

## Destination Wairarapa Board Meeting 28 August 2017 General Manager's Report

### More Visitors, Staying Longer & Spending More

#### Overview

#### Visitor Arrivals

International visitor guest nights as a share of Wairarapa's total guest nights continues to increase. YTD May 2017 we have 18.9% international guest nights. This compares to 17.3% and 15.1% over the past two years.

We're particularly pleased with the work we've done with the Singapore Airlines flights and volume increased volumes of Asian and Australian visitors through this channel.

We're still to see the statistics through on the Lions visit but the initial marketing engagement measures and anecdotal evidence shows pleasing results.

Wairarapa continues to perform well against destinations in the competitor set and against national results.

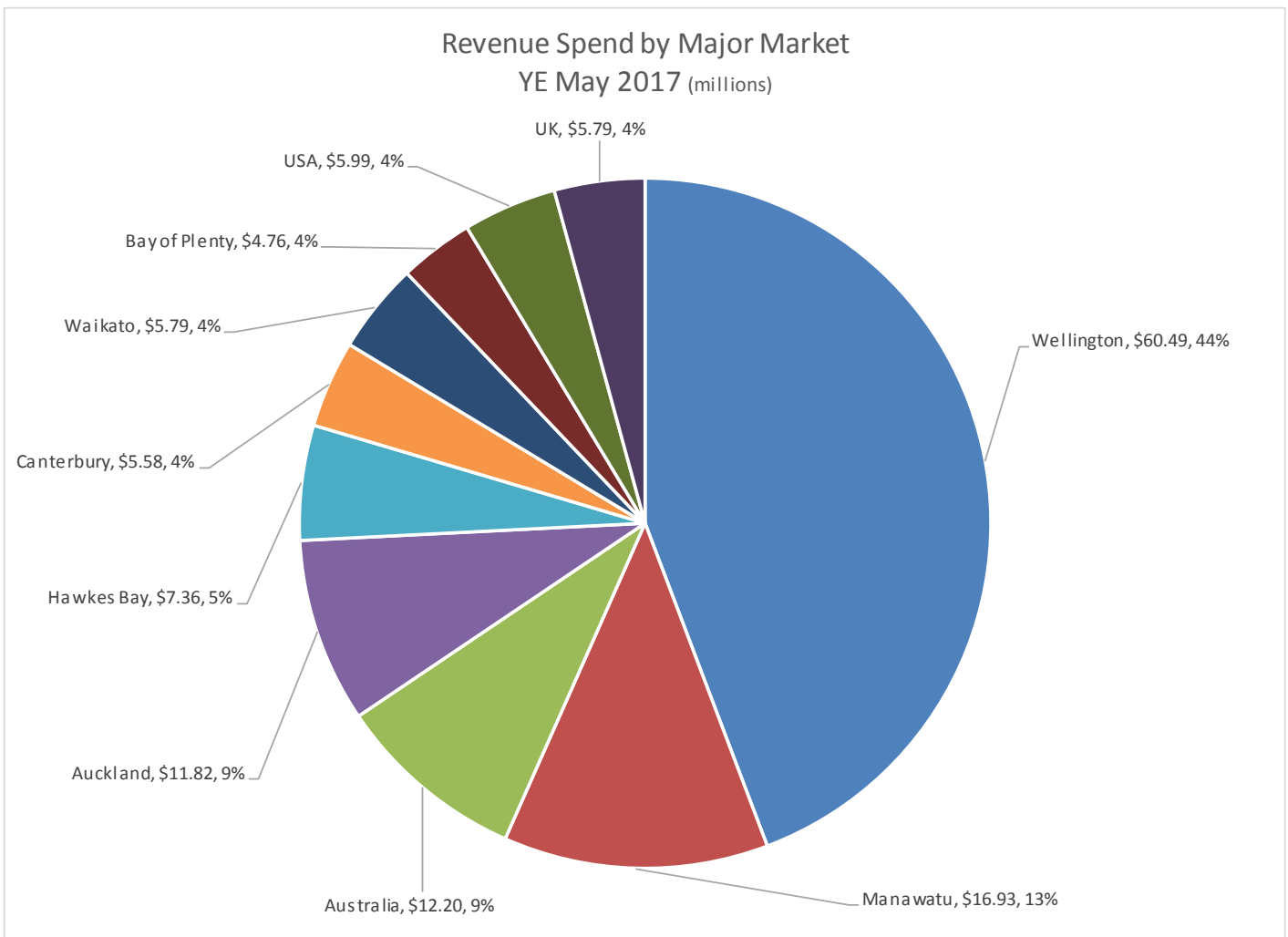
<b>Commercial Accommodation Monitor</b>					
Statistics New Zealand		<b>12 Months Ending May 2016 v 2017</b>			
	<b>Wairarapa</b>	<b>Greater Wellington</b>	<b>Hawkes Bay</b>	<b>Taupo</b>	<b>National</b>
<b>Guest Arrivals</b>					
2017:	126,210	1,237,832	538,254	620,086	19,487,521
2016:	117,856	1,237,281	488,983	551,470	18,668,514
Variance:	6.6%	0.0%	9.2%	11.1%	4.2%
<b>Guest Nights</b>					
2017:	235,746	2,670,310	1,199,746	1,110,235	38,811,942
2016:	218,035	2,642,013	1,076,736	1,027,936	37,335,409
Variance:	7.5%	1.1%	10.3%	7.4%	3.8%
<b>Occupancy</b>					
2017:	25.2%	65.5%	44.1%	41.9%	44.2%
2016:	22.9%	64.9%	38.6%	39.8%	42.3%
Variance:	2.3	0.6	5.5	2.1	1.9
<b>Length of Stay</b>					
2017:	1.87	2.16	2.23	1.79	1.75
2016:	1.85	2.14	2.20	1.86	1.74
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 2016 v 2017</b>		
	<b>Wairarapa</b>	<b>Masterton</b>	<b>National</b>
<b>Guest Arrivals</b>			
2017	126,210	71,370	19,487,521
2016	117,856	67,498	18,668,514
Variance	6.6%	5.4%	4.2%
<b>Guest Nights</b>			
2017	235,746	140,522	38,811,942
2016	218,035	134,370	37,335,409
Variance	7.5%	4.4%	3.8%
<b>Occupancy</b>			
2017	25.2%	29.0%	44.2%
2016	22.9%	27.7%	42.3%
Variance	2.3	1.3	1.9
<b>Length of Stay</b>			
2017	1.87	1.97	1.75
2016	1.85	1.99	1.74

