

Destination Wairarapa 30 September 2018 General Manager's Report

More Visitors, Staying Longer & Spending More

Overview

Visitor Arrivals

International visitor guest nights continued to decline against same volumes last year and the share of Wairarapa's total guest nights is sitting at about 17%.

Backing up from May when Wairarapa had the highest Guest Night growth (20.3%) of any region in the country, in June we had the highest domestic guest night growth (42.6%) and the second highest overall guest night growth 13.4%. Now in August the Wairarapa has again had the highest percentage guest night growth in the country with 29.6%. The closest region in terms of this measure was Manawatu with 14.8%.

In August we not only had guest night growth but guest arrivals were up 13.7%, length of stay up a phenomenal 0.23 nights and the resulting 5.6 point growth in occupancy levels is exceptional.

Commercial Accommodation Monitor					
Statistics New Zealand				August 2018	
	Wairarapa	Greater Wellington	Hawkes Bay	Taupo	National
Guest Arrivals					
2018	7,682	89,318	29,342	41,946	1,250,843
2017	6,755	85,889	30,520	39,749	1,201,490
Variance	13.7%	4.0%	-3.9%	5.5%	4.1%
Guest Nights					
2018	14,698	192,763	69,694	71,731	2,524,000
2017	11,337	184,693	62,793	67,563	2,440,597
Variance	29.6%	4.4%	11.0%	6.2%	3.4%
Occupancy					
2018	22.7%	59.7%	34.5%	30.3%	36.5%
2017	17.1%	56.5%	32.5%	29.4%	35.7%
Variance	5.6	2.8	2.0	0.9	0.5
Length of Stay					
2018	1.91	2.16	2.38	1.71	2.02
2017	1.68	2.15	2.06	1.70	2.03
Note: Greater Wellington excludes Wellington City					

Despite a rough June and July, the Wairarapa commercial accommodation monitor figures for the YE August 2018 are better than any other region in the feeder set including National.

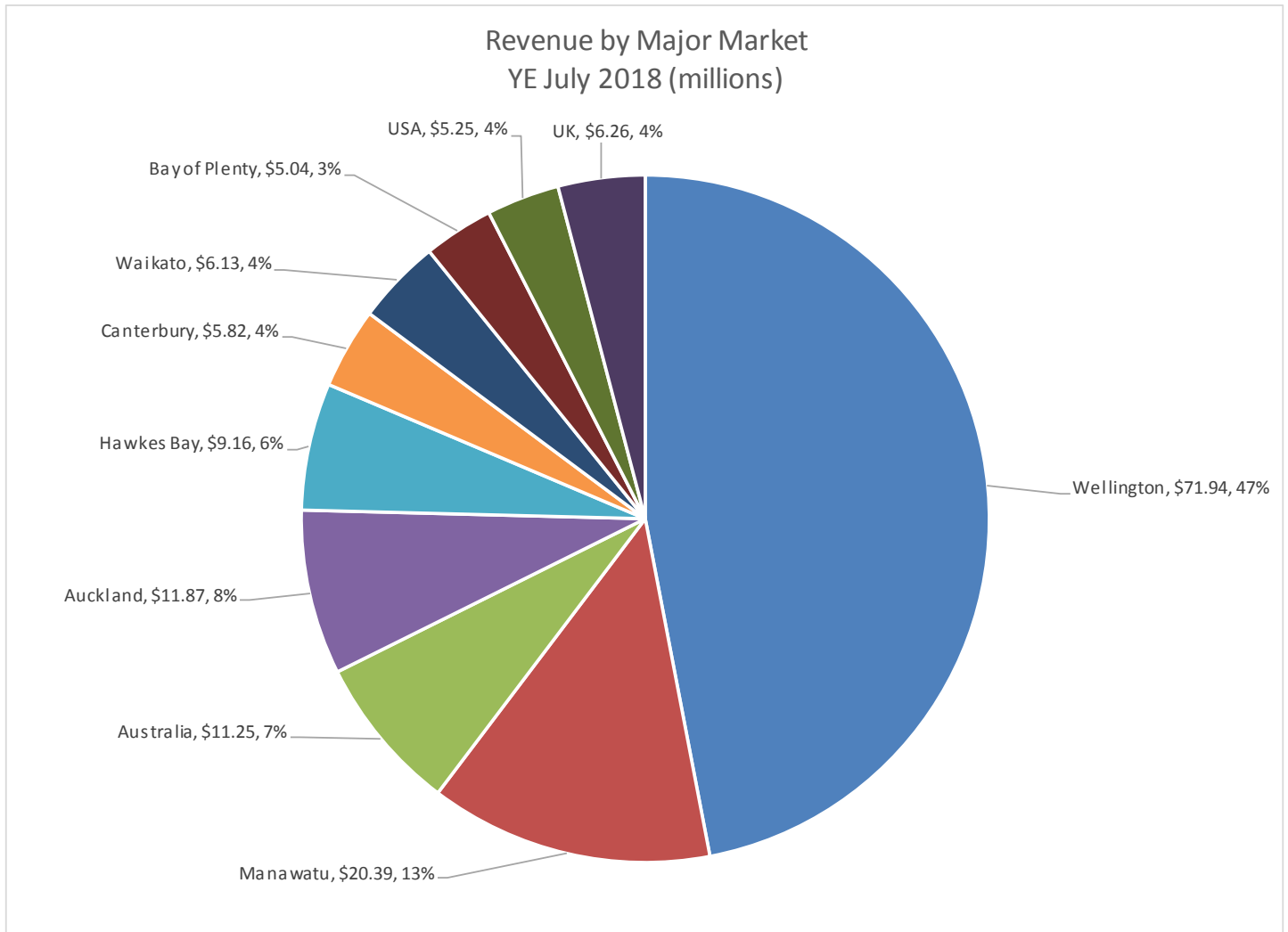
Commercial Accommodation Monitor					
Statistics New Zealand	12 Months Ending August 2017 v 2018				
	Wairarapa	Greater Wellington	Hawkes Bay	Taupo	National
Guest Arrivals					
2018:	135,200	1,253,374	530,003	635,910	20,103,332
2017:	129,139	1,233,742	544,917	628,943	19,609,634
Variance:	4.7%	1.6%	-2.7%	1.1%	2.5%
Guest Nights					
2018:	257,033	2,702,907	1,219,955	1,164,841	39,980,761
2017:	239,338	2,674,874	1,216,661	1,122,052	38,986,908
Variance:	7.4%	1.0%	0.3%	3.8%	2.5%
Occupancy:					
2018:	27.9%	65.8%	46.7%	42.3%	45.2%
2017:	25.7%	65.9%	45.3%	42.1%	44.5%
Variance:	2.2	-0.1	1.4	0.2	0.7
Length of Stay					
2018:	1.90	2.16	2.30	1.83	1.99
2017:	1.85	2.17	2.23	1.78	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. Masterton's growth has been excellent and outstripped the rest of the Wairarapa. It's believed this continues to be largely on the back of a large increase in business events.

