

## DESTINATION WAIRARAPA QUARTERLY REPORTING

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### PURPOSE

The purpose of this report is to provide Councillors with the Destination Wairarapa quarterly reporting, including the General Manager's marketing and financial reports.

### EXECUTIVE SUMMARY

- Destination Wairarapa is the Regional Tourism Organisation (RTO) for the Wairarapa.
- This report includes the quarterly updates (Q1) from Destination Wairarapa, including: deliverables, product development, marketing and financial information.

### BACKGROUND

Destination Wairarapa's role is to attract more visitors, who stay longer and spend more, and grow Wairarapa's tourism revenue to \$212m by 2025, while shallowing the low to high season trough.

Destination Wairarapa receives financial support from the three district councils in Masterton, Carterton and South Wairarapa, Trust House Foundation and the Wairarapa tourism businesses who are members of their incorporated society.

### DISCUSSION

#### Destination Wairarapa Q1 Chief Executive and Marketing Report (July–September 2025)

Visitor accommodation data for September 2025 shows a 5.7% decline in total guest nights compared to the same month in 2024, reflecting ongoing challenges in domestic and international visitation. While national consumer spending grew slightly (+0.4%), hospitality and non-essential spending fell, though international visitor expenditure increased significantly (+19%), driven by key markets such as the United States and the United Kingdom.

The Minister of Tourism has signalled strong government commitment to tourism growth, with substantial funding packages announced for marketing, events, and regional infrastructure. However, Wairarapa's ability to access these funds is constrained by the absence of a Major Events Strategy and a compelling business case aligned with the Destination Management Plan, risking missed opportunities for investment and long-term regional growth.

Despite these challenges, Wairarapa leveraged winter events such as the Festival of Christmas, Pour and Explore, and Greytown Art Town to sustain visitation. Media hosting included high-profile campaigns with Tourism New Zealand, and initial results from the Lonely Planet "Best in Travel 2026" accolade for Wairarapa stargazing, wine, and food have generated significant digital engagement and global exposure. These achievements underscore the need for coordinated council support to capitalize on heightened international interest and forthcoming government funding opportunities, ensuring tourism continues to drive economic prosperity for Wairarapa.

#### Destination Wairarapa Q1 Financial Summary

For the year to 30 October 2025, Destination Wairarapa reported revenue \$3,000 above budget and operating expenditure \$7,000 below budget, primarily due to timing of project invoices and anticipated savings from the recent office relocation. Despite some unbudgeted costs associated with the move, these are expected to be offset over time. Overall, the organisation closed the first

quarter with a net profit \$10,000 higher than forecast, indicating a strong financial position heading into the remainder of the financial year.

Please refer to appendices for the full quarterly reports from Destination Wairarapa.

#### **APPENDICES**

Appendix A - Destination Wairarapa Q1 CE and Marketing Report 2026

Appendix B - Q1 Destination Wairarapa 2025\_2026 Financial Report

Appendix C - 4.08.02 Destination Wairarapa Inc - Performance Report 2025

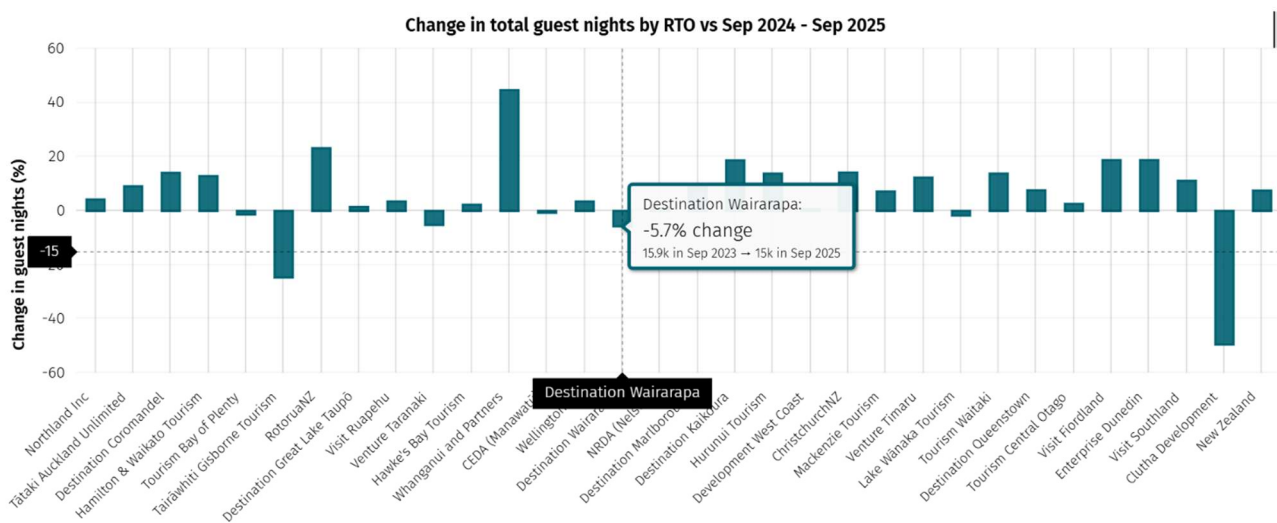
Appendix D - 2024-2025 DW Chair report FINAL

Destination Wairarapa  
Q1 Chief Executive and Marketing Report 25/26  
July 2025 – Sept 2025

2025/2026 Deliverables

*Visitors*

The below graph shows the Accommodation Data Programme (ADP) data for all RTO's until Sept 2025.



Source: MBIE - Accommodation Data Programme. Last updated on 2025-10-29 11:00:00.

**Sept 2024: 15.9k vs Sept 2025: 15K.**

Sept 25 accommodation data for Wairarapa is DOWN 5.7% for total (domestic + international) guest nights stayed vs Sept 24.

## *Spend*

The release of the Tourism Electronic Card Transactions (TECTs) data will no longer be made moving forward by MBIE.

MBIE is currently procuring a new data set to replace the TECT as a permanent measure of tourism spending.

There is no interim indication of spend from MBIE.

Destination Wairarapa does not purchase data from 3<sup>rd</sup> party organisations. Until MBIE has completed this procurement process, we will therefore not be able to comment on Tourism spend by Wairarapa TLA or by the RTO region in future quarterly reports.

In lieu of spend data for Wairarapa, here is a national summary of spend from Marketview (data from Worldline, New Zealand's largest payments network) for your information.

