

Destination Wairarapa Board August 2012 General Manager's report

Financials YTD 31 August 2012

- The YTD financial statements are attached and summarised below:

Destination Wairarapa Profit & Loss Summary						
	August 2012			YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenue	\$67,866	\$28,400	\$39,466	\$147,184	\$194,143	-\$46,959
Expenditure						
Corporate Support	\$30,756	\$30,691	-\$65	\$62,758	\$63,806	\$1,048
Marketing	\$25,011	\$12,643	-\$12,368	\$28,604	\$29,846	\$1,242
i-SITEs	\$19,751	\$19,420	-\$331	\$38,098	\$38,440	\$342
Total Expenses	\$75,518	\$62,754	-\$12,764	\$129,460	\$132,092	\$2,632
Net Surplus/Deficit	-\$7,652	-\$34,354	\$26,702	\$17,724	\$62,051	-\$44,327
PROJECTS						
STAR Revenue carried fwd	\$0	\$0	\$0	\$47,603	\$47,603	\$0
Revenue	\$0	\$0	\$0	\$0	\$0	\$0
Expenses	\$0	\$1,400	\$1,400	\$0	\$2,800	\$2,800
Net Surplus/Deficit	\$0	-\$1,400	\$1,400	\$47,603	\$44,803	\$2,800
Total Net Surplus/Deficit	-\$7,652	-\$35,754	\$28,102	\$65,327	\$106,854	-\$41,527

- Revenue YTD is down \$46,959 (24.1%) on budget, which is an improvement of 24.7 percentage points on July. This result will improve further as Council payments catch up with the invoicing periods which can clearly be seen in the August actual v budget result.
- Membership Revenue (\$11,731) YTD is ahead of budget (\$10,000).
- Retail sales are slow at the moment and have been in decline for the past 6 months. Changes are being made in what is stocked and how it's displayed to try and turn these results.

More Visitors, Staying Longer & Spending More

Overview

July has seen a sudden and dramatic drop in all measures compared to July last year. Similar declines were seen in Wellington and nationally, however, Manawatu escaped the trend with some solid increases.

Wairarapa guest arrivals were down 20.2% and guest nights were down 24.1%

The guest arrivals decline was a result of a 21.6% decline in domestic travellers. Guest density of 1.86 versus 2.01 and 2.04 for July 2011 and 2010 respectively suggests a decline in families staying during the school holidays.

A 14% increase in international visitors compared to July last year is remarkable when compared to Wellington which saw a 19.8% decline in the same market.

Commercial Accommodation Monitor				
Statistics New Zealand				July 2012
	Wairarapa	Manawatu	Greater Wellington	National
Guest Arrivals				
2012	5,642	21,215	83,330	1,032,317
2011	6,780	19,953	93,485	1,102,018
Variance	-20.2%	5.9%	-12.2%	-6.8%
Guest Nights				
2012	10,231	38,307	171,687	2,108,414
2011	12,701	37,016	200,804	2,259,130
Variance	-24.1%	3.4%	-17.0%	-7.1%
Occupancy				
2012	13.9%	32.4%	51.1%	29.9%
2011	14.8%	29.4%	59.6%	31.8%
Variance	-0.9	3.0	-7.5	-1.9
Length of Stay				
2012	1.8	1.8	2.1	2.0
2011	1.9	1.9	2.2	2.1
Note: Greater Wellington excludes Wellington City				

Marketing to Arriving Travellers

Worked on copy/content/images for the 2013 Visitor Guide.

Managed development of the cover for the Visitor Guide which features a selection of local people starring as themselves!

Wine map completed for inclusion in Visitor Guide – we have a few new vineyards listed.

Winning Conferences

Destination Wairarapa provided support to the 2013 Tourism Export Council New Zealand conference bid lead by Angela Scott of Copthorne Solway Park. A combined effort with Tranzit, Copthorne and Tui saw us come away with the conference to be held in August 2013. The importance of this conference to the Wairarapa inbound market can not be overstated.

Destination Wairarapa is leading a familar for what is planned to be a coach load of conference decision makers in November 2012. Plans are currently being finalised with invitations going out soon.

Destination Wairarapa will support Copthorne Solway Park's bid for the 2013 Conference Incentives New Zealand conference.

Destination Wairarapa attend the Wairarapa Wedding's Expo to build on our local's database.

Provided content for the annual Corporate Event Book.

Established Products and Markets

Classic New Zealand Wine Trail (CNZWT) – Tararua District Council has agreed to contribute \$1,500 to the CNZWT this year.

Development work continues on the joint PWT-Tourism NZ Australia campaign (core proposition of the campaign being to come and experience NZ's best food and wine along the Classic NZ Wine Trail, using Wellington as the entry point 'gateway'). We have been involved in relation to hero shots/locations/options. For us this will be Martinborough with a focus on distinctive cellar doors. The campaign is set to launch in October with major activity to be in autumn 2013.

Wellington –

Exhibited at the Wellington Women's Lifestyle Expo - held over a weekend at the TSB Arena over 8,000 women attended. 468 new names were added to our database.

Exhibited at Copthorne's Wedding Expo and the Made in Wairarapa Expo. 170 new names were added to our database.

Rolled out a domestic campaign focused on Wellington On A Plate. Elements included PR, email to our smartmail database, Facebook posts web tiles and a competition.

Despite following directly after the all-consuming two weeks of Olympics coverage, understanding of Wellington On a Plate and its various programme elements has grown this year. One Wairarapa event was cancelled due to lack of sales but on the whole events here (specially the more moderately priced ones) did well, several sold out.

We hosted journalist and Editor of Times Age for a Wellington On a Plate burger as part of Wellington On A Plate.

We met with Greytown Arts Festival organisers to discuss media opportunities/partnership for the event both here and outside the region. This event which is at Labour Weekend provides a great reason to come to the region on that particular weekend – Katie will be aiming for coverage in The DomPost and will pitch and identify opportunities.

Katie delivered a great small feature-ette on Jazz in Martinborough in the Capital Day section of The DomPost.

Manawatu –

Hawkes Bay –

Australia –

Famil of Carrington Garden with owner Shirley Cameron – the garden has now been integrated into several garden tours coming to the region with Group Events in Sydney. They have previously used Richmond Garden so we are fortunate to have identified Carrington as a willing and well placed (i.e. right on SH2) replacement product.