Commercial Accommodation Monitor			
Statistics New Zealand	12 Months Ending August 2017 v 2018		
	Wairarapa	Masterton	National
Guest Arrivals			
2018:	135,200	80,386	20,103,332
2017:	129,139	73,045	19,609,634
Variance:	4.7%	10.0%	2.5%
Guest Nights			
2018:	257,033	163,721	39,980,761
2017:	239,338	141,963	38,986,908
Variance:	7.4%	15.3%	2.5%
Occupancy:			
2018:	27.9%	33.5%	45.2%
2017:	25.7%	29.5%	44.5%
Variance:	2.2	4.0	0.7
Length of Stay			
2018:	1.90	2.04	1.99
2017:	1.85	1.94	1.99

Visitor Spend

This series of graphs is an aggregated view of spend. Spend is once again up with most of the growth coming from Manawatu and Wellington although pleasingly the Wellington share of all spend has not changed. The YE July spend of \$186.7 million is a new benchmark. Despite the drop in International guest nights, Australian spend is up slightly on last month and the real hit has been in USA and UK spend although both held their share of spend.

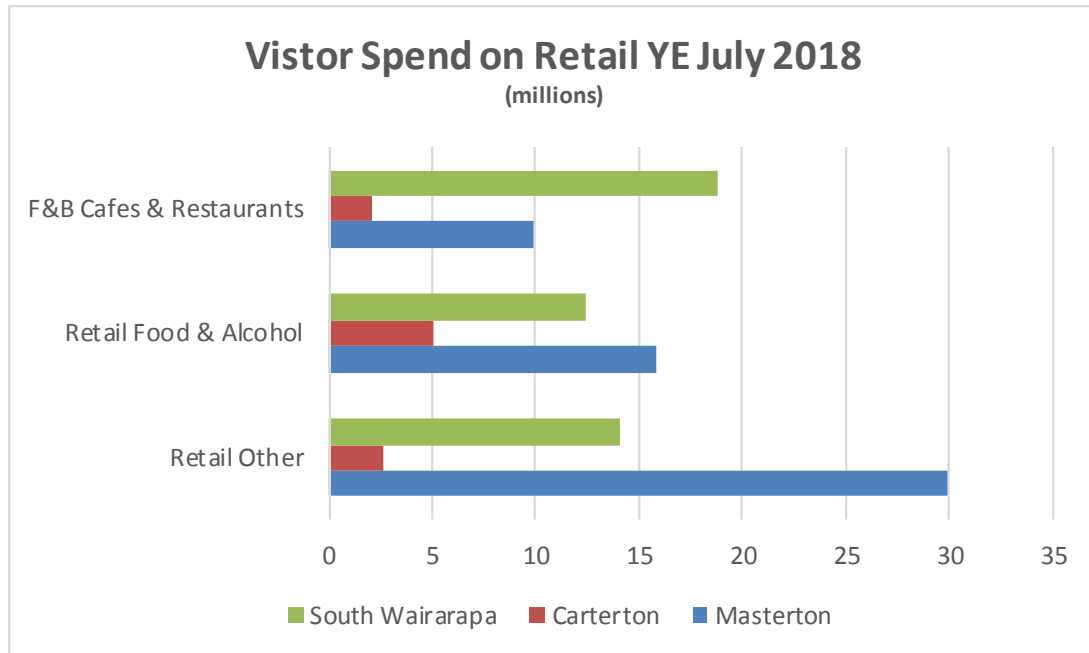


A reminder that the 2025 goal is for Wairarapa tourism to be generating \$212million dollars a year to the local economy. YE July 2018 and the industry is generating \$186.7 million which is average annual growth of \$13.17 million from the \$134 million benchmark in 2014. This is considerably better than the \$3.6 million required per year between now and 2025. At this rate we'll have achieved the goal by 2022.

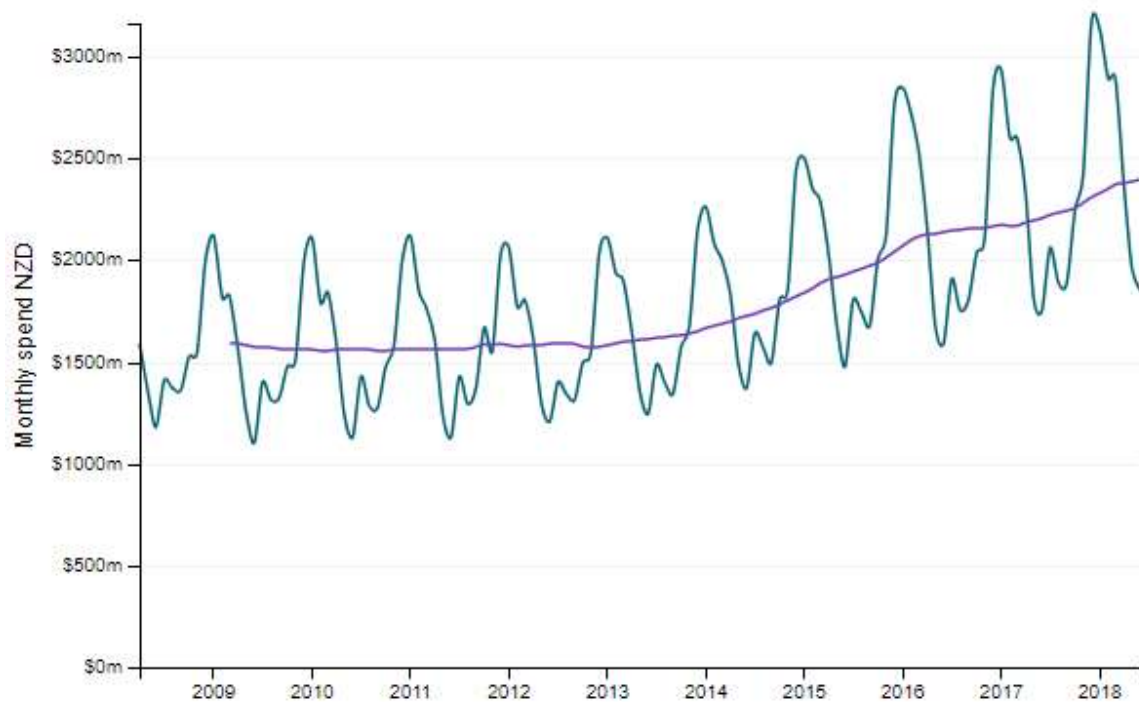
For the YE July 2018 we can see the breakdown of visitor spend by TLA. Masterton and Carterton spend grew in July from June, while South Wairarapa held at the same level.



It's interesting to see the importance of retail in the three Districts. Not surprisingly South Wairarapa does the best out of Cafes & Restaurants where Masterton does the best out of general retail. While Carterton's best performing category is Retail Food & Beverage.