### Key insights for September 2025

- Consumer spending grew by +0.4% this month when compared to September 2024, while transactions dropped by -1.2%. That transactions still shows an opposite trend to spend indicates consumers are still trying to reduce how often they spend money.
- Sadly, essentials are still where the growth in spend lies (up +2.5%), with spend on non-essentials and hospitality down -3.4% and -0.6% respectively.
- International visitors continue to spend more than the same time last year, this September up 19.0%. It's driven by the Americans and Brits who increased spend +33.6% and +15.0% respectively.

## *Opportunities for Tourism Growth in Wairarapa*

### Central Government

On Wednesday 29<sup>th</sup> October the Minister of Tourism the Rt Hon. Louise Upston addressed the leaders of Tourism in New Zealand at the National Tourism Summit held in Wellington.

The Minister's key points were;

- The National government is prioritizing tourism as a key driver of economic growth, aiming to double tourism export value by 2034.
- Significant investment packages are available, including \$55 million in the initial "tourism boost package" and an additional \$70 million to grow events and upgrade infrastructure.
- \$10 million was specifically allocated to the "regional boost" campaign, with further funds available for regional infrastructure upgrades.

- A national-local partnership approach is encouraged to ensure projects and funding reflect regional priorities and community benefit.

- Ongoing review of funding structures and coordination between central and regional authorities is a key government focus for tourism.

In summary, the Minister's speech was very positive regarding investment in tourism nationally and she recognises the importance of regions – such as Wairarapa, to help achieve the economic growth the Government is aiming for.

The funding announced to date by the Minister has been focused on stimulating the demand side of tourism (marketing), next year she is proposing to increase her focus on stimulating the supply side of tourism (product development and infrastructure).

What does this mean for Wairarapa and how well are we positioned to make the most of the funding being handed out to the regions?

Wairarapa in partnership with regions involved in the Classic New Zealand Wine Trail (Hawkes Bay, Wellington and Marlborough) have recently submitted a proposal under the "regional boost" campaign for funding to support an Australian focused marketing campaign. In addition, we participated in a collective Central marketing campaign from the original national "boost" campaign.

The region however was not able to respond to the events "tourism boost" package offered in September because we do not have an agreed Wairarapa Major Events Strategy which would have allowed us to respond effectively and cohesively – especially given the very tight deadlines imposed on this particular fund.

This significant funding - which the successful recipients are still to be announced, will go to other very grateful regions. Regions which Wairarapa compete with when attracting both domestic and international visitors.

It is almost certain the Minister will announce another round of substantial funding opportunities designed to stimulate the supply side of tourism in regional New Zealand in the next 12 months.

Currently as it stands however, Wairarapa will not once again be able to respond. To respond will require a national - local Initiative that reflects local priorities and community benefit (Ref. the Wairarapa Destination Management Plan) and a compelling business case to support that initiative - which we don't have.

We could however, by collectively supporting and empowering groups such as The Dark Sky Steering Group and the Five Towns Trails to produce such documents – but this will require some additional focus and investment by all councils in tourism.

If we don't, we risk missing out again and Wairarapa will be left out of the increased investment in the region these funding opportunities are designed to stimulate.

This will hurt the region in the long run because business and individuals who invest in a region almost always visit the region first as a tourist.

With the Lonely Planet acknowledgement presenting a 12 months opportunity to leverage our awareness as a region both domestically and internationally – now is the right time for the Councils to take a fresh look at tourism and how it can effectively contribute to the economic prosperity of the Wairarapa.

### ***Marketing (July to Sept)***

Winter settled in, bringing with it the Festival of Christmas in Greytown (and the school holidays). The festival was once again a key driver for winter visitation and new attractions as part of the festival, including the terrific Illuminations lighting event at Cobblestones drew excellent numbers, as did the Tractor Parade and the final weekend where the Main Street is closed off.

We worked closely with several new and developing events during this time, including Greytown Art. Town, which while Greytown based also included a 2-day regionwide Arts Trail which was very successful and will grow in years to come.

The new Pour and Explore festival ran in Martinborough. Held throughout the whole month of August, it featured many of our members and a strong and interesting array of events. We worked very closely with the team running the festival who did an excellent job in this, their first year and the event has great potential to help carry us through winter in coming years.

Events we supported and promoted through our channels included:

- Festival of Christmas
- Ten Days of Tulips at Longbush Cottage
- Greytown Art Town
- Space Weeks Carterton and Martinborough
- Pour and Explore in Martinborough
- Carterton Daffodil Festival
- Jazz in Martinborough
- Father's Day at [Masterton Motorplex International Dragstrip](#) Dad's Drags.
- Burger Wellington (On A Plate)
- Wairarapa Wedding Expo

### Staff - Denver and Claire

Claire, our digital marketing manager, returned after her year long maternity leave. We've been most fortunate to have Denver Grenell with us while she was on leave. He's done a sterling job, particularly in bedding in the new website. We have retained Denver for one day a week until Christmas as we have prepared a comprehensive plan of activity for the Lonely Planet Best in Travel announcement and associated activity.

During this period, we developed excellent relationships with The Lonely Planet team both in the USA and Melbourne. We also reached out to and included Tourism New Zealand for assistance with connections and coverage through their offshore offices. We assembled important assets for the launch including B roll footage, imagery and copy.

### Trip Advisor

We attended an excellent session led by senior marketing people from TripAdvisor who gave a campaign debrief from the partnership campaign developed as part of the Central New Zealand campaign led by Wellington using "Boost" funding. The positive impact AI is having on Trip Advisor website traffic and performance was explained. We plan to take the learnings and information provided and package it into advice for our members.

