

# Destination Wairarapa 30 June 2018 General Manager's Report

## More Visitors, Staying Longer & Spending More

### Overview

#### Visitor Arrivals

International visitor guest nights are holding at around the 20% share of Wairarapa's total guest nights. This international share of the market has grown from just under 15% five years ago.

It is extraordinary that for the month of May 2018, Wairarapa had the highest Guest Night growth (20.3%) of any region in the country which came from 17.4% growth in Guest Arrivals.

<b>Commercial Accommodation Monitor</b>					
Statistics New Zealand					<b>May 2018</b>
	<b>Wairarapa</b>	<b>Greater Wellington</b>	<b>Hawkes Bay</b>	<b>Taupo</b>	<b>National</b>
<b>Guest Arrivals</b>					
2018	8,219	96,147	34,800	34,085	1,278,308
2017	7,003	91,964	35,235	32,464	1,253,853
Variance	17.4%	4.5%	-1.2%	5.0%	2.0%
<b>Guest Nights</b>					
2018	16,178	205,593	77,866	60,622	2,541,156
2017	13,452	204,768	78,592	55,941	2,500,827
Variance	20.3%	0.4%	-0.9%	8.4%	1.6%
<b>Occupancy</b>					
2018	22.5%	64.0%	38.4%	29.6%	37.5%
2017	19.4%	63.9%	37.2%	27.0%	37.0%
Variance	3.1	0.1	1.2	2.6	0.5
<b>Length of Stay</b>					
2018	1.97	2.14	2.24	1.78	1.99
2017	1.92	2.23	2.23	1.72	1.99
Note: Greater Wellington excludes Wellington City					

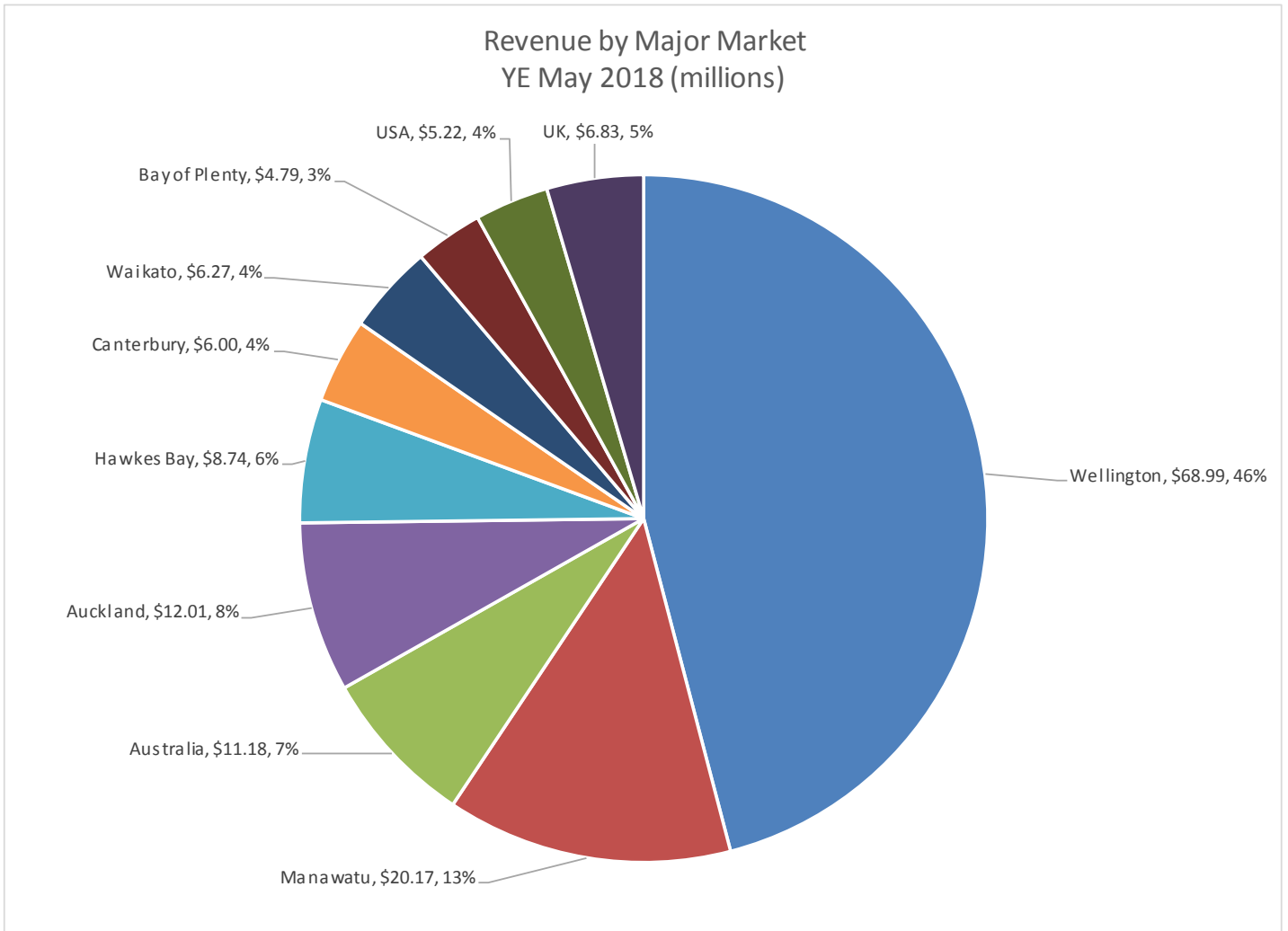
<b>Commercial Accommodation Monitor</b>					
Statistics New Zealand	<b>12 Months Ending May 2017 v 2018</b>				
	<b>Wairarapa</b>	<b>Greater Wellington</b>	<b>Hawkes Bay</b>	<b>Taupo</b>	<b>National</b>
<b>Guest Arrivals</b>					
2018:	135,240	1,249,161	531,322	636,190	20,064,042
2017:	126,210	1,237,832	538,254	620,086	19,487,521
Variance:	7.2%	0.9%	-1.3%	2.6%	3.0%
<b>Guest Nights</b>					
2018:	252,192	2,710,954	1,205,482	1,163,932	39,934,652
2017:	235,746	2,670,310	1,199,746	1,110,235	38,811,942
Variance:	7.0%	1.5%	0.5%	4.8%	2.9%
<b>Occupancy</b>					
2018:	27.1%	65.9%	46.0%	42.7%	45.2%
2017:	25.2%	65.5%	44.1%	41.9%	44.2%
Variance:	1.9	0.4	1.9	0.8	1.0
<b>Length of Stay</b>					
2018:	1.86	2.17	2.27	1.83	1.99
2017:	1.87	2.16	2.23	1.79	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.