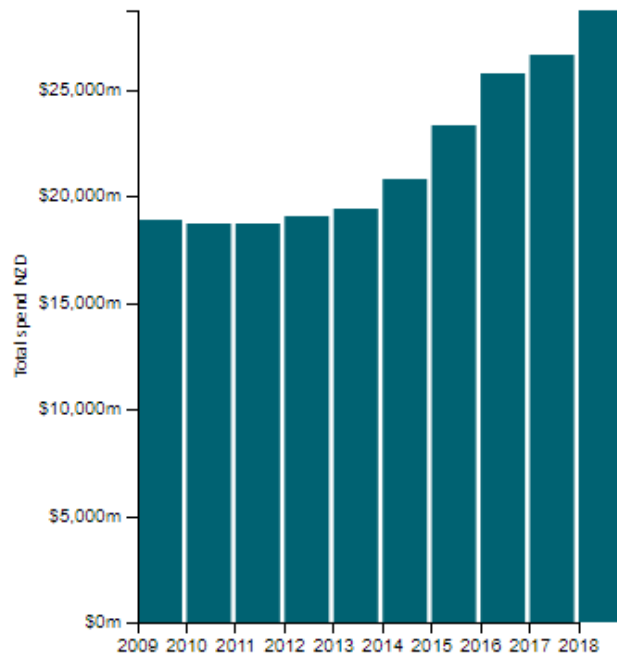


Historical monthly spending pattern



The continued shallowing of the season in terms of spend is excellent and currently shows no signs of slowing. While the spend in the low season increases, the spend in the high season is still increasing by more.

Total spending for year to July



Winning Business Events

Destination Wairarapa has recognised the growth in Business Events and the lack of a Convention Bureau in the region. To fill this gap, we've partnered with a PCO out of Wellington. Between July and December, this PCO has booked five business events into the region.

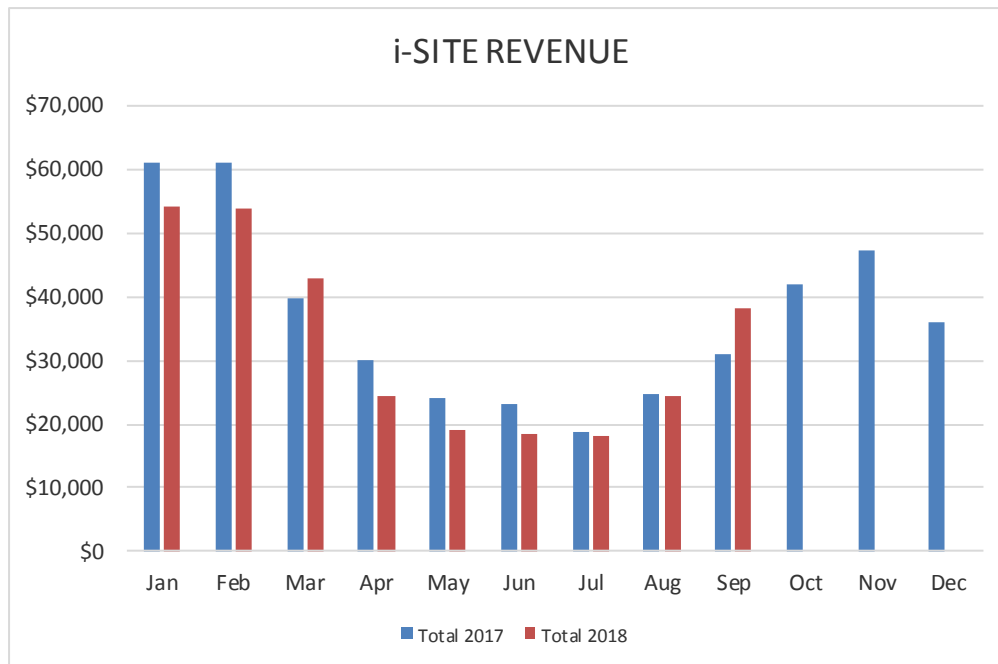
At the Strategic Planning meeting, Masterton and South Wairarapa all reported excellent growth in conference business compared to previous years. While Carterton, without a sales person, has recorded a decline.

i-SITE Visitor Centres

Highlights:

- Door counts at the i-SITE Visitor Centres for the YE September 2018 (34,347) are down 5,739 (14.3%) on the previous year.
 - Masterton volumes of 8,445 are down 1,728 (16.9%)
 - Martinborough volumes of 25,902 are down 4,011 (13.4%)

Despite the drop in visitors through the door we did see an increase in revenue through the centres.



Product Development

- Gladstone community consulted with us on a Maori heritage walk to the coast
- Working with Star Field in Martinborough to engage tourism sector on the experience
- Working with Martinborough Manor to pick up on a gap in the market

Operator Development

- Members' session x 2
- Partnered with Employsure for an HR workshop for members
- Google My Business & Facebook training
- Neighbourly training
- Strategic Planning session

Barbara Hyde, Marketing Manager

Domestic Marketing Projects

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

- Visa Wellington on a Plate
- Secondary activity promotion
- Martinborough Music Festival
- Jazz in Martinborough
- Daffodil Festival
- Wai Art
- Eclipse
- Pukaha Garden Tour
- Wings Over Wairarapa

Tania White joined the team in a part time Marketing Coordinator role. We exhibited (with Schoc and Food Forest Organics) at the Wellington Women's Lifestyle Expo which is a key way we grow our email database.

2019 Visitor guide/wine map production began. This is a major project and this year was project managed by Tania. Waihine Gorge is the cover this year and will be distributed from the top of the North Island to the bottom of the South.

Provided input into the new Classic NZ Wine Trail (SH2) brochure.

Worked with AA 101 on their summer content.

We began managing the marketing activity for Country Village Heaven group.

We've had a major focus on promoting the Remutaka Cycle Trail. Work included:

- Complete overhaul of our web content for the trail with new pages added.
- A prize promotion via email and extensive Facebook and Instagram activity including funded activity
- Development of and funding of sponsored content on STUFF based on an article written by cyclist journalist Sarah Bennett who we hosted in the region.

Online

In this period we presented a well-attended session about changes to using Facebook and the importance of Google My Business pages. We are working hard to keep our learnings and capability current in this space. This session was top notch and really demonstrated how we can add value to members.

We've taken a firm lead on getting onto Neighbourly. With over 780,000 NZers signed up it's a channel we must be adroit at using. We've bought a premium page in the region which Pixie is using to promote the two i-SITE Visitor Centres and a page actually in Wellington which we will be used strategically around events.

We hosted a very well attended session with our Platinum partners and major events around how to use Neighbourly and will continue to share our learnings around this platform.

Developed guidance to major hotel on responding to negative Trip Advisor reviews; a guide we can use more widely.

Trade

- Organized appointments for various members for a visit by USA Ambassador Scott Brown
- Singaporean tour group of 70 to Carterton, Martinborough and Greytown

During this period we hosted a number of trade visitors:

- Business and conference famil – we brought in targeted PCOs we had met at Convene and Meetings
- NZ Journeys incentive famil
- 5 driver guides from independent chauffeur companies from Wellington came on a famil.

