Destination Wairarapa Board
March 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. 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. Then February had a shocker with an 18% drop in guest nights.

Commercial Accommodation Monitor						
Statistics New Zealand			12 Months Ending February 2012 v 2013			
	Wairarapa	Manawatu	Greater Wellington	Hawkes Bay	Taupo	National
Guest Arrivals						
2013	106,364	271,504	1,154,296	429,304	549,723	16,133,197
2012	111,627	268,793	1,197,181	484,772	558,919	16,283,433
Variance	-4.9%	1.0%	-3.7%	-12.9%	-1.7%	-0.9%
Guest Nights						
2013	194,762	459,158	2,332,759	921,088	939,157	31,478,473
2012	202,416	467,796	2,438,169	983,194	965,520	31,766,286
Variance	-3.9%	-1.9%	-4.5%	-6.7%	-2.8%	-0.9%
Occupancy						
2013	21.6%	33.1%	57.8%	31.0%	35.9%	36.3%
2012	21.7%	32.2%	61.5%	32.9%	35.6%	36.8%
Variance	-0.1	1.1	-3.7	-1.9	0.3	-0.5
Length of Stay						
2013	1.8	1.7	2.0	2.2	1.7	2.0
2012	1.8	1.7	2.0	2.0	1.7	2.0

Commercial Accommodation Monitor

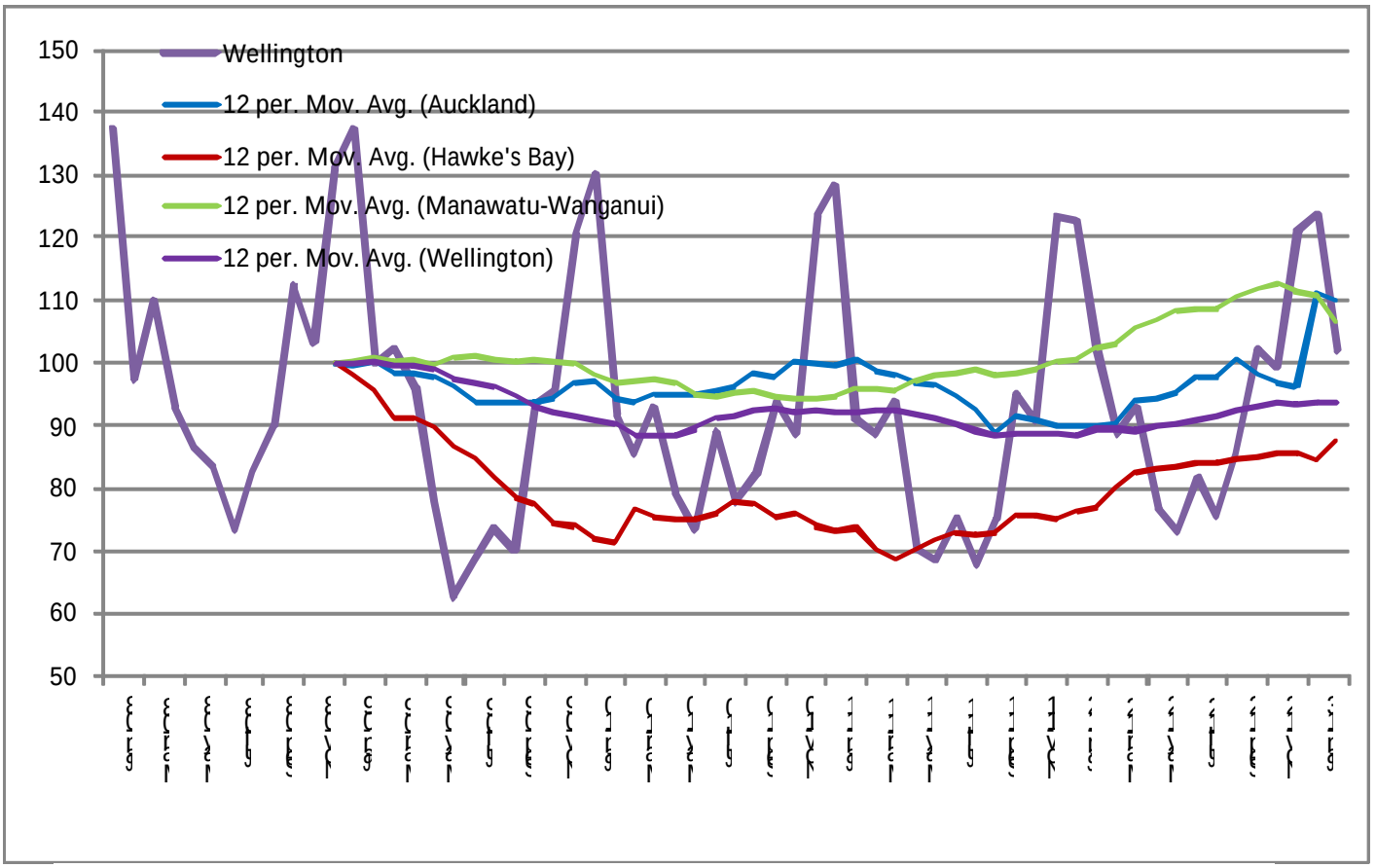
Statistics New Zealand — **Summer (Dec-Feb) 2012 v 2013**