<b>Commercial Accommodation Monitor</b>			
Statistics New Zealand	<b>12 Months Ending May 2017 v 2018</b>		
	<b>Wairarapa</b>	<b>Masterton</b>	<b>National</b>
<b>Guest Arrivals</b>			
2018:	135,240	79,638	20,064,042
2017:	126,210	71,370	19,487,521
Variance:	7.2%	11.6%	3.0%
<b>Guest Nights</b>			
2018:	252,192	158,123	39,934,652
2017:	235,746	140,522	38,811,942
Variance:	7.0%	12.5%	2.9%
<b>Occupancy</b>			
2018:	27.1%	32.2%	45.2%
2017:	25.2%	29.0%	44.2%
Variance:	1.9	3.2	1.0
<b>Length of Stay</b>			
2018:	1.86	1.99	1.99
2017:	1.87	1.97	1.99

## Visitor Spend

This series of graphs is an aggregated view of spend but still shows growth for all visitors at YE May. \$184.61 million for the year's tourist spend in the Wairarapa is an increase of \$2.56 million from the March quarter results. All major markets have increased spend during this period.

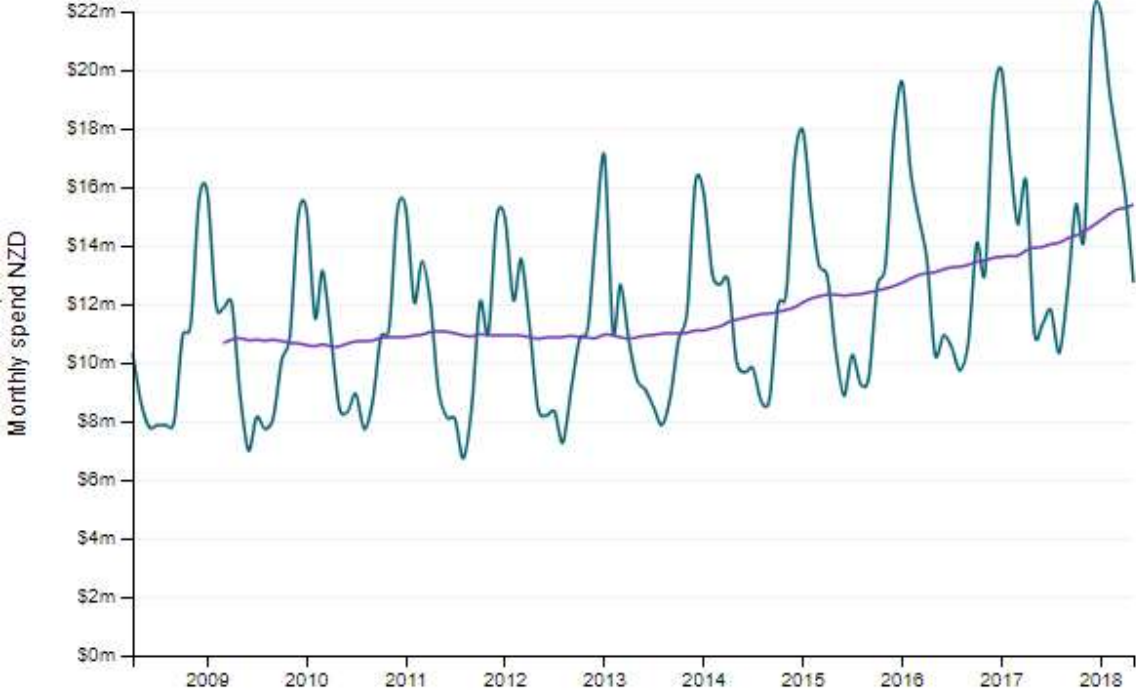


A reminder that the 2025 goal is for Wairarapa tourism to be generating \$212million dollars a year to the local economy. YE May 2018 and the industry is generating \$184.61 million which is average annual growth of 12.6% from the \$134 million benchmark in 2014. This is considerably better than the 5% average required per year.

For the YE May 2018 we can see the breakdown of visitor spend by TLA. Masterton spend has grown by 2% since March 2018 quarter results. While Carterton and South Wairarapa have maintained the same spend through this period.

