <b>843,756</b> | <b>(52,234)</b> | <b>-6.2%</b> |
| <b>Gross Profit</b>            | <b>(13,546)</b> | <b>9,765</b> | <b>(23,311)</b> | <b>-239.0%</b> | <b>791,522</b> | <b>843,756</b> | <b>(52,234)</b> | <b>-6.0%</b> |
| <b>Less Operating Expenses</b> |                 |              |                 |                |                |                |                 |              |
| Cleaning                       | 120             | -            | 120▲            | 0.0%           | 120            | -              | 120▲            | 0.0%         |
| General Expenses               | (7)             | -            | (7)▼            | 0.0%           | 63             | -              | 63▲             | 0.0%         |

# Profit & Loss

|  | Actual | Budget | Var NZD | Var %    | YTD Actual | YTD Budget | Var NZD  | Var %    |
|--|--------|--------|---------|----------|------------|------------|----------|----------|
| Loss on Sale of Fixed Assets             | 3,293  | -      | 3,293▲  | 0.0%     | 3,293      | -          | 3,293▲   | 0.0%     |
| <b>Corporate Support Expenses</b>        |        |        |         |          |            |            |          |          |
| ACC Levies                               | -      | 600    | (600)▼  | -100.0%▼ | 1,154      | 2,000      | (846)▼   | -42.3%▼  |
| Accounting Fees                          | 1,980  | 1,200  | 780▲    | 65.0%▲   | 12,148     | 14,400     | (2,252)▼ | -15.6%▼  |
| Audit Fees                               | 8,000  | -      | 8,000▲  | 0.0%     | 8,000      | 8,000      | -        | 0.0%     |
| Bad Debts                                | -      | -      | -       | 0.0%     | -          | 500        | (500)▼   | -100.0%▼ |
| Bank Fees - ANZ                          | 37     | 62     | (25)▼   | -40.6%▼  | 709        | 750        | (41)▼    | -5.5%▼   |
| Board Fees                               | 10,730 | 5,902  | 4,828▲  | 81.8%▲   | 23,682     | 23,608     | 74▲      | 0.3%▲    |
| Board Members Expenses                   | -      | -      | -       | 0.0%     | 9          | 200        | (191)▼   | -95.7%▼  |
| Contract staff                           | 6,300  | -      | 6,300▲  | 0.0%     | 6,300      | -          | 6,300▲   | 0.0%     |
| Depreciation                             | 1,071  | 958    | 113▲    | 11.7%▲   | 12,529     | 11,496     | 1,033▲   | 9.0%▲    |
| Electricity Corporate                    | 132    | 90     | 42▲     | 46.3%▲   | 1,471      | 1,100      | 371▲     | 33.7%▲   |
| Equipment Rental                         | 91     | 91     | -▼      | -0.2%▼   | 1,089      | 1,092      | (3)▼     | -0.2%▼   |
| Fringe Benefit Tax                       | 1,541  | -      | 1,541▲  | 0.0%     | 6,120      | 5,800      | 320▲     | 5.5%▲    |
| Information Technology                   | 393    | 592    | (199)▼  | -33.6%▼  | 9,148      | 7,104      | 2,044▲   | 28.8%▲   |
| Insurance                                | 355    | 454    | (99)▼   | -21.8%▼  | 4,926      | 5,448      | (522)▼   | -9.6%▼   |
| Interest Expense                         | 2,194  | 165    | 2,029▲  | 1229.4%▲ | 4,012      | 1,980      | 2,032▲   | 102.6%▲  |
| Kitchen Supplies Corporate               | 88     | 40     | 48▲     | 118.9%▲  | 634        | 500        | 134▲     | 26.7%▲   |
| KiwiSaver Employer Contributions         | 1,833  | 1,290  | 543▲    | 42.1%▲   | 13,522     | 15,500     | (1,978)▼ | -12.8%▼  |
| Membership Expenses                      | -      | -      | -       | 0.0%     | 1,165      | 800        | 365▲     | 45.6%▲   |
| Merchant & BNZ Bank Fees                 | 77     | 250    | (173)▼  | -69.2%▼  | 2,120      | 3,000      | (880)▼   | -29.3%▼  |
| Office Supplies & Photocopying Corporate | 525    | 55     | 470▲    | 855.0%▲  | 8,479      | 660        | 7,819▲   | 1184.7%▲ |
| Personnel incl. Training Corporate       | 30     | 250    | (220)▼  | -87.8%▼  | 5,242      | 3,000      | 2,242▲   | 74.7%▲   |
| Rent & Rates Corporate                   | 1,311  | 1,250  | 61▲     | 4.9%▲    | 16,239     | 15,000     | 1,239▲   | 8.3%▲    |