	Wairarapa	Manawatu	Greater Wellington	Hawkes Bay	Taupo	National
Guest Arrivals						
2013	39,276	65,864	323,123	152,795	183,906	5,353,878
2012	41,209	67,121	307,202	169,990	180,381	5,339,760
Variance	-4.9%	-1.9%	4.9%	-11.3%	1.9%	0.3%
Guest Nights						
2013	71,599	108,908	648,123	351,536	320,806	10,678,163
2012	75,829	117,543	616,399	358,151	319,260	10,568,718
Variance	-5.9%	-7.9%	4.9%	-1.9%	0.5%	1.0%
Occupancy						
2013	30.1%	31.0%	59.4%	43.1%	47.7%	45.4%
2012	32.7%	31.6%	59.9%	43.7%	44.9%	44.6%
Variance	-2.6	-0.6	-0.5	-0.6	2.8	0.8
Length of Stay						
2013	1.8	1.7	2.0	2.3	1.7	2.0
2012	1.8	1.8	2.0	2.1	1.8	2.0

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

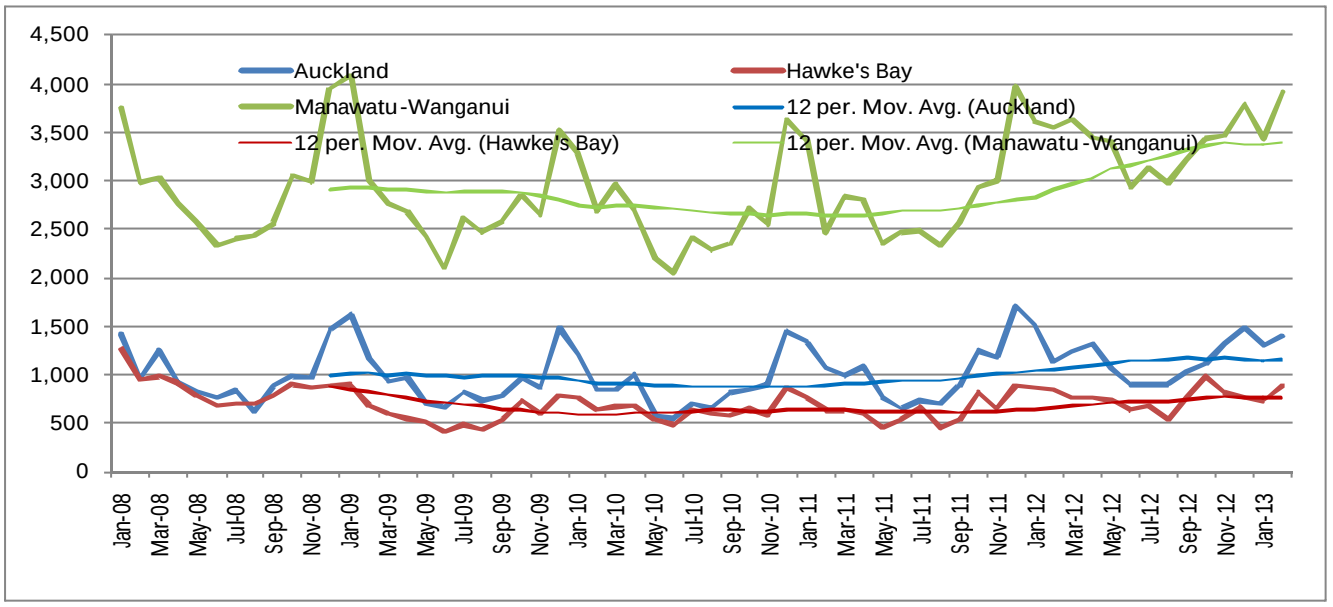
Domestic Level of Spending

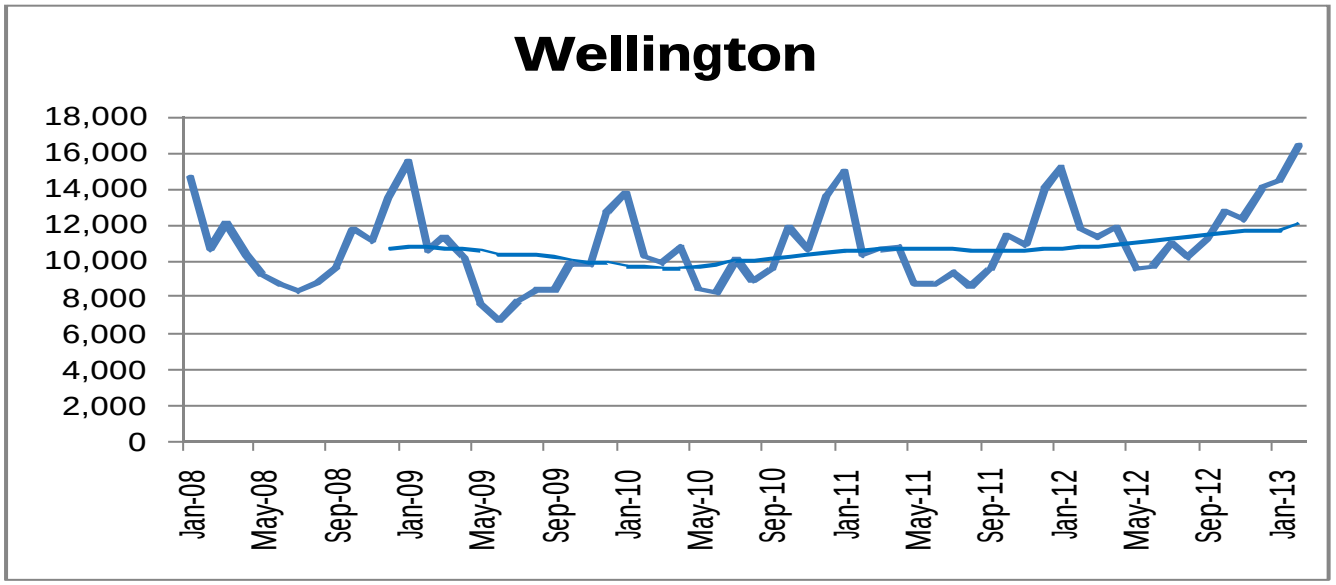
- Spending by domestic markets in Wairarapa has been trending upward since mid 2010
- Wellingtonian spend in summers has been in decline year after year but winters have shown some growth. Spending overall by Wellingtonians in Wairarapa has generally trended upward month after month for the past year.
- 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