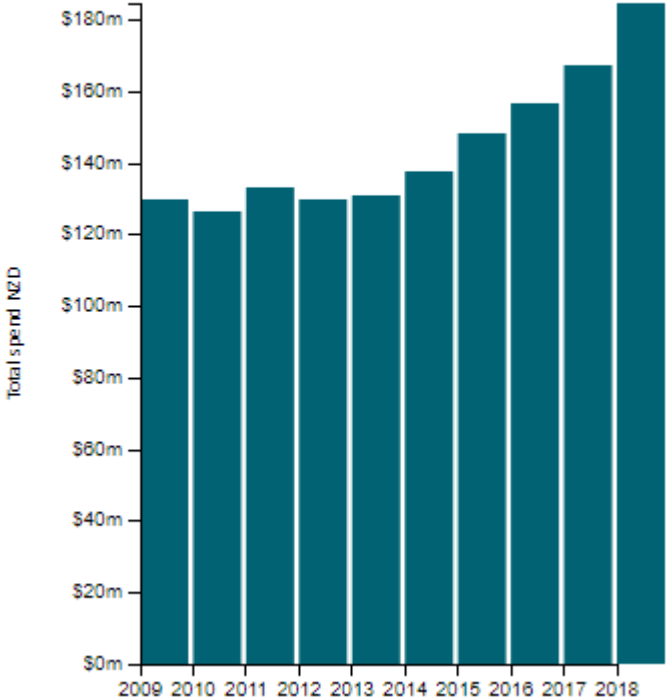


### Historical spending pattern



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

### Total spending for year to May



### **Closing a Regional Tourism Organisation**

An interesting observation is the decline in spend in Kapiti District compared to Wairarapa. Destination Wairarapa will never say that all the visitors and spend comes from the marketing work it does. However it is an interesting observation that Kapiti District closed its Regional Tourism Organisation (RTO) in the lead up to 2014. The residual effect of the marketing work the RTO did in Kapiti has continued low spend growth (avg. 3.69% / year) in the region but for the year end May 2018 we can see the first negative spend growth against the Wairarapa.

Destination Wairarapa has grown as a marketing organisation and the outputs it achieves. Wairarapa visitor spend has continued exceptional growth (avg. 8.8% / year) through this period and has gradually closed the gap on Kapiti and in 2018 passed them for visitor spend.

	Visitor Spend (millions)		
	Kapiti	Wairarapa	Variance
2014	149	137	-11
2015	162	148	-14
2016	165	156	-9
2017	172	167	-5
2018	171	185	14

### **Winning Business Events**

Business has already started to materialise from the Convene and Meetings trade shows in Auckland.

