

Destination Wairarapa

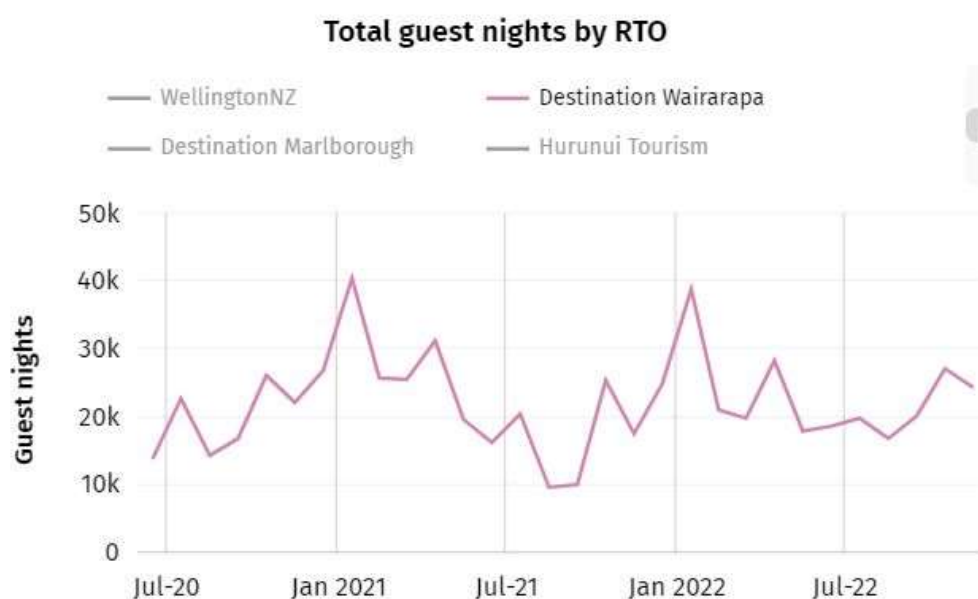
Q2 General Manager's and Marketing Report 2023

October 2022 – December 2022

2021/2022 Deliverables

Visitors

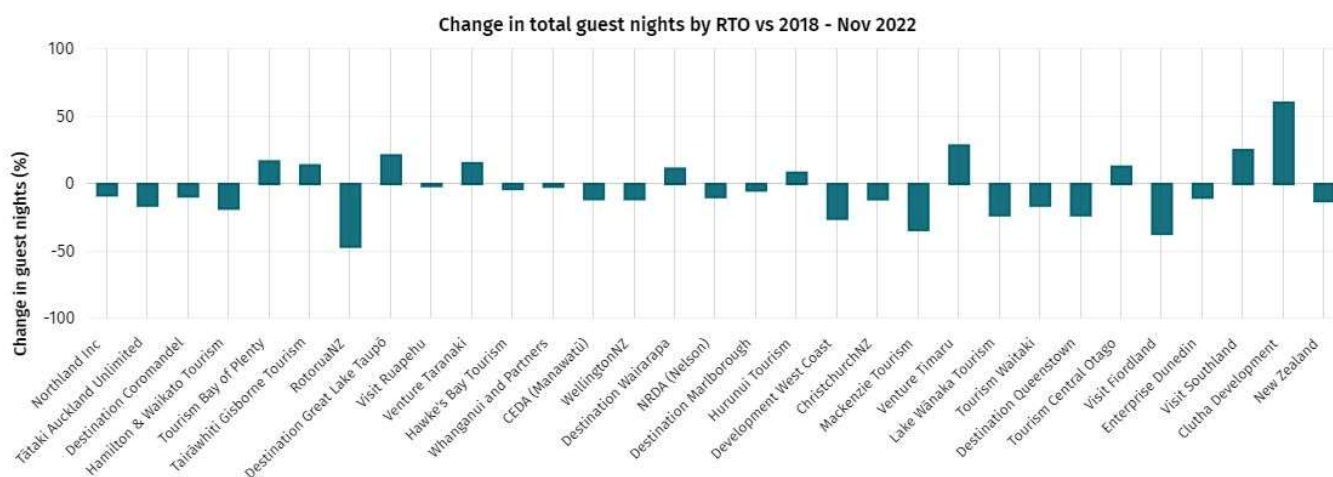
The below graph shows the Accommodation Data Programme (ADP) data for Wairarapa until November 2022.