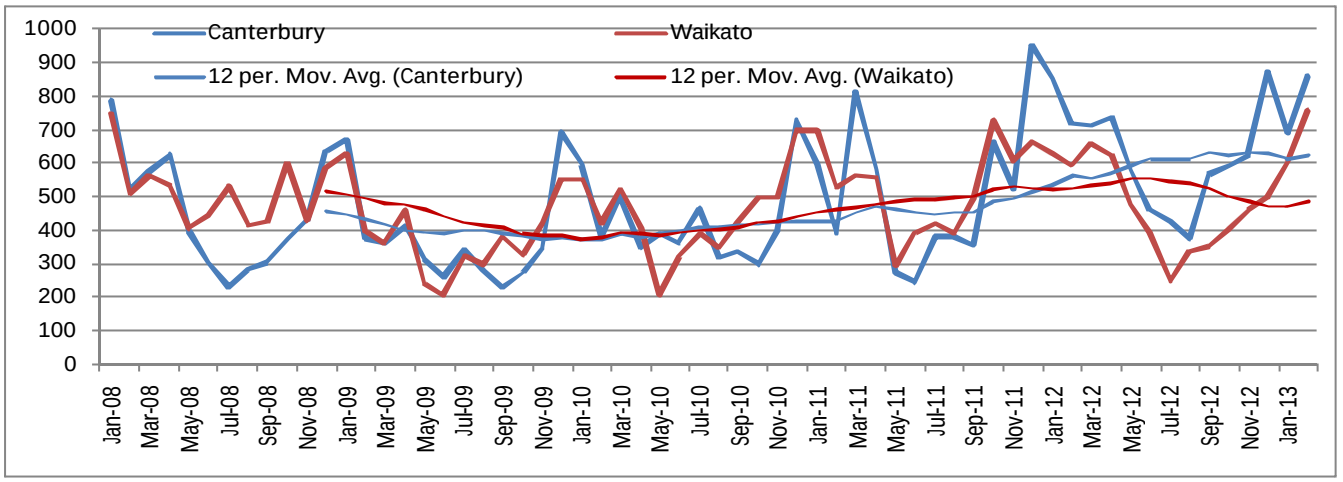


Domestic Volume of Transactions

- 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



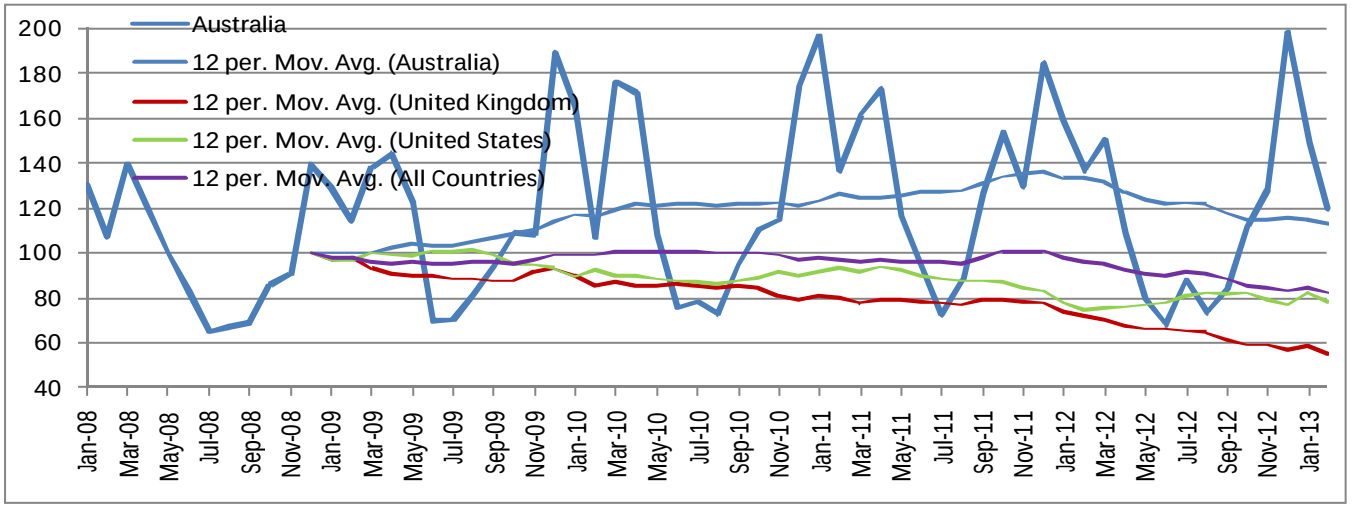




We will continue to monitor Canterbury and Waikato spend in Wairarapa as they edge closer to the levels of Hawkes Bay and what this might mean for product development in the future.