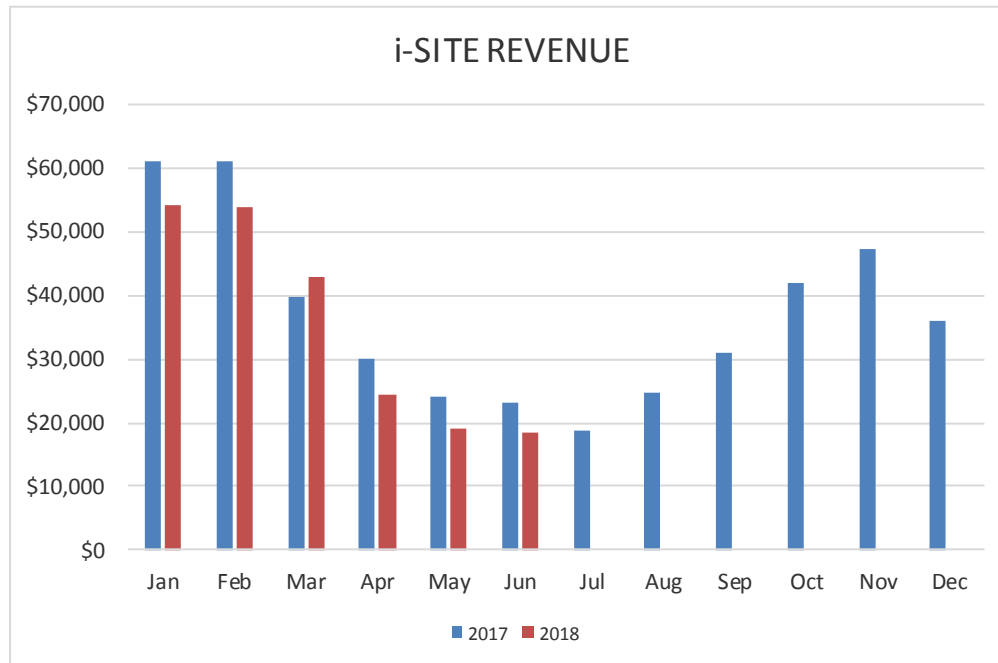
A famil for PCOs out of Auckland, Tauranga and Wellington has been run 19-20 July. These PCOs were qualified as bringing business from meetings at the Auckland Trade Shows.

The opportunity for the Wairarapa through business events is massive. Auckland and Australian markets recognise the Wairarapa as a destination to bring business events but this is going to require investment from the Wairarapa.

## i-SITE Visitor Centres

### Highlights:

- Door counts at the i-SITE Visitor Centres for the YE June 2018 (35,120) are down 5,759 (14.1%) on the previous year.
  - Masterton volumes of 8,838 are down 1,493 (14.5%)
  - Martinborough volumes of 26,282 are down 4,266 (14.0%)



## Product Development

- Working with Queens Birthday event
- Participated in the Regional Transport Advisory Group
- Met with agent for a new experiential accommodation development
- Assisted key Carterton attraction through discussions with DoC
- Sitting on combined Council trails advisory group
- Meeting with music event for improved communications
- Participated in Regional Strategy for tourism attraction
- Participated in Tararua meeting re trail from Eketahuna to Pukaha
- Meeting with airport re Open Day
- Walk track expansion along Lake Wairarapa with land owner
- Assisting local school with marketing plan development

## Operator Development

- Members' session
- Booking.com workshop

# Marketing Manager's report

## Established Products and Markets

### Classic New Zealand Wine Trail (CNZWT) & Australia:

Our Australian international marketing partnership with WREDA continues to be a real strength. This succinct document summarises the six months of activity:

[https://www.dropbox.com/s/1nd4ihtfdsnk32j/Australia%20-%20201718%20Mid%20Year%20Partner%20Report\\_Wairarapa.docx?dl=0](https://www.dropbox.com/s/1nd4ihtfdsnk32j/Australia%20-%20201718%20Mid%20Year%20Partner%20Report_Wairarapa.docx?dl=0)

A major highlight in this period was a focused campaign promoting Martinborough. This mini-campaign, with a focus on a day trip to Martinborough from Wellington was in market over 2-weeks in February 2018 through WREDA's channels and native (editorial style online) advertising. Video and stills were captured to support the campaign via two videos (53" and 15") with stills used in social media, native advertising and in two editorial pages on WellingtonNZ.com.

The main objective was to build awareness of the wider Wellington area (Wairarapa) and some of its more focused activities during a short break to Wellington by Australians.

Key results:

- 3.4 million impressions through native advertising, with 1,700+ link clicks
- 117k+ video views
- 300k+ impressions on social posts
- 3,969 page views on [Cycle the Vines in Martinborough](#) and [Unmissable wine experiences](#) on WellingtonNZ.com

An added bonus from the campaign was the digital assets created which have been provided to us at no cost. These assets will be used for years to come in general WREDA promotional activity in digital and print – and by us! The new assets comprise of:

1. a 54 second video
2. a 15 second video
3. 198 photos in high and web-res

A few examples:





Video is here: [https://www.youtube.com/watch?time\\_continue=1&v=podM0z9D0t4](https://www.youtube.com/watch?time_continue=1&v=podM0z9D0t4)

### **Domestic Marketing Projects:**

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

- Vintage Harvest Festival
- Masterton A&P show
- Golden Shears
- Easter/Balloon festival
- Booktown

We were the lead marketers on The Vintage Harvest Festival and managed all social media paid campaign work for the Masterton A&P Show, Golden Shears and Booktown. Destination Wairarapa was paid by those events to undertake this work. It's very clear that volunteer managed and small scale operations like these do not have the skills necessary to promote their events in the digital space and therefore they are an opportunity for us to add value for them.