Media

Hosted visits and highlights were:

Woman's Day

Sarah Kate-Lynch, the travel editor for Woman's Day. The angle of her story was: A Girls Weekend in Martinborough. Highlights included cycling the vines, Wine Tips and trips at Stonecutter; staying at the Old Manse, Martinborough Hotel, Poppies, MartyGirl, shopping in Greytown. Outstanding outcome and a great relationship established



AA Directions/Traveller

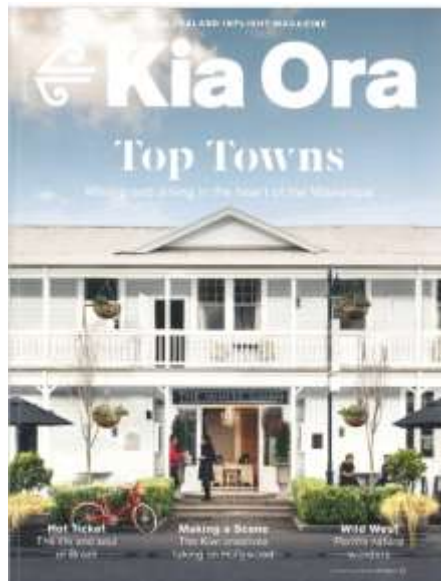
Hosted Elisabeth Esther with the view to write a feature article on the Remutaka Cycle Trail.

She developed Room check: Karaka Cottage at Wairongomai Station plus AA story to come

Kia Ora Magazine

Three day hosting of Cameron Officer from Kia Ora AIR NZ magazine with the brief to write about the Wairarapa's five towns under a Play, Eat, Stay format. Cameron visited Featherston, Carterton, Martinborough, Masterton and Greytown and did a variety of activities and enjoyed lunch/dinner recommendations provided by Destination Wairarapa.

Major story for the region PLUS a magazine cover from which we've had a tremendous amount of feedback.



Sarah Bennett & Lee Slater

Freelance writers and cycling specialists. They did a variety of cycling whilst here including: The Remutaka Cycle Trail, cycling the vines, Rivenrock MTB Park.

Extraordinary story achieved:

<https://www.stuff.co.nz/travel/kiwi-traveller/106430924/over-the-hill-riding-the-remutaka>

Worth noting the quality of those we're attracting here and the outcomes – this is as a result of months of persistent pitching and chasing by Katie.

Destination Wairarapa
30 September 2018
General Manager's Financial Report

Unaudited Financials 30 September 2018

Revenue, YE 30 September 2018 and revenue is performing slightly better than forecast. Although the \$4,548 correction from CDC for a short payment last year is more than the \$2,689 better than budget result.

Expenses are under control and with RCT – Project revenue and expenses now being separated out from the core operations, we're getting a better picture of the actual position.

- Corporate Expenses finished \$14,400 under budget:
 - Roughly \$8,000 needs to come from this after the audit expense is realised
 - Timing of Board fees will also correct by \$4,700
- i-SITE Expenses finished \$2,200 under budget
- Marketing Expenses are \$14,000 under spent
 - Classic NZ Wine Trail spend will correct with timing \$2,500
 - Domestic Winter Campaign will correct at the end of the year \$2,000
 - Remutaka Cycle Trail will correct with the production of a new user guide \$4,200

Profit & Loss

Destination Wairarapa Inc. For the month ended 30 September 2018

	Actual	Budget	Var NZD	Var %	YTD Actual	YTD Budget	Var NZD	Var %
Income								
Retail Sales	423	350	73	20.9%	984	900	84	9.3%
Accommodation Commission	751	600	151	25.1%	1,372	1,250	122	9.8%
Bookit	198	300	(102)	-33.9%	529	900	(371)	-41.3%
Grants - CDC	4,550	4,550	(1)	0.0%	18,198	13,650	4,548	33.3%
Grants - MDC	-	-	-	0.0%	70,450	70,449	1	0.0%
Grants - SWDC	-	-	-	0.0%	32,858	32,858	(1)	0.0%
Interest Received	26	125	(99)	-79.4%	479	375	104	27.8%
Membership	958	2,600	(1,642)	-63.2%	1,877	7,800	(5,923)	-75.9%
Other Revenue	8,303	2,200	6,103	277.4%	17,123	12,400	4,723	38.1%
Ticket Commission	62	190	(128)	-67.3%	349	570	(221)	-38.8%
Tourism Products	10	250	(240)	-96.2%	192	600	(408)	-68.0%
Travel Sales	172	350	(178)	-50.8%	880	800	80	10.0%
Wairarapa Visitor Guide	2,354	13,000	(10,646)	-81.9%	29,950	30,000	(50)	-0.2%
Total Income	17,807	24,515	(6,708)	-27.4%	175,241	172,552	2,689	1.6%
Gross Profit	17,807	24,515	(6,708)	-27.0%	175,241	172,552	2,689	2.0%
Less Operating Expenses								
Corporate Support Expenses								
ACC Levies	-	-	-	0.0%	1,154	1,400	(246)	-17.6%

Profit & Loss

	Actual	Budget	Var NZD	Var %	YTD Actual	YTD Budget	Var NZD	Var %
Accounting Fees	1,200	1,200	-	0.0%	3,600	3,600	-	0.0%
Audit Fees	-	-	-	0.0%	91	-	91	0.0%
Bank Fees - ANZ	49	63	(14)	-22.2%	176	189	(13)	-7.0%
Board Fees	1,147	5,902	(4,755)	-80.6%	1,147	5,902	(4,755)	-80.6%
Board Members Expenses	-	-	-	0.0%	9	50	(41)	-82.6%
Depreciation	-	958	(958)	-100.0%	-	2,874	(2,874)	-100.0%
Electricity Corporate	125	92	33	36.0%	427	276	151	54.8%
Equipment Rental	91	91	-	-0.2%	272	273	(1)	-0.2%
Fringe Benefit Tax	-	-	-	0.0%	1,385	1,450	(65)	-4.5%
Information Technology	567	592	(25)	-4.3%	2,339	1,776	563	31.7%
Insurance	454	454	-	-0.1%	1,361	1,362	(1)	-0.1%
Interest Expense	165	165	-	-0.2%	494	495	(1)	-0.2%
Kitchen Supplies Corporate	15	42	(27)	-64.0%	134	126	8	6.7%
KiwiSaver Employer Contributions	-	1,292	(1,292)	-100.0%	-	3,876	(3,876)	-100.0%
Membership Expenses	-	150	(150)	-100.0%	284	300	(16)	-5.5%
Merchant & BNZ Bank Fees	118	250	(132)	-52.9%	325	750	(425)	-56.7%
Office Supplies & Photocopying Corporate	516	55	461	839.1%	1,800	165	1,635	990.8%
Personnel incl. Training Corporate	794	250	544	217.4%	1,682	750	932	124.3%
Rent & Rates Corporate	1,156	1,250	(94)	-7.5%	4,008	3,750	258	6.9%
Salaries	26,540	23,404	3,136	13.4%	69,396	70,212	(816)	-1.2%
Subscriptions & Membership	197	50	147	293.9%	4,603	8,690	(4,087)	-47.0%
Telecom incl Mobiles Corporate	887	842	45	5.3%	2,503	2,526	(23)	-0.9%
Vehicle Leases	466	466	-	0.1%	1,399	1,398	1	0.1%
Vehicle Operating Costs	973	1,250	(277)	-22.1%	2,929	3,750	(821)	-21.9%
Total Corporate Support Expenses	35,459	38,818	(3,359)	-8.7%	101,519	115,940	(14,421)	-12.4%