### Visitor Spend

This series of graphs is an aggregated view of spend but still shows growth for all visitors at YE May 2017. New to this set is Bay of Plenty which is now contributing at the minimum threshold of 4%.



A reminder that the 2025 goal is for Wairarapa tourism to be generating \$212million dollars a year to the local economy. YE May 2017 and the industry is generating \$167.5million which is average growth of 8% from the \$134million benchmark in 2014. This is considerably better than the 5% average required per year.

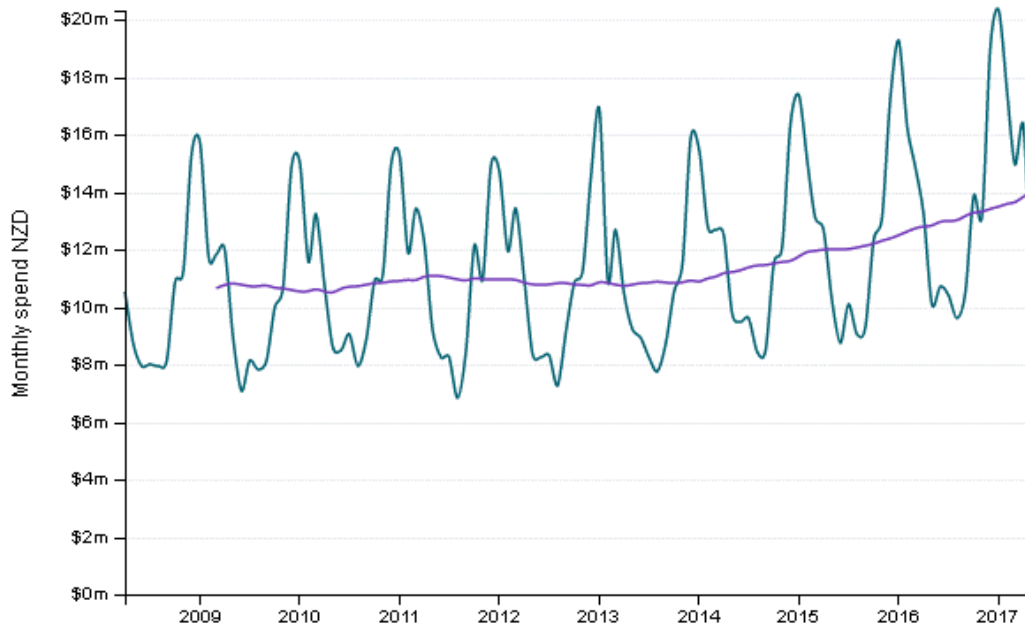
### Visitor Spend

For the YE May 2017 we can see the breakdown of visitor spend by TLA. .