# Profit & Loss

|   | Actual        | Budget        | Var NZD       | Var %        | YTD Actual     | YTD Budget     | Var NZD         | Var %        |
|---|---------------|---------------|---------------|--------------|----------------|----------------|-----------------|--------------|
| Salaries                                      | 37,927        | 23,404        | 14,523▲       | 62.1%▲       | 269,237        | 305,000        | (35,763)▼       | -11.7%▼      |
| Subscriptions & Membership                    | (434)         | 50            | (484)▼        | -967.5%▼     | 10,811         | 10,420         | 391▲            | 3.7%▲        |
| Telecom incl Mobiles Corporate                | 987           | 840           | 147▲          | 17.5%▲       | 11,449         | 10,100         | 1,349▲          | 13.4%▲       |
| Vehicle Leases                                | (5,026)       | 468           | (5,494)▼      | -1174.0%▼    | 104            | 5,600          | (5,496)▼        | -98.1%▼      |
| Vehicle Operating Costs                       | 821           | 1,250         | (429)▼        | -34.3%▼      | 13,596         | 15,000         | (1,404)▼        | -9.4%▼       |
| <b>Total Corporate Support Expenses</b>       | <b>70,962</b> | <b>39,261</b> | <b>31,701</b> | <b>80.7%</b> | <b>443,893</b> | <b>468,058</b> | <b>(24,165)</b> | <b>-5.2%</b> |
| <b>Total I-Site Expenses</b>                  |               |               |               |              |                |                |                 |              |
| Electricity i-SITES                           | 275           | 375           | (100)▼        | -26.8%▼      | 3,470          | 4,500          | (1,030)▼        | -22.9%▼      |
| Kitchen Supplies i-SITES                      | 13            | 40            | (27)▼         | -66.3%▼      | 827            | 490            | 337▲            | 68.7%▲       |
| Less Cost of Sales                            | (61)          | 100           | (161)▼        | -160.8%▼     | 4,645          | 1,600          | 3,045▲          | 190.3%▲      |
| Office Supplies i-SITES                       | -             | 50            | (50)▼         | -100.0%▼     | 2,735          | 590            | 2,145▲          | 363.5%▲      |
| Personnel incl Training & Conferences i-SITES | -             | 160           | (160)▼        | -100.0%▼     | 3,250          | 1,900          | 1,350▲          | 71.1%▲       |
| Photocopier i-SITES                           | 293           | 34            | 259▲          | 762.9%▲      | 1,612          | 400            | 1,212▲          | 303.0%▲      |
| Rent & Rates i-SITES                          | 1,667         | 1,750         | (83)▼         | -4.8%▼       | 25,428         | 21,000         | 4,428▲          | 21.1%▲       |
| Repairs & Maintenance i-SITES                 | -             | -             | -             | 0.0%         | 86             | 100            | (14)▼           | -13.9%▼      |
| Telecom i-SITES                               | 76            | 375           | (299)▼        | -79.7%▼      | 3,580          | 4,500          | (920)▼          | -20.4%▼      |
| Travel & Transport                            | -             | -             | -             | 0.0%         | 24             | -              | 24▲             | 0.0%         |
| Wages   | 17,300        | 12,800        | 4,500▲        | 35.2%▲       | 165,961        | 166,000        | (39)▼           | 0.0%▼        |
| <b>Total Total I-Site Expenses</b>            | <b>19,563</b> | <b>15,684</b> | <b>3,879</b>  | <b>24.7%</b> | <b>211,619</b> | <b>201,080</b> | <b>10,539</b>   | <b>5.2%</b>  |
| <b>Total Marketing Expenses</b>               |               |               |               |              |                |                |                 |              |
| Advertising                                   | -             | -             | -             | 0.0%         | 755            | -              | 755▲            | 0.0%         |
| Business Events Marketing                     | 615           | 1,000         | (385)▼        | -38.5%▼      | 11,735         | 33,000         | (21,265)▼       | -64.4%▼      |
| CNZWT Marketing                               | -             | -             | -             | 0.0%         | 3,250          | 2,500          | 750▲            | 30.0%▲       |
| Distribution                                  | 807           | 925           | (118)▼        | -12.7%▼      | 11,369         | 11,100         | 269▲            | 2.4%▲        |