Secured a visit from Australia wine writer to Toast Martinborough – he will write a feature on TOAST as well as attend a special pre-TOAST lunch hosted by Bill Foley at TK. This media visit is funded by PWT via our Gateway partnership and TOAST are paying for his accommodation so great team effort.

As part of new reporting agreed with PWT we will receive quarterly arrivals data. After two years of marketing activity by PWT it's very exciting to see how we're faring against the rest of NZ.

A very positive end to the financial year with Wellington arrivals up +17.5% compared to +5.8% for NZ. Interestingly though the month of June was up +35% (NZ +25%). This is coming off a low base however because the Chilean ash cloud significantly reduced trans-Tasman travel in June 2011.

Australian Arrivals			
Wellington			
	2011	2012	Variance
YE June	118,377	139,088	17.5%
Apr-Jun	26,144	28,496	9.0%
June	6,720	9,072	35.0%
Australian Arrivals			
New Zealand			
	2011	2012	Variance
YE June	1,111,264	1,175,440	5.8%
Apr-Jun	230,540	237,520	3.0%
June	64,820	80,672	24.5%

Events

Destination Wairarapa continues to facilitate the collection of events around the Golden Shears.

We have been working with a number of events as they develop and plan:

- Vintage Car Club Easter National Rally 2013
- La De Da
- Pukaha Mount Bruce Garden Tour (Nov)

Website/Online

Katie and Barbara attended a Social Media session lead by a young consultant who was heavily involved in the Student Army activity in CHCH. We joined Wings over Wairarapa team for a planning session around use of Social Media to promote that event. Katie will be managing Twitter for the event.

Developed an RFP for the build and maintenance of the new wairarapanz.com.

Facebook posting continued with posts including Jazz in Martinborough and Fathers Day

Helen is spearheading much smarter use of the email software email tool we have (Smartmail) – there are additional tools within the programme that we will utilise. These include a Facebook Share function.

Other

Met with and briefed drivers for the forthcoming Grand Pacific Tours session through the region

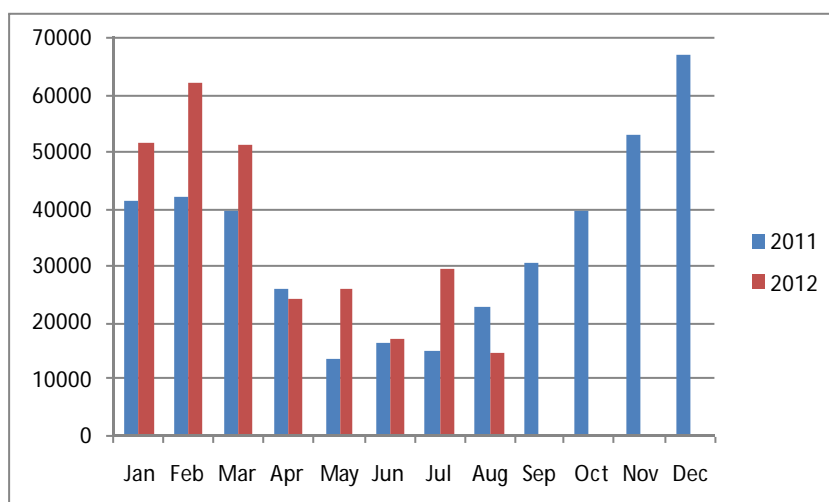
Hosted small famil from ANZCRO (major OZ wholesaler) at Pukaha. Later received a very enthusiastic email from one of the attendees – they were blown away by their visit.

i-SITE Visitor Centres

Highlights:

- **i-SITE Total Sales**
A poor result for August however, for the calendar year to August, total i-SITE sales (\$276,352) are up 27.3% on the same eight months in 2011.
 - June \$16,890 – up 3%
 - July \$29,433 – up 95%
 - August - \$14,487 – down 36%

i-SITE revenue for August (\$14,487) is the lowest since May 2011. With all revenue sources down, August revenue finished down 36% on the same month last year.



- **i-SITE Foot Count**

While there have been three consecutive months of visitor decline through the i-SITE doors, the number YTD (29,901) in 2012 are up 12.4% on the same period in 2011.

- June 1,820 – down 19%
- July 1,634 – down 37%
- August 1,480 – down 34%

Product Development

Have been in discussions with Daysh House and Tranzit about a packaged product linking complementary products.

Working with Adorne, Greytown around a packaged product for women.

A meeting of South Wairarapa operators located along the Wellington Wairarapa Cycle Trail, including Featherston, was held at the Tin Hut. Operators were updated on where the trail was up to and how they should start planning for it.

Members and stakeholders:

- New Members
 - Rotary Martinborough Fair
 - Greytown Campground
- Renewed members:
 -
- Resigned members:
 - There weren't any resigned members

David Hancock
General Manager

DESTINATION WAIRARAPA INC.

