

**Destination Wairarapa Board**  
**30 April 2012**  
**General Manager's report**

**i-SITEs:**

- **Sales**

Gross revenue had climbed every month for the past quarter (Jan-Mar) versus the same months last year. However the Autumn revenue decline has appeared in April.

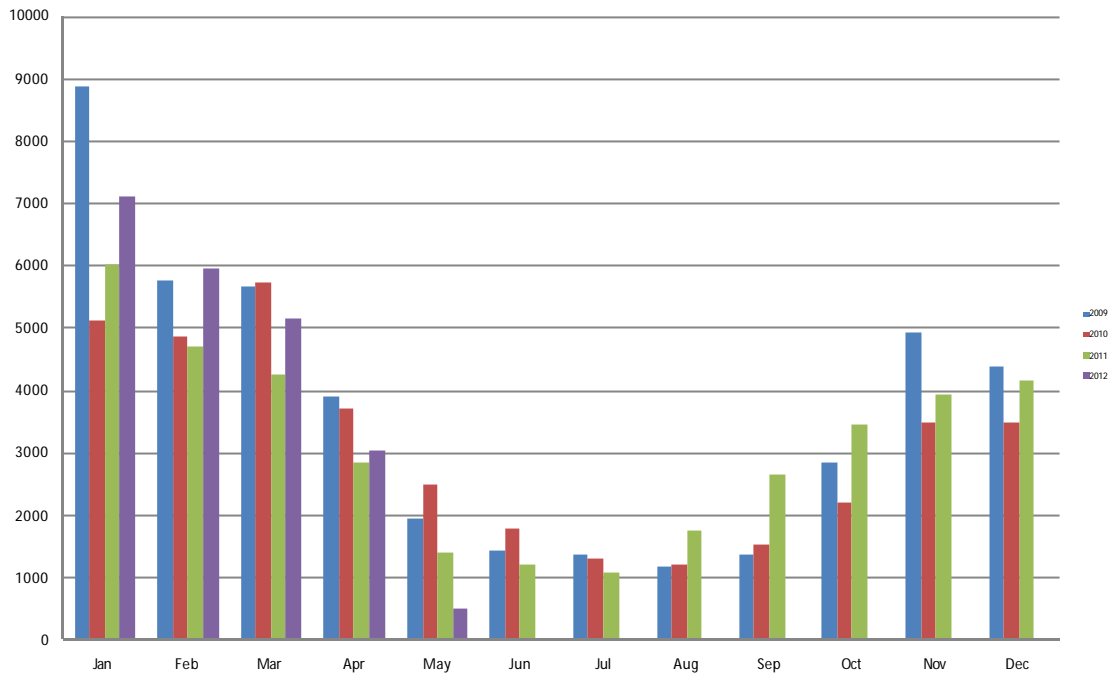
  - January \$53,674 – up 22%
  - February \$62,196 – up 48%
  - March \$51,255 – up 30%
  - April \$24,153 – down 6.8%
  
- **Foot Count**

It was surprising to see April foot counts increase by 27.5% and disappointing to see a drop in revenue against such good visitor numbers.