Profit & Loss

	Actual	Budget	Var NZD	Var %	YTD Actual	YTD Budget	Var NZD	Var %
Total I-Site Expenses								
Electricity i-SITES	307	375	(68)	-18.1%	956	1,125	(169)	-15.0%
Kitchen Supplies i-SITES	43	41	2	5.4%	148	123	25	20.6%
Less Cost of Sales	152	100	52	52.3%	1,145	400	745	186.2%
Office Supplies i-SITES	29	49	(20)	-41.5%	66	147	(81)	-55.1%
Personnel incl Training & Conferences i-SITES	480	158	322	203.8%	1,807	474	1,333	281.2%
Photocopier i-SITES	44	33	11	33.3%	44	99	(55)	-55.6%
Rent & Rates i-SITES	667	1,750	(1,083)	-61.9%	3,343	5,250	(1,908)	-36.3%
Repairs & Maintenance i-SITES	-	-	-	0.0%	-	100	(100)	-100.0%
Telecom i-SITES	413	375	38	10.2%	1,185	1,125	60	5.4%
Travel & Transport	-	-	-	0.0%	24	-	24	0.0%
Wages	12,489	12,800	(311)	-2.4%	36,325	38,400	(2,075)	-5.4%
Total Total I-Site Expenses	14,625	15,681	(1,056)	-6.7%	45,042	47,243	(2,201)	-4.7%
Total Marketing Expenses								
Advertising	395	-	395	0.0%	395	-	395	0.0%
Business Events Marketing	-	1,000	(1,000)	-100.0%	203	2,000	(1,797)	-89.8%
CNZWT Marketing	-	-	-	0.0%	-	2,500	(2,500)	-100.0%
Distribution	759	925	(166)	-17.9%	2,801	2,775	26	0.9%
Domestic Marketing	565	583	(18)	-3.1%	1,239	1,749	(510)	-29.1%
Domestic Marketing Email Distribution	-	500	(500)	-100.0%	545	1,500	(955)	-63.7%
Domestic Marketing Facebook	-	240	(240)	-100.0%	187	720	(533)	-74.0%
Domestic Marketing Spring Campaign	211	-	211	0.0%	211	-	211	0.0%
Domestic Marketing Winter Campaign	-	-	-	0.0%	-	2,000	(2,000)	-100.0%
Domestic Marketing Consumer Expos	-	-	-	0.0%	37	400	(363)	-90.8%

Profit & Loss

	Actual	Budget	Var NZD	Var %	YTD Actual	YTD Budget	Var NZD	Var %
Imagery	280	-	280	0.0%	1,130	-	1,130	0.0%
International Marketing Alliance	-	400	(400)	-100.0%	-	400	(400)	-100.0%
Media Hosting	611	500	111	22.3%	864	1,500	(636)	-42.4%
Relationship Marketing	173	67	106	157.6%	646	201	445	221.5%
Rimutaka Cycle Trail	415	-	415	0.0%	751	5,000	(4,249)	-85.0%
Trade Events & Training	144	583	(439)	-75.3%	659	1,749	(1,090)	-62.3%
Trade Famils	-	250	(250)	-100.0%	404	750	(346)	-46.2%
Visitor Guide	-	1,200	(1,200)	-100.0%	-	1,200	(1,200)	-100.0%
Website	357	583	(226)	-38.7%	2,119	1,749	370	21.2%
Total Total Marketing Expenses	3,911	6,831	(2,920)	-42.8%	12,192	26,193	(14,001)	-53.5%
Total Operating Expenses	53,994	61,330	(7,336)	-12.0%	158,753	189,376	(30,623)	-16.2%
Operating Profit	(36,187)	(36,815)	628	2.0%	16,488	(16,824)	33,312	198.0%
Non-operating Expenses								
Entertainment - Non deductible	339	333	6	1.8%	1,216	999	217	21.7%
Total Non-operating Expenses	339	333	6	1.8%	1,216	999	217	21.7%
Net Profit	(36,526)	(37,148)	622	2.0%	15,273	(17,823)	33,096	186.0%