INCOME STATEMENT FOR THE PERIOD 31/08/12



DRAFT ACCOUNTS

	Actual	Budget	Actual	Budget
	31/08/2012	31/08/2012	YTD	YTD
	\$	\$	\$	\$
REVENUE				
Retail Sales & Other Commissions	288	1,000	593	1,900
Less Cost of Sales	174	(670)	76	(1,270)
Accommodation Commissions	533	1,400	1,798	2,700
Escape Planner - Revenue	391	3,000	1,391	3,000
Wine Map Revenue	-	14,000	15,199	14,000
Other Revenue	-	-	-	-
Grants - Councils	-	4,170	-	99,941
<i>Grants - MDC</i>	21,250	-	42,500	-
<i>Grants - CDC</i>	4,130	-	8,260	-
<i>Grants - SWDC</i>	9,100	-	18,201	-
Donation - THF	20,827	-	41,654	62,672
Donations & Gifts	5,000	-	5,000	-
Membership	5,908	5,000	11,731	10,000
Interest Received	265	500	781	1,200
Operational Revenue	67,866	28,400	147,184	194,143
EXPENDITURE				
Corporate Support				
Salaries	19,425	18,059	39,069	36,118
Personnel Expenses incl Training	18	-	18	-
Board Fees	-	-	-	-
Board Members' Expenses	-	-	-	-
Membership Expenses incl TDG	151	500	151	1,000
Subscriptions & Membership	693	650	3,693	3,650
Vehicle Operating Costs	625	1,041	634	2,082
Other Travel & Transport	-	-	-	-
Rent & Rates	1,112	1,325	2,225	2,650
Electricity	110	83	231	166
Telecoms incl Mobiles	598	958	1,114	1,916
Information Technology	1,069	1,321	1,829	2,642
Office Supplies incl Furnishings	292	100	318	200
Kitchen Supplies	39	38	211	76
Repairs & Maintenance	-	-	-	-
Equipment Rental	101	101	202	202
Bank Fees - National Bank	38	100	78	200
Accounting Fees	2,083	2,083	4,167	4,166
Merchant & Bank Fees - BNZ	263	150	517	300
Insurance	400	619	800	1,238
ACC Levies	-	208	-	416
Fringe Benefit Tax	-	208	-	416
Legal Expenses	-	-	-	-
Audit Fees	750	-	1,500	-
Depreciation	2,233	2,480	4,466	5,034
Interest Expense	755	667	1,537	1,334
Total Corporate Support Expenses	30,756	30,691	62,758	63,806

DESTINATION WAIRARAPA INC.

INCOME STATEMENT FOR THE PERIOD 31/08/12



DRAFT ACCOUNTS

	Actual	Budget	Actual	Budget
	31/08/2012	31/08/2012	YTD	YTD
Marketing				
Contract Staff	3,075	1,750	4,715	3,500
CNZWT Marketing	225	2,500	225	2,500
International Marketing Alliance	17,726	1,000	17,797	13,500
Advertising	201	-	201	-
Domestic Marketing	350	2,335	350	2,335
Distribution	657	875	1,361	1,750
Web Site & E-Marketing	352	695	352	1,390
Visitor Guide	-	2,580	-	2,580
Relationship Marketing	-	208	-	416
CDC Carnival Costs	1,489	-	1,489	-
Wine Map	-	-	-	-
Branding & Imagery	-	-	-	-
Exhibitions & Events	514	700	732	700
Trade	20	-	30	1,175
Media	-	-	-	-
Conferences	404	-	1,354	-
Total Marketing Expenses	25,011	12,643	28,604	29,846
I-Sites				
Wages	16,072	14,798	30,430	29,596
Personnel incl Training & Conferences	647	1,000	647	1,000
Travel & Transport	-	50	-	100
Rent & Rates	1,895	2,149	3,789	4,298
Electricity	330	450	1,482	950
Telecoms	467	625	931	1,250
Photocopier	35	32	35	64
Office Supplies incl Furnishings	145	100	524	800
Kitchen Supplies	81	166	121	332
Repairs & Maintenance	79	50	138	50
Total I-Site Expenses	19,751	19,420	38,098	38,440
Operating Expenditure	75,518	62,754	129,459	132,092
Operating Surplus (Deficit)	(7,652)	(34,354)	17,724	62,052
INCOME STATEMENT SUMMARY				
Operating Surplus/(Deficit)	(7,652)	(34,354)	17,724	62,052
Projects Surplus/(Deficit)	-	(1,400)	-	(1,400)
Net Surplus/(Deficit)	(7,652)	(35,754)	17,724	60,652
PROJECTS				
STAR *				
Opening Balance			47,603	
STAR *				
2012/2013				
Income	-	-	-	-
Expenditure		(1,400)	-	(2,800)
Projects Surplus/(Deficit)	-	(1,400)	-	(2,800)
Net Surplus/(Deficit)	(7,652)	(35,754)	17,724	95,006
* STAR Total			47,603	

DESTINATION WAIRARAPA INC.

BALANCE SHEET AS AT 31 AUGUST 2012



DRAFT ACCOUNTS

CURRENT ASSETS	\$	\$
Cash Float	400.00	
Funds at Bank		
Bank - National	98,681	
National Bank - Call Account	94,437	
Current Assets		
BNZ Trust Account.	11,933	
Inventory I-Sites	3,007	
Receivables	8,813	
Donation Not Yet Received	41,654	
Total Current Assets	<u>258,925</u>	
NON-CURRENT ASSETS		
Fixed Assets	154,528	
Less Accumulated Depreciation	(65,116)	
Fixed Assets	<u>89,413</u>	
TOTAL ASSETS		<u><u>348,337</u></u>
LIABILITIES		
Accounts Payable	22,122	
Income in Advance	53,981	
BNZ Trust Account (Commission)	11,933	
Payroll Liability	28,661	
Finance Lease	10,978	
Loans - BNZ	8,400	
Toyota Finance	53,566	
Total Liabilities	<u>189,640</u>	
TOTAL LIABILITIES		189,640
EQUITY		
Opening Retained Earnings 2011/12	140,973	
Surplus / (Deficit) for the year	17,724	
Total Equity		158,697
TOTAL LIABILITIES & EQUITY		<u><u>348,337</u></u>

**DESTINATION WAIRARAPA
STATEMENT OF CASH FLOWS
AS AT 31 AUGUST 2012**



DRAFT

Cash Flows from Operating Activities

<u>Cash was provided from:</u>	\$
Donation - Trust House	-
Donation - Others	5,000
Receipts from Customers	44,480
<i>Grants Received - MDC</i>	42,500
<i>Grants Received - CDC</i>	8,260
<i>Grants Received - SWDC</i>	18,201
Interest Received	781
	<u>119,222</u>
 Cash was applied to:	
Payments to suppliers and employees	156,250
Interest Paid	1,537
	<u>157,787</u>
 Net Cash Inflows / (Outflows) from Operating Activities	 (38,565)
 Cash Flows from Financing Activities	
Cash was provide from:	
Proceeds from Borrowings	(2,733)
Cash was applied to:	
Finance Lease Repayments	(666)
 Net Cash inflows from Financing Activities	 (666)
 Net (Decrease) / Increase in Cash Held	 (39,231)
Opening Cash Balance	246,749
Closing Cash Balance	<u><u>205,451</u></u>
Closing Cash is made up of:	
Cash Floats	400
Funds at Bank	110,614
Short Term Deposits	94,437
	<u><u>205,451</u></u>