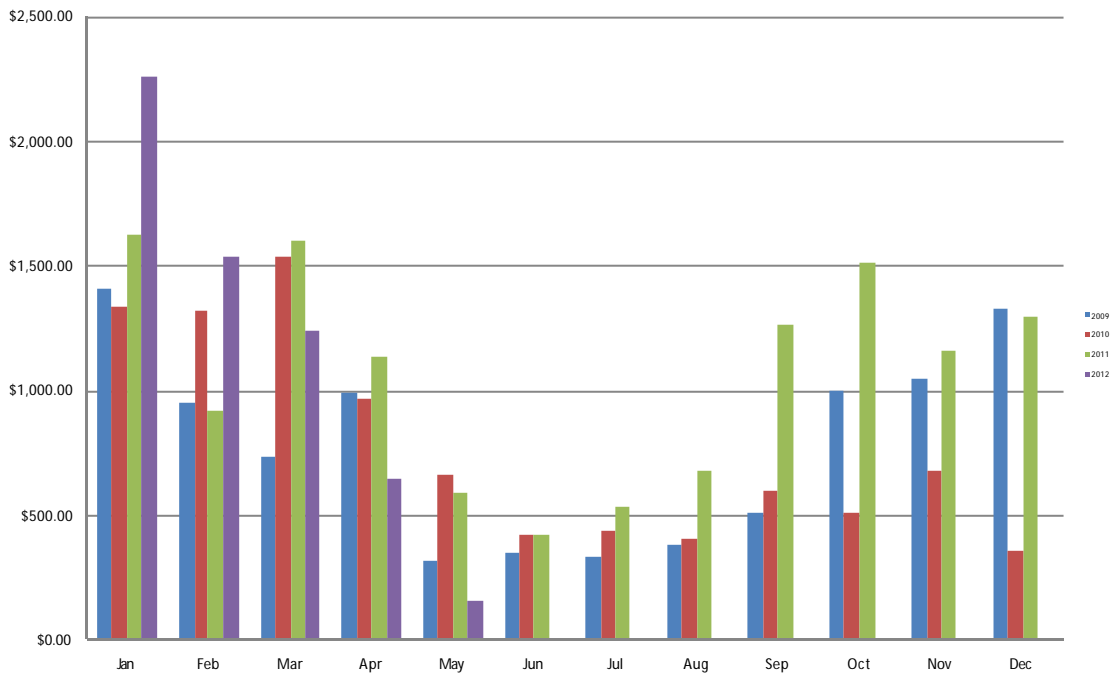
  - January 6,610 – up 23.5%
  - February 6,182 – up 26%
  - March 5,158 – up 17%
  - April 4,649 – up 27.5%
  
- **Attended Featherston Walkways & Reserves Trust opening of upgraded Bell Street walkway**

  - Site visits with The Lodge at Honeycomb Rock
  - Customer Service & visitor information workshop with Featherston Information Centre volunteers
  - Completed staff performance appraisals. All team performing well, meeting targets and all positive about their role. All advise that they are enjoying their work
  - Repositioning underway of i-SITE's in local market as one stop shop for locals to purchase milestone occasions gifts as a voucher. Gift voucher templates and wallets in production
  - Advertising in Wairarapa News. To increase activities sales for members and increase revenue in i-SITE's
  - Working closely with Intercity who have provided a special offer with their Ipiri cruise product from Pahia (\$299 pp with free return coach travel from Auckland – saving of over \$160 pp).