Budget 2017-18																
Destination Wairarapa Inc.																
	Budget 2017-18	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Forecast 2017-2018	Budget 2016-17	Variance
		Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Budget	Budget			
Income																
Accommodation Commission	\$14,000	\$500.00	\$550.00	\$700.00	\$1,100.00	\$1,300.00	\$3,000.00	\$1,400.00	\$2,200.00	\$1,000.00	\$700.00	\$600.00	\$500.00	\$14,000.00	\$14,500	-\$500.00
Bookit	\$9,000	\$350.00	\$300.00	\$410.00	\$650.00	\$650.00	\$800.00	\$1,200.00	\$1,400.00	\$1,300.00	\$700.00	\$400.00	\$400.00	\$9,000.00	\$8,000	\$1,000.00
Donation - Trust House	\$150,000	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$130,000.00	\$0.00	\$0.00	\$0.00	\$150,000.00	\$235,000	-\$85,000.00
Interest Received	\$1,800	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$1,800.00	\$2,500	-\$700.00
Membership	\$73,000	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$50,000.00	\$15,000.00	\$8,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$73,000.00	\$68,000	\$5,000.00
Other Revenue	\$50,000	\$20,000.00	\$0.00	\$15,000.00	\$0.00	\$8,000.00	\$0.00	\$0.00	\$0.00	\$10,400.00	\$0.00	\$0.00	\$0.00	\$50,000.00	\$15,000	\$35,000.00
Ticket Commission	\$2,000	\$40.00	\$350.00	\$150.00	\$300.00	\$150.00	\$190.00	\$100.00	\$250.00	\$100.00	\$100.00	\$100.00	\$100.00	\$2,000.00	\$2,000	\$0.00
Tourism Products	\$2,600	\$100.00	\$100.00	\$100.00	\$100.00	\$400.00	\$400.00	\$450.00	\$200.00	\$200.00	\$150.00	\$100.00	\$100.00	\$2,600.00	\$4,300	-\$1,700.00
Travel Sales	\$3,800	\$200.00	\$200.00	\$300.00	\$350.00	\$400.00	\$250.00	\$450.00	\$450.00	\$300.00	\$200.00	\$200.00	\$200.00	\$3,800.00	\$4,600	-\$800.00
Wairarapa Visitor Guide	\$27,000	\$0.00	\$0.00	\$27,289.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$27,000.00	\$27,000	\$0.00
Council Grants																
Grants - CDC	\$54,800	\$4,416.67	\$4,416.67	\$4,416.67	\$4,417.00	\$4,416.67	\$4,416.67	\$4,416.67	\$4,416.67	\$4,416.67	\$4,416.67	\$4,416.67	\$5,416.63	\$54,800.00	\$55,141	-\$341.00
Grants - MDC	\$277,000	\$0.00	\$66,560.01	\$0.00	\$0.00	\$66,560.01	\$0.00	\$0.00	\$66,560.01	\$0.00	\$0.00	\$73,319.97	\$0.00	\$277,000.00	\$273,000	\$4,000.00
Grants - SWDC	\$150,000	\$0.00	\$28,865.72	\$0.00	\$0.00	\$28,865.72	\$0.00	\$0.00	\$28,865.72	\$0.00	\$0.00	\$31,174.00	\$0.00	\$150,000.00	\$117,772	\$32,228.00
Total Council Grants		\$4,416.67	\$99,842.40	\$4,416.67	\$4,417.00	\$99,842.40	\$4,416.67	\$4,416.67	\$99,842.40	\$4,416.67	\$4,416.67	\$108,910.64	\$5,416.63	\$815,000.00		\$815,000.00
Retail Sales																
Retail Sales	\$8,000	\$400.36	\$502.28	\$296.77	\$790.13	\$730.12	\$748.78	\$1,059.44	\$998.22	\$800.00	\$700.00	\$500.00	\$400.00	\$8,000.00	\$8,000	\$0.00
Less Cost of Sales	-\$4,000	\$1,123.76	-\$1,708.08	\$1,077.43	-\$149.00	-\$1,690.77	\$826.47	-\$930.29	-\$1,082.52	-\$300.00	-\$300.00	-\$300.00	-\$300.00	-\$4,000.00	-\$4,000	\$0.00
Total Retail Sales		\$1,524.12	-\$1,205.80	\$1,374.20	\$641.13	-\$960.65	\$1,575.25	\$129.15	-\$84.30	\$500.00	\$400.00	\$200.00	\$100.00	\$4,000.00		
Total Income	\$819,000	\$27,280.79	\$100,286.60	\$49,889.87	\$7,708.13	\$109,931.75	\$60,781.92	\$23,295.82	\$112,408.10	\$148,366.67	\$6,816.67	\$110,660.64	\$6,966.63	\$819,000.00	\$830,813	-\$11,813.00
Less Operating Expenses																
Corporate Support Expenses																
ACC Levies	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,500	\$1,500
Accounting Fees	\$14,400	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$1,200	\$14,400	\$13,000	-\$1,400
Audit Fees	\$10,000	\$0	\$0	\$0	\$0	\$10,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$10,000	\$14,000	-\$4,000
Bad Debts	\$500	\$0	\$0	\$0	\$0	\$500	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$500	\$500	\$0
Bank Fees - ANZ	\$700	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$58	\$696	\$850	-\$154
Board Fees	\$23,610	\$0	\$0	\$5,903	\$0	\$0	\$5,903	\$0	\$0	\$5,903	\$0	\$0	\$5,903	\$23,612	\$23,610	-\$2
Board Members Expenses	\$300	\$0	\$0	\$75	\$0	\$0	\$75	\$0	\$0	\$75	\$0	\$0	\$75	\$300	\$300	\$0
Depreciation	\$16,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$16,000	\$16,000	\$0
Entertainment	\$600	\$100	\$0	\$100	\$0	\$100	\$0	\$100	\$0	\$100	\$0	\$100	\$0	\$600	\$0	-\$600
Equipment Rental	\$1,100	\$91	\$91	\$91	\$91	\$91	\$91	\$91	\$91	\$91	\$91	\$91	\$91	\$1,089	\$1,200	-\$111
Fringe Benefit Tax	\$7,700	\$500	\$0	\$0	\$2,400	\$0	\$0	\$2,400	\$0	\$0	\$2,400	\$0	\$0	\$7,700	\$7,200	-\$500
Information Technology	\$8,000	\$500	\$1,000	\$700	\$600	\$1,000	\$100	\$400	\$1,000	\$300	\$400	\$1,000	\$1,000	\$8,000	\$7,100	-\$900
Insurance	\$4,900	\$409	\$409	\$409	\$409	\$398	\$398	\$398	\$398	\$398	\$398	\$398	\$398	\$4,823	\$5,400	-\$577
Interest Expense	\$5,500	\$448	\$440	\$432	\$424	\$416	\$500	\$492	\$484	\$476	\$468	\$460	\$452	\$5,492	\$4,800	-\$692
Kitchen Supplies	\$350	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$30	\$360	\$350	-\$10
KiwiSaver Employer Contribut	\$12,860	\$980	\$980	\$1,000	\$1,500	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000	\$1,300	\$1,100	\$12,860	\$11,650	-\$1,210
Legal Expenses	\$1,000	\$0	\$0	\$0	\$1,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$1,000	\$4,603	-\$3,603
Lighting & Power	\$1,520	\$145	\$145	\$150	\$150	\$100	\$100	\$100	\$100	\$100	\$100	\$100	\$130	\$1,520	\$1,300	-\$220
Membership Expenses inc TD	\$3,500	\$500	\$0	\$500	\$1,800	\$0	\$0	\$0	\$0	\$500	\$0	\$500	\$0	\$3,800	\$3,000	-\$800
Merchant & BNZ Bank Fees	\$3,100	\$170	\$140	\$135	\$220	\$270	\$280	\$230	\$380	\$580	\$320	\$210	\$130	\$3,065	\$3,800	-\$735
Office Supplies incl. Furnishing	\$5,000	\$650	\$500	\$500	\$400	\$300	\$200	\$140	\$400	\$800	\$500	\$300	\$300	\$4,990	\$7,000	-\$2,010
Personnel incl. Training	\$3,000	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$200	\$2,400	\$3,000	-\$600
Rent & Rates	\$15,550	\$1,156	\$1,156	\$1,156	\$1,156	\$1,156	\$1,156	\$1,156	\$2,262	\$1,156	\$1,156	\$1,696	\$1,156	\$15,515	\$15,500	-\$15