# Profit & Loss

|   | Actual         | Budget        | Var NZD       | Var %        | YTD Actual     | YTD Budget     | Var NZD         | Var %         |
|---|----------------|---------------|---------------|--------------|----------------|----------------|-----------------|---------------|
| Domestic Marketing                      | 84             | 585           | (501)▼        | -85.7%▼      | 3,104          | 7,000          | (3,896)▼        | -55.7%▼       |
| Domestic Marketing Email Distribution   | 160            | 500           | (340)▼        | -68.0%▼      | 5,681          | 6,000          | (319)▼          | -5.3%▼        |
| Domestic Marketing Facebook             | 305            | 240           | 65▲           | 27.2%▲       | 3,800          | 5,000          | (1,200)▼        | -24.0%▼       |
| Domestic Marketing Spring Campaign      | -              | -             | -             | 0.0%         | 225            | 2,000          | (1,775)▼        | -88.8%▼       |
| Domestic Marketing Wings Campaign       | -              | -             | -             | 0.0%         | 3,597          | 2,000          | 1,597▲          | 79.8%▲        |
| Domestic Marketing Winter Campaign      | 2,854          | -             | 2,854▲        | 0.0%         | 2,854          | 2,000          | 854▲            | 42.7%▲        |
| Domstic Marketing Consumer Expos        | 37             | -             | 37▲           | 0.0%         | 1,785          | 1,000          | 785▲            | 78.5%▲        |
| Imagery                                 | -              | -             | -             | 0.0%         | 2,745          | 4,000          | (1,255)▼        | -31.4%▼       |
| International Marketing Alliance        | -              | -             | -             | 0.0%         | 25,007         | 26,700         | (1,693)▼        | -6.3%▼        |
| Media Hosting                           | 1,546          | 500           | 1,046▲        | 209.1%▲      | 6,244          | 6,000          | 244▲            | 4.1%▲         |
| Relationship Marketing                  | 71             | 65            | 6▲            | 10.0%▲       | 1,339          | 800            | 539▲            | 67.4%▲        |
| Rimutaka Cycle Trail                    | -              | -             | -             | 0.0%         | 6,030          | 5,000          | 1,030▲          | 20.6%▲        |
| Trade Events & Training                 | -              | 585           | (585)▼        | -100.0%▼     | 6,818          | 7,000          | (182)▼          | -2.6%▼        |
| Trade Famils                            | 73             | 250           | (177)▼        | -70.7%▼      | 2,976          | 3,000          | (24)▼           | -0.8%▼        |
| Visitor Guide                           | -              | -             | -             | 0.0%         | 18,034         | 17,500         | 534▲            | 3.1%▲         |
| Website                                 | 1,669          | 587           | 1,082▲        | 184.3%▲      | 13,143         | 7,000          | 6,143▲          | 87.8%▲        |
| <b>Total Total Marketing Expenses</b>   | <b>8,221</b>   | <b>5,237</b>  | <b>2,984</b>  | <b>57.0%</b> | <b>130,490</b> | <b>148,600</b> | <b>(18,110)</b> | <b>-12.2%</b> |
| <b>Total Projects Expenses</b>          |                |               |               |              |                |                |                 |               |
| <b>RCT Project</b>                      |                |               |               |              |                |                |                 |               |
| Remutaka Cycle Trail Project - Expenses | -              | -             | -             | 0.0%         | 4,500          | -              | 4,500▲          | 0.0%          |
| <b>Total RCT Project</b>                | <b>-</b>       | <b>-</b>      | <b>-</b>      | <b>0.0%</b>  | <b>4,500</b>   | <b>-</b>       | <b>4,500</b>    | <b>0.0%</b>   |
| <b>Total Total Projects Expenses</b>    | <b>-</b>       | <b>-</b>      | <b>-</b>      | <b>0.0%</b>  | <b>4,500</b>   | <b>-</b>       | <b>4,500</b>    | <b>0.0%</b>   |
| <b>Total Operating Expenses</b>         | <b>102,153</b> | <b>60,182</b> | <b>41,971</b> | <b>69.7%</b> | <b>793,978</b> | <b>817,738</b> | <b>(23,760)</b> | <b>-2.9%</b>  |

# Profit & Loss

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|                                     | Actual           | Budget          | Var NZD         | Var %          | YTD Actual     | YTD Budget    | Var NZD         | Var %          |
|-------------------------------------|------------------|-----------------|-----------------|----------------|----------------|---------------|-----------------|----------------|
| <b>Operating Profit</b>             | <b>(115,700)</b> | <b>(50,417)</b> | <b>(65,283)</b> | <b>-129.0%</b> | <b>(2,456)</b> | <b>26,018</b> | <b>(28,474)</b> | <b>-109.0%</b> |
| <b>Non-operating Expenses</b>       |                  |                 |                 |                |                |               |                 |                |
| Entertainment - Non deductible      | 38               | 333             | (295)▼          | -88.6%▼        | 3,365          | 3,996         | (631)▼          | -15.8%▼        |
| <b>Total Non-operating Expenses</b> | <b>38</b>        | <b>333</b>      | <b>(295)</b>    | <b>-88.6%</b>  | <b>3,365</b>   | <b>3,996</b>  | <b>(631)</b>    | <b>-15.8%</b>  |
| <b>Net Profit</b>                   | <b>(115,738)</b> | <b>(50,750)</b> | <b>(64,988)</b> | <b>-128.0%</b> | <b>(5,821)</b> | <b>22,022</b> | <b>(27,843)</b> | <b>-126.0%</b> |