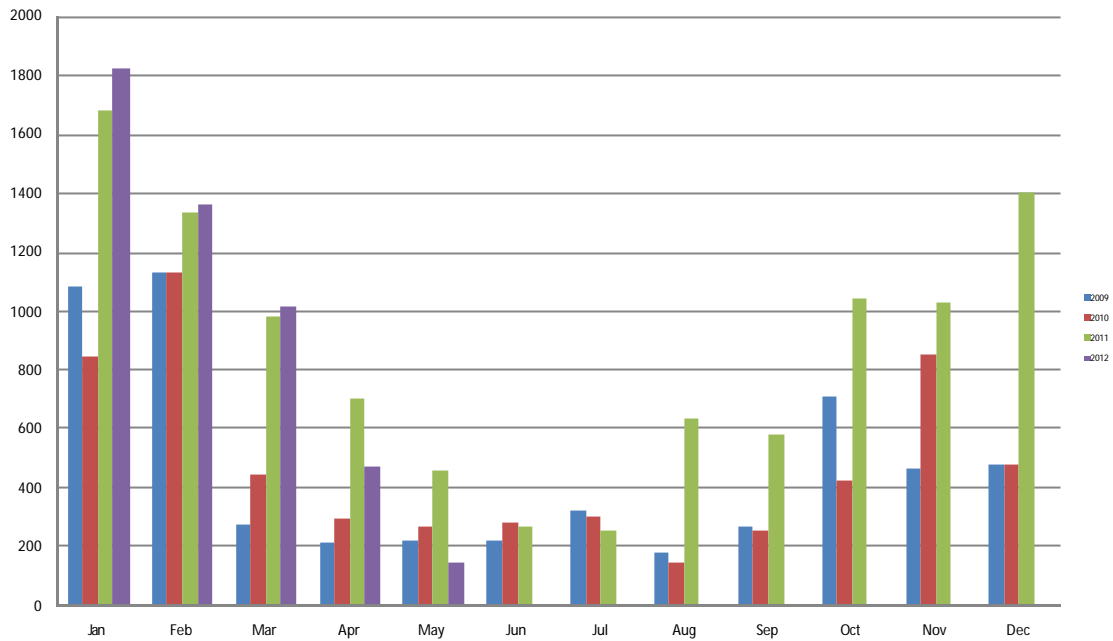
### DW Revenue i-SITE



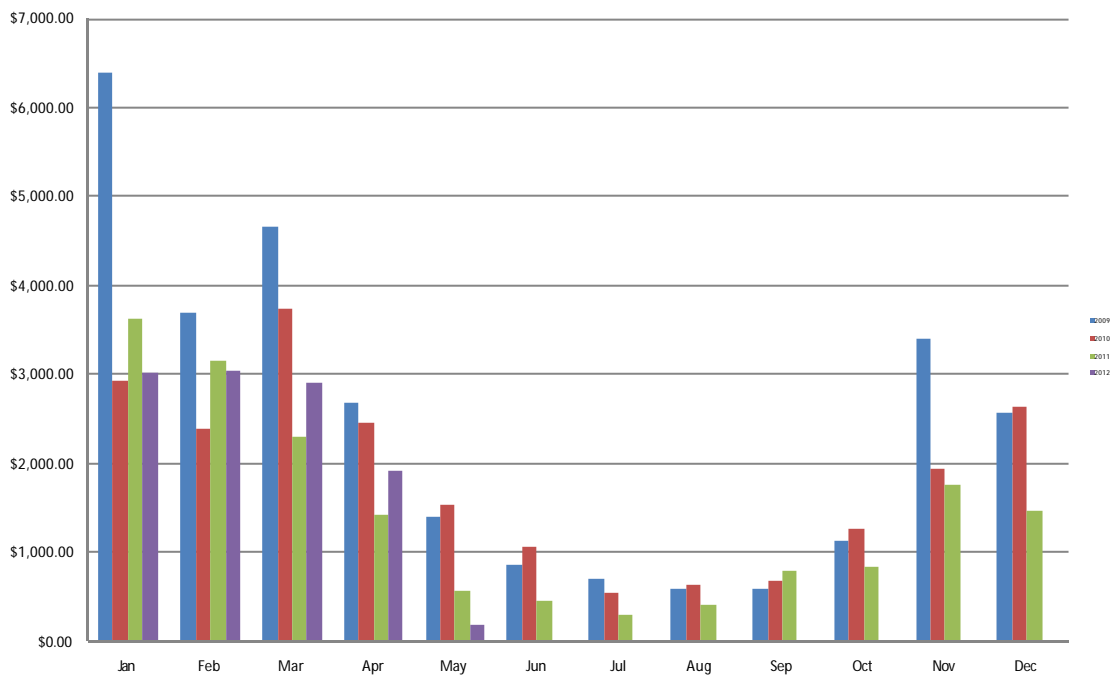
### Retail Sales



### Travel , activities & ticket sales commissions



### Accommodation Commissions (incl GST)



### Destination Development:

- A meeting between the Wellington Wairarapa Cycle Trail and Wharekauhau and Orongorongo Station to establish a preliminary agreement was held at Silverstream Retreat. The agreement has since been signed by all parties to enable the application to MED to proceed.
- Met with American Car enthusiast from Dannevirke re setting up a transport service and experience in the region

- Met with Waituna Homestay re involvement in the Wellington Wairarapa Cycle Trail
- Met with Wharerata Organics re being involved in the special interest agricultural product promotion
- Met with Kiwi Rail to discuss more tourist focused service from Wellington
- Attended Wairarapa Development Group meeting to discuss the Air New Zealand opportunity with the 6 week change of schedule

**Destination Marketing:**

- Due to our Marketing Manager being busy with TRENZ in Queenstown we do not have an update this month. We will bring you up to date next month.