	Budget 2017-18	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Forecast 2017-2018	Budget 2016-17	Variance
		Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Budget	Budget			
Salaries	\$270,000	\$22,500	\$22,500	\$22,500	\$22,500	\$22,500	\$22,500	\$22,500	\$22,500	\$22,500	\$22,500	\$22,500	\$22,500	\$270,000	\$255,000	-\$15,000
Subscriptions & Membership	\$7,100	\$5,147	\$810	\$40	\$40	\$100	\$80	\$40	\$610	\$100	\$40	\$40	\$40	\$7,087	\$7,200	\$113
Telecom incl Mobiles	\$9,800	\$820	\$820	\$820	\$820	\$820	\$800	\$820	\$820	\$820	\$820	\$820	\$820	\$9,820	\$10,600	\$780
Vehicle Leases	\$6,420	\$535	\$535	\$535	\$535	\$535	\$535	\$535	\$535	\$535	\$535	\$535	\$535	\$6,420	\$6,600	\$180
Vehicle Operating Costs	\$11,000	\$800	\$1,200	\$800	\$800	\$1,200	\$500	\$900	\$800	\$1,200	\$800	\$800	\$1,200	\$11,000	\$9,700	-\$1,300
Total Corporate Support Exp	\$443,510	\$36,938	\$32,214	\$37,334	\$36,333	\$42,074	\$35,706	\$32,790	\$32,868	\$38,122	\$33,015	\$32,338	\$37,318	\$443,049	\$434,763	-\$8,286
i-SITE Expenses																
Electricity	\$4,500	\$313.97	\$311.37	\$920.93	\$284.00	\$352.20	\$0.00	\$521.53	\$128.0	\$538.88	\$144.37	\$177.37	\$800.34	\$4,492.96	\$4,600	\$107
Kitchen Supplies	\$300	\$16.89	\$43.98	\$11.47	\$0.00	\$70.33	\$11.30	\$30.70	\$0.0	\$36.53	\$23.68	\$52.56	\$10.12	\$307.56	\$300	-\$8
Office Supplies incl Furnishing	\$900	\$0.00	\$80.69	\$0.00	\$0.00	\$215.06	\$0.00	\$41.74	\$23.0	\$317.36	\$50.00	\$113.05	\$12.57	\$853.47	\$1,200	\$347
Personnel incl Training & Conf	\$3,000	\$672.45	\$577.79	\$3,196.96	\$0.00	\$1,280.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$788.44	\$0.00	\$6,515.64	\$2,000	-\$4,516
Photocopier	\$2,200	\$134.40	\$114.74	\$208.17	\$0.00	\$313.83	\$155.11	\$277.75	\$174.0	\$259.04	\$233.77	\$175.00	\$124.65	\$2,170.46	\$2,350	\$180
Rent & Rates	\$23,500	\$1,894.60	\$2,447.92	\$1,978.73	\$3,379.36	\$1,894.60	\$1,894.60	\$1,894.60	\$1,895.0	\$1,894.60	\$1,894.60	\$1,894.60	\$1,894.60	\$24,857.81	\$23,500	-\$1,358
Repairs & Maintenance (2690	\$100	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$100	\$100
Telecom	\$4,500	\$368.17	\$405.40	\$391.19	\$386.00	\$412.89	\$428.19	\$431.19	\$419.0	\$104.46	\$369.64	\$385.00	\$368.55	\$4,469.68	\$4,400	-\$70
Wages	\$170,000	\$11,555.98	\$12,530.23	\$11,591.81	\$20,203.77	\$13,408.81	\$12,788.10	\$13,283.89	\$12,745.0	\$14,248.00	\$13,904.15	\$19,453.94	\$14,228.22	\$169,941.90	\$177,000	\$7,058
Total i-SITE Expenses	\$209,000	\$14,956.46	\$16,512.12	\$18,299.26	\$24,253.13	\$17,947.72	\$15,277.30	\$16,481.40	\$15,384.0	\$17,398.87	\$16,620.21	\$23,039.96	\$17,439.05	\$213,609.48	\$215,450	\$1,841
Marketing Expenses																
Advertising	\$1,000	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$200.00	\$0.00	\$0.00	\$0.00	\$0.00	\$450.00	\$0.00	\$1,000.00	\$1,000	
Imagery	\$6,000	\$0.00	\$0.00	\$0.00	\$0.00	\$366.15	\$49.04	\$200.00	\$1,400.00	\$6.09	\$2,500.00	\$1,046.52	\$0.00	\$6,000.00	\$8,500	
CNZWT Marketing	\$3,500	\$2,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$300.00	\$3,500.00	\$3,500	
Business Events Marketing	\$20,000	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$11,180.00	\$2,835.00	\$5,644.58	\$0.00	\$0.00	\$20,000.00	\$10,000	-\$10,000
Distribution	\$11,000	\$749.68	\$800.00	\$1,338.41	\$9.15	\$1,884.00	\$1,119.50	\$892.50	\$50.00	\$1,021.20	\$308.74	\$825.70	\$758.00	\$11,000.00	\$11,500	
Domestic Marketing	\$22,000	\$0.00	\$618.72	\$439.99	\$0.00	\$1,665.20	\$2.42	\$1,524.60	\$0.00	\$640.00	\$440.00	\$440.00	\$440.00	\$22,000.00	\$29,000	\$7,000
Facebook	\$1,500	\$0.00	\$28.42	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$100.00	\$100.00	\$100.00	\$100.00	\$1,500.00		-\$1,500
Email Distribution	\$4,000	\$296.36	\$318.56	\$160.11	\$129.90	\$212.52	\$489.42	\$855.84	\$211.35	\$340.00	\$340.00	\$340.00	\$340.00	\$4,000.00		-\$4,000
Consumer Expos	\$2,500	\$486.21				\$186.66	\$0.00	\$0.00	\$186.67	\$200.00				\$2,500.00		-\$2,500
Winter Campaign	\$7,000	\$277.82					\$0.00	\$0.00						\$7,000.00		-\$7,000
Spring Campaign	\$7,000			\$47.57	\$74.82	\$6,757.64	\$717.37	\$656.31	\$653.91					\$7,000.00		-\$7,000
Wings	\$0													\$0.00		
Trade Events & Training	\$13,500	\$50.00	\$0.00	\$634.80	\$912.17	\$4,798.41	\$450.00	\$260.87	\$589.95	\$1,566.23	\$1,742.27	\$489.07	\$0.00	\$13,500.00	\$13,400	-\$100
TRENZ	\$6,500		\$0.00											\$6,500.00	\$6,500	
International Marketing Allianc	\$0	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$51,000	\$51,000
Media Hosting	\$6,000	\$1,437.68	\$648.69	\$1,311.99	\$710.02	\$657.39	\$187.16	\$462.10	\$354.26	\$145.65	\$0.00	\$0.00	\$488.13	\$6,000.00	\$4,000	-\$2,000
Relationship Marketing	\$1,500	\$233.96	\$175.70	\$63.70	\$111.43	\$0.00	\$0.00	\$49.13	\$172.29	\$149.55	\$232.08	\$103.18	\$227.70	\$1,500.00	\$1,500	
Rimutaka Cycle Trail	\$5,000	\$5,000.00				\$2,950.00							\$5,000.00	\$5,000.00	\$5,000	
Trade Famils	\$6,000	\$0.00	\$34.35	\$20.57	\$416.18	\$0.00	\$0.00	\$0.00	\$0.00	\$271.08	\$361.05	\$2,042.97	\$210.00	\$6,000.00	\$7,500	\$1,500
Visitor Guide	\$17,500	\$0.00	\$0.00	\$0.00	\$0.00	\$16,915.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$17,500.00	\$17,500	
Web Site	\$18,000	\$258.57	\$200.00	\$902.76	\$200.00	\$417.20	\$200.00	\$200.00	\$260.00	\$2,781.40	\$513.26	\$500.95	\$1,521.61	\$18,000.00	\$18,500	\$500
Total Total Marketing Expen	\$137,500	\$11,290.28	\$2,824.44	\$4,919.90	\$2,563.67	\$36,810.17	\$3,414.91	\$5,101.35	\$15,058.43	\$10,056.20	\$12,181.98	\$6,338.39	\$9,385.44	\$159,500.00	\$188,400	\$28,900
Net Profit	\$28,990	-\$35,904.36	\$48,735.75	-\$10,663.18	-\$55,441.45	\$13,100.20	\$6,384.05	-\$31,076.60	\$49,097.67	\$82,789.94	-\$55,000.97	\$48,944.69	-\$57,175.52	\$2,841.79	-\$7,800	-\$10,642

Budget 2018-2019
Destination Wairarapa Inc.