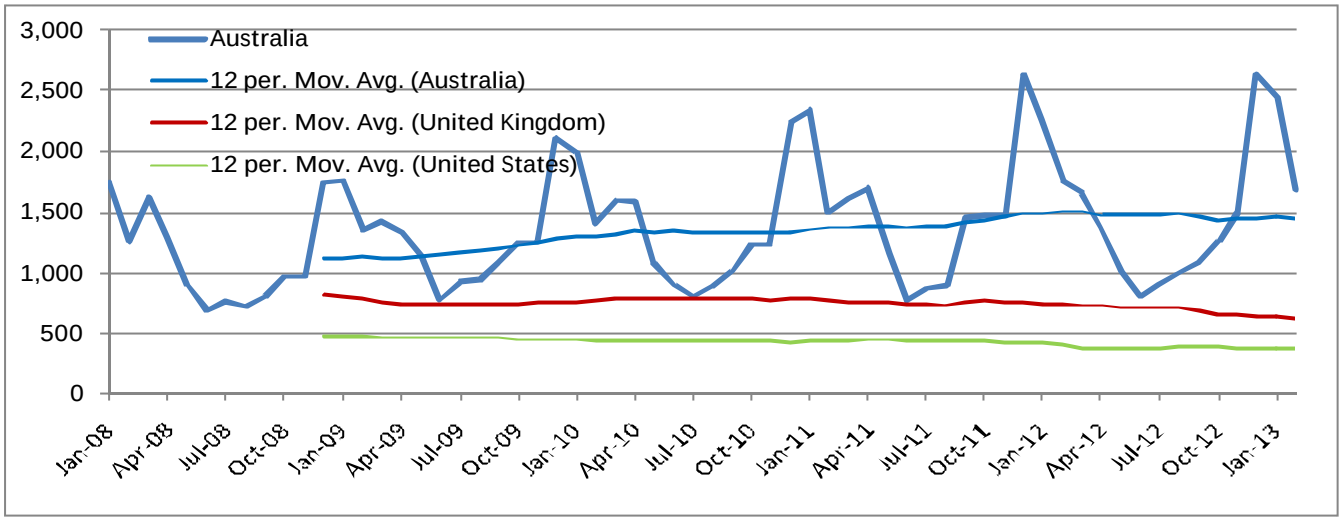
International Level of Spending

- 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 has commenced for the August Show Me Wellington trade show.

Established Products and Markets

Classic New Zealand Wine Trail (CNZWT) –

Worked with Positively Wellington Tourism on Phase 2 of the Australian campaign which ran in March 2013.

Working with operators pre TRENZ and in preparation for May which is a solid month of trade famils and events this year. Includes improving operators trade collateral and updating our part of CNZWT collateral.

Attended Tourism NZ Market Insights in Sydney (as have done for past 3 years) – this is like a mini TRENZ. Many leads and opportunities to be developed as a result.

Wellington, Manawatu, Hawkes Bay –
Wonderful Wairarapa Easter Weekend

To encourage visitation during Easter highlighting Comedy in the Vines, Vintage Car Rally, New Rags Market and the Wharekauhau Wine & Food Society Market at TK.

Email marketing, facebook postings, tiles on website with competition element – win tickets to Comedy in Vines

Results:
Name acquisition: 24
Facebook advertising: 18,100 views, 31 clicks, 0.026% CTR
Facebook posts – shares/views: 3 shares, 1278 views

Greater Wellington BrewDay
Emails to male wine & food in Wellington and Manawatu

Tile on website.
Targeted emails to male food and drink segment.

Competition element – win 2 tickets

Facebook advertising targeting male beer drinkers and female beer drinkers

Results:
Name acquisition: 46
Facebook posts - shares/views: 3 shares, viewed by 2,089
Facebook advertising
Ad 1: Reach – 5,107 68 clicks, 0.056% CTR

Ad 2: Reach – 4,786 35 clicks, 0.045% CTR

Acquisition from BookIt.

When customers book online through BookIt, they now have the option of subscribing to the Destination Wairarapa email database. Since 18 February there have been 10 new subscribers.

Garden Product

Developed plan for moving gardening tourism forward on the back of the Pukaha Mount Bruce Garden Tour fundraiser. Meetings have been held with gardens to present direction.

A garden map has been produced which will be distributed through i-SITEs, gardens, expo attendance by DW staff, Tranzit & Pukaha Mount Bruce.

Working with Pukaha Mount Bruce and Tranzit to develop product around the Mount Bruce Garden

Media Results: printed items as tabled.