**Destination Management:**

- Destination Wairarapa submitted to SWDC, CDC and MDC on Regional Amenities Fund and Local Government Reform
- Participated in the Wairarapa Chamber of Commerce regional quarterly catch up
- CNZWT has decided to restructure the way the touring route is marketed. 31 August will be the last day of service for the current marketing manager and the tasks will be dispersed through the relevant RTOs. It had become apparent that much of the marketing work was being doubled up by CNZWT and the RTOs.
- Cluster meeting was held to discuss regional promotion of conferences
- Meeting was held to review Destination Wairarapa membership structure
- Key client visits:
  - Masterton District Council
  - Carterton District Council
  - Wings Over Wairarapa
  - Air New Zealand – Regional Manager
- Other client visits
  - Tirohana
  - Murdoch James
  - The Claremont
  - Margrain
  - Hauiti Lavender Farm
  - Lavenders Green
  - Masterton Motor Lodge
  - Gateway Motor Inn
  - TRC Toyota
  - Printcraft re 2012-2013 Visitor Guide
- Sustainable Tourism Advisor in Regions (STAR) activity:
  - Carterton Events Centre

### March Accommodation Statistics:

- Guest Arrivals had declined in December and January but not as far as the competitor set. February showed solid growth against the competitor set but also against the same month last year (up 9.9%). March is back to a small decline which doesn't compare well with Manawatu's strong 10% growth
- Guest Nights continue to give good growth against same month last years and just as well when compared to the competitor set. However Manawatu's guest arrivals growth materialised as guest nights
- Occupancy was up 2.5 percentage points for the Wairarapa in March compared to the same month last year.

<b>Commercial Accommodation Monitor</b>				
Statistics New Zealand				<b>March 2012</b>
	<b>Wairarapa</b>	<b>Manawatu</b>	<b>Greater Wellington</b>	<b>National</b>
<b>Guest Arrivals</b>				
2012	11,915	30,642	114,793	1,662,542
2011	12,044	27,500	126,194	1,661,480
Variance	-1.1%	10.3%	-9.9%	0.1%
<b>Guest Nights</b>				
2012	21,621	56,787	229,662	3,071,265
2011	20,929	50,570	242,455	3,095,870
Variance	3.2%	10.9%	-5.6%	-0.8%
<b>Occupancy</b>				
2012	28.2%	44.7%	70.5%	42.2%
2011	25.7%	39.7%	71.3%	42.6%
Variance	2.5	5.0	-1.9	-1.3
<b>Length of Stay</b>				
2012	1.8	1.9	2.0	1.9
2011	1.7	1.8	1.9	1.9
Note: Greater Wellington excludes Wellington City				

