



Destination Wairarapa Report 1 May to 30 June 2012

Financials YTD 31 May 2012

- The YTD financial statements are attached and summarised below:

Destination Wairarapa						
Profit & Loss Summary						
	May 2012			YTD		
	Actual	Budget	Variance	Actual	Budget	Variance
Revenue	\$60,233	\$61,732	-\$1,499	\$720,954	\$732,594	-\$11,640
Expenditure						
Corporate Support	\$40,927	\$30,371	-\$10,556	\$388,400	\$366,413	-\$21,987
Marketing	\$5,204	\$10,489	\$5,285	\$137,524	\$150,176	\$12,652
i-SITEs	\$22,478	\$18,375	-\$4,103	\$197,151	\$202,127	\$4,976
Total Expenses	\$68,609	\$59,235	-\$9,374	\$723,075	\$718,716	-\$4,359
Net Surplus/Deficit	-\$8,376	\$2,497	-\$10,873	-\$2,121	\$13,878	-\$15,999
PROJECTS						
STAR Revenue carried fwd	\$52,622	\$50,000	\$2,622	\$54,303	\$47,000	\$7,303
Revenue	\$0	\$7,167	-\$7,167	\$29,749	\$78,833	-\$49,084
Expenses	\$803	\$12,501	\$11,698	\$57,769	\$68,166	\$10,397
Net Surplus/Deficit	\$51,819	\$44,666	\$7,153	\$26,283	\$57,667	-\$31,384
Total Net Surplus/Deficit	\$43,443	\$47,163	-\$3,720	\$24,162	\$71,545	-\$47,383

- Revenue YTD is down \$11,640 (1.6%) on budget, however improvements against budget have been made on all possible revenue lines; retail, commissions and memberships.
- Membership Revenue (\$52,047) YTD is ahead of budget (\$51,333) YTD.
- Accommodation commission YTD (\$26,927) continues to perform well against budget (\$23,000) YTD as does Retail YTD (\$12,535) against budget (\$9,500).

More Visitors, Staying Longer & Spending More

1 March – 31 May Commercial Accommodation Monitor:

- Greater Wellington region excludes Wellington city
- While Wairarapa guest arrivals decreased this quarter, this was the same trend across the competitor set and Nationally

- Wairarapa had the greatest guest night improvement in the competitor set 5.7% with the closest being 4 points behind
- Wairarapa had the greatest growth in occupancy with a 3.3 point improvement
- Wairarapa accommodation does well with the length of stay of visitors and a 0.2 night improvement for the six months was the greatest growth against the same six months the year before

Commercial Accommodation Monitor				
Statistics New Zealand		6 Months Ending May 2011 v 2012		
	Wairarapa	Manawatu	Greater Wellington	National
Guest Arrivals				
2012	67,572	140,415	601,041	20,565,873
2011	68,805	141,017	639,072	20,856,291
Variance	-1.8%	-0.4%	-6.3%	-1.4%
Guest Nights				
2012	126,012	249,700	1,196,238	39,653,828
2011	118,889	245,558	1,238,618	40,505,299
Variance	5.7%	1.7%	-3.5%	-2.1%
Occupancy				
2012	27.3%	34.1%	59.9%	40.9%
2011	24.0%	32.5%	61.9%	41.6%
Variance	3.3	1.6	-2.0	-0.7
Length of Stay				
2012	1.9	1.8	2.0	1.9
2011	1.7	1.7	1.9	1.9
Note: Greater Wellington excludes Wellington City				

Marketing to Arriving Travellers

Destination Wairarapa is working with Taupo i-SITE Visitor Centre to give a better representation of Wairarapa and more reasons to head south via our region. Discussions have led to free poster placement of events and a promotion for our members to have their brochures placed there.

The management of the Visitor Guide has been brought back in-house to try and improve the content. The new management of the guide has resulted in a 27%-45% reduction in the cost to members advertising in the guide.

Winning Conferences

Destination Wairarapa has brought together a mix of conference venues from the length of the region to collaborate on marketing to attract conferences to Wairarapa. Destination Wairarapa will attend trade shows to present this broad representation of the regions venues.

The first trade show was on 18 July in Wellington; 'Show Me Wellington'. The trade show is targeted at Wellington corporate and some national and Australian professional conference organisers (PCOs).

Destination Wairarapa has also engaged a Wairarapa based PCO to work with us at the trade show and to be a contact when leads develop.

With 700 people attending the trade show, we hoped to secure 4 good leads for conferences. We ended up with 9 good leads and 7 PCO contacts for future family visits.

Established Products and Markets

Classic New Zealand Wine Trail (CNZWT) – this product continues to be a major tool in presenting the region to Australia and other international markets. This year the collective has made the marketing manager redundant and spread the work load between the collective partners.