### Digital activity

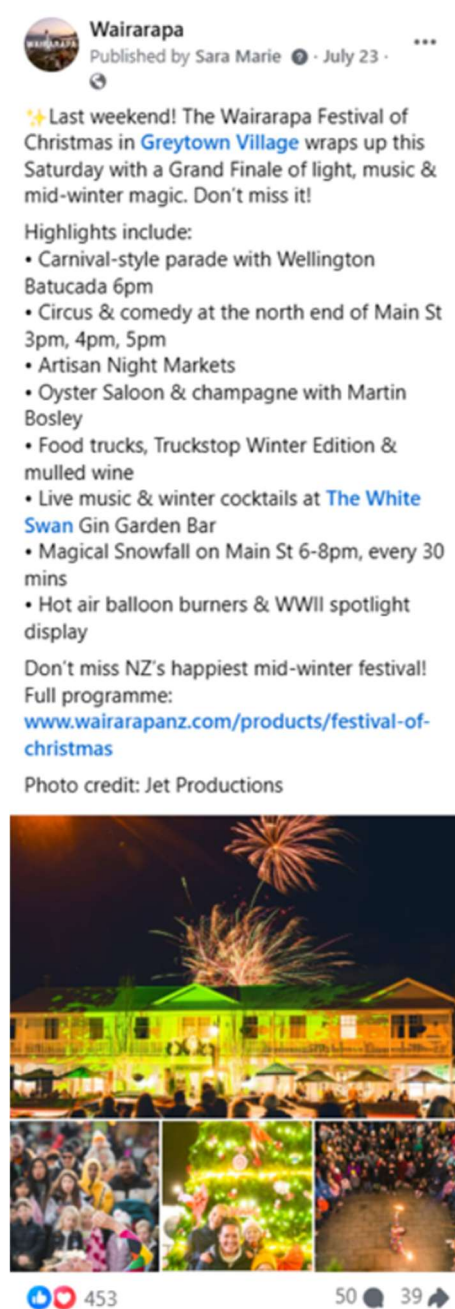
Examples of activity we created and invested in during this quarter included:

These Facebook posts:

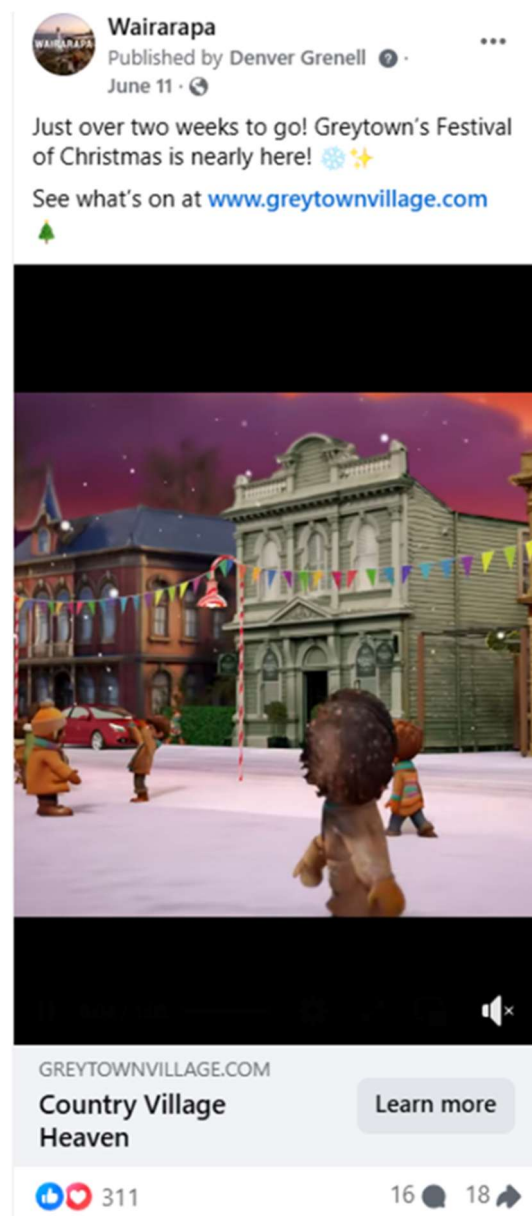
140,714 views

636 interactions

33 Link clicks



88,724 views  
394 interactions  
481 link clicks



### Trade (International Marketing of export ready Product)

#### **Kiwi North**

Kiwi North is the new collective brand uniting North Island RTOs and tourism operators to enhance collaboration and visibility in the Australian market. It's a trade tactic, designed to tell trade the collective North Island story in a clear, cohesive, and easy to understand way. Ultimately, Kiwi North will help grow arrivals to the North Island.

The first joint activity was Kiwi North Australia - a trade training roadshow which Destination Wairarapa attended with events in Sydney (1st & 2nd Sept) and Melbourne (3rd Sept). With 73 North Island operators and RTO's in the market at once, this is the first, largest and most



ambitious attempt at presenting North Island jointly – and it was very well received. The timing of these events ensures that Australian buyers have the latest product knowledge and insights ready for the busy summer season.

There was also a media event purely for RTOs to meet leading travel publications/writers. Appointments were structured in pairs or groups: we shared with Wellington and also with Air NZ making for a terrific and sought combination. We had contact points with around 320 agents and product managers.

Lots of emphasis was placed on explaining the Classic NZ Wine Trail - it's such an effective route for self-drive Australians and was the perfect way to explain to travel sellers HOW to include SH2 in clients' itineraries. Given Hawke's Bay Tourism wasn't on this roadshow it was essential that DW was there doing the heavy lifting promoting this route to this key market.

### Trade Hosting

Hosted in the region in this period:

Zozo Travel is based in Wellington with a range of guided 1-day tour products and they are developing one focused on Greytown for the coming season.

RoveXperience Tours - based in Wellington. This is a new guided 1- day tour operator.

Taiwanese tour operator Lion Travel - looking to develop a monthly year-round group tour to the region.

### Media Hosting

Tourism NZ bought a Wrexham Football Club (Welsh FC owned by Hollywood Actors Ryan Reynolds and Rob McElhenney) personality here as part of their "billeting" campaign while the football team was here playing in Wellington. Wairarapa was one of 3 locations where Wrexham's players and personalities were billeted and immersed in a line-up of adventures that showcased the country's landscapes and legendary hospitality: from golf and jet boating to haka and a honey tour.

Publican Wayne from Wrexham was filmed at the Whie Swan and at Greytown Honey - (huge thanks to Nick Rogers for hosting and appearing)

<https://www.newzealand.com/nz/campaign/welcome-to-new-zealand-wrexham/>

Wairarapa content is second row on the far left

This was shared on TNZ's social channels: filming also took place for inclusion in the hugely popular Wrexham FC TV show – we hope for some coverage there also when the series, "Welcome to Wrexham" is released next year



## Lonely Planet – Best in Travel 2026 top 25 experience Wairarapa stargazing wine and food

Although this accolade occurred in October and will therefore be a large focus of our next quarterly report. Here are some of the initial media/digital results.