Following on from those projects Claire very ably lead the whole development and promotion of a new event for Greytown – the Right Royal Knees Up at Queen's Birthday weekend. Viewed as a success with its strong leverage of Union Jack bunting and royal regalia this project was funded by retailers in the Country Village Heaven group.

### **Products**

Among the new members/product we assisted during this period were Martinborough Wine Walks, Wine Tricks at Stonecutter, Aratoi's Back of House Tour and Union Square.

### **Online**

In this period we presented a well-attended session lead by booking.com; a large booking source for most accommodation members. The platform does provide some challenges to those with properties listed so it was worthwhile for those operators to connect directly with a capable staffer from booking.com.

Facebook has drastically changed its algorithm in this period. The impact has been a marked lowering of reach and increasing need to fund content on this pay-to play platform. We are working hard to keep our learnings and capability current in this space.



## **Trade**

A hugely busy period with visitors and events in and out of the region:

- Barb attended the annual Tourism NZ Marketing Insights trade event in Sydney
- Barb attended TRENZ in Dunedin - we shared our appointments with the Copthorne which provides an effective approach
- Large Tourism NZ famil groups came through including South East Asian and Indonesians groups. We attended a training day in Auckland supporting these families also
- A real coup was that a major Australian front line famil stayed in the region for 2 nights. Claire represented the region at a training event in Wellington where the balance of the Australian sellers on famil were trained. This was a joint session with Wellington, Marlborough and Nelson.
- Claire and Barb attended a 2 day Tourism Export Council inbound event in Auckland – over 100 people were met at 14 minute appointments in an intensive but vital trade process

WREDA partnership in trade also continues to deliver powerfully – in the trade space Jo Heaton and Len Yu delivered:

- Wairarapa information shared at Kiwi Link China, India, South East Asia and TNZ's Training Roadshow in UK & Europe to date. The Classic NZ Wine Trail, Remutaka Cycle Trail and Wairarapa region and product was included with tailored content.
- Met Singapore Airlines in Melbourne in March as they were given a regional 101. Wairarapa will be included as part of any activity associated with the re-routing of the SQ flight via Melbourne from 1 May including families, itinerary development and campaigns

During this period we hosted a number of trade visitors:

- An Auckland based Japanese inbound from H.I.S
- French seller who is a major client of our French partner in Auckland, Once Upon a Trip.
- A large contingent from Grand Pacific Tours – sellers of their tours from Australia and long haul markets were here for a night at the Copthorne.

## **Media**

### **Hosted visits included:**

- Jim Farber from the New York Daily News
- UK blogger Dan Carter and
- a small group of Chinese key influencers via Tourism NZ

Katie continues to attract key NZ media to the region – in this period this included:

- Liz Light who wrote a good spread on the Saddle Road /Palmerston North route and northern aspects of the region for AA Directions magazine and a story on the south coast for NZ Woman's Weekly.

**Destination Wairarapa**  
**30 June 2018**  
**General Manager's Financial Report**

**Unaudited Financials 30 June 2018**

**Revenue**, YE 30 June 2018 and as forecast, the revenue corrected with the late arrival of the Trust House grant. On paper we've finished the year (unaudited) with \$88,645 more than budgeted but this includes:

- \$45,000 from Trust House for the Remutaka Cycle Trail (RCT)
- \$29,536 from Trust House which was from the previous financial year

With these amounts totalling \$74,536 it brings the surplus down to \$14,109 which was absolutely needed during the year to maintain cash surplus.

**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 \$11,721 under budget:
  - Roughly \$8,000 needs to come from this after the audit expense is realised
- i-SITE Expenses finished \$14,966 under budget and wages (\$9,929) being the bulk of that saving
- Marketing Expenses are \$64,067 under spent
  - The bulk of this is in the International Marketing Alliance (\$24,233)
  - \$5,000 was due to be charged for Remutaka Cycle Trail from WREDA but hasn't happened yet
  - \$10,334 should still be reduced with an invoice still to be sent for work done in this time

# Balance Sheet

## Destination Wairarapa Inc. As at 30 June 2018

30 Jun 2018

30 Jun 2017

### Assets

	30 Jun 2018	30 Jun 2017
<b>Bank</b>		
ANZ - Operational (00)	129,588	100,973
ANZ - RCT Project start 1/6/17	59,606	122
ANZ - Reserves (012)	110,164	126,551
BNZ Account	6,614	15,259
<b>Total Bank</b>	<b>305,971</b>	<b>242,905</b>
<b>Current Assets</b>		
Accounts Receivable	10,406	10,128
Accounts Receivable.	-	3,344
Inventory - I Sites	3,323	2,059
Petty Cash - Martinborough	-	215
Petty Cash - Masterton	-	97
Prepayments	-	5,665
<b>Total Current Assets</b>	<b>13,729</b>	<b>21,508</b>
<b>Fixed Assets</b>		
Computer Equipment	550	-
Furniture & Equipment	89,965	89,965
Less Accumulated Depreciation on Furniture & Equipment	(73,336)	(73,336)
Motor Vehicle	18,252	49,351
Less Accumulated Depreciation on Motor Vehicles	-	(30,610)
<b>Total Fixed Assets</b>	<b>35,431</b>	<b>35,370</b>
<b>Total Assets</b>	<b>355,132</b>	<b>299,783</b>