**David Hancock**  
**General Manager**

# DESTINATION WAIRARAPA INC.

INCOME STATEMENT FOR THE PERIOD 30/04/12



	Actual	Budget	Actual	Budget
	30/04/2012	30/04/2012	YTD	YTD
	\$	\$	\$	\$
<b>REVENUE</b>				
Retail Sales & Other Commissions	648	1,000	12,115	9,000
Less Cost of Sales	(448)	(500)	(8,220)	(5,000)
Accommodation Commissions	2,387	1,500	26,158	22,000
Escape Planner - Revenue	-	-	6,000	6,000
Wine Map Revenue	-	-	12,840	26,080
Other Revenue	1,500	1,550	3,499	11,550
Grants - Councils	33,813	34,528	344,256	341,736
Donation - THCT	21,378	20,570	207,167	203,164
Donations & Gifts	-	-	5,000	5,000
Membership	4,921	4,667	46,735	46,667
Interest Received	1,015	467	5,170	4,667
			-	-
<b>Operational Revenue</b>	<b>65,213</b>	<b>63,782</b>	<b>660,721</b>	<b>670,863</b>
<b>EXPENDITURE</b>				
<b>Corporate Support</b>				
Salaries	17,943	17,816	179,663	178,164
Personnel Expenses incl Training	184	91	7,378	1,818
Board Fees	-	-	15,580	15,000
Board Members' Expenses	530	-	847	750
Membership Expenses incl TDG	217	500	3,030	5,000
Balloon Incident	-	-	2,128	-
Subscriptions & Membership	701	1,405	7,607	8,459
Vehicle Leases	-	1,102	-	7,846
Vehicle Operating Costs	1,366	1,688	14,626	16,875
Other Travel & Transport	-	-	16	-
Rent & Rates	1,112	1,218	13,169	12,175
Electricity	86	96	916	958
Telecoms incl Mobiles	800	917	10,470	9,167
Information Technology	704	622	11,053	10,636
Office Supplies incl Furnishings	295	281	2,776	2,805
Kitchen Supplies	11	50	393	500
Repairs & Maintenance	-	-	60	-
Equipment Rental	101	112	1,009	1,122
Bank Fees - National Bank	33	50	822	500
Accounting Fees	2,083	2,083	20,833	20,833
Merchant & Bank Fees - BNZ	376	267	2,578	2,667
Insurance	400	383	3,724	3,833
ACC Levies	-	-	1,915	2,400
Fringe Benefit Tax	-	-	1,961	3,150
Legal Expenses	-	-	945	1,000
Audit Fees	812	1,122	12,312	11,217
Other Fees	-	-	1,068	-
Depreciation	2,773	1,375	22,375	13,750
Loss on Sale	-	-	1,535	-
Interest Expense	946	542	6,183	5,417
			-	-
<b>Total Corporate Support Expenses</b>	<b>31,475</b>	<b>31,718</b>	<b>346,973</b>	<b>336,042</b>

**DESTINATION WAIRARAPA INC.**

**INCOME STATEMENT FOR THE PERIOD 30/04/12**



	<b>Actual</b>	<b>Budget</b>	<b>Actual</b>	<b>Budget</b>
	<b>30/04/2012</b>	<b>30/04/2012</b>	<b>YTD</b>	<b>YTD</b>
<b>Marketing</b>				
Contract Staff	1,394	2,100	14,717	21,000
CNZWT Marketing	13		27,629	29,000
International Marketing Alliance	-	-	45,036	45,500
Advertising	-	-	1,239	2,300
Distribution	707	972	10,490	9,721
Web Site & E-Marketing	610	750	4,591	11,600
Relationship Marketing	109	-	2,194	-
Wine Map	-	-	4,355	6,400
Branding & Imagery	49	167	1,684	1,667
Exhibitions & Events	1,490	2,000	11,654	7,900
Trade	286	-	2,628	1,500
Media	192	-	4,152	1,000
Conferences	-	-	1,950	2,100
<b>Total Marketing Expenses</b>	<b>4,850</b>	<b>5,989</b>	<b>132,320</b>	<b>139,688</b>
<b>I-Sites</b>				
Wages	13,347	14,157	134,347	141,572
Personnel incl Training & Conferences	496	517	6,712	5,167
Travel & Transport	108	108	571	1,083
Rent & Rates	1,895	2,006	18,591	20,055
Electricity	147	442	4,184	4,417
Telecoms	523	667	6,209	6,667
Photocopier	38	29	359	292
Office Supplies incl Furnishings	193	200	1,733	2,000
Kitchen Supplies	141	183	1,908	1,833
Cleaning & Rubbish Disposal	-	42	-	417
Repairs & Maintenance	-	25	59	250
New Aratoi I-Site	-	-	-	-
<b>Total I-Site Expenses</b>	<b>16,888</b>	<b>18,375</b>	<b>174,673</b>	<b>183,752</b>
<b>Operating Expenditure</b>	<b>53,213</b>	<b>56,082</b>	<b>653,966</b>	<b>659,481</b>
<b>INCOME STATEMENT SUMMARY</b>				
Operating Surplus/(Deficit)	12,000	7,699	6,755	11,382
Projects Surplus/(Deficit)	1,036	1,833	(27,216)	8,833
<b>Net Surplus/(Deficit)</b>	<b>13,036</b>	<b>9,533</b>	<b>(20,461)</b>	<b>20,215</b>