- Angus Hughson article in The Australian 2013

http://www.theaustralian.com.au/news/features/the-fruits-of-stony-ground/story-e6frg8io-1226563406727

- UK blogger we helped host:

http://mrsoaroundtheworld.com/2013/03/29/martinborough-new-zealand-a-gourmet-and-wine-sensation/

- http://www.goodfood.com.au/good-food/drink/wellington-restaurants-keeping-it-local-20130320-2gfe1.html

- Feature in TIME OUT in Australia – printout

- Live interview on regional highlights on Saturday morning gardening show Radio LIVE

- Full page in Kia Ora mag of Wairarapa Autumn events. Printout.

- Hosted Liz Light – freelance writer from Auckland. Her quote: "Fantastic programme, beautiful countryside, extraordinary geography (Castle Point), amazing white kiwi, delicious wine and food, lovely people and perfect weather. Well done!!!!. It is fair to say that this is the best famil I have ever been on and there will be seven stories coming your way over the next year or so. Five commissioned already."

- Hosted new PR company for PWT – One Green Bean – they were blown away:

"You helped paint a brilliant picture of what Wairarapa has to offer which will prove vital now we're starting to develop PR plans and messaging for 2013/14 and for us to brief the rest of the OGB team. We look forward to working with you and the PWT team to help more Aussies discover the region for themselves"

- Hosted San Francisco blogger/food writer. This was an NZTE visit.

Additional activity:

- working closely with Green Jersey Cycling and Tora Coastal walk to provide marketing advice and feedback.
- Similar with Fernside Gardens who are planning to open for next summer.

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)

- Gladstone Reserves (Harvest Festival) March 2

Website/Online

Development of the new site

- wireframes are completed and ready for review
- another more complete round of designs is ready for review
- development has reached a point where continuing requires sign off of the above.

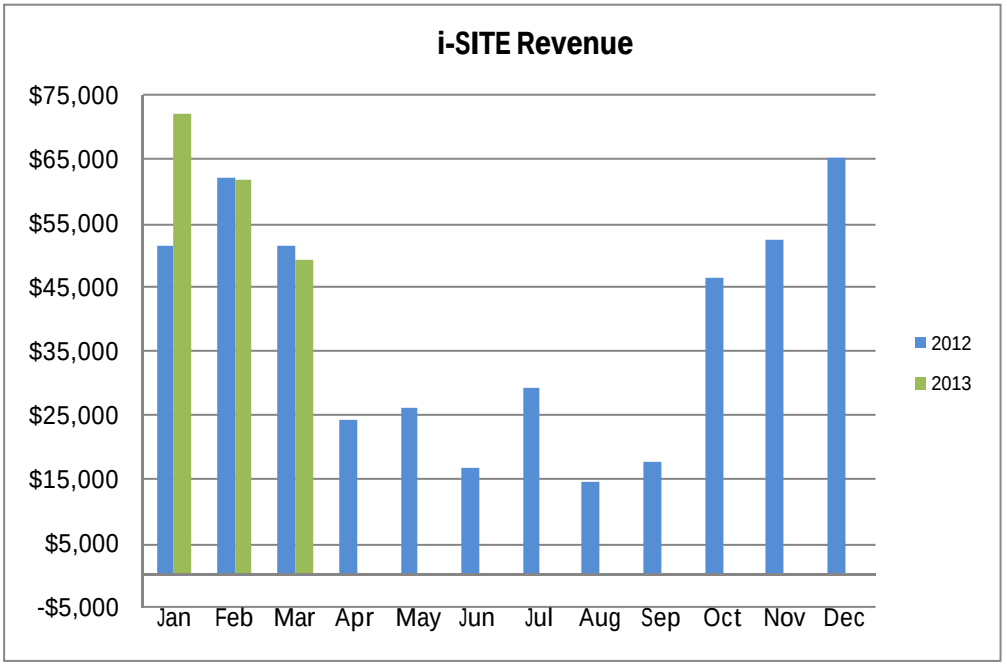
Next steps will then be Drupal installation, content type setup and integration with Bookit and Eventfinder. All front end work will be started on sign off of design.

i-SITE Visitor Centres

Highlights:

- **i-SITE Total Sales**

  i-SITE gross revenue ($49,050) in March was down 4.3% on the same month last year.



- **i-SITE Profit Reports**

Profits (excluding retail) for the 12 months ending March ($31,945) were up $4,632 (16.9%) on the previous year.

- **i-SITE Foot Count**

The year ending March saw the i-SITEs with 46,712 visitors which is 3.6% (1,777) down on the previous 12 months.