### Liabilities

<b>Current Liabilities</b>		
Accounts Payable	12,378	32,566
Accounts Payable.	104	1,479
ANZ Credit Card - B Hyde	1,763	886
ANZ Credit Card - D Hancock	2,468	927
Audit Provision	-	9,085
Current Portion - Toyota Finance Loan 4	-	16,430
Current Portion - Toyota Finance Loan 5	-	16,285
GST	8,523	10,472
<b>Held on Behalf</b>		
Held in Trust	913	10,120
<b>Total Held on Behalf</b>	<b>913</b>	<b>10,120</b>
<b>Payroll</b>		
Accrued Payroll	-	5,870
Bonus Accrual	-	4,200
Holiday Pay Liability	40,283	31,794

# Balance Sheet

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	30 Jun 2018	30 Jun 2017
PAYE Payable	8,007	-
<b>Total Payroll</b>	<b>48,290</b>	<b>41,864</b>
<b>Total Current Liabilities</b>	<b>74,439</b>	<b>140,114</b>
<b>Non-Current Liabilities</b>		
Toyota Finance Loan 6	17,820	-
<b>Total Non-Current Liabilities</b>	<b>17,820</b>	<b>-</b>
<b>Total Liabilities</b>	<b>92,259</b>	<b>140,114</b>
<b>Net Assets</b>	<b>262,872</b>	<b>159,669</b>
<b>Equity</b>		
Asset Replacement Reserve	40,000	40,000
Contingency Reserve	50,000	70,000
Current Year Earnings	123,204	(68,932)
Retained Earnings	49,669	118,600
<b>Total Equity</b>	<b>262,872</b>	<b>159,669</b>

# Profit & Loss

## Destination Wairarapa Inc. For the month ended 30 June 2018

	Actual	Budget	Var NZD	Var %	YTD Actual	YTD Budget	Var NZD	Var %
<b>Income</b>								
Retail Sales	264	250	14▲	5.4%▲	7,678	7,500	178▲	2.4%▲
Accommodation Commission	331	500	(169)▼	-33.8%▼	9,904	14,000	(4,096)▼	-29.3%▼
Bookit	180	400	(220)▼	-55.1%▼	6,226	9,000	(2,774)▼	-30.8%▼
Donation - Trust House	-	-	-	0.0%	236,472	160,000	76,472▲	47.8%▲
Gain on Sale	-	-	-	0.0%	6,817	-	6,817▲	0.0%
Grants - CDC	-	4,500	(4,500)▼	-100.0%▼	56,396	54,000	2,396▲	4.4%▲
Grants - MDC	-	-	-	0.0%	276,733	278,000	(1,267)▼	-0.5%▼
Grants - SWDC	-	-	-	0.0%	130,000	130,000	-	0.0%
Interest Received	215	130	85▲	65.7%▲	1,669	1,600	69▲	4.3%▲
Membership	709	2,000	(1,291)▼	-64.6%▼	74,536	85,000	(10,464)▼	-12.3%▼
Other Revenue	6,719	-	6,719▲	0.0%	41,042	25,000	16,042▲	64.2%▲
Ticket Commission	332	60	272▲	452.9%▲	2,266	2,000	266▲	13.3%▲
Tourism Products	46	80	(34)▼	-42.9%▼	2,378	2,000	378▲	18.9%▲
Travel Sales	100	150	(50)▼	-33.1%▼	5,293	3,000	2,293▲	76.4%▲
Wairarapa Visitor Guide	-	-	-	0.0%	29,336	27,000	2,336▲	8.7%▲
<b>Total Income</b>	<b>8,895</b>	<b>8,070</b>	<b>825</b>	<b>10.2%</b>	<b>886,745</b>	<b>798,100</b>	<b>88,645</b>	<b>11.1%</b>
<b>Gross Profit</b>	<b>8,895</b>	<b>8,070</b>	<b>825</b>	<b>10.0%</b>	<b>886,745</b>	<b>798,100</b>	<b>88,645</b>	<b>11.0%</b>