Masterton District revenue from tourist spend increased 3.4% (\$3 million) from the previous 12 months. South Wairarapa District increased 18.1% (\$10 million) and Carterton has increased for the first time in a few years by 7.6% (\$1 million). The opportunity is still apparent for Carterton to capture retail growth.

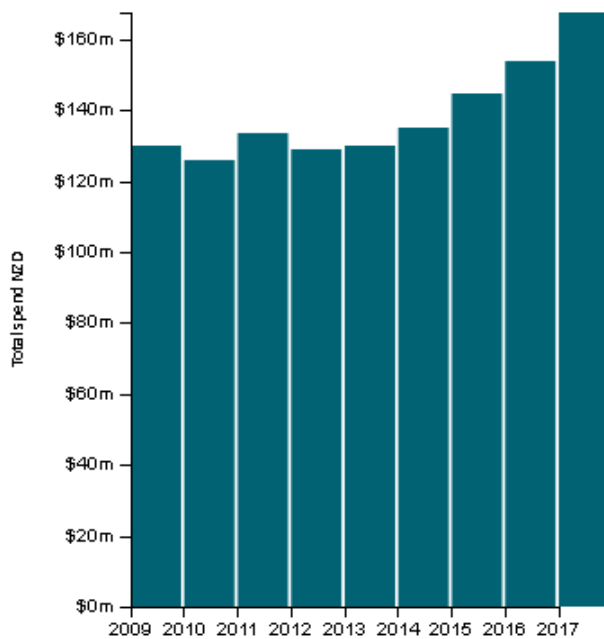
### Historical monthly spending pattern



The continued shallowing of the season in terms of spend is excellent and currently shows no signs of slowing.

An unusual shift in spending for the YE May 2017 with Accommodation increasing to \$16m (from \$14m) and Other Tourism to \$14m (from \$10m). For the first time the Wairarapa spend graph has needed to extend the spend axis out to \$40million with Retail putting that demand on the statistician.