**DESTINATION WAIRARAPA INC.**

**INCOME STATEMENT FOR THE PERIOD 30/04/12**



	Actual	Budget	Actual	Budget
	30/04/2012	30/04/2012	YTD	YTD
<b>PROJECTS</b>				
<b>STAR *</b>				
Prior Years' Income			<b>88,400</b>	
Prior Years' Expenditure			(30,142)	
Prior Years' Balance			58,258	
<b>STAR *</b>				
<b>2011/2012</b>				
Income		<b>3,917</b>	-	<b>39,167</b>
Expenditure	(964)	(1,667)	(5,636)	(16,667)
2011/2012 Year	(964)	2,250	(5,636)	22,500
<b>Spring &amp; Rugby Festival</b>				
Income		<b>1,083</b>	<b>6,000</b>	<b>10,833</b>
Expenditure		(1,083)	(15,953)	(10,833)
Total	-	-	(9,953)	-
<b>SATW</b>				
Income	-	-	-	-
Expenditure	-	-	(9,442)	(8,000)
Total	-	-	(9,442)	(8,000)
<b>Conference Marketing</b>				
Income	<b>2,000</b>	-	<b>3,000</b>	-
Expenditure			(4,060)	(1,500)
Total	2,000	-	(1,060)	(1,500)
<b>Rugby World Cup</b>				
Income		<b>2,167</b>	<b>20,749</b>	<b>21,667</b>
Expenditure		(2,167)	(21,664)	(21,667)
Total	-	-	(915)	-
<b>Cycling</b>				
Income			-	-
Expenditure		(417)	(210)	(4,167)
Total	-	(417)	(210)	(4,167)
2011/2012 Year				
Projects Surplus/(Deficit)	<b>1,036</b>	<b>1,833</b>	<b>(27,216)</b>	<b>8,833</b>
* STAR Total			52,622	



# DESTINATION WAIRARAPA INC.

BALANCE SHEET AS AT 30 APRIL 2012



CURRENT ASSETS	\$	\$
Cash Float	400.00	
<b>Funds at Bank</b>		
Bank - National	47,092	
National Bank - Call Account	212,606	
<b>Current Assets</b>		
BNZ Trust Account.	7,026	
Inventory I-Sites	2,822	
Receivables	75,382	
Receivables Other	-	
Prepayment	784	
<b>Total Current Assets</b>	<b>346,113</b>	
<b>NON-CURRENT ASSETS</b>		
Fixed Assets	154,171	
Less Accumulated Depreciation	(55,552)	
<b>Fixed Assets</b>	<b>98,619</b>	
<b>TOTAL ASSETS</b>		<b>444,732</b>
<b>LIABILITIES</b>		
Accounts Payable	27,278	
Income in Advance	142,752	
BNZ Trust Account (Commission)	7,026	
Payroll Liability	22,042	
Finance Lease	12,295	
Loans - BNZ	9,641	
Toyota Finance	57,685	
<b>Total Liabilities</b>	<b>278,719</b>	
<b>TOTAL LIABILITIES</b>		<b>278,719</b>
<b>EQUITY</b>		
<b>Opening Retained Earnings 2010/11</b>	186,473	
Surplus / (Deficit) for the year	(20,461)	
<b>Total Equity</b>		<b>166,013</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>		<b>444,732</b>

**DESTINATION WAIRARAPA  
STATEMENT OF CASH FLOWS  
AS AT 30 APRIL 2012**



Cash Flows from Operating Activities

<u>Cash was provided from:</u>	<b>\$</b>
Donation - Trust House	249,923
Donation - Others	5,000
Receipts from Customers	197,323
Grants Received - TLA	332,612
Interest Received	5,170
	<u>790,028</u>