Tourism New Zealand has identified the CNZWT as a product they want to invest in for the Australian market and have contributed \$500,000 to the development of a campaign.

Attended a 'Gateway' planning session with PWT, Destination Marlborough and Hawke's Bay Tourism in Napier. Purpose was to get a briefing on the overall shape of the joint PWT-Tourism NZ Australia campaign. A million dollars will be invested by those two organisations with the 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've provided details on key events, new initiatives/products, and key messages around the region. Opportunities for us will include exposure in the email newsletter, through media visits as managed by Hill and Knowlton, web traffic sent to our site from wellingtonnz.com/Australia and web traffic to operator listing on www.newzealand.com. There will also be investment with targeted online travel agents (e.g. WOTIF) which we need to ensure our members maximize with really strong campaign offers.

Following this meeting we hosted the new PWT Australia Manager, in the region for 2 days and familiarised her with key operators/partners.

We have been providing regional information for an app: [itravelnz](#) and facilitated CNZWT getting loaded. For RTOs this content placement is free and in August more content will be provided by us.

Liaising with the developer of an app for Wineries in Hawke's Bay with one also being developed for Wairarapa and Marlborough. This is a timely and cost effective opportunity for both Wines from Marlborough, Wairarapa Wines and potentially CNZWT to become integrated into an already developed platform.

Wellington, Manawatu, Hawkes Bay

In May & June, Destination Wairarapa attended the Women's Lifestyle Expo and Manawatu Wine & Food Expo in Palmerston North. Through these expos we generated 700 new emails for our database and distributed hundreds of brochures on products these people were interested in.

Worked with GrabOne on their regional offer day – this included providing leads and agreeing that Destination Wairarapa members would not pay a processing fee for the deal day.

Worked with organisers for Harvest festival and Balloons Over Wairarapa to plan joint promotional and media activity for this double-header weekend.

Worked with Renaissance Tours (brings cruise ships tours to the region) and their key attractions (Cobblestones, Schoc, Paua World, Greytown retailers) to finesse their visits, information and experience.

Co-ordinated a Wellington On A Plate meeting in Greytown for potential event and restaurant participants.

Worked extensively with Peppers Pārehua Martinborough on their launch. They brought 10 journalists to the region from around NZ (and one from Australia). Due to a wedding they could only host them for one night – Destination Wairarapa worked with them to extend the stay of some of the writers i.e. specific ones we wanted to retain for another night. This hosting was shared with Wairarapa Wines and some of the writers were hosted at the Wai Wines Harvest Festival. This was a cost effective partnership for all involved and we were able to have journalists who without Peppers funding their airfare would simply not have come. This was the largest hosting exercise we've undertaken and preparation for it was a major piece of work.

Same weekend we also hosted Ray McVinnie from Masterchef/Food editor of Cuisine magazine and Food editor Sunday Star Times - came to be a judge at Harvest Festival. Outcome of this will be an ongoing and very positive association with Ray – he adored the region.

Same weekend we also had the Balloon Festival – we provided support for organisers with media liaison at the special memorial event.

Worked with DB Breweries who bought a writer from the Sunday Star Times to Greytown to write a column – we provided an activity to feature in her story and dinner.

Kiwi Rail's Our New Zealand magazine featured Tora Tora on the cover and a regional events feature inside.

Developed copy/images for 'The Great North Island Road Trip' editorial feature Hosted Fishhead editor and discussed opportunities for the region in 2012.

Developed short sharp useful list of content for the DomPost for their Capital Day feature e.g. Summertides, family summer fun ideas, best beach, etc.

Worked with Let's Travel magazine to supply fact box info and photos to support a feature on Martinborough.

Worked with Lonely Planet photographer here to shoot for the next guide

Our first articles in the new 'Close to Home' series appeared in the Wairarapa Times Age. This is a new fortnightly column written by Helen Tickner – we feature local attractions and activities to locals, with an underlying message ...”when your friends and family come to stay you should take them to do this...”

Australia

Attended a 2 day Tourism NZ 'Insights' trade event in Sydney – this involved appointments with online travel agents, wholesalers and inbounders.

Worked with Tranzit and Copthorne Solway on sales calls to inbounders in Hamilton and Auckland. Prior to the visit worked with both Aylstone and Brackenridge who now both wish to work with trade.

Organised itinerary for and hosted Australian wine/lifestyle writer Jennifer Tippet, writing for The Age in Melbourne and a key women's lifestyle website.

Partnered with others in the region to host writer from Sydney Morning Herald.

Events

We have been working with a number of events as they develop and plan: Vintage Car Club Easter National Rally 2013, Le De Da, Pukaha Mount Bruce Garden Tour (Nov), Day On The Green.