The announcement was picked up by all media channels in New Zealand. Here is an example of one such article

[https://www.nzherald.co.nz/travel/wairarapas-stargazing-food-and-wine-scene-named-among-worlds-best-in-lonely-planet-guide/2FKN3ZO6BRATLEELWGD3V6VZFE/?fbclid=IwY2xjawNmVwdleHRuA2FlbQlXMQBicmlkETfQtk92clhNSFd3OE1MczlwAR4amkC7o4mer12FlpfBGjkJAOSjDSnL7tn0FhrzcTX\\_ARp4rTurjZj-4KhfeA\\_aem\\_oKqEPnA\\_hfzFACwXNbx1nA](https://www.nzherald.co.nz/travel/wairarapas-stargazing-food-and-wine-scene-named-among-worlds-best-in-lonely-planet-guide/2FKN3ZO6BRATLEELWGD3V6VZFE/?fbclid=IwY2xjawNmVwdleHRuA2FlbQlXMQBicmlkETfQtk92clhNSFd3OE1MczlwAR4amkC7o4mer12FlpfBGjkJAOSjDSnL7tn0FhrzcTX_ARp4rTurjZj-4KhfeA_aem_oKqEPnA_hfzFACwXNbx1nA)

We also shared via our social channels immediately after the global announcement in the US and in the first 24 hours, these were the initial results – which we were thrilled with.

### 24 hours since first announced:

#### FACEBOOK

94,100 views: *The number of times our content was played or displayed. Eg: videos, posts, stories and ads.*

4,700 content interactions

7,600 visits: *The number of times our page was visited.*

749 page follows

#### Facebook competition:

70,854 views (in less than 24hrs)

3,764 interactions (reactions, comments, shares and saves)

2,196 comments

#### Facebook Campaign video:

12,879 views (I have put money on this to increase reach)

587 interactions

76 shares (I am particularly happy with this, a good number, and people have really taken time to write a good caption with the share)

#### INSTAGRAM

11,200 views: *The number of times our content was played or displayed. Eg: videos, posts, stories and ads.*

323 content interactions

126 visits *The number of times our page was visited.*

#### Instagram launch post:

3,704 views

109 interactions

In addition. The Minister of Tourism announced it on her own social channels

<https://www.facebook.com/share/r/1ABJUQ6EqW/>

Anna Nielson – Chief Executive, Nov 2025

**Destination Wairarapa**  
**Q1 2025/2026 Chief Executive's Financial Report**

Unaudited Financials YTD 30 October 2025

**Revenue**

*Trading Income*

We are up \$3k in budgeted revenue this financial year.

**Expenditure**

*Operating Expenditure*

We are \$7k below our budgeted spend. This is predominantly to do with the timing of invoices for projects undertaken.

There were some costs that were not fully budgeted for as a result of the HO move from Dixon St to the new Queen St office. These costs will hopefully be absorbed with the savings made from the move as the year progresses.

**Profit**

We ended Q1 with a net profit of \$10k more than budgeted.

# Performance Report

Destination Wairarapa Inc.  
For the year ended 30 June 2025

Prepared by Sellar & Sellar

## Contents

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## Entity Information

### Destination Wairarapa Inc. For the year ended 30 June 2025

#### Legal Name of Entity

Destination Wairarapa Incorporated

#### Entity Type and Legal Basis

Destination Wairarapa Inc is an Incorporated society in New Zealand.

#### Registration Number

Incorporation number: 1978759

#### Entity's Purpose or Mission

Grow the Wairarapa's Tourism Revenue by attracting More Visitors, who Stay Longer and Spend More.

#### Entity Structure

The board comprises of six Trustees who oversee the governance of the society, a Chief Executive who is responsible for the day-to-day operations of the society and reporting to the Trustees, and 7 other full time/part time staff who support the Chief Executive in delivering against the Society's objectives. Three Trustees are elected from the Incorporated Society's membership. One Trustee is appointed by each of the three District Councils.

#### Main Sources of Entity's Cash and Resources

The primary sources of funding are grants from the Masterton, Carterton and South Wairarapa District Councils under multi-year funding agreements. The society has also received grants from Trust House Foundation and earns membership subscription income.

#### Entity's Reliance on Volunteers and Donated Goods or Services

There is no reliance on volunteers or donated goods and services.

#### Physical Address

Unit 10, 392 Queen Street, MASTERTON 5810

#### Postal Address

PO Box 674, MASTERTON

#### Accountant

Sellar & Sellar Chartered Accountants

81 Queen Street, MASTERTON 5840

#### Auditor

Vivien Cotton - *On Behalf of the Auditor General*

BDO Manawatu Audit Limited

P O Box 1242 PALMERSTON NORTH 4440

## Approval of Performance Report

Destination Wairarapa Inc.

For the year ended 30 June 2025

The Trustees are pleased to present the approved performance report including the historical financial statements of Destination Wairarapa Inc. for year ended 30 June 2025.

APPROVED



Roger Wigglesworth

Chairman *Chairperson*

Date *8 October 2025*



Rosie Rogers

Deputy Chairman *Deputy*

Date *10 October 2025*

# Statement of Service Performance

## Destination Wairarapa Inc. For the year ended 30 June 2025

'What did we do?', 'When did we do it?'

Destination Wairarapa provides continual promotion and support to market the Wairarapa as a tourist destination. There are multiple projects being run at any one time both event specific (short term) and ongoing (long term).

### Description and Quantification of the Entity's Outputs

Grow the Wairarapa's Tourism revenue by attracting more visitors, who stay longer and spend more. This is done by ensuring the Wairarapa has the right tourism offerings, with outstanding delivery, marketed effectively.

Output	2025	2024
<b>Guest Nights</b> Year-on-year increase in Guest Nights (accommodation booked)	<b>Achieved</b> 251,400 Total guest nights	<b>Achieved</b> 265,500 Total guest nights
<b>Revenue from Tourism</b> To assist the Tourism Industry to meet the Wairarapa Tourism 2025 Target of \$212 M pa by having an average growth of 5.3%	<b>Achieved</b> National measure TECT Data \$164 million (Only physical electronic card transactions recorded)	<b>Achieved</b> National measure TECT Data \$170 million (Only physical electronic card transactions recorded)
<b>ISite Visitors</b> To encourage people to visit the ISite	<b>Achieved</b> Door count at ISite 17,373	<b>Achieved</b> Door count at ISite 17,035
<b>Facebook Media Interactions</b> To encourage people to use Facebook and grow our digital audience	<b>Achieved</b> 33,525 Likes	<b>Achieved</b> 32,500 Likes



# Statement of Financial Performance

Destination Wairarapa Inc.  
For the year ended 30 June 2025

'How was it funded?' and 'What did it cost?'