### Less Operating Expenses

# Profit & Loss

	Actual	Budget	Var NZD	Var %	YTD Actual	YTD Budget	Var NZD	Var %
<b>Corporate Support Expenses</b>								
ACC Levies	-	-	-	0.0%	556	-	556▲	0.0%
Accounting Fees	1,200	1,200	-	0.0%	14,400	14,400	-	0.0%
Audit Fees	-	-	-	0.0%	-	7,900	(7,900)▼	-100.0%▼
Bad Debts	-	-	-	0.0%	-	500	(500)▼	-100.0%▼
Bank Fees - ANZ	46	56	(10)▼	-17.7%▼	752	680	72▲	10.6%▲
Board Fees	6,440	5,903	537▲	9.1%▲	16,739	23,612	(6,873)▼	-29.1%▼
Board Members Expenses	9	-	9▲	0.0%	127	304	(177)▼	-58.1%▼
Electricity Corporate	172	145	27▲	18.8%▲	944	1,350	(406)▼	-30.0%▼
Entertainment	-	-	-	0.0%	-	800	(800)▼	-100.0%▼
Equipment Rental	91	100	(9)▼	-9.2%▼	1,089	1,200	(111)▼	-9.2%▼
Fringe Benefit Tax	-	-	-	0.0%	4,945	7,800	(2,855)▼	-36.6%▼
Information Technology	182	591	(409)▼	-69.2%▼	7,125	7,100	25▲	0.4%▲
Insurance	454	408	46▲	11.2%▲	5,126	4,899	227▲	4.6%▲
Interest Expense	165	452	(287)▼	-63.6%▼	2,186	5,494	(3,308)▼	-60.2%▼
Kitchen Supplies Corporate	65	13	52▲	402.0%▲	513	160	353▲	220.6%▲
KiwiSaver Employer Contributions	-	960	(960)▼	-100.0%▼	10,927	12,100	(1,173)▼	-9.7%▼
Membership Expenses	26	100	(74)▼	-73.9%▼	489	800	(311)▼	-38.9%▼
Merchant & BNZ Bank Fees	80	140	(60)▼	-42.9%▼	2,667	3,000	(333)▼	-11.1%▼
Office Supplies & Photocopying Corporate	550	400	150▲	37.5%▲	7,343	5,700	1,643▲	28.8%▲
Personnel incl. Training Corporate	810	800	10▲	1.3%▲	4,712	3,000	1,712▲	57.1%▲
Rent & Rates Corporate	1,156	1,156	-▼	0.0%▼	14,434	14,978	(544)▼	-3.6%▼
Salaries	23,548	21,000	2,548▲	12.1%▲	283,341	277,000	6,341▲	2.3%▲
Subscriptions & Membership	3,728	50	3,678▲	7356.3%▲	14,181	12,500	1,681▲	13.4%▲
Telecom incl Mobiles Corporate	879	825	54▲	6.5%▲	9,452	9,900	(448)▼	-4.5%▼

# Profit & Loss

	Actual	Budget	Var NZD	Var %	YTD Actual	YTD Budget	Var NZD	Var %
Vehicle Leases	466	544	(78)▼	-14.3%▼	4,923	6,528	(1,605)▼	-24.6%▼
Vehicle Operating Costs	1,003	1,400	(397)▼	-28.4%▼	14,511	11,500	3,011▲	26.2%▲
<b>Total Corporate Support Expenses</b>	<b>41,071</b>	<b>36,243</b>	<b>4,828</b>	<b>13.3%</b>	<b>421,484</b>	<b>433,205</b>	<b>(11,721)</b>	<b>-2.7%</b>
<b>Total I-Site Expenses</b>								
Electricity i-SITES	1,115	800	315▲	39.3%▲	4,778	3,890	888▲	22.8%▲
Kitchen Supplies i-SITES	-	25	(25)▼	-100.0%▼	418	300	118▲	39.3%▲
Less Cost of Sales	249	300	(51)▼	-16.9%▼	1,819	3,100	(1,281)▼	-41.3%▼
Office Supplies i-SITES	70	33	37▲	110.8%▲	549	396	153▲	38.6%▲
Personnel incl Training & Conferences i-SITES	565	-	565▲	0.0%	2,138	2,000	138▲	6.9%▲
Photocopier i-SITES	-	100	(100)▼	-100.0%▼	462	1,720	(1,258)▼	-73.1%▼
Rent & Rates i-SITES	667	2,083	(1,416)▼	-68.0%▼	21,413	25,000	(3,587)▼	-14.3%▼
Repairs & Maintenance i-SITES	-	-	-	0.0%	70	100	(30)▼	-30.1%▼
Telecom i-SITES	381	370	11▲	3.0%▲	4,724	4,800	(76)▼	-1.6%▼
Training & Recruitment (2625)	-	-	-	0.0%	(102)	-	(102)▼	0.0%
Wages	11,437	12,500	(1,063)▼	-8.5%▼	164,070	174,000	(9,930)▼	-5.7%▼
<b>Total Total I-Site Expenses</b>	<b>14,484</b>	<b>16,211</b>	<b>(1,727)</b>	<b>-10.7%</b>	<b>200,340</b>	<b>215,306</b>	<b>(14,966)</b>	<b>-7.0%</b>
<b>Total Marketing Expenses</b>								
Advertising	-	-	-	0.0%	360	700	(340)▼	-48.6%▼
Business Events Marketing	1,068	-	1,068▲	0.0%	40,114	32,200	7,914▲	24.6%▲
CNZWT Marketing	-	-	-	0.0%	2,500	2,500	-	0.0%
Distribution	97	820	(723)▼	-88.2%▼	9,909	11,380	(1,471)▼	-12.9%▼
Domestic Campaign Not Far	-	-	-	0.0%	-	4,000	(4,000)▼	-100.0%▼
Domestic Campaign Service	-	-	-	0.0%	-	2,500	(2,500)▼	-100.0%▼
Domestic Marketing	55	400	(345)▼	-86.2%▼	7,159	4,800	2,359▲	49.1%▲