  - January 6,869 – up 4%
  - February 5,821 – down 7%
  - March 5,681 – up 9%

Product Development

- Product development in February has included work on:
  - Mataikona Rocks
  - Scandinavian Route with Tararua District Council
  - Winter campaign with Greytown
  - Air New Zealand

David Hancock
General Manager

Destination Wairarapa Board
29 April 2013
General Manager's Financial Report

Financials YTD 31 March 2013

- The YTD financial statements are attached and summarised below:

Destination Wairarapa						
Profit & Loss Summary						
		March 2013			**YTD**	
	Actual	**Budget**	**Variance**	**Actual**	**Budget**	**Variance**
Revenue	**$70,075**	**$68,749**	**$1,326**	**$638,750**	**$618,660**	**$20,090**
Expenditure						
Corporate Support	$35,730	$40,009	$4,279	$292,410	$309,810	$17,400
Marketing	$8,797	$7,913	-$884	$164,343	$134,500	-$29,843
i-SITEs	$16,401	$18,223	$1,822	$168,812	$168,004	-$808
Total Expenses	**$60,928**	**$66,145**	**$5,217**	**$625,565**	**$612,314**	**-$13,251**
Net Surplus/Deficit	**$9,147**	**$2,604**	**$6,543**	**$13,185**	**$6,346**	**$6,839**
PROJECTS						
Opening STAR Funds in Retained Earnings				**$47,603**	**$47,603**	**$0**
Revenue	**$0**	**$0**	**$0**	**$0**	**$0**	**$0**
Expenses	**$0**	**$1,400**	**$1,400**	**$6,766**	**$9,800**	**$3,034**
Closing STAR Funds in Retained Earnings				**$40,837**	**$37,803**	**$3,034**
Total Net Surplus/Deficit	**$9,147**	**$2,604**	**$6,543**	**$6,419**	**-$3,454**	**$9,873**

- Revenue YTD is up $20,090 however this does include Visitor Guide revenue of $23,948 over budget.
- Other Revenue refers to Shear Fest ($4,200 + GST) and Veterans' Invitational ($962 + GST)
- Accommodation commissions are closer than ever to budget; just $1,705 short now
- Corporate Salaries continue to be close to budget and should improve further next month with more holidays being taken
- i-SITE salaries improved $1,760 in March with reduced hours at the Masterton i-SITE and holidays being taken.

NOTE: These figures include $1,500 which has already been spent on the website development and will be default come from reserves but does impact the P&L

DESTINATION WAIRARAPA INC.

INCOME STATEMENT FOR THE PERIOD 31/03/13

	Actual 31/03/2013 $	Budget 31/03/2013 $	Actual YTD $	Budget YTD $
REVENUE				
Retail Sales & Other Commissions	1,005	1,450	6,244	13,975
Less Cost of Sales	(582)	(970)	(4,258)	(9,360)
Accommodation Commissions	3,571	3,700	24,295	26,000
Escape Planner - Net Revenue	-	-	28,948	5,000
Wine Map Revenue	-	-	17,439	16,000
Other Revenue	5,162	3,000	11,308	8,000
Grants - Masterton District Council	21,250	21,299	191,250	191,693
Grants - Carterton District Council	4,212	4,222	37,663	37,997
Grants - South Wairarapa District Council	9,376	9,398	83,559	84,583
Donation - THF	21,105	21,250	189,108	190,172
Donations & Gifts	-	-	5,000	5,000
Membership	4,632	5,000	46,006	45,000
Interest Received	344	400	2,187	4,600
Operational Revenue	**70,075**	**68,749**	**638,750**	**618,660**
EXPENDITURE				
Corporate Support				
Salaries	19,115	18,059	163,324	162,531
Personnel Expenses incl Training	8	250	2,205	750
Board Fees	4,828	6,440	15,483	19,320
Board Members' Expenses	-	225	172	675
Membership Expenses incl TDG	353	500	708	3,000
Subscriptions & Membership	-	3,000	7,666	8,628
Vehicle Operating Costs	719	1,041	6,999	9,377
Rent & Rates	1,112	1,326	11,815	11,932
Electricity	84	84	850	748
Telecoms incl Mobiles	599	959	5,106	8,625
Information Technology	1,259	1,321	7,634	11,889
Office Supplies incl Furnishings	375	425	3,109	1,875
Kitchen Supplies	50	38	480	336
Repairs & Maintenance	-	-	-	100
Equipment Rental	101	101	1,084	909
Bank Fees - National Bank	46	100	493	900
Accounting Fees	2,083	2,084	18,750	18,748
Merchant & Bank Fees - BNZ	1,122	400	3,501	2,850
Insurance	375	620	3,474	5,575
ACC Levies	-	208	1,507	1,876
Fringe Benefit Tax	-	208	3,861	1,876
Legal Expenses	-	-	-	1,000
Audit Fees	750	-	6,750	9,000
Other Fees	-	-	1,226	-
Depreciation	2,217	1,954	20,048	20,288
Loss on Sale	-	-	319	-
Interest Expense	534	666	5,847	6,002
Bad Debts	-	-	-	1,000
Total Corporate Support Expenses	**35,730**	**40,009**	**292,410**	**309,810**

DESTINATION WAIRARAPA INC.