### Total spending for year to May

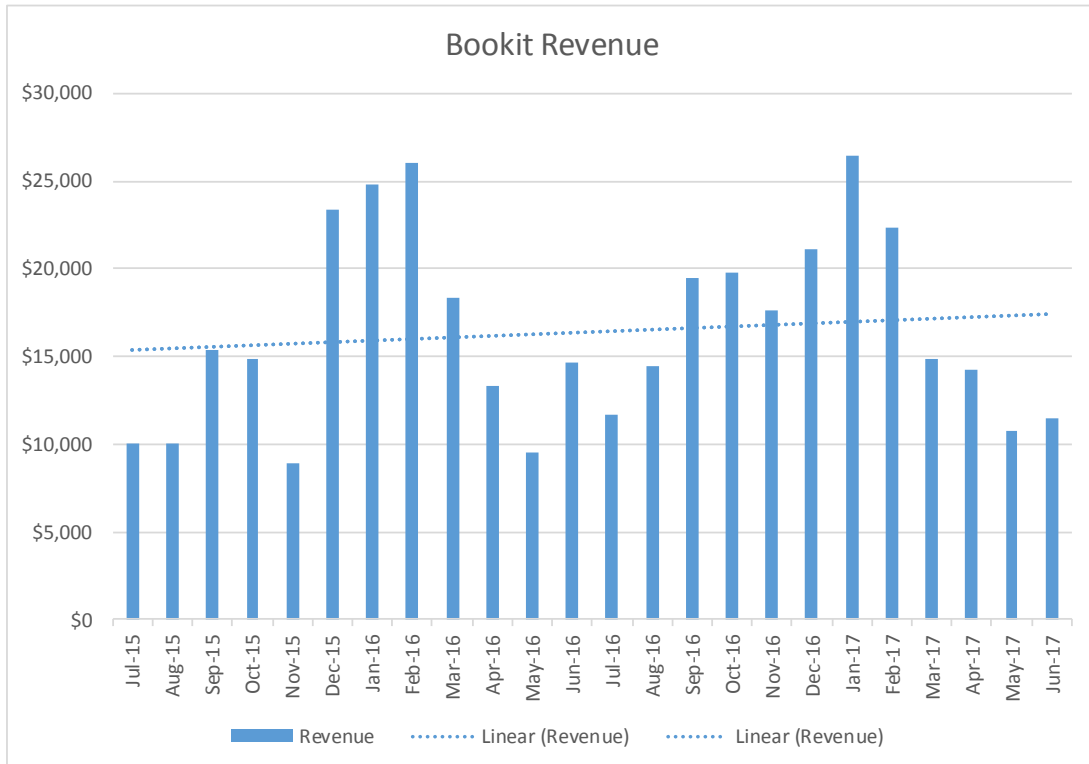


### Spend by Product



## Bookit

Bookit is the online booking engine on the Destination Wairarapa website. Bookit continues to perform above budgeted expectations. April and May reversed the decline of revenue from a poor summer. June was surprisingly down on last year as the industry has performed well in the Wairarapa. This is revenue going direct to local businesses.



## Winning Business Events

Destination Wairarapa is working with Air New Zealand and our conference partners to fly in Professional Conference Organisers who have well qualified conference leads.

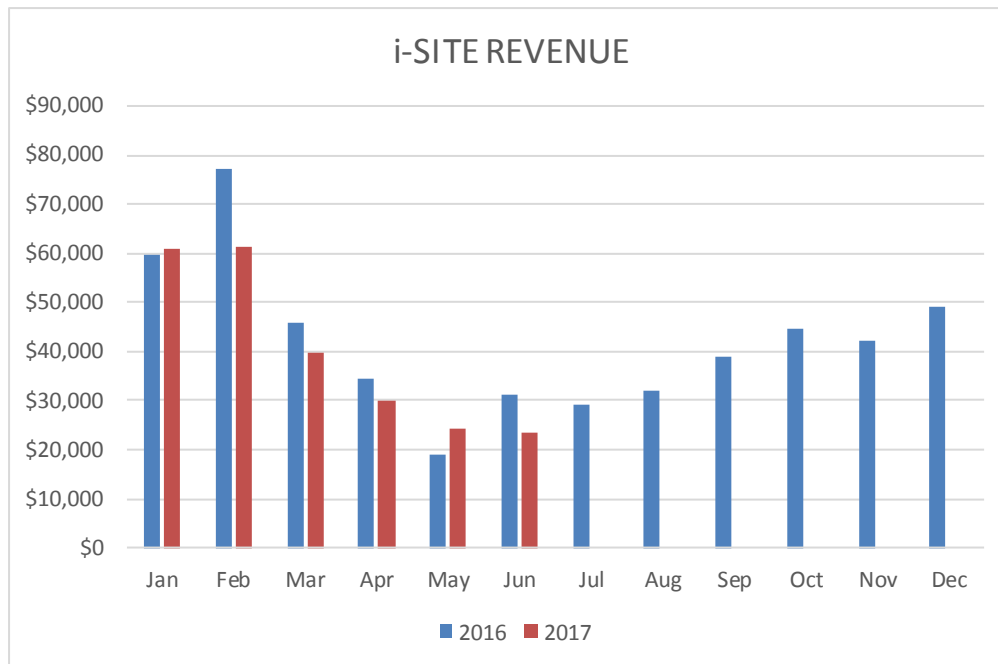
Working with the NZ Cricket Umpires and Scorers conference on messaging and marketing material to maximise delegates in attendance.

Planning has commenced for how Wairarapa will be presented at the 2018 trade shows in Wellington. Planning is in conjunction with the relevant partners.

## i-SITE Visitor Centres

### Highlights:

- **i-SITE Total Sales**
  - i-SITE Visitor Centre gross revenue for YE June 2017 (\$475,389) was down 3.0% on the previous 12 months.
- Door counts at the i-SITE Visitor Centres for the YE June 2017 (40,879) are down 1,650 (3.9%) on the previous year.