	NOTES	2025	2024
<b>Revenue</b>			
Funding from Central and Local Government	1	502,372	578,459
Grants from Non Government Organisations	1	135,000	75,000
Membership Subscriptions	1	67,236	67,850
Revenue from Providing Goods and Services	1	100,229	81,627
Interest	1	3,430	6,291
<b>Total Revenue</b>		<b>808,267</b>	<b>809,227</b>
<b>Less Expenses</b>			
Employee Remuneration and relates expenses	2	504,046	619,945
Expenses relating to service delivery	2	270,922	278,665
Other Expenses	2	25,331	16,859
<b>Total Less Expenses</b>		<b>800,298</b>	<b>915,469</b>
<b>Surplus/(Deficit) for the Year</b>		<b>7,969</b>	<b>(106,243)</b>



This statement has been audited, and should be read in conjunction with the Notes, Accounting Policies and Audit Report.

# Statement of Financial Position

Destination Wairarapa Inc.

As at 30 June 2025

'What the entity owns?' and 'What the entity owes?'

	NOTES	30 JUN 2025	30 JUN 2024
<b>Assets</b>			
<b>Current Assets</b>			
Cash and Short-Term Deposits	3	467,275	277,048
Inventory	3	4,236	4,337
Debtors and Prepayments	3	12,389	11,988
<b>Total Current Assets</b>		<b>483,900</b>	<b>293,373</b>
<b>Non-Current Assets</b>			
Property, Plant and Equipment	5	30,610	54,724
<b>Total Non-Current Assets</b>		<b>30,610</b>	<b>54,724</b>
<b>Total Assets</b>		<b>514,510</b>	<b>348,097</b>
<b>Less Liabilities</b>			
<b>Current Liabilities</b>			
Creditors and Accrued Expenses	4	79,548	60,660
Deferred Revenue	4	54,244	3,500
Employee Costs Payable	4	58,879	60,356
Other Current Liabilities	4	1,045	849
Funds Held on Behalf	4	89,500	-
<b>Total Current Liabilities</b>		<b>283,216</b>	<b>125,365</b>
<b>Non-Current Liabilities</b>			
Loans	4	664	71
<b>Total Non-Current Liabilities</b>		<b>664</b>	<b>71</b>
<b>Total Less Liabilities</b>		<b>283,880</b>	<b>125,436</b>
<b>Net Assets</b>		<b>230,630</b>	<b>222,661</b>
<b>Accumulated Funds:</b>			
Accumulated surpluses or (deficits)	6	140,630	132,661
Reserves	6	90,000	90,000
<b>Total Equity</b>		<b>230,630</b>	<b>222,661</b>



This statement has been audited, and should be read in conjunction with the Notes, Accounting Policies and Audit Report.

# Statement of Cash Flows

Destination Wairarapa Inc.  
For the year ended 30 June 2025

'How the entity has received and used cash'

	2025	2024
<b>Cash Flows from Operating Activities</b>		
<b>Cash was received from:</b>		
Central and Local Government Funding	502,372	611,446
Grants from Non Government Organisations	185,000	75,000
Membership Subscriptions Income	64,361	62,935
Receipts from Providing Goods and Services	101,491	86,161
Interest	3,430	6,291
Net GST	18,076	6,556
<b>Total Cash was received from:</b>	<b>874,730</b>	<b>848,390</b>
<b>Cash was applied to:</b>		
Employee remuneration and other related payments	(501,391)	(618,848)
Payments related to service delivery	(272,939)	(278,851)
Interest Expense	-	(4)
<b>Total Cash was applied to:</b>	<b>(774,330)</b>	<b>(897,703)</b>
<b>Total Cash Flows from Operating Activities</b>	<b>100,399</b>	<b>(49,313)</b>
<b>Cash Flows from Other Activities</b>		
<b>Cash was received from:</b>		
Proceeds from loans borrowed from other parties	1,948	1,699
Cash flows from other activities	146,881	(6,974)
<b>Total Cash was received from:</b>	<b>148,829</b>	<b>(5,275)</b>
<b>Cash was applied to:</b>		
Payments to acquire property, plant and equipment	(1,217)	(51,211)
Repayments of loans borrowed from other parties	(1,159)	(1,278)
Payments to other activities	(56,625)	-
<b>Total Cash was applied to:</b>	<b>(59,001)</b>	<b>(52,490)</b>
<b>Total Cash Flows from Other Activities</b>	<b>89,828</b>	<b>(57,765)</b>
<b>Net Increase/(Decrease) in Cash</b>	<b>190,227</b>	<b>(107,077)</b>
<b>Bank Accounts and Cash</b>		
Opening cash	277,048	384,126
Closing cash	467,275	277,048
<b>Net change in cash for period</b>	<b>190,227</b>	<b>(107,077)</b>



This statement has been audited, and should be read in conjunction with the Notes, Accounting Policies and Audit Report.

# Statement of Accounting Policies

## **Destination Wairarapa Inc.** **For the year ended 30 June 2025**

### **Basis of Preparation**

The entity has elected to apply Tier 3 (PS) Standard on the basis that the Society has total annual expenses equal to or less than \$5,000,000 and does not have public accountability for financial reporting purposes.

All transactions in the Performance Report are reported using the accrual basis of accounting.

The Performance Report is prepared under the assumption that the entity will continue to operate in the foreseeable future.

### **Goods and Services Tax (GST)**

Destination Wairarapa Inc. is registered for GST. All amounts are stated exclusive of goods and services tax (GST) except for accounts payable and accounts receivable which are stated inclusive of GST.

The amount of GST owing to or from the Inland Revenue Department at balance date, being the difference between Output GST and Input GST, is included in Accounts Receivable or Accounts Payable (as appropriate).

Where GST is irrecoverable as an input tax, then it is recognised as part of the related asset of expense.

### **Significant Accounting Policies**

#### **Receivables**

Receivables are stated at estimated realisable value, after making provision for doubtful debts.

#### **Inventories**

Inventories are valued at the lower of cost, on a weighted average basis, and net realisable value.

#### **Trade and Other Payables**

Trade and other payables are recognised at the amount payable.

#### **Property, Plant and Equipment**

Property, Plant, Equipment and Motor Vehicles are recorded at cost and depreciated over their expected useful lives.

#### **Depreciation**

Depreciation is calculated on a diminishing value basis on all fixed assets at a rate which will write off the cost (or valuation) of their assets to their estimated residual value over their useful lives.

The depreciation rates for property, plant and equipment are as follows:

Furniture, Equipment and Plant	10% - 60%
Website	50%
Motor Vehicles	30%
Leasehold Improvements	20% - 67%

When components of an item of property, plant and equipment have different useful lives or provide benefits to the entity in different patterns, thus requiring different depreciation rates and methods, the cost of the item is allocated to its component and each component is accounted for separately.