INCOME STATEMENT FOR THE PERIOD 31/03/13

	Actual	Budget	Actual	Budget
	31/03/2013	31/03/2013	YTD	YTD
Marketing				
Contract Staff	3,362	1,750	20,008	15,750
CNZWT Marketing	12	-	466	2,700
International Marketing Alliance	-	1,000	50,832	49,000
Advertising	1,000	-	1,702	2,039
Domestic Marketing	845	2,335	17,301	18,680
Distribution	1,185	875	8,722	7,875
Web Site & E-Marketing	482	695	8,420	6,265
Visitor Guide	-	-	33,236	2,580
Relationship Marketing	807	208	995	1,876
CDC Carnival Costs	-	-	5,491	-
Wine Map	-	-	4,792	5,000
Branding & Imagery	-	-	1,638	2,400
Exhibitions & Events	934	1,050	5,118	7,350
Trade	56	-	945	2,350
Media	113	-	722	3,375
Conferences	-	-	3,956	7,260
Total Marketing Expenses	**8,797**	**7,913**	**164,343**	**134,500**
I-Sites				
Wages	13,038	14,798	137,662	133,190
Personnel incl Training & Conferences	20	-	2,013	2,500
Travel & Transport	60	50	188	450
Rent & Rates	1,895	2,150	17,051	19,346
Electricity	132	300	3,913	3,500
Telecoms	451	625	3,906	5,625
Photocopier	502	33	386	293
Office Supplies incl Furnishings	212	100	2,288	1,500
Kitchen Supplies	92	167	1,006	1,500
Repairs & Maintenance	-	-	399	100
Total I-Site Expenses	**16,401**	**18,223**	**168,812**	**168,004**
Operating Expenditure	60,928	66,145	625,565	612,314
Operating Surplus (Deficit)	9,147	2,604	13,185	6,347
INCOME STATEMENT SUMMARY				
Operating Surplus/(Deficit)	9,147	2,604	13,185	6,347
Projects Surplus/(Deficit)	-	(1,400)	(6,766)	(9,800)
Net Surplus/(Deficit)	**9,147**	**1,204**	**6,419**	**(3,453)**

DESTINATION WAIRARAPA INC.

INCOME STATEMENT FOR THE PERIOD 31/03/13

	Actual	Budget	Actual	Budget
	31/03/2013	31/03/2013	YTD	YTD
PROJECTS				
STAR *				
Opening Balance			47,603	
STAR *				
2012/2013				
Income	-	-	-	-
Expenditure	-	(1,400)	(6,766)	(9,800)
Projects Surplus/(Deficit)	-	(1,400)	(6,766)	(9,800)
INCOME STATEMENT SUMMARY				
Operating Surplus/(Deficit)	9,147	2,604	13,185	6,347
Projects Surplus/(Deficit)	-	(1,400)	(6,766)	(9,800)
Net Surplus/(Deficit)	**9,147**	**1,204**	**6,419**	**(3,453)**
* STAR Total			**40,837**	

DESTINATION WAIRARAPA INC.

BALANCE SHEET AS AT 31 MARCH 2013

CURRENT ASSETS	$	$
Cash Float	400	
Bank - National	15,120	
National Bank - Call Account	268,265	
BNZ Trust Account.	46,090	
Inventory I-Sites	2,139	
Receivables	5,140	
Donation Not Yet Received	-	
Total Current Assets	**337,154**	
NON-CURRENT ASSETS		
Fixed Assets	153,661	
Less Accumulated Depreciation	(80,149)	
Fixed Assets	**73,512**	
TOTAL ASSETS		**410,666**
LIABILITIES		
Accounts Payable	23,157	
Income in Advance	105,006	
	-	
BNZ Trust Account (Commission)	46,090	
Payroll Liability	24,946	
Finance Lease	9,278	
Loans - BNZ	6,122	
Toyota Finance	43,747	
TOTAL LIABILITIES		**258,346**
EQUITY		
Opening Retained Earnings	35,901	
Contingency Reserve	70,000	
Asset Replacement Reserve	40,000	
Surplus / (Deficit) for the year 2012/13	6,419	
Total Equity		**152,320**
TOTAL LIABILITIES & EQUITY		**410,666**

DESTINATION WAIRARAPA
STATEMENT OF CASH FLOWS
AS AT 31 MARCH 2013

Cash Flows from Operating Activities	
Cash was provided from:	**$**
Donation - Trust House	189,108
Donation - Others	5,000
Receipts from Customers	141,893
Grants Received - TLA	312,472
Interest Received	2,187
	650,660
Cash was applied to:	
Payments to suppliers and employees	545,659
Interest Paid	5,847
	551,506
Net Cash Inflows / (Outflows) from Operating Activities	**99,154**
Repayment of borrowings	2,904
Finance Lease Repayments	13,124
	16,028
Net Cash inflows from Financing Activities	**(16,028)**
Net (Decrease) / Increase in Cash Held	83,126
Opening Cash Balance	246,749
Closing Cash Balance	**329,875**
Closing Cash is made up of:	
Cash Floats	400
Funds at Bank	61,210
Short Term Deposits	268,265
	329,875