### Product Development

- Working with NZTA to change traffic signage to Wairarapa given the indefinite closure of the Manawatu Gorge
- Working with operators on Winter promotion campaign
- Working with a new coach tour operator
- Working with TNZ China and Singapore on a day and two day tour product
- Working with Transdev and Greater Wellington Regional Council on tourist train product
- Working with Aratoi on tour product
- Worked with operators and surrounding regions on Lions promotion
- Attending trade presentations in Singapore for selling of Singapore Airlines flights to Wellington
- Worked with Transdev and GWRC to get Lions trains for the Wairarapa

### Operator Development

- Members networking event in May
- Rimutaka Cycle Trail partners meeting

# Wairarapa Balloon Festival


## Email Database Communication:

- Went to our Hawkes Bay, Manawatu, Wellington and Wairarapa Families database
- Easter promotion which lead with the Wairarapa Balloon Festival as a great activity for the 4-day weekend
- Night Glow competition
- When & Where local database promotion
- Event promotion in our weekly local update

## Wairarapanz.com:

- Easter 2017 page: Outline of Easter activities for the holidays – lead with the Wairarapa Balloon Festival
- Wairarapa Balloon Festival page: Outlining the different events, dates and cancellations

## Facebook promotion:



The image shows a Facebook post from the 'Wairarapa' page, published by Sara Mano on March 30. The post text reads: 'WIN - We have a Family Pass to the Wairarapa Balloon Festival, Copthorne Solway Park Night Glow up for grabs! It will be a magical evening - tethered balloons will light up the night plus there will be fun family entertainment, food markets, live music, aviation displays & a kids zone too! Enter here: [www.wairarapanz.com/win-night-glow](http://www.wairarapanz.com/win-night-glow)'. Below the text is a promotional image for the 'WIN Night Glow Family Pass' featuring several lit-up hot air balloons at night. To the right of the image is a list of user comments, including: 'Marky Tehei Pora Munn love the balloons festival in masterton', 'Bryan Hampson Awesomeness', 'Marie Sowden Love it', 'Bridget Needham Fingers crossed x', 'Ryan Abrahams Jamie Ottow', 'Annalyn McGill Kate Taptiklis', and 'Adele Trezise Pippa Cain'. Each comment includes a 'Like' button and a timestamp.

## Wairarapa Balloon Festival Night Glow event promotion:

- Night Glow Family pass giveaway
- 6,225 people reached
- Positive responses

**Wairarapa**  
Published by Sara Marie [?] · April 12 · 🌐

We've got Easter & School holidays sorted in the Wairarapa. Check out our handy list of fun things for the family here: [www.wairarapanz.com/easter-2017](http://www.wairarapanz.com/easter-2017)



Facebook posts pushing to our Easter 2017 page

- 6,084 people reached

**Claire Vivian-Greer Lorne** might be handy for when you're up?  
Like · Reply · Message · 👍 1 · April 12 at 11:23am · Edited

People engaging with our content – trip planning inspiration.

**Wairarapa**  
Published by Sara Marie [?] · April 11 · 🌐

WIN - Wairarapa Balloon Festival and Amalgamated Helicopters NZ Ltd have 3 HELICOPTER RIDES to giveaway!  
Pre-purchase your ticket to the Night Glow online before Thursday 13th of April 5pm and go in the draw to win 1 of 3 seats available at the Night Glow.  
Purchase your Night Glow tickets here: [www.nzballoons.co.nz/night-glow](http://www.nzballoons.co.nz/night-glow)  
See the competition terms here: [www.nzballoons.co.nz/win/](http://www.nzballoons.co.nz/win/)