Cash was applied to:

Payments to suppliers and employees	708,516
Interest Paid	6,183
	714,699

**Net Cash Inflows / (Outflows) from Operating Activities** 75,329

Cash Flows from Investing Activities

Cash was applied to:	
Purchase of Fixed Assets	54,899
Sale of Fixed Assets	(15,242)
<b>Net Cash Outflows from Investing Activities</b>	<b>(39,657)</b>

**Cash Flows from Financing Activities**

Cash was provide from:	
Proceeds from Borrowings	67,326
Cash was applied to:	
Finance Lease Repayments	(3,105)

**Net Cash inflows from Financing Activities** (3,105)

**Net (Decrease) / Increase in Cash Held** 32,567

Opening Cash Balance 164,126

Closing Cash Balance 267,124

Closing Cash is made up of:

Cash Floats	400
Funds at Bank	54,118
Short Term Deposits	212,606
	<u>267,124</u>

# DESTINATION WAIRARAPA - FIXED ASSET DEPRECIATION SCHEDULE

As at 30 APRIL 2012



ASSET	PURCHASE DATE	COST PRICE	ACCUM DEPN	OPENING BOOK VALUE	ADDITIONS	SALES	PROFIT (LOSS)	DEPN RATE % DV	YTD DEPN	CLOSING BOOK VALUE
<b>Furniture &amp; Equipment</b>										
Projector Trolley	Oct-07	108	42	66				12.50 DV	7	59
Brochure Stand	Oct-07	150	59	91				12.50 DV	10	82
Brochure Stand	Oct-07	159	63	96				12.50 DV	10	86
Martinborough Sign	Oct-07	209	82	127				12.50 DV	13	113
Coffee Table	Oct-07	234	92	142				12.50 DV	15	127
Disco Shelving	Oct-07	242	95	147				12.50 DV	15	131
Display Stand & Panels	Oct-07	309	121	188				12.50 DV	20	168
Wairarapa Banners	Oct-07	312	122	190				12.50 DV	20	170
Wall Display Unit	Oct-07	322	126	196				12.50 DV	20	175
Marketing Panel	Oct-07	338	133	205				12.50 DV	21	184
Chairs	Oct-07	388	152	236				12.50 DV	25	211
Lectern & Poster Holder	Oct-07	424	167	257				12.50 DV	27	230
Blinds	Oct-07	459	269	200				20.00 DV	33	166
Brochure Stand	Oct-07	646	253	393				12.50 DV	41	352
Signage	Oct-07	1,294	508	786				12.50 DV	82	704
Wairarapa Display Panels	Oct-07	1,870	736	1,135				12.50 DV	118	1,017
Joinery - Display Stands	Oct-07	6,536	2,567	3,969				12.50 DV	413	3,555
PABX System	Oct-08	5,133	3,226	1,905				36.00 DV	572	1,334
Midback Chairs (4)	Feb-09	859	343	516				19.20 DV	63	453
2 Drawer Filing Cabinet Black	Feb-09	496	198	298				19.20 DV	48	250
Form Midback Chair (2)	Feb-09	656	262	394				19.20 DV	63	331
Vortex Sofa & Chairs	Feb-09	512	205	307				19.20 DV	49	258
Vortex Tub Chair	Feb-09	296	118	178				19.20 DV	28	149
Desk - Light Maple	Feb-09	346	138	208				19.20 DV	33	175
Chair - Hero Black Knight	Feb-09	99	40	59				19.20 DV	10	50
Coffee Table	Feb-09	230	92	138				19.20 DV	22	116
Counter	Feb-09	7,960	2,104	5,856				12.00 DV	686	5,270
Signage	Jun-09	880	460	420				30.00 DV	105	315