## Income Tax

Destination Wairarapa Inc. is exempt from New Zealand income tax as a regional promotional body.

## Financial Instruments

Destination Wairarapa Inc. is party to financial instruments as part of its normal operations. These financial instruments include bank accounts, investments, receivables and payables. All financial instruments are recognised in the Statement of Financial Position and all revenues and expenses in relation to the financial instruments are recognised in the Statement of Financial Performance. Except for items covered by a separate accounting policy, all financial instruments are shown at their estimated fair value.

## Finance Leases

Leases which effectively transfer substantially all the risk and benefits incidental to the ownership of the leased item to the Society Group are classified as finance leases. These are capitalised at the lower of the fair value of the asset or the present value of the minimum lease payments. The leased assets and the corresponding lease liabilities are recognised in the Statements of Financial Position. The leased assets are depreciated over the period the Society is expected to benefit from their use.

## Operating Leases

Leases where the lessor effectively retains substantially all the risk and benefits of ownership of the leased items are classified as operating leases. Operating leases expenses are recognised on a systematic basis over the period of the lease.

## Statement of Cash Flows

*Cash* means cash balances on hand, held on bank accounts, demand deposits and other highly liquid investment in which the Society invests as part of its day-to-day cash management.

*Operating activities* include cash received from all income sources of the Society and records the cash payments made for the supply of goods and services.

*Other activities* are activities relating to leases of vehicles, acquisition and disposal of non-current assets.

## Local Government Funding, Donations and Membership Income

Are recognised in the year to which they relate. Local Government Funding revenue is recognised in the year in which it relates and is directly linked to the Councils Annual Plan

Membership Subscriptions and Revenue for Providing Goods and Services are recognised as income when invoiced.

Commission for acting on behalf of others is recognised as income when earned.

Revenue from Donations and Grants without a "use or return" condition is recorded when cash is received.

## Other Revenue

Consists of commissions, advertising revenue and contributions by outside organisations to projects run by Destination Wairarapa Inc. Revenue is recognised in the year to which it relates.

## Changes in Accounting Policies

There have been no changes in accounting policies. Policies have been applied on a consistent basis with those of the previous reporting period.



# Notes to the Performance Report

## Destination Wairarapa Inc. For the year ended 30 June 2025

	2025	2024
<b>1. Analysis of Revenue</b>		
<b>Funding from Central and Local Government</b>		
Funding from Local Government	502,372	502,372
Wairarapa Dark Skies Accreditation Project	-	76,087
<b>Total Funding from Central and Local Government</b>	<b>502,372</b>	<b>578,459</b>
<b>Grants from Non Government Organisations</b>		
Grant - Trust House	135,000	75,000
<b>Total Grants from Non Government Organisations</b>	<b>135,000</b>	<b>75,000</b>
Membership Subscriptions	67,236	67,850
<b>Revenue from providing goods or services</b>		
I-Site Sales	14,485	9,792
Custom Edition Monopoy Board for Wairarapa	10,000	-
Wairarapa Visitor Guide	31,958	29,835
Other Revenue	43,787	42,000
<b>Total Revenue from providing goods or services</b>	<b>100,229</b>	<b>81,627</b>
Interest	3,430	6,291
<b>Total Revenue</b>	<b>808,267</b>	<b>809,227</b>
	2025	2024

## 2. Analysis of Expenses

Employee Remuneration and relates expenses	504,046	619,945
<b>Expenses relating to service delivery</b>		
Administration and Financial	56,405	47,950
Advertising and Marketing	102,090	110,018
Audit Fees	9,799	8,786
Cost of Goods Sold	3,504	1,978
Property Expenses	37,081	35,727
Other Staff Costs	39,149	49,828
Trustee Fees & Expenses	22,893	24,378
<b>Total Expenses relating to service delivery</b>	<b>270,922</b>	<b>278,665</b>
<b>Other Expenses</b>		
Depreciation	25,230	13,927
Interest	-	4
IRD Penalties	-	138
Loss on Sale of Fixed Assets	101	2,790
<b>Total Other Expenses</b>	<b>25,331</b>	<b>16,859</b>
<b>Total Expenses</b>	<b>800,298</b>	<b>915,469</b>



	2025	2024
<b>3. Analysis of Current Assets</b>		
<b>Cash and Short-Term Deposits</b>		
ANZ - Operational	359,194	156,658
ANZ - Reserves	90,965	102,544
ANZ - Product Development	10,249	10,073
I-Site Trust Account	5,613	6,088
Cash Held	1,255	1,685
<b>Total Cash and Short-Term Deposits</b>	<b>467,275</b>	<b>277,048</b>
Inventory	4,236	4,337
<b>Debtors and Prepayments</b>		
Accounts Receivable	5,765	9,702
Prepayments	6,624	2,286
<b>Total Debtors and Prepayments</b>	<b>12,389</b>	<b>11,988</b>
<b>Total Current Assets</b>	<b>483,900</b>	<b>293,373</b>
	2025	2024

**4. Analysis of Liabilities**

<b>Creditors and Accrued Expenses</b>		
Accounts Payable	24,344	26,609
Credit Cards Payable	3,696	1,602
GST	36,602	18,989
Held in Trust	4,112	3,356
Audit Provision	10,794	10,104
<b>Total Creditors and Accrued Expenses</b>	<b>79,548</b>	<b>60,660</b>
<b>Deferred Revenue</b>		
Income in Advance	54,244	3,500
<b>Total Deferred Revenue</b>	<b>54,244</b>	<b>3,500</b>
<b>Employee Costs Payable</b>		
Holiday Pay Liability	36,005	37,164
Accrued Payroll	22,874	23,192
<b>Total Employee Costs Payable</b>	<b>58,879</b>	<b>60,356</b>
<b>Loans</b>		
<b>Spark Interest Free Loan</b>		
Term Portion	664	71
Current Portion	1,045	849
<b>Total Spark Interest Free Loan</b>	<b>1,709</b>	<b>920</b>
Funds Held on Behalf	89,500	-
<b>Total Liabilities</b>	<b>283,880</b>	<b>125,436</b>



2025

2024

## 5. Property, Plant and Equipment

Furniture, Equipment and Plant	3,759	4,336
Motor Vehicles	2,691	3,845
Leasehold Improvements	2,401	3,026
Website	21,759	43,517
<b>Total Property, Plant and Equipment</b>	<b>30,610</b>	<b>54,724</b>