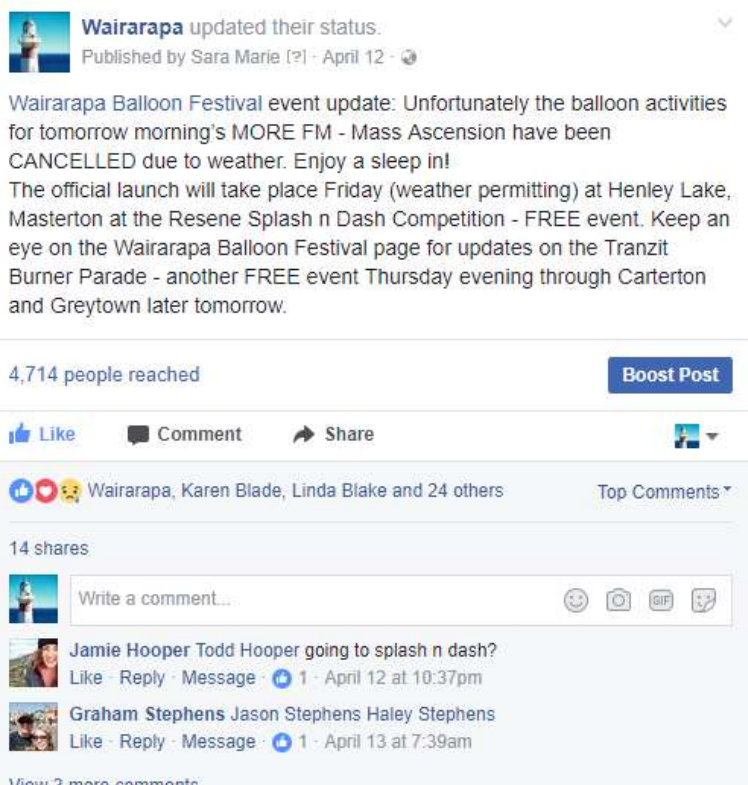
## Festival competition promotion

- 8,029 people reached



Helped to drive festival event update messaging to ensure audiences were aware if events were on or not.

- 4,408 people reached



We are an authoritative page which assured people received the correct information and this also helped to gain a wide reach of people.

- 4,714 people reached
- 14 shares

 **Wairarapa**  
Published by Sara Marie [?] · April 15 · 🌐

We're looking forward to the Wairarapa Balloon Festival, Copthorne Solway Park Night Glow tonight!  
This is what you need to know:

1. WEATHER: Dying wind and no rain forecasted tonight. Ballooning is VERY weather dependent, safety is the main priority and ballooning plans can change in minutes.
2. TICKETS: Tickets are available at the Masterton & Martinborough i-SITES or online until 12pm today: [www.eventfinda.co.nz/.../wairarapa-balloon-festival.../masterton](http://www.eventfinda.co.nz/.../wairarapa-balloon-festival.../masterton) There will be gate s... See More



Wairarapa Balloon Festival  
**Night Glow**  
is on!

Event update

- 5,426 people reached
- 28 shares

## DHL New Zealand Lions Series 2017 marketing

### Plenty to do on 2 campaign



#### WREDA

- Wellingtonz.com – ensured Wairarapa content on their pages
- Distribution of our rugby events to their accommodation providers
- Distribution of our Plenty to do on 2 flyers in their motorhome packs

#### Newzealand.com

- Ensured our rugby events and appropriate regional content were included in their Lions itineraries.

#### Wairarapanz.com

- We had a dedicated page for the Lions series with event, campervan, accommodation, Wellington day trip and activity information.

#### Campermate

- Worked with the Hawkes Bay RTO for Banner advertising on the Campermate app to ensure travellers used State Highway 2
- Hawkes Bay had a banner just out of Auckland
- Wairarapa had one in Waipukurau
- Hawkes Bay had a banner in Wellington for travellers returning North

#### Rugby Festival site

- Ensured all appropriate Wairarapa events were listing on this

#### Rugby Safari Map

- We listed our all appropriate events, activities and restaurants/pubs on this.

## **i-SITEs**

Pre-series i-SITE famil for:

- Rotorua
- Wairoa
- Hastings
- Palmerston North
- Tararua
- Upper Hutt
- Lower Hutt

i-SITEs distributing our Plenty to do on 2 flyers:

- Rotorua
- Kawerau
- Taupo
- Wairoa
- Napier
- Havelock
- Hastings
- Palmerston North
- Tararua
- Wellington, Upper Hutt, Lower Hutt

## **Key places distributing our Plenty to do on 2 flyer:**

- Campervan Holiday Parks, Hawkes Bay vineyards, Rugby Museum
- 2 x Top 10 Holiday Park in Rotorua
- Debretts Taupo
- All Seasons Kiwi Holiday Park, Taupo
- Top 10 Holiday Park in Taupo
- Top 10 Holiday Park in Lower Hutt
- Bayview campground
- Napier Aquarium
- Mission Estate Winery
- Craggy Rage Winery
- Church Road Winery
- Palmerston North Campground
- Tui Brewery
- Pukaha Mount Bruce

## **Wellington on foot Plenty to do on 2 flyer distribution**

- Thursday and Friday

## **The Guardian**

- We were included in an article about Wellington daytrips  
[www.theguardian.com/travel/2017/mar/22/wellington-day-trips-wine-coastal-views-and-james-camerons-veggies](http://www.theguardian.com/travel/2017/mar/22/wellington-day-trips-wine-coastal-views-and-james-camerons-veggies)