Hero Chair Black Knight	Jun-09	119	42	76				19.20 DV	12	64
Essence Guest Chairs (2)	Jun-09	283	101	182				19.20 DV	29	153
Desks Tawa (3)	Jun-09	824	245	579				15.60 DV	75	504
Work Station Tawa (1)	Jun-09	399	118	281				15.60 DV	37	244
4 Drawer Mobiles (5)	Jun-09	989	346	622				19.20 DV	100	523
Bookcases Tawa (2)	Jun-09	532	190	342				19.20 DV	55	287
Cupboard Tawa	Jun-09	426	152	274				19.20 DV	44	230
Cubit Coffee Table	Jun-09	230	82	148				19.20 DV	24	124
Laptop	Jun-09	2,280	1,933	347				60.00 DV	173	173
IBM Equipment (2nd Hand)	Jun-09	3,470	2,290	1,180				40.00 DV	393	787
Work Station Tawa (1)	Jun-09	399	118	281				15.60 DV	37	244
PABX System 2	Jul-09	2,990	1,765	1,225				36.00 DV	367	857
Printis (3)	Aug-09	1,813	673	1,140				21.60 DV	205	935
Brochure Stand	Sep-09	1,019	220	798				12.50 DV	83	715
15" Monitor & Wall Bracket	Dec-09	1,219	902	317				60.00 DV	159	158
IBM Equipment (2nd Hand)	Feb-10	2,124	1,062	1,062				40.00 DV	354	708
Mobile Phones (2)	Feb-10	2,665	1,865	800				60.00 DV	400	400
Vortex 2 Seater Sofa	May-10	589	130	458				19.50 DV	75	384
Banner	Jun-10	1,964	419	1,545				20.00 DV	257	1,287
Banner Stand	Jun-10	1,690	361	1,329				20.00 DV	222	1,108
Ricoh Copier (Leased)	Feb-10	20,129	5,703	14,426				20.00 SL	3,355	11,071
Display Units	Oct-10	1,430	134	1,296				12.50 DV	135	1,161
Signage (Sign Factory)	Nov-10	1,184	237	947				30.00 DV	237	710
Computer Toshiba Tecra	Dec-10	1,715	500	1,215				50.00 DV	506	709
Printer Canon Laser	Dec-10	867	202	665				40.00 DV	222	443
Phillips LCD 22"	Dec-10	304	71	233				40.00 DV	78	156
Computer Toshiba Tecra A11	Feb-11	1,475	307	1,168				50.00 DV	497	681
Disk Drive 500GB HDD's (2)	Jun-11	995	41	954				50.00 DV	397	556
Server & Equipment	Jun-11	12,768	266	12,502				25.00 DV	2,605	9,897
Camera - Canon EOS1100	Dec-11				999			40.00 DV	167	833
Acer LCD 22" (4)	Jan-12				936			40.00 DV	125	811
<b>Total Furniture &amp; Equipment</b>		<b>98,336</b>	<b>33,245</b>	<b>65,091</b>	<b>1,935</b>	<b>-</b>	<b>-</b>		<b>13,899</b>	<b>53,127</b>
<b>Vehicles</b>										
Mitsubishi Airtrek 2003	Oct-07	12,000	6,778	5,222	-	4,261	(962)	20.00 DV	-	-
Holden Vectra	Jan-10	4,178	1,170	3,008	-	2,435	(573)	20.00 DV	-	-
Toyota Corolla ETU339	Oct-11				17,387			30.00 DV	3,043	14,344
Toyota Corolla EJM659	Oct-11				17,387			30.00 DV	3,043	14,344
Toyota Camry ESF771	Dec-11				19,126			30.00 DV	2,391	16,735
<b>Total Vehicles</b>		<b>16,178</b>	<b>7,947</b>	<b>8,230</b>	<b>53,900</b>	<b>6,696</b>	<b>(1,535)</b>		<b>8,476</b>	<b>45,424</b>
<b>Total for : Destination Wairarapa</b>		<b>114,514</b>	<b>41,193</b>	<b>73,321</b>	<b>55,825</b>	<b>6,696</b>	<b>(1,535)</b>		<b>22,375</b>	<b>98,551</b>