DESTINATION WAIRARAPA - FIXED ASSET DEPRECIATION SCHEDULE

As at 31 AUGUST 2012



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<u>ASSETS</u>	PURCHASE DATE	COST PRICE	ACCUM DEPN	OPENING BOOK VALUE	SALES ADDITIONS	PROFIT (LOSS)	DEPN RATE % DV	YTD DEPN	CLOSING BOOK VALUE
Furniture & Equipment									
Martinborough Sign	Oct-07	209	98	111			12.50 DV	2	109
Coffee Table	Oct-07	234	110	124			12.50 DV	3	121
Display Stand & Panels	Oct-07	309	144	165			12.50 DV	3	162
Wairarapa Banners	Oct-07	312	146	166			12.50 DV	3	163
Wall Display Unit	Oct-07	322	150	172			12.50 DV	4	168
Marketing Panel	Oct-07	338	159	179			12.50 DV	4	175
Chairs	Oct-07	388	181	207			12.50 DV	4	203
Blinds	Oct-07	459	299	160			20.00 DV	5	155
Brochure Stand	Oct-07	646	302	344			12.50 DV	7	337
Signage	Oct-07	1,294	606	688			12.50 DV	14	674
Wairarapa Display Panels	Oct-07	1,870	877	993			12.50 DV	21	972
Joinery - Display Stands	Oct-07	6,536	3,063	3,473			12.50 DV	72	3,401
PABX System	Oct-08	5,133	3,914	1,219			36.00 DV	73	1,146
Midback Chairs (4)	Feb-09	859	442	417			19.20 DV	13	404
2 Drawer Filing Cabinet Black	Feb-09	496	255	241			19.20 DV	8	233
Form Midback Chair (2)	Feb-09	656	338	318			19.20 DV	10	308
Vortex Sofa & Chairs	Feb-09	512	264	248			19.20 DV	8	240
Vortex Tub Chair	Feb-09	296	152	144			19.20 DV	5	139
Desk - Light Maple	Feb-09	346	178	168			19.20 DV	5	163
Chair - Hero Black Knight	Feb-09	99	51	48			19.20 DV	2	46
Coffee Table	Feb-09	230	119	111			19.20 DV	4	107
Counter	Feb-09	7,960	2,807	5,153			12.00 DV	103	5,050
Signage	Jun-09	880	586	294			30.00 DV	15	279
Hero Chair Black Knight	Jun-09	119	57	61			19.20 DV	2	59
Essence Guest Chairs (2)	Jun-09	283	136	147			19.20 DV	5	142
Desks Tawa (3)	Jun-09	824	335	489			15.60 DV	13	476
Work Station Tawa (1)	Jun-09	399	162	237			15.60 DV	6	231
4 Drawer Mobiles (5)	Jun-09	969	466	502			19.20 DV	16	486
Bookcases Tawa (2)	Jun-09	532	256	276			19.20 DV	9	267
Cupboard Tawa	Jun-09	426	205	221			19.20 DV	7	214
Cubit Coffee Table	Jun-09	230	110	120			19.20 DV	4	116
Laptop	Jun-09	2,280	2,141	139			60.00 DV	14	125
IBM Equipment (2nd Hand)	Jun-09	3,470	2,694	776			40.00 DV	79	697
Work Station Tawa (1)	Jun-09	399	162	237			15.60 DV	6	231
PABX System 2	Jul-09	2,990	2,206	784			36.00 DV	47	737
Prints (3)	Aug-09	1,813	919	894			21.60 DV	32	862
Brochure Stand	Sep-09	1,019	320	698			12.50 DV	15	683
15" Monitor & Wall Bracket	Dec-09	1,219	1,092	127			60.00 DV	13	114
IBM Equipment (2nd Hand)	Feb-10	2,124	1,487	637			40.00 DV	42	595
Mobile Phones (2)	Feb-10	2,665	2,345	320			60.00 DV	32	288
Vortex 2 Seater Sofa	May-10	589	219	369			19.50 DV	12	357
Banner	Jun-10	1,964	728	1,236			20.00 DV	41	1,195
Banner Stand	Jun-10	1,690	627	1,063			20.00 DV	35	1,028
Ricoh Copier (Leased)	Feb-10	20,129	9,729	10,400			20.00 SL	671	9,729
Display Units	Oct-10	1,430	296	1,134			12.50 DV	24	1,110
Signage (Sign Factory)	Nov-10	1,184	521	663			30.00 DV	33	630
Computer Toshiba Tecra	Dec-10	1,715	1,107	608			50.00 DV	51	557
Printer Canon Laser	Dec-10	867	468	399			40.00 DV	27	372
Phillips LCD 22"	Dec-10	304	164	140			40.00 DV	9	131
Computer Toshiba Tecra A11	Feb-11	1,475	891	584			50.00 DV	49	535
Disk Drive 500GB HDD's (2)	Jun-11	995	518	477			50.00 DV	40	437
Server & Equipment	Jun-11	12,768	3,392	9,376			25.00 DV	391	8,985
Camera - Canon EOS1100	Dec-11	999	233	766			40.00 DV	51	715
Acer LCD 22" (4)	Jan-12	936	187	749			40.00 DV	50	699
Computer - 15.6" Samsung	Jun-12	1,440	58	1,382			50.00 DV	115	1,267
Total Furniture & Equipment		100,628	49,478	51,150	-	-		2,329	48,821
Vehicles									
Toyota Corolla ETU339	Oct-11	17,387	3,912	13,475			30.00 DV	674	12,801
Toyota Corolla EJM659	Oct-11	17,387	3,912	13,475			30.00 DV	674	12,801
Toyota Camry ESF771	Dec-11	19,126	3,347	15,779			30.00 DV	789	14,990
Total Vehicles		53,900	11,171	42,729	-	-		2,137	40,592
Total for : Destination Wairarapa		154,528	60,650	93,879	-	-		4,466	89,413

Destination Wairarapa Board October 2012 General Manager's report

Financials YTD 30 September 2012

- The YTD financial statements are attached and summarised below:

Destination Wairarapa Profit & Loss Summary						
	September 2012			YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenue	\$87,874	\$13,817	\$74,057	\$235,057	\$207,960	\$27,097
Expenditure						
Corporate Support	\$35,919	\$37,757	\$1,838	\$98,677	\$101,563	\$2,886
Marketing	\$9,204	\$17,163	\$7,959	\$37,807	\$47,009	\$9,202
i-SITEs	\$19,067	\$18,870	-\$197	\$57,165	\$57,310	\$145
Total Expenses	\$64,190	\$73,790	\$9,600	\$193,649	\$205,882	\$12,233
Net Surplus/Deficit	\$23,684	-\$59,973	\$83,657	\$41,408	\$2,078	\$39,330
PROJECTS						
STAR Revenue carried fwd	\$0	\$0	\$0	\$47,603	\$47,603	\$0
Revenue	\$0	\$0	\$0	\$0	\$0	\$0
Expenses	\$2,149	\$1,400	-\$749	\$2,149	\$4,200	\$2,051
Net Surplus/Deficit	-\$2,149	-\$1,400	-\$749	\$45,454	\$43,403	\$2,051
Total Net Surplus/Deficit	\$21,535	-\$61,373	\$82,908	\$86,862	\$45,481	\$41,381

- Revenue YTD is up \$27,097 on budget. This is mainly due to the Escape Planner income all being allotted as revenue when we had only budgeted the surplus to be seen in this line. When the associated expenses appear under marketing spend, the total net surplus/deficit will be unaffected.
- Changes to Telecom and Wiz Wireless accounts have made savings of in excess of \$2,000 per year in Corporate and i-SITE Telecoms

More Visitors, Staying Longer & Spending More

Overview

July's sudden and dramatic drop in all measures compared to the same month the year before appears to have been a blip with August returning growth in all measures. Wairarapa guest nights of 9,319 in August were up 7.0% on the same month last year and good to see a return to growth in guest arrivals of 1.1%.

The growth in Wairarapa against some sharp declines in the competitor set needs to be read with some caution as we are now starting to see the effects of Rugby World Cup. Wairarapa saw considerable growth from RWC in October with some growth in September and November through to January, so the same effects for our region are still a month away.

The 655 (7.0%) guest night increase from August last year was made up of an additional 567 (7.2%) domestic and an additional 88 (11.8%) international guest nights.

Commercial Accommodation Monitor				
Statistics New Zealand			August 2012	
	Wairarapa	Manawatu	Greater Wellington	National
Guest Arrivals				
2012	5,180	19,733	85,321	985,767
2011	5,125	21,109	98,716	1,073,216
Variance	1.1%	-7.0%	-15.7%	-8.9%
Guest Nights				
2012	9,319	31,459	156,937	1,992,983
2011	8,664	37,140	202,158	2,195,358
Variance	7.0%	-18.1%	-28.8%	-10.2%
Occupancy				
2012	13.5%	29.4%	48.4%	29.3%
2011	11.8%	32.0%	68.1%	32.1%
Variance	1.7	-2.6	-19.7	-2.8
Length of Stay				
2012	1.8	1.6	1.8	2.0
2011	1.7	1.8	2.1	2.1
Note: Greater Wellington excludes Wellington City				

Marketing to Arriving Travellers

Work was completed on copy/content/images for the 2013 Visitor Guide which went to print in September.

Managed development of the cover for the Visitor Guide which features a selection of local people starring as themselves!

Wine map completed for inclusion in Visitor Guide – Katy Jevons has done a terrific job managing this process. We have a small number of new vineyards listed.

Region features heavily and very positively in latest edition of the Lonely Planet guide.

Winning Conferences

Destination Wairarapa is leading a fam for what is planned to be a coach load of conference decision makers in November 2012. Plans are currently being finalised with invitations going out soon.

Established Products and Markets

Classic New Zealand Wine Trail (CNZWT) – Tararua District Council has agreed to contribute \$1,500 to the CNZWT this year.

Development work has continued on the joint PWT-Tourism NZ Australia campaign (core proposition of the campaign being to come and experience NZ's best food and wine along the Classic NZ Wine Trail, using Wellington as the entry point 'gateway'). The first phase of the campaign begins on 30 October. This dovetails with a big special Air NZ will have in the market. We're doing lots to get our own content ready to link from our website as well as ensure that Wairarapa content on www.newzealand.com is up to date and relevant.

A four day 'Wellness' itinerary for a potential Australian group of visitors was developed in response to a request from KIRRA, Australia. This would be a 2013 visit if tours develop, based at the Copthorne and using many attractions and locations.

Wellington, Manawatu, Hawkes Bay –

Helen managed the promotion of the Carterton Daffodil Carnival on behalf of the Carterton District council. Elements included PR, email to our smartmail database, Facebook posts web tiles and a competition.

Domestic campaign for Labour weekend with a big focus on the Greytown Arts Festival.

Development of further domestic activity underway includes a BIG combo weekend we've combined and named: A Wonderful Wairarapa Weekend includes: on same weekend a two day regional garden tour, an airshow and the first TK Market.

Working on targeting Domestic Tour groups, in particular tours from Mature NZers. There are dozens of small tour/coach companies whose core business is 4-5 day tours based in one 'hub'. A sample itinerary has been developed and targets identified.

Australia –

Famil of Carrington Garden with owner Shirley Cameron – the garden has now been integrated into several garden tours coming to the region with Group Events in Sydney. They have previously used Richmond Garden so we are fortunate to have identified Carrington as a willing and well placed (i.e. right on SH2) replacement product.

Secured a visit from Australia wine writer to Toast Martinborough – he will write a feature on TOAST as well as attend a special pre-TOAST lunch hosted by Bill Foley at TK. This media visit is funded by PWT via our Gateway partnership and TOAST are paying for his accommodation so great team effort.

As part of new reporting agreed with PWT we will receive quarterly arrivals data. After two years of marketing activity by PWT its very exciting to see how we're faring against the rest of NZ.

A very positive end to the financial year with Wellington arrivals up +17.5% compared to +5.8% for NZ. Interestingly though the month of June was up +35% (NZ +25%). This is coming off a low base however because the Chilean ash cloud significantly reduced trans-Tasman travel in June 2011.