Source: MBIE - Accommodation Data Programme. Last updated on 2023-01-20 11:00:00.
From <https://teic.mbie.govt.nz/teiccategories/datreleases/adp/>

Measures for all accommodation types in Wairarapa RTO, Nov-2022

Month	Measure	Wairarapa RTO	Wairarapa RTO (Same Month Last Year)	New Zealand	New Zealand (Same Month Last Year)
1/11/2022	Number of establishments	31	32	2823	2873
	Number of active establishments	30	29	2601	2472
	Number of stay units	1000	1000	122200	125400
	Average stay units per establishment	32.4	30.2	43.3	43.6
	Monthly stay unit capacity	30100	29000	3666100	3760900
	Available monthly stay unit capacity	24800	25000	3186400	2885500
	Percentage of stay unit capacity available	0.82	0.86	0.87	0.77
	Stay unit nights occupied	12500	9100	1807500	781000
	Capacity utilisation rate	0.41	0.31	0.49	0.21
	Occupancy rate	0.5	0.36	0.57	0.27
	Total guest nights	24400	17600	3087700	1310300
	Domestic guest nights	22100	17600	2153000	1253700
	International guest nights	2300	100	934700	56500
	Guest arrivals	13300	9600	1553300	578600
	Average guests per stay unit night	2	1.9	1.7	1.7
	Average nights stayed per guest	1.8	1.8	2	2.3



Source: MBIE - Accommodation Data Programme. Last updated on 2023-01-20 11:00:00.
From <https://teic.mbie.govt.nz/teiccategories/datareleases/adp/>

As a region, Wairarapa continues to perform better than pre-covid. This is not the norm nationally with approximately two thirds of other regions still lagging behind pre covid guest night numbers.

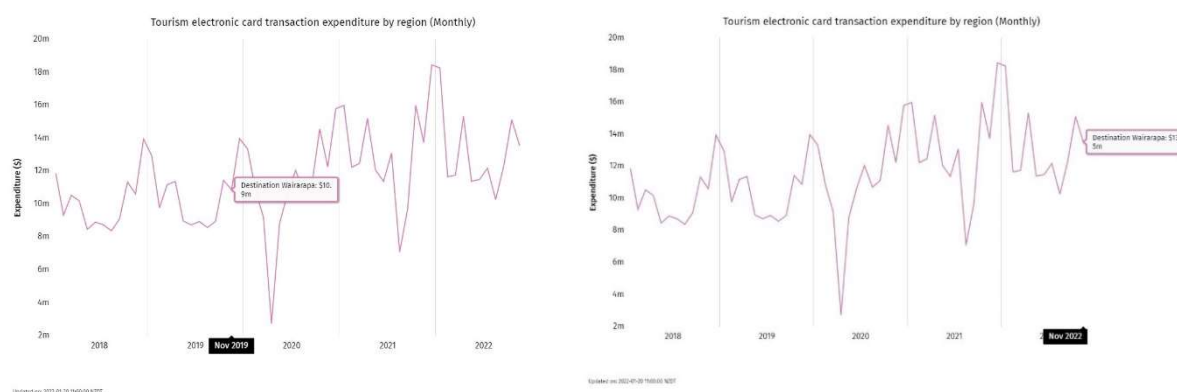
Spend

The MRTE series of data has been disrupted by COVID-19, as the methodology for weighting the measured electronic card transaction spend up to the whole of industry spend became unusable.

They have been replaced by an interim measure - the Tourism Electronic Card Transactions. The TECTs however are based almost exclusively on physical electronic card transactions, and do not include any other form of spending such as cash, pre-purchases or online spend. This results in the figures in the TECTs being **substantially smaller** than those of in the MRTEs **so the two series should not be directly compared**.