## Fixed Asset Reconciliation

For the year ended 30 June 2025						
Asset Type	Opening Value	Purchases	Sales	Gain / Loss on Sale	Depreciation	Closing Value
Furniture, Equipment and Plant	4,336	1,217		-101	1,693	3,759
Motor Vehicles	3,845				1,153	2,691
Leasehold Improvements	3,026				624	2,401
Website	43,517				21,759	21,759
<b>Total</b>	<b>54,724</b>	<b>1,217</b>		<b>-101</b>	<b>25,230</b>	<b>30,610</b>
For the year ended 30 June 2024						
Asset Type	Opening Value	Purchases	Sales	Gain / Loss on Sale	Depreciation	Closing Value
Furniture, Equipment and Plant	9,217	1,477	2,790	2,790	3,567	4,336
Motor Vehicles	5,492				1,648	3,845
Leasehold Improvements	5,521				2,495	3,026
Website		49,734			6,217	43,517
<b>Total</b>	<b>20,230</b>	<b>51,211</b>	<b>2,790</b>	<b>2,790</b>	<b>13,927</b>	<b>54,724</b>





	2025	2024
<b>6. Equity</b>		
<b>Accumulated Funds</b>		
Opening Balance	222,661	328,904
Accumulated surpluses or (deficits)	7,969	(106,243)
<b>Total Accumulated Funds</b>	<b>230,630</b>	<b>222,661</b>
<b>Total Equity</b>	<b>230,630</b>	<b>222,661</b>
	2025	2024

## 7. Breakdown of Reserves

<b>Reserves</b>		
Asset Replacement Reserve	40,000	40,000
Contingency Reserve	50,000	50,000
<b>Total Reserves</b>	<b>90,000</b>	<b>90,000</b>

**Asset Replacement Reserve** - A reserve held for the future replacement of an asset with a useful life greater than one reporting period.

**Contingency Reserve** - A reserve held to guard against any possible future losses.

## 8. Commitments and Contingencies

The Society had the following operating lease commitments as at 30 June 2025.

	2025	2024
<b>Non-Cancellable Operating Lease Commitments</b>		
<b>Commitments to lease or rent assets</b>		
Less than 12 months	10,545	29,052
Between 1 and 2 Years	5,599	8,927
Between 2 and 5 years	16,032	16,032
More than 5 years	45,424	50,768
<b>Total Commitments to lease or rent assets</b>	<b>77,600</b>	<b>104,779</b>

Destination Wairarapa has no other commitment or contingencies as at 30 June 2025. (Last year - Nil).

## 9. Contingent Liabilities and Guarantees

There are no contingent liabilities or guarantees as at 30 June 2025. (Last year - Nil).



## 10. Related Party Transaction

### *Masterton District Council*

Masterton District Council has appointed one Trustee to the governing board of Destination Wairarapa. The Council has provided funding of \$301,868 for the year ending 2025 (Prior Year: \$301,868). Destination Wairarapa transacts with Masterton District Council in respect of services provided in the normal course of Council activities.

### *Carterton District Council*

Carterton District Council has appointed one Trustee to the governing board of Destination Wairarapa. The Council has provided funding of \$59,712 for the year ending 2025 (Prior Year: \$59,712). Destination Wairarapa transacts with Carterton District Council in respect of services provided in the normal course of Council activities.

### *South Wairarapa District Council*

South Wairarapa District Council has appointed one Trustee to the governing board of Destination Wairarapa. The Council has provided funding of \$140,792 for the year ending 2025 (Prior Year: \$140,792). Destination Wairarapa transacts with South Wairarapa District Council in respect of services provided in the normal course of Council activities.

### *Transactions with Trustees*

A number of the Trustees own or manage tourism related businesses in the Wairarapa and transact with Destination Wairarapa as a result. All of these transactions are completed on normal commercial terms. The White Swan was used for meetings, media famils and contractor accommodation and catering services to Destination Wairarapa \$827. (Last year \$1,738).

## 11. Events After the Balance Date

There are no events after balance date as at 30 June 2025.

## 12. Ability to Continue Operating

The entity will continue to operate for the foreseeable future.

## 13. Tier 3 (PS) Standard – Impact on Comparative Figures

The Society has this year adopted the new Tier 3 (PS) Standard. As a result of this, the comparative figures for certain items of revenue and expenditure have been reclassified to comply with the categories set out in the Reporting Standard.

## INDEPENDENT AUDITOR'S REPORT

### TO THE READERS OF DESTINATION WAIRARAPA INCORPORATED'S FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2025

The Auditor-General is the auditor of Destination Wairarapa Incorporated (the Society). The Auditor-General has appointed me, Vivien Cotton, using the staff and resources of BDO Manawatu Audit Limited, to carry out the audit of the financial statements of the Society on his behalf.

#### Opinion on the financial statements

We have audited the financial statements of Destination Wairarapa Incorporated on pages 6 to 15, that comprise the statement of financial position as at 30 June 2025, the statement of financial performance, and statement of cash flows for the year ended on that date and the notes to the financial statements that include accounting policies and other explanatory information;

In our opinion, the financial statements of Destination Wairarapa Incorporated:

- present fairly, in all material respects:
  - its financial position as at 30 June 2025; and
  - its financial performance and cash flows for the year then ended; and
- comply with generally accepted accounting practice in New Zealand in accordance with the Tier 3 (PS) Standard.

Our audit was completed on 10 October 2025. This is the date at which our opinion is expressed.

The basis for our opinion is explained below. In addition, we outline the responsibilities of the Board and our responsibilities relating to the financial statements, we comment on other information, and we explain our independence.

#### Basis for our opinion

We carried out our audit in accordance with the Auditor-General's Auditing Standards, which incorporate the Professional and Ethical Standards and the International Standards on Auditing (New Zealand) issued by the New Zealand Auditing and Assurance Standards Board. Our responsibilities under those standards are further described in the Responsibilities of the auditor section of our report.

We have fulfilled our responsibilities in accordance with the Auditor-General's Auditing Standards.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### Responsibilities of the Board for the financial statements

The Board is responsible on behalf of the Society for preparing financial statements that are fairly presented and comply with generally accepted accounting practice in New Zealand. The Board are responsible for such internal control as it determines is necessary to enable it to prepare financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements the Board are responsible on behalf of the Society for assessing the Society's ability to continue as a going concern. The Board is also responsible for disclosing, as applicable, matters related to going concern and using the going concern basis of accounting, unless there is an intention to merge or to terminate the activities of the Society, or there is no realistic alternative but to do so.