Australian Arrivals			
Wellington			
	2011	2012	Variance
YE June	118,377	139,088	17.5%
Apr-Jun	26,144	28,496	9.0%
June	6,720	9,072	35.0%
Australian Arrivals			
New Zealand			
	2011	2012	Variance
YE June	1,111,264	1,175,440	5.8%
Apr-Jun	230,540	237,520	3.0%
June	64,820	80,672	24.5%

Events

Destination Wairarapa continues to facilitate the collection of events around the Golden Shears which will now be known as 'Shear Fest'. The respective events are into the more detailed work of organising with Destination Wairarapa still leading the Veteran's Shearing Event with Cobblestones and Best Lamb Dish in Wairarapa.

We have been working with a number of events as they develop and plan: Vintage Car Club Easter National Rally 2013, La De Da, Pukaha Mount Bruce Garden Tour and Wings Over Wairarapa.

Website/Online

Katie and Barbara attended a Social Media session lead by a young consultant who was heavily involved in the Student Army activity in CHCH. We joined Wings over Wairarapa team for a planning session around use of Social Media to promote that event. Katie will be managing Twitter for the event.

Facebook posting continued with posts including Jazz in Martinborough and Fathers Day

Helen is spearheading much smarter use of the email software email tool we have (Smartmail) – there are additional tools within the programme that we will utilise. These include a Facebook Share function.

Developed and received responses to an RFP for the build and maintenance of the new wairarapanz.com.

Facebook posting continued with posts including Carterton Daffodil Festival, Manukura book launch, school holidays, David Bowie photographic image exhibition

Researched the usage of Eventfinder as our core source of event information on our database. This is now being fast tracked as we believe there are potential non performance issues with our current site. Using Eventfinder means event organizers load their own content which then feeds thru to some big NZ sites such as STUFF and NZ Herald as well as partner sites such as ours.

Other

Met with and briefed drivers for the forthcoming Grand Pacific Tours session through the region

Hosted small famil from ANZCRO (major OZ wholesaler) at Pukaha. Later received a very enthusiastic email from one of the attendees – they were blown away by their visit.

Attended the Wellington-Wairarapa Trade day in Auckland and worked with local operators to maximise the day and networking.

Attended the Tourism NZ Mega Meet - a 2 day event designed to bring us up to speed with their plans and activity in trade and PR fields.

i-SITE Visitor Centres

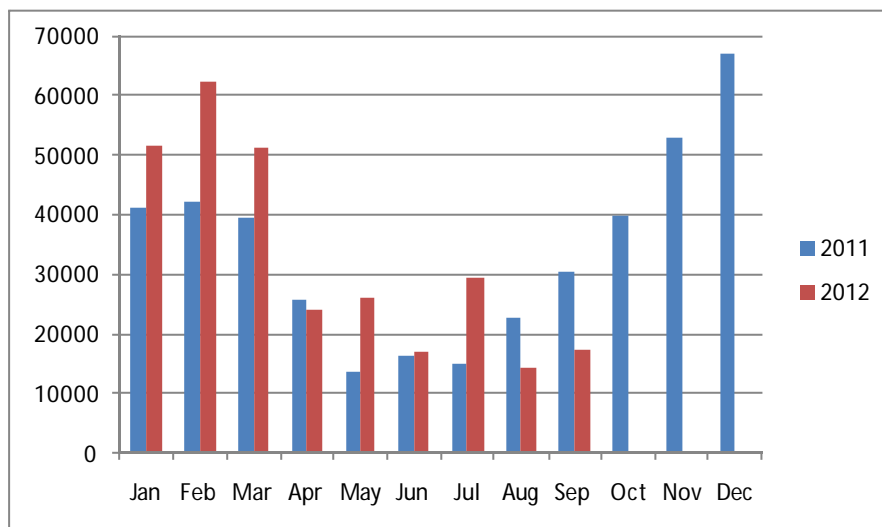
Highlights:

Pixie Tipoki was nominated for the A+ Awards following her ATTTO Level 4 study achievements.

-

i-SITE Total Sales

i-SITE gross revenue (\$17,602) was down on last year due to Rugby World Cup and this is expected to be the same through until February. Looking back to 2010 and i-SITE net revenue is up 9% so this is probably a better measure.



-

i-SITE Foot Count

The impact of Rugby World Cup is now starting to show against the foot traffic into the i-SITES.

- July 1,634 – down 37%
- August 1,480 – down 34%
- September 2,614 – down 15%

Product Development

Discussions between South Wairarapa District Council and DoC around the possibility of collaborative coastal patrols particularly around Wharekauhau.

Have been in discussions with Daysh House and Tranzit about a packaged product linking complementary products.

Working with Adorne, Greytown around a packaged product for women.

A meeting of South Wairarapa operators located along the Wellington Wairarapa Cycle Trail, including Featherston, was held at the Tin Hut. Operators were updated on where the trail was up to and how they should start planning for it.

David Hancock
General Manager

DESTINATION WAIRARAPA INC.