# Profit & Loss

	Actual	Budget	Var NZD	Var %	YTD Actual	YTD Budget	Var NZD	Var %
Domestic Marketing Email Distribution	130	415	(285)▼	-68.7%▼	5,036	5,000	36▲	0.7%▲
Domestic Marketing Facebook	775	150	625▲	416.7%▲	5,631	2,500	3,131▲	125.2%▲
Domestic Marketing Spring Campaign	-	-	-	0.0%	-	7,000	(7,000)▼	-100.0%▼
Domestic Marketing Winter Campaign	-	3,000	(3,000)▼	-100.0%▼	828	7,000	(6,172)▼	-88.2%▼
Domestic Marketing Consumer Expos	50	1,065	(1,015)▼	-95.3%▼	2,272	3,860	(1,588)▼	-41.1%▼
Imagery	-	-	-	0.0%	3,824	9,500	(5,676)▼	-59.8%▼
International Marketing Alliance	17	-	17▲	0.0%	26,766	51,000	(24,234)▼	-47.5%▼
Media Hosting	2,220	500	1,720▲	344.0%▲	6,845	7,500	(655)▼	-8.7%▼
Relationship Marketing	277	80	197▲	246.1%▲	968	960	8▲	0.9%▲
Rimutaka Cycle Trail	-	-	-	0.0%	7	5,000	(4,993)▼	-99.9%▼
Trade Events & Training	120	-	120▲	0.0%	12,917	20,650	(7,733)▼	-37.4%▼
Trade Famils	254	200	54▲	27.2%▲	2,573	3,000	(427)▼	-14.2%▼
Visitor Guide	-	-	-	0.0%	17,107	17,500	(393)▼	-2.2%▼
Website	218	1,366	(1,148)▼	-84.0%▼	6,066	16,400	(10,334)▼	-63.0%▼
<b>Total Total Marketing Expenses</b>	<b>5,282</b>	<b>7,996</b>	<b>(2,714)</b>	<b>-33.9%</b>	<b>150,882</b>	<b>214,950</b>	<b>(64,068)</b>	<b>-29.8%</b>
<b>Total Projects Expenses</b>								
<b>RCT Project</b>								
RCT Project - Expenses	-	-	-	0.0%	33,280	-	33,280▲	0.0%
RCT Project - Reserves Funding	-	-	-	0.0%	(20,000)	-	(20,000)▼	0.0%
RCT Project - Revenue	-	-	-	0.0%	(26,708)	-	(26,708)▼	0.0%
<b>Total RCT Project</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>0.0%</b>	<b>(13,428)</b>	<b>-</b>	<b>(13,428)</b>	<b>0.0%</b>
<b>Total Total Projects Expenses</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>0.0%</b>	<b>(13,428)</b>	<b>-</b>	<b>(13,428)</b>	<b>0.0%</b>
<b>Total Operating Expenses</b>	<b>60,837</b>	<b>60,450</b>	<b>387</b>	<b>0.6%</b>	<b>759,278</b>	<b>863,461</b>	<b>(104,184)</b>	<b>-12.1%</b>



# Profit & Loss

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	<b>Actual</b>	<b>Budget</b>	<b>Var NZD</b>	<b>Var %</b>	<b>YTD Actual</b>	<b>YTD Budget</b>	<b>Var NZD</b>	<b>Var %</b>
<b>Operating Profit</b>	<b>(51,942)</b>	<b>(52,380)</b>	<b>438</b>	<b>1.0%</b>	<b>127,468</b>	<b>(65,361)</b>	<b>192,829</b>	<b>295.0%</b>
<b>Non-operating Expenses</b>								
Entertainment - Non deductible	205	-	205▲	0.0%	3,747	600	3,147▲	524.4%▲
<b>Total Non-operating Expenses</b>	<b>205</b>	<b>-</b>	<b>205</b>	<b>0.0%</b>	<b>3,747</b>	<b>600</b>	<b>3,147</b>	<b>524.4%</b>
<b>Net Profit</b>	<b>(52,148)</b>	<b>(52,380)</b>	<b>232</b>	<b>0.0%</b>	<b>123,721</b>	<b>(65,961)</b>	<b>189,682</b>	<b>288.0%</b>