## **Local Wairarapa A3 poster distributed with our Visitor Guides to:**

- Cafes
- Restaurants
- Shops
- Accommodation providers

## Email:

Local email database:

- Ensured locals knew about our rugby events for visiting family and friends
- Wellington game trains promotion

When & Where local email:

- Event promotion
- Wellington game trains promotion

## Facebook Boosted Posts and Ads

- We had a strong Facebook presence to ensure reach of our target market.
  - We ensured our Facebook targeting aligned with the rugby series by using the game locations for paid promotion
- Used specific pages for targeting:
  - Official Lions Rugby
  - All Blacks

From the response from people in the examples below and seeing where people who interacted with the posts were from such as Ireland, our targeting helped us to gain engagement from our target audience.



We had Lions supporters engaging with our posts.

**Phil Et Jo Cutforth** shared Wairarapa's photo.  
15 hrs · 🌐

Andy Parratt - pass on for those looking for something to do on Thursday, Friday, between games?



**Wairarapa**  
18 hrs · 🌐

In Wellington for the big games? Explore the Wairarapa, just an hour from Wellington. See the coast or check out the Martinborough wineries & vineyards. It's super easy, these day trips go to & from Wellington every day. Find out here: [www.wairarapaitz.com/dhi-nz-lions-2017-series#daytrip](http://www.wairarapaitz.com/dhi-nz-lions-2017-series#daytrip)

👍 Like    💬 Comment    ➦ Share

**Wairarapa**

**Wairarapa** We would love to see you in the Wairarapa! Need local advice and help booking Wairarapa activities? Give our helpful i-SITE Visitor information centre team a call: 06 306 5010

Like · Reply · Commented on by Sara Marie (?) · 1 hr

We provided daytrip inspiration from Wellington. Rugby supporters shared this content.



**Wairarapa**

Published by Sara Marie [?] · May 30 · 🌐

Heading to the British & Irish Lions Hurricanes and All Blacks games in Wellington? Catch the train to and from the Wairarapa to the games! Purchase your tickets & find out more here: [www.wairarapanz.com/dhl-nz-lions-2017-series](http://www.wairarapanz.com/dhl-nz-lions-2017-series)  
#AllForOne #LionsNZ2017



Provided Wellington game train awareness

- 9,444 people reached
- 31 shares



**Wairarapa** with Tui and 3 others.

Published by Sara Marie [?] · June 23 at 9:35am · 🌐

Travelling to Wellington for the British & Irish Lions games? You can see ALL of this plus lots more – just take State Highway 2 to Wellington, an easy drive with lots to see & do along the way.

Find out more here: [www.wairarapanz.com/dhl-nz-lions-2017-series](http://www.wairarapanz.com/dhl-nz-lions-2017-series)



9,223 people reached

[View Results](#)

[Like](#)

[Comment](#)

[Share](#)



[Wairarapa](#), [Ron Mark](#), [Fred Anderson](#) and 53 others

[Top Comments](#)

5 shares



**Wairarapa**  
Published by Sara Marie [?] · June 16 at 7:15am · 🌐

Travelling in your self-contained campervan? Stay the night in your campervan at the Mangatainoka Reserve right beside Tui Brewery - how good can it get?! While you're there leave your 'green stamp' by planting a native tree gifted to you by Tui Brewery in the reserve.

It's simple, here's how it works:

- Stay at the Mangatainoka Reserve
- Visit the Tui Brewery to receive your native tree
- Plant the tree with the assistance of Tui staff... [See More](#)



**Wairarapa** We would love to see you in the Wairarapa! Need local advice and help booking Wairarapa activities? Give our helpful i-SITE Visitor Information centre team a call: 06 306 5010