We have planned and agreed our PR support for Wings Over Wairarapa. Our role will be to work with 'long lead time' media i.e. magazines. A list of angles has been developed linking to key target publications and our journalist will be pitching to these publications. Leading up to the show and during the show we will manage Twitter activity for 'Wings'.

Facilitated the attendance by Golden Shears organizers at a 'Social Media 101' course held by REAP

Website

Research has started on the development of a new website for wairarapanz.com. The aim is to have a website with the look and functionality consistent with the best New Zealand RTO websites. This new website will have an ease and appeal which encourages the consumer to engage with the Wairarapa and ultimately purchase

while on-line. The website will enable us to interact with consumers through modern technologies.

Following session held in Carterton regarding online sales there have been a number of catch-ups with key accommodators and operators regarding Online Travel Agents (OTAs) as they were not able to come to the session. Catch ups have been held with Pinot Villas, Aylstone, Martinborough Hotel, Briarwood, Tranzit. There are a plethora of OTAs, with increasing usage of them by both Australians and NZ travelers. Its going to be important that our properties are up to speed in this space before the Australian campaign begins.

At same time there have been discussions with operators about maximizing their presence (listings, articles and importantly offers).

i-SITE Visitor Centres

A bid was compiled for the 2013 i-SITE Conference to be held in Masterton in September 2013. Bids are currently being reviewed by i-SITE NZ Board with a decision to be made in September 2012.

Customer Service Manager attended an i-SITE New Zealand Strategy and Planning meeting. They're undertaking a review of their Strategic Plan with the new plan to be presented at i-SITE Conference September 2012.

Customer Service Manager had an informal catch up with Greytown Community Information Centre representatives. It was agreed that one iSITE staff member would work in Greytown Information centre each Friday until further notice. The staff will assist with training volunteers on using Destination Wairarapa's website for accommodation bookings and also how to use the Intercity, Interislander and Bluebridge website for travel bookings. A similar arrangement is in place with Featherston when we can spare the staff.

The Customer Service Manager has been brought into a more marketing focused role with a Team Leader appointed in each i-SITE Visitor Centre.

Highlights:

Gross revenue has climbed every month for the past six months bar April versus the same months last year.

- April \$24,153 – down 7%
- May \$26,231 – up 91%
- June \$16,890 – up 3%

For the six months to June 2012, total revenue through the i-SITE Visitor Centres has totalled \$232,431. This is up \$53,264 (29.7%) on the same period last year.

- **i-SITE Foot Count**
Not surprisingly the foot counts have increased for the same period
 - January – June 2012 – 26,787
up 19.8%

Product Development

Destination Wairarapa is leading the collection of peripheral events which occur around the weeks leading up to Golden Shears. A regular monthly meeting of 15 people has established a timetable of events and broad outline of the event content.

Met with developers of a new Masterton live music venue regarding any assistance we can provide with reference group engagement.

Destination Wairarapa facilitated the search for a location and engagement with Council for the Masterton edition of the 'What Now' television show.

The Wellington Wairarapa application for a 'great ride' was submitted to MED and they have responded positively. They want the ride to continue development particularly on the Upper Hutt section. They have asked us to establish formal access agreements with three land owners.

"Save an Aucklander" campaign was implemented with campaign elements including two specific landing pages on website, Facebook images, website tiles and skyscrapers, Facebook posts across various sites including Auckland. Smartmails went to Aucklanders on our database and to locals. 338 people entered the contest. There ended up being a 55% loading on the Sunday flights which was pleasing given the short lead time and short duration of the schedule change.

Air New Zealand expressed their desire to work with Destination Wairarapa on driving demand from Auckland travellers to Masterton. They want to work with the region on major events promotion such as Wings Over Wairarapa, Toast Martinborough, Harvest, Golden Shears and Rotary Martinborough Fair.

A members' event giving an update on the Department of Labour requirements for activities with an 'inherent risk' was held with a good attendance. This event was followed by an all members' discussion on continuity after and preparedness for a disaster.

A two year contract was entered into with Tracey O'Callaghan of Summit Lodge to act as the Sustainable Tourism Advisor to Regions (STAR). Some good results to date with assistance given to:

- Oversee Fashion Awards
- Mawley Park
- Carterton Events Centre

Regional Tourism Organisations New Zealand (RTONZ) has been working with Ministry of Economic Development (MED) on the development of reliable regional tourism data. This data set development includes enhancements to the Commercial Accommodation Monitor and the development of a new credit card transaction report available by region with source of visitor and spends.

Agricultural niche products resulted in two French groups for March 2012 where they used a Masterton sheep dog farm experience.

David Hancock
General Manager