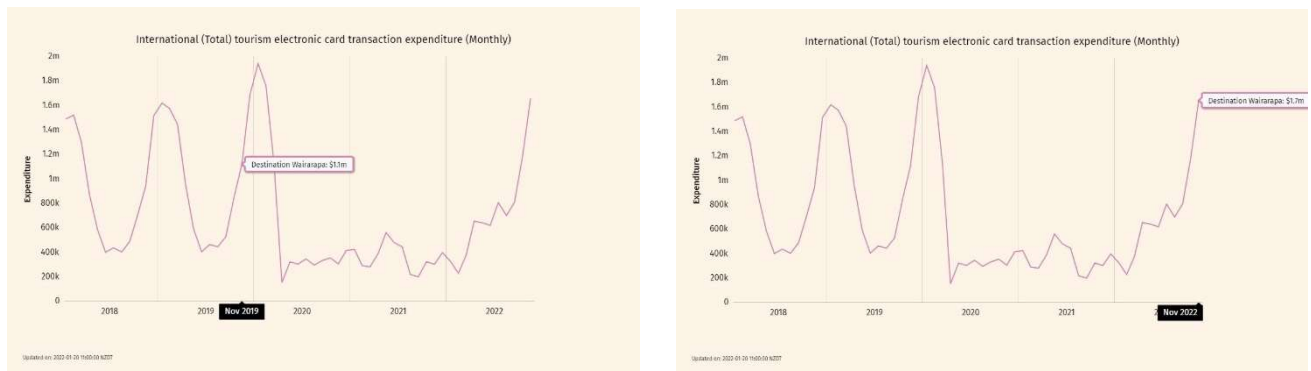
When using TECT data, it is recommended we look at trends and comparison figures instead of dollar amounts.

TECT expenditure Wairarapa (monthly)



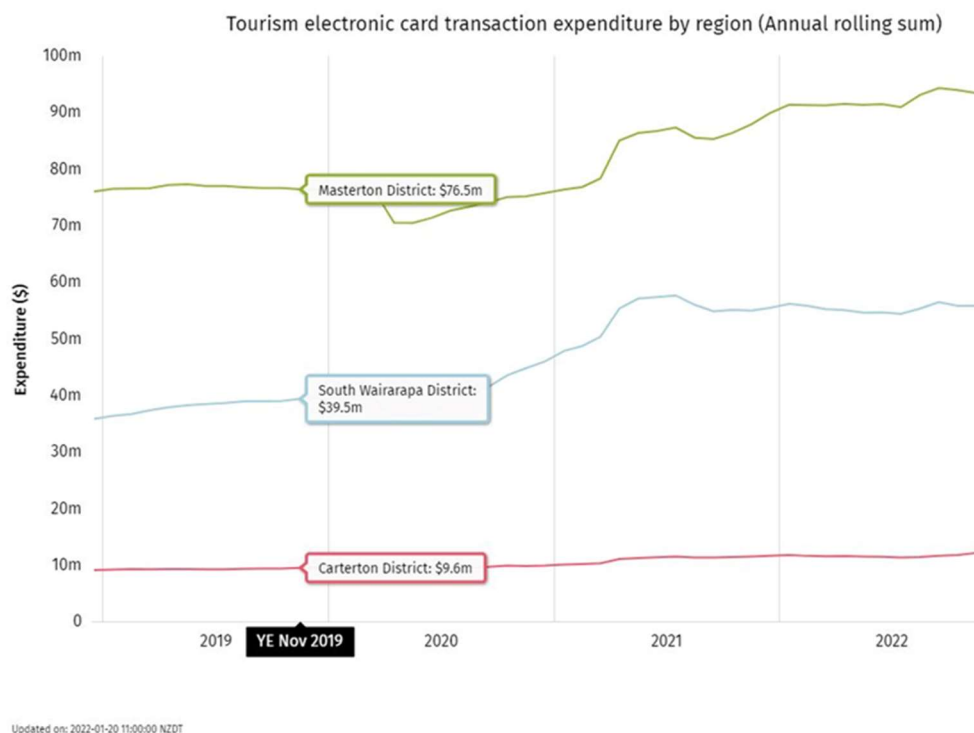
November 2019: \$1.1 million vs November 2022: 13.5million

International TECT expenditure Wairarapa (monthly)