Like · Reply · Commented on by Sara Marie [?] · June 27 at 8:44am

**Linda Meade** Jan Zijderveld interesting idea! For the Lions fans.

Like · Reply · Message · 🗨️ 1 · June 16 at 7:51am

**Gary Roache** Hahaha and right next to waynes how good ayyy

Like · Reply · Message · 🗨️ 1 · June 18 at 12:13am

**Pattie O'Boyle** What a great initiative !

Like · Reply · Message · 🗨️ 2 · June 16 at 8:02am

**Gaeline Cairns** Wow, great idea.

Like · Reply · Message · 🗨️ 1 · June 17 at 4:16pm

**Paulette Bishop** Awesome! Great initiative #Tui

Like · Reply · Message · 🗨️ 1 · June 17 at 2:18pm

**Terry Jackson** Free beer

Like · Reply · Message · 🗨️ 🍻 2 · June 17 at 12:52pm

**Vivien Melrose** Great idea

Like · Reply · Message · 🗨️ 1 · June 17 at 2:31pm

**Sharon Burnet** Paula Campbell

Like · Reply · Message · 🗨️ 1 · June 17 at 5:16pm

### Campervan site inspiration for travellers

- 11,377 people reached
- 26 shares
- 95 likes

**COUNCILLOR REPORT**  
**for**  
**South Wairarapa District Council Meeting**  
**Wednesday 9 August 2017**

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<b>WRFD Board</b>	Max Stevens Council Representative.
<b>Meeting – Date &amp; Venue</b>	Friday 30 <sup>th</sup> June 8.30am Masterton Fire Station
<b>Key issues from meeting</b>	<p><b>WRFD; In finishing the final months of the WRFD, the highlight was the Isuzu handing over by Mayor Lyn Patterson to the Wainuioru Volunteer Fire Force, this was the final of 8 new Isuzu appliances having been handed over, making it probably the best equipped fire district in NZ.</b></p> <p><b>Fenz;</b>  By the time Councillors receive this final report Fenz will be the organisation delivering both Rural and Urban Fire/Emergency services. The Board is confident the transition will be relatively seamless with all WRFD staff transferring over to the new organisation. You will all be aware that for Rural Fire this is a quiet period when training of both management and volunteers can take place as well as a catch maintenance and servicing of equipment. This will also allow the integration to begin and merging with Tararua District to be settled prior to the summer fire season. Although like Urban Fire, Rural are being called out more often for other accident events other than fire. Fortunately, this has been recognised in the new legislation and funding for support and training is being better provided for.</p> <p>The Disestablishment Plan adopted by the Board has been adhered to and meeting with various Fenz Transition teams have ensured everything that needed to happen has. The transfer of assets and leases were completed and signed off. For the public and the urban and rural volunteers it is pretty much business as usual, the bigger initial changes are with the Rural Fire Services, Wairarapa merging with Tararua and the dissolution of Fire Boards or in the case of Tararua Council's responsibility in rural fire. The full integration is estimated to take approximately 3 years and again most of the changes will be in management and ensuring that the service is efficient and effective but with cost savings. Probably the next more news worthy component of the integration will be decisions on regions and selection of advisory committees. The talk is 12-14 regions. During the integration period Wairarapa/Tararua Rural fire is in Region 5 and the Rural Manager during this period is Gary Lockyer and the National manager is Kevin O Connor.</p> <p>The dissolution of the statutory authority of EWRFD occurred on Mid-night 30<sup>th</sup> June.  The WRFD will remain on paper until the final set of audited accounts</p>

	<p>are accepted at an AGM probably in Oct later this year and will then de-register as a charity. The bulk of the residual funds has been accrued in the accounts for capital funding of 3, 4x4s for the VFFs, this ensures the money is well spent and stays in the Wairarapa benefiting the volunteers who serve our Wairarapa communities.</p> <p>The Tinui Depot project is still work in progress and will be completed in the coming months, again the funding for this project has been accrued in the accounts and will be released as staged payment is required.</p> <p>The Greater Wellington Regional Council is gifting a section of land and the current Tora Fire Depot at Tukurumuri to the WRFD or now "Fenz" this is fantastic as it will secure the Depot for future years and is in probably the best position to serve the rural communities in the area. This will require a resource consent so I hope that SWDC treats this consent as well as it does with all its consents. 😊</p>
<p><b>Specific item/s for Council consideration</b></p>	<ol style="list-style-type: none"> <li>1. Urban Bylaws re fire permitting need to remain in place until Fenz has new procedures in place.</li> <li>2. Tora Fire Depot.</li> </ol>
<p><b>General</b></p>	<p>I would like to acknowledge the great job Phill Wishnowsky and his team Rob, Grant and Sally have done and will continue to do for the Wairarapa Rural Fire Service. Special thanks to all the volunteer fire fighters who are the grass roots of the organisation they do a fantastic job. Lastly, I thank fellow directors whose prudent governance has supported the PRFO and his team and volunteers to allow the WRFD to provide an efficient and well organised rural fire authority. An organisation I have been proud to serve. I thank Council for my appointment.</p> <p>Many thanks Max Stevens.</p>