The Board's responsibilities arise from clause 8.8 of the rules of the Society.

### **Responsibilities of the auditor for the audit of the financial statements**

Our objectives are to obtain reasonable assurance about whether the financial statements, as a whole, are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit carried out in accordance with the Auditor-General's Auditing Standards will always detect a material misstatement when it exists. Misstatements are differences or omissions of amounts or disclosures, and can arise from fraud or error. Misstatements are considered material if, individually or in the aggregate, they could reasonably be expected to influence the decisions of readers taken on the basis of these financial statements.

We did not evaluate the security and controls over the electronic publication of the financial statements.

As part of an audit in accordance with the Auditor-General's Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. Also:

- We identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- We obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Society's internal control.
- We evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Board.
- We conclude on the appropriateness of the use of the going concern basis of accounting by the Society and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Society's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements, or if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Society to cease to continue as a going concern.
- We evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the Board regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Our responsibilities arise from the Public Audit Act 2001 and clause 11 of the Rules of the Society.

### **Other Information**

The Board are responsible for the other information. The other information comprises the information included on pages 3 to 5, but does not include the financial statements and our auditor's report thereon.

Our opinion on the financial statements does not cover the other information and we do not express any form of audit opinion or assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the other information. In doing so, we consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If, based on our work, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

### **Independence**

We are independent of the Society in accordance with the independence requirements of the Auditor-General's Auditing Standards, which incorporate the independence requirements of the Professional and Ethical Standard 1: International Code of Ethics for Assurance Practitioners issued by the New Zealand Auditing and Assurance Standards Board.

Other than the audit, we have no relationship with, or interests in, the Society.

A handwritten signature in blue ink, appearing to read 'Vivien Cotton', is written in a cursive style.

Vivien Cotton  
BDO Manawatu Audit Limited  
On behalf of the Auditor-General  
Palmerston North, New Zealand

## Annual Report of the Chair of Destination Wairarapa 1 July 2024-30 June 2025

It gives me much pleasure to present my first report to you as Chair of Destination Wairarapa Inc.

I'd like to begin by acknowledging the outstanding and dedicated service of Robin Dunlop who has served and led Destination Wairarapa for over a decade. Robin has decided to step down as the Masterton District Council representative on our Board once a replacement is found. We wish him all the best for his future endeavours and for his on-going and passionate contributions to the tourism industry in the Wairarapa.

For your Board – Fran Wilde, Lisa Portas, Rosie Rogers, Katherine Jacobson, Robin Dunlop and me – this has been a year where we faced up to some tough realities about Destination Wairarapa and its future.

When I first joined the Board, Destination Wairarapa was trying to be a destination marketing organisation, a training provider and an inward investment agency. The Board recognised that was unsustainable.

That's why, over the last 2-3 years, we have worked to focus Destination Wairarapa on what we believe to be its key purpose and to ensure it has a sustainable future.

We entered into an agreement with Business Wairarapa which meant our membership fee covers also your membership of that organisation. They provide an excellent training programme for SMEs. This year we took a hard look at our business strategy and we decided that our primary focus is to be a destination or regional marketing agency.

We also faced up to our financial reality. Although we made a modest surplus this year (\$7969), there is no certainty we can repeat that in future years.

Our Councils have been generous in supporting us, but they are facing their own financial challenges, so we cannot take their support for granted. Trust House has also been a massive supporter of Destination Wairarapa but the income they get from gaming machines is significantly reducing due to competition with on-line gambling and because people have less funds to spend on gaming. This year we received \$100,000 from Trust House compared to the \$150,000 we have received in previous years. We also acknowledge with thanks the \$65,000 we get from membership contributions each year, but this is not a time to increase our fees.

Faced with declining income, both immediate and anticipated in the future, we made the difficult decision to close the Masterton i-Site and to consolidate our team in the Martinborough hub, and also to move our Head Office to less expensive premises in Kuripuni. I was most grateful for the way in which staff responded to the need for these changes. The moves went smoothly, and nobody was made redundant.

Regrettably, while we still consider there is a critical need for new and enhanced commercial tourism product in our region, we have had to cease our work on product development due to not having sufficient funding for that.

In our drive to focus and enhance our destination marketing work we launched our excellent new website and have continued to build our digital marketing presence – significantly increasing the number of our regular followers and subscribers. We have also encouraged you to upgrade your own online presence so that through our online tools we can amplify your reach to potential customers.

We have continued to host writers, social influencers and inbound operators in our region and you'll all now be aware that our hosting of a Lonely Planet writer helped lead us to the accolade we received last week of being one of the 25 top tourism experiences in the world in 2026. We had the pleasure of hosting Minister for Tourism and Hospitality, Hon Louise Upston, a couple of weeks ago.

We are also strongly advocating for the creation of a Wairarapa Economic Development Agency, of which, it is proposed, Destination Wairarapa would be a part. An EDA would bring together all the work, currently being done by a variety of groups, on growing the Wairarapa economy. Through better co-ordination and targeting of this work and having it done by people who are focused solely on the Wairarapa, we'll deliver more effective and cost-efficient outcomes for our region.

Other highlights for the 2024-2025 year include:

- Re-registering Destination Wairarapa as an Incorporated Society under the new Act
- Completing the Dark Skies Multi Stakeholder Regional Plan and MOU
- Signing a new Martinborough Banking Hub contract with Kiwibank
- Upgrading the Martinborough i-Site to meet the new standards for membership of that franchise
- Successfully applying, twice, for funds from the Government's Regional Events Promotion Fund to assist in marketing events in the Wairarapa
- The professional way in which our staff handled the news of the cycling fatality in Martinborough.

I have deeply appreciated the hard work, professionalism, enthusiasm and dedication of our Board, our indefatigable Chief Executive Anna Nielson, the Destination Wairarapa staff (Barb, Claire and Denver), and the i-Site team, during the year.

And I also want to thank all our valued members for your continuous support, through your presence at member functions, your help with lobbying when that is needed, and your financial contributions. Your active and enthusiastic involvement and support is the backbone of Destination Wairarapa.

While our industry has experienced challenging times in the last few years, there are signs of a sustained growth in the numbers and spending of both domestic and international visitors to our region. I'm very optimistic about the opportunities ahead.

Let's re-commit ourselves afresh this year to ensuring that every visitor to our region has a quality experience they want to tell their friends about when they get home.

Roger Wigglesworth  
Chair  
Destination Wairarapa