Account Code	Budget	2018 2019	Variance Budget to Budget	Variance Forecast 17-18 to Budget 18-19	Forecast 2018	Budget 2017 2018	Variance Forecast 17-18 to Budget 17-18
Income							
1020		\$9,500	-\$4,500	-\$700	\$10,200	\$14,000	-\$3,800
1021		\$6,000	-\$3,000	-\$570	\$6,570	\$9,000	-\$2,430
1060		\$160,000	\$0	\$0	\$160,000	\$160,000	\$0
1110		\$1,500	-\$100	-\$50	\$1,550	\$1,600	-\$50
1071		\$90,000	\$5,000	\$7,000	\$83,000	\$85,000	-\$2,000
1050		\$60,000	\$35,000	\$16,000	\$44,000	\$25,000	\$19,000
1022		\$2,000		\$70	\$1,930	\$2,000	
1024		\$3,000	\$1,000	\$450	\$2,550	\$2,000	\$550
1023		\$6,000	\$3,000	\$850	\$5,150	\$3,000	\$2,150
1030		\$30,000		\$664	\$29,336	\$27,000	\$2,336
1055							
		\$55,968	\$827	\$827	\$55,141	\$55,141	\$0
		\$280,000	\$2,000	\$2,000	\$278,000	\$278,000	\$0
		\$131,950	\$1,950	\$1,950	\$130,000	\$130,000	\$0
		\$467,918	\$4,777	\$4,777	\$463,141	\$463,141	\$0
Retail Sales							
1015		\$7,500	\$0	-\$100	\$7,600	\$7,500	\$100
1016		-\$1,600	\$1,500	\$0	-\$1,600	-\$3,100	\$1,500
		\$5,900	\$1,500	-\$100	\$6,000	\$4,400	\$1,600
		\$841,818	\$45,677	\$28,391	\$813,427	\$796,141	\$17,286

Less Operating Expenses

Corporate Support Expenses

2280		\$2,000	-\$2,000	-\$890	\$1,110	\$0	-\$1,110
2250		\$12,000	\$2,400	\$1,579	\$13,579	\$14,400	\$821
2310		\$8,000	-\$1,000	-\$100	\$7,900	\$7,000	-\$900
2340		\$500	\$0	-\$500	\$0	\$500	\$500
2230		\$750	-\$70	\$0	\$750	\$680	-\$70
2040		\$23,610	\$0	\$0	\$23,610	\$23,610	\$0
2041		\$200	\$100	-\$100	\$100	\$300	\$200
416		\$11,500	\$1,500	\$1,500	\$13,000	\$13,000	\$0
424		\$4,000	-\$3,200	-\$50	\$3,950	\$800	-\$3,150
2220		\$1,100	\$100	-\$11	\$1,089	\$1,200	\$111
2290		\$5,800	\$2,000	\$600	\$6,400	\$7,800	\$1,400
2150		\$7,100	\$0	-\$400	\$6,700	\$7,100	\$400
2270		\$5,445	-\$546	-\$320	\$5,125	\$4,899	-\$226
2330		\$1,980	\$3,514	\$210	\$2,190	\$5,494	\$3,304
2180		\$500	-\$340	\$0	\$500	\$160	-\$340
478		\$15,500	-\$3,400	-\$630	\$14,870	\$12,100	-\$2,770
		\$0	\$0	\$0	\$0	\$0	\$0
2120		\$1,100	\$250	-\$150	\$950	\$1,350	\$400
2050		\$800	\$0	-\$300	\$500	\$800	\$300
2260		\$3,000	\$0	\$100	\$3,100	\$3,000	-\$100
2170		\$6,600	-\$900	\$200	\$6,800	\$5,700	-\$1,100
2012		\$3,000	\$0	\$800	\$3,800	\$3,000	-\$800
2110		\$15,000	-\$22	-\$22	\$14,978	\$14,978	\$0
2010		\$305,000	-\$28,000	-\$28,000	\$277,000	\$277,000	\$0
2070		\$10,420	\$2,080	\$30	\$10,450	\$12,500	\$2,050
2130		\$10,100	-\$200	-\$650	\$9,450	\$9,900	\$450
2080		\$5,600	\$928	\$255	\$5,855	\$6,528	\$673
2090		\$15,000	-\$3,500	\$500	\$15,500	\$11,500	-\$4,000
		\$475,605	-\$30,306	-\$26,349	\$449,256	\$445,299	-\$3,957

i-SITE Expenses

	Budget	2017 2018	Variance Budget to Budget	Variance Forecast 16-17 to Budget 17-18	Forecast 2017	Budget 2016 2017	Variance Forecast 16-17 to Budget 16-17
2650		\$4,500	-\$610	\$130	\$4,630	\$3,890	-\$740
2680		\$490	-\$190	\$0	\$490	\$300	-\$190
2675		\$590	-\$194	\$0	\$590	\$396	-\$194
2615		\$1,900	\$100	-\$10	\$1,890	\$2,000	\$110
2670		\$400	\$1,320	\$62	\$462	\$1,720	\$1,258
2645		\$21,000	\$4,000	-\$88	\$20,912	\$25,000	\$4,088
2690		\$100	\$0	-\$100	\$0	\$100	\$100
2655		\$4,500	\$300	\$150	\$4,650	\$4,800	\$150
2610		\$166,000	\$8,000	\$0	\$166,000	\$174,000	\$8,000
		\$199,480	\$12,726	\$144	\$199,624	\$212,206	\$12,582

Marketing Expenses

2440		\$0	\$700	\$0	\$0	\$700	\$700
2520		\$4,000	\$5,500	-\$300	\$3,700	\$9,500	\$5,800
2420		\$2,500	\$0	\$0	\$2,500	\$2,500	\$0
2560		\$33,500	-\$1,300	\$0	\$33,500	\$32,200	-\$1,300
2450		\$11,100	\$280	-\$200	\$10,900	\$11,380	\$480
2442		\$7,000	\$29,660	\$5,100	\$12,100	\$36,660	\$24,560
2442 Faceb	Facebook	\$5,000	-\$5,000	-\$4,750	\$250		-\$250
2442 Email	Email Distribution	\$6,000	-\$6,000	-\$500	\$5,500		-\$5,500
2442 Expo	Consumer Expos	\$1,000	-\$1,000	\$1,220	\$2,220		-\$2,220
2442 Winte	Winter Campaign	\$2,000	-\$2,000	-\$300	\$1,700		-\$1,700
2442 Sprin	Spring Campaign	\$2,000	-\$2,000	-\$2,000	\$0		\$0
2442 Wings	Wings	\$2,000	-\$2,000	-\$2,000			\$0
2530		\$7,000	\$13,650	\$5,600	\$12,600	\$20,650	\$8,050
	TRENZ	\$6,500	-\$6,500	-\$6,500			\$0
2430		\$26,700	\$24,300	\$23,300	\$50,000	\$51,000	\$1,000
2550		\$6,000	\$1,500	-\$1,300	\$4,700	\$7,500	\$2,800
2480		\$800	\$160	-\$25	\$775	\$960	\$185
2702		\$5,000	\$0	-\$5,000	\$0	\$5,000	\$5,000
2540		\$3,000	\$0	-\$300	\$2,700	\$3,000	\$300
2472		\$17,500	\$0	-\$393	\$17,107	\$17,500	\$393
2470		\$7,000	\$9,400	\$8,000	\$15,000	\$16,400	\$1,400
		\$155,600	\$59,350	\$19,652	\$175,252	\$214,950	\$39,698
		\$11,133	-\$87,447	\$21,838	-\$10,705	-\$76,314	\$65,609