INCOME STATEMENT FOR THE PERIOD 30/09/12



DRAFT ACCOUNTS

	Actual	Budget	Actual	Budget
	30/09/2012	30/09/2012	YTD	YTD
	\$	\$	\$	\$
REVENUE				
Retail Sales & Other Commissions	460.77	1,450	1,054	3,350
Less Cost of Sales	(414)	(970)	(338)	(2,240)
Accommodation Commissions	954.37	1,800	2,752	4,500
Escape Planner - Revenue	24,557	1,000	25,948	4,000
Wine Map Revenue	740	1,000	15,939	15,000
Other Revenue	-	-	-	-
Grants - Councils	-	4,237	-	104,178
<i>Grants - MDC</i>	21,250	-	63,750	-
<i>Grants - CDC</i>	4,130	-	12,390	-
<i>Grants - SWDC</i>	9,100	-	27,301	-
Donation - THF	20,827	-	62,481	62,672
Donations & Gifts	-	-	5,000	-
Membership	6,051	5,000	17,782	15,000
Interest Received	217	300	998	1,500
Operational Revenue	87,874	13,817	235,057	207,960
EXPENDITURE				
Corporate Support				
Salaries	18,523	18,059	57,592	54,177
Personnel Expenses incl Training	156	250	173	250
Board Fees	4,290	6,440	4,290	6,440
Board Members' Expenses	-	225	-	225
Membership Expenses incl TDG	93	-	243	1,000
Balloon Incident	-	-	-	-
Subscriptions & Membership	42	-	3,736	3,650
Vehicle Operating Costs	965	1,041	1,599	3,123
Rent & Rates	1,562	1,326	3,786	3,976
Electricity	113	83	344	249
Telecoms incl Mobiles	587	958	1,700	2,874
Information Technology	1,032	1,321	2,861	3,963
Office Supplies incl Furnishings	162	425	480	625
Kitchen Supplies	27	38	238	114
Repairs & Maintenance	-	50	-	50
Equipment Rental	101	101	303	303
Bank Fees - National Bank	42	100	120	300
Accounting Fees	2,083	2,083	6,250	6,249
Merchant & Bank Fees - BNZ	205	150	721	450
Insurance	400	619	1,200	1,857
ACC Levies	1,507	208	1,507	624
Fringe Benefit Tax	-	208	-	624
Audit Fees	750	-	2,250	-
Other Fees	250	-	250	-
Depreciation	2,231	2,405	6,697	7,439
Interest Expense	799	667	2,337	2,001
Bad Debts	-	1,000	-	1,000
Total Corporate Support Expenses	35,919	37,757	98,677	101,563

DESTINATION WAIRARAPA INC.

INCOME STATEMENT FOR THE PERIOD 30/09/12



DRAFT ACCOUNTS

	Actual	Budget	Actual	Budget
	30/09/2012	30/09/2012	YTD	YTD
Marketing				
Contract Staff	2,460	1,750	7,175	5,250
CNZWT Marketing	12	-	236	2,500
International Marketing Alliance	-	1,000	17,797	14,500
Advertising	201	-	401	-
Domestic Marketing	197	2,335	547	4,670
Distribution	941	875	2,302	2,625
Web Site & E-Marketing	845	695	1,197	2,085
Visitor Guide	-	-	-	2,580
Relationship Marketing	48	208	48	624
CDC Carnival Costs	2,134	-	3,623	-
Wine Map	-	5,000	-	5,000
Branding & Imagery	-	2,000	-	2,000
Exhibitions & Events	877	1,000	1,609	1,700
Trade	350	1,175	379	2,350
Media	389	1,125	389	1,125
Conferences	750	-	2,104	-
Total Marketing Expenses	9,204	17,163	37,807	47,009
I-Sites				
Wages	14,968	14,798	45,398	44,394
Personnel incl Training & Conferences	579	500	1,226	1,500
Travel & Transport	116	50	116	150
Rent & Rates	1,895	2,149	5,684	6,447
Electricity	327	450	1,810	1,400
Telecoms	476	625	1,407	1,875
Photocopier	44	32	79	96
Office Supplies incl Furnishings	275	100	799	900
Kitchen Supplies	265	166	386	498
Repairs & Maintenance	122	-	260	50
Total I-Site Expenses	19,067	18,870	57,165	57,310
Operating Expenditure	64,190	73,790	193,649	205,882
Operating Surplus (Deficit)	23,684	(59,973)	41,408	2,079
INCOME STATEMENT SUMMARY				
Operating Surplus/(Deficit)	23,684	(59,973)	41,408	2,079
Projects Surplus/(Deficit)	(2,149)	(1,400)	(2,149)	(4,200)
Net Surplus/(Deficit)	21,535	(61,373)	39,260	(2,122)
PROJECTS				
STAR *				
Opening Balance			47,603	
STAR *				
2012/2013				
Income	-	-	-	-
Expenditure	(2,149)	(1,400)	(2,149)	(4,200)
Projects Surplus/(Deficit)	(2,149)	(1,400)	(2,149)	(4,200)
Net Surplus/(Deficit)	21,535	(61,373)	39,260	95,006
* STAR Total			45,454	

DESTINATION WAIRARAPA INC.

BALANCE SHEET AS AT 30 SEPTEMBER 2012



DRAFT ACCOUNTS

CURRENT ASSETS	\$	\$
Cash Float	400.00	
Funds at Bank		
Bank - National	63,470	
National Bank - Call Account	94,654	
Current Assets		
BNZ Trust Account.	19,926	
Inventory I-Sites	2,864	
Receivables	15,211	
Donation Not Yet Received	62,481	
Total Current Assets	<u>259,005</u>	
NON-CURRENT ASSETS		
Fixed Assets	154,528	
Less Accumulated Depreciation	(67,347)	
Fixed Assets	<u>87,182</u>	
TOTAL ASSETS		<u><u>346,186</u></u>
LIABILITIES		
Accounts Payable	27,261	
Income in Advance	18,152	
BNZ Trust Account (Commission)	19,926	
Payroll Liability	29,414	
Finance Lease	10,642	
Loans - BNZ	8,083	
Toyota Finance	52,442	
Total Liabilities	<u>165,920</u>	
TOTAL LIABILITIES		165,920
EQUITY		
Opening Retained Earnings 2011/12	141,007	
Surplus / (Deficit) for the year	39,260	
Total Equity		180,266.14
TOTAL LIABILITIES & EQUITY		<u><u>346,186</u></u>

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



DRAFT

Cash Flows from Operating Activities

<u>Cash was provided from:</u>	\$
Donation - Trust House	-
Donation - Others	5,000
Receipts from Customers	36,954
<i>Grants Received - MDC</i>	63,750
<i>Grants Received - CDC</i>	12,390
<i>Grants Received - SWDC</i>	27,301
Interest Received	998
	<u>146,393</u>

Cash was applied to:

Payments to suppliers and employees	212,355
Interest Paid	2,337
	<u>214,692</u>

Net Cash Inflows / (Outflows) from Operating Activities (68,299)

Cash Flows - Financing Activities

Cash was applied to:	
Finance Leases - Repayments	4,197
Repayment of Loan Borrowings	943

Net Cash inflows - Financing Activities (5,140)

Net (Decrease) / Increase in Cash Held (73,439)

Opening Cash Balance 246,749

Closing Cash Balance 178,450

Closing Cash is made up of:

Cash Floats	400
Funds at Bank	83,396
Short Term Deposits	94,654
	<u><u>178,450</u></u>

DESTINATION WAIRARAPA - FIXED ASSET DEPRECIATION SCHEDULE

As at 30 SEPTEMBER 2012



Draft Copy

<u>ASSETS</u>	<u>PURCHASE DATE</u>	<u>COST PRICE</u>	<u>ACCUM DEPN</u>	<u>OPENING BOOK VALUE</u>	<u>SALES ADDITIONS</u>	<u>PROFIT (LOSS)</u>	<u>DEPN RATE % DV</u>	<u>YTD DEPN</u>	<u>CLOSING BOOK VALUE</u>
Furniture & Equipment									
Martinborough Sign	Oct-07	209	98	111			12.50 DV	3	108
Coffee Table	Oct-07	234	110	124			12.50 DV	4	120
Display Stand & Panels	Oct-07	309	144	165			12.50 DV	5	160
Wairarapa Banners	Oct-07	312	146	166			12.50 DV	5	161
Wall Display Unit	Oct-07	322	150	172			12.50 DV	5	167
Marketing Panel	Oct-07	338	159	179			12.50 DV	6	173
Chairs	Oct-07	388	181	207			12.50 DV	6	201
Blinds	Oct-07	459	299	160			20.00 DV	8	152
Brochure Stand	Oct-07	646	302	344			12.50 DV	11	333
Signage	Oct-07	1,294	606	688			12.50 DV	21	667
Wairarapa Display Panels	Oct-07	1,870	877	993			12.50 DV	31	962
Joinery - Display Stands	Oct-07	6,536	3,063	3,473			12.50 DV	109	3,364
PABX System	Oct-08	5,133	3,914	1,219			36.00 DV	110	1,109
Midback Chairs (4)	Feb-09	859	442	417			19.20 DV	20	397
2 Drawer Filing Cabinet Black	Feb-09	496	255	241			19.20 DV	12	229
Form Midback Chair (2)	Feb-09	656	338	318			19.20 DV	15	303
Vortex Sofa & Chairs	Feb-09	512	264	248			19.20 DV	12	236
Vortex Tub Chair	Feb-09	296	152	144			19.20 DV	7	137
Desk - Light Maple	Feb-09	346	178	168			19.20 DV	8	160
Chair - Hero Black Knight	Feb-09	99	51	48			19.20 DV	2	46
Coffee Table	Feb-09	230	119	111			19.20 DV	5	106
Counter	Feb-09	7,960	2,807	5,153			12.00 DV	155	4,998
Signage	Jun-09	880	586	294			30.00 DV	22	272
Hero Chair Black Knight	Jun-09	119	57	61			19.20 DV	3	58
Essence Guest Chairs (2)	Jun-09	283	136	147			19.20 DV	7	140
Desks Tawa (3)	Jun-09	824	335	489			15.60 DV	19	470
Work Station Tawa (1)	Jun-09	399	162	237			15.60 DV	9	228
4 Drawer Mobiles (5)	Jun-09	969	466	502			19.20 DV	24	478
Bookcases Tawa (2)	Jun-09	532	256	276			19.20 DV	13	263
Cupboard Tawa	Jun-09	426	205	221			19.20 DV	11	210
Cubit Coffee Table	Jun-09	230	110	120			19.20 DV	6	114
Laptop	Jun-09	2,280	2,141	139			60.00 DV	21	118
IBM Equipment (2nd Hand)	Jun-09	3,470	2,694	776			40.00 DV	118	658
Work Station Tawa (1)	Jun-09	399	162	237			15.60 DV	9	228
PABX System 2	Jul-09	2,990	2,206	784			36.00 DV	71	713
Prints (3)	Aug-09	1,813	919	894			21.60 DV	48	846
Brochure Stand	Sep-09	1,019	320	698			12.50 DV	22	676
15" Monitor & Wall Bracket	Dec-09	1,219	1,092	127			60.00 DV	19	108
IBM Equipment (2nd Hand)	Feb-10	2,124	1,487	637			40.00 DV	64	573
Mobile Phones (2)	Feb-10	2,665	2,345	320			60.00 DV	48	272
Vortex 2 Seater Sofa	May-10	589	219	369			19.50 DV	18	351
Banner	Jun-10	1,964	728	1,236			20.00 DV	62	1,174
Banner Stand	Jun-10	1,690	627	1,063			20.00 DV	53	1,010
Ricoh Copier (Leased)	Feb-10	20,129	9,729	10,400			20.00 SL	1,006	9,394
Display Units	Oct-10	1,430	296	1,134			12.50 DV	35	1,099
Signage (Sign Factory)	Nov-10	1,184	521	663			30.00 DV	50	613
Computer Toshiba Tecra	Dec-10	1,715	1,107	608			50.00 DV	76	532
Printer Canon Laser	Dec-10	867	468	399			40.00 DV	40	359
Phillips LCD 22"	Dec-10	304	164	140			40.00 DV	14	126
Computer Toshiba Tecra A11	Feb-11	1,475	891	584			50.00 DV	73	511
Disk Drive 500GB HDD's (2)	Jun-11	995	518	477			50.00 DV	60	417
Server & Equipment	Jun-11	12,768	3,392	9,376			25.00 DV	586	8,790
Camera - Canon EOS1100	Dec-11	999	233	766			40.00 DV	77	689
Acer LCD 22" (4)	Jan-12	936	187	749			40.00 DV	75	674
Computer - 15.6" Samsung	Jun-12	1,440	58	1,382			50.00 DV	173	1,209
Total Furniture & Equipment		100,628	49,478	51,150	-	-		3,492	47,658
Vehicles									
Toyota Corolla ETU339	Oct-11	17,387	3,912	13,475			30.00 DV	1,011	12,464
Toyota Corolla EJM659	Oct-11	17,387	3,912	13,475			30.00 DV	1,011	12,464
Toyota Camry ESF771	Dec-11	19,126	3,347	15,779			30.00 DV	1,183	14,596
Total Vehicles		53,900	11,171	42,729	-	-		3,205	39,524
Total for : Destination Wairarapa		154,528	60,650	93,879	-	-		6,697	87,182