DESTINATION WAIRARAPA - FIXED ASSET DEPRECIATION SCHEDULE

As at 31 MARCH 2013

ASSETS	PURCHASE DATE	COST PRICE	ACCUM DEPN	OPENING BOOK VALUE	ADDITIONS	SALES Disposal	PROFIT (LOSS)	DEPN RATE % DV		YTD DEPN	CLOSING BOOK VALUE
Furniture & Equipment											
Martinborough Sign	Oct-07	209	98	111				12.50	DV	10	101
Coffee Table	Oct-07	234	110	124				12.50	DV	12	112
Display Stand & Panels	Oct-07	309	144	165				12.50	DV	15	150
Wairarapa Banners	Oct-07	312	146	166				12.50	DV	16	150
Wall Display Unit	Oct-07	322	150	172				12.50	DV	16	156
Marketing Panel	Oct-07	338	159	179				12.50	DV	17	162
Chairs	Oct-07	388	181	207				12.50	DV	19	188
Blinds	Oct-07	459	299	160				20.00	DV	24	136
Brochure Stand	Oct-07	646	302	344				12.50	DV	32	312
Signage	Oct-07	1,294	606	688				12.50	DV	64	624
Wairarapa Display Panels	Oct-07	1,870	877	993				12.50	DV	93	900
Joinery - Display Stands	Oct-07	6,536	3,063	3,473				12.50	DV	326	3,147
PABX System	Oct-08	5,133	3,914	1,219				36.00	DV	329	890
Midback Chairs (4)	Feb-09	859	442	417				19.20	DV	60	357
2 Drawer Filing Cabinet Black	Feb-09	496	255	241				19.20	DV	35	206
Form Midback Chair (2)	Feb-09	656	338	318				19.20	DV	46	272
Vortex Sofa & Chairs	Feb-09	512	264	248				19.20	DV	36	212
Vortex Tub Chair	Feb-09	296	152	144				19.20	DV	21	123
Desk - Light Maple	Feb-09	346	178	168				19.20	DV	24	144
Chair - Hero Black Knight	Feb-09	99	51	48				19.20	DV	7	41
Coffee Table	Feb-09	230	119	111				19.20	DV	16	95
Counter	Feb-09	7,960	2,807	5,153				12.00	DV	464	4,689
Signage	Jun-09	880	586	294				30.00	DV	66	228
Hero Chair Black Knight	Jun-09	119	57	61				19.20	DV	9	52
Essence Guest Chairs (2)	Jun-09	283	136	147				19.20	DV	21	126
Desks Tawa (3)	Jun-09	824	335	489				15.60	DV	57	432
Work Station Tawa (1)	Jun-09	399	162	237				15.60	DV	28	209
4 Drawer Mobiles (5)	Jun-09	969	466	502				19.20	DV	72	430
Bookcases Tawa (2)	Jun-09	532	256	276				19.20	DV	40	236
Cupboard Tawa	Jun-09	426	205	221				19.20	DV	32	189
Cubit Coffee Table	Jun-09	230	110	120				19.20	DV	17	103
Laptop	Jun-09	2,280	2,141	139				60.00	DV	62	77
IBM Equipment (2nd Hand)	Jun-09	3,470	2,694	776				40.00	DV	354	422
Work Station Tawa (1)	Jun-09	399	162	237				15.60	DV	28	209
PABX System 2	Jul-09	2,990	2,206	784				36.00	DV	212	572
Prints (3)	Aug-09	1,813	919	894				21.60	DV	145	749
Brochure Stand	Sep-09	1,019	320	698				12.50	DV	65	633
15" Monitor & Wall Bracket	Dec-09	1,219	1,092	127				60.00	DV	57	70
IBM Equipment (2nd Hand)	Feb-10	2,124	1,487	637				40.00	DV	191	446
Mobile Phones (2)	Feb-10	2,665	2,345	320				60.00	DV	144	176
Vortex 2 Seater Sofa	May-10	589	219	369				19.50	DV	54	315
Banner	Jun-10	1,964	728	1,236				20.00	DV	185	1,051
Banner Stand	Jun-10	1,690	627	1,063				20.00	DV	160	903
Ricoh Copier (Leased)	Feb-10	20,129	9,729	10,400				20.00	SL	3,019	7,381
Display Units	Oct-10	1,430	296	1,134				12.50	DV	106	1,028
Signage (Sign Factory)	Nov-10	1,184	521	663				30.00	DV	149	514
Computer Toshiba Tecra	Dec-10	1,715	1,107	608				50.00	DV	228	380
Printer Canon Laser	Dec-10	867	468	399		867	(319)	40.00	DV	-	-
Phillips LCD 22"	Dec-10	304	164	140				40.00	DV	42	98
Computer Toshiba Tecra A11	Feb-11	1,475	891	584				50.00	DV	219	365
Disk Drive 500GB HDD's (2)	Jun-11	995	518	477				50.00	DV	179	298
Server & Equipment	Jun-11	12,768	3,392	9,376				25.00	DV	1,758	7,618
Camera - Canon EOS1100	Dec-11	999	233	766				40.00	DV	230	536
Acer LCD 22" (4)	Jan-12	936	187	749				40.00	DV	225	524
Computer - 15.6" Samsung	Jun-12	1,440	58	1,382				50.00	DV	518	864
Total Furniture & Equipment		**100,628**	**49,478**	**51,150**	**-**	**867.00**	**(319)**			**10,434**	**40,397**
Vehicles											
Toyota Corolla ETU339	Oct-11	17,387	3,912	13,475				30.00	DV	3,032	10,443
Toyota Corolla EJM659	Oct-11	17,387	3,912	13,475				30.00	DV	3,032	10,443
Toyota Camry ESF771	Dec-11	19,126	3,347	15,779				30.00	DV	3,550	12,229
Total Vehicles		**53,900**	**11,171**	**42,729**	**-**	**-**	**-**			**9,614**	**33,115**
Total for : Destination Wairarapa		**154,528**	**60,650**	**93,879**	**-**	**867**	**(319)**			**20,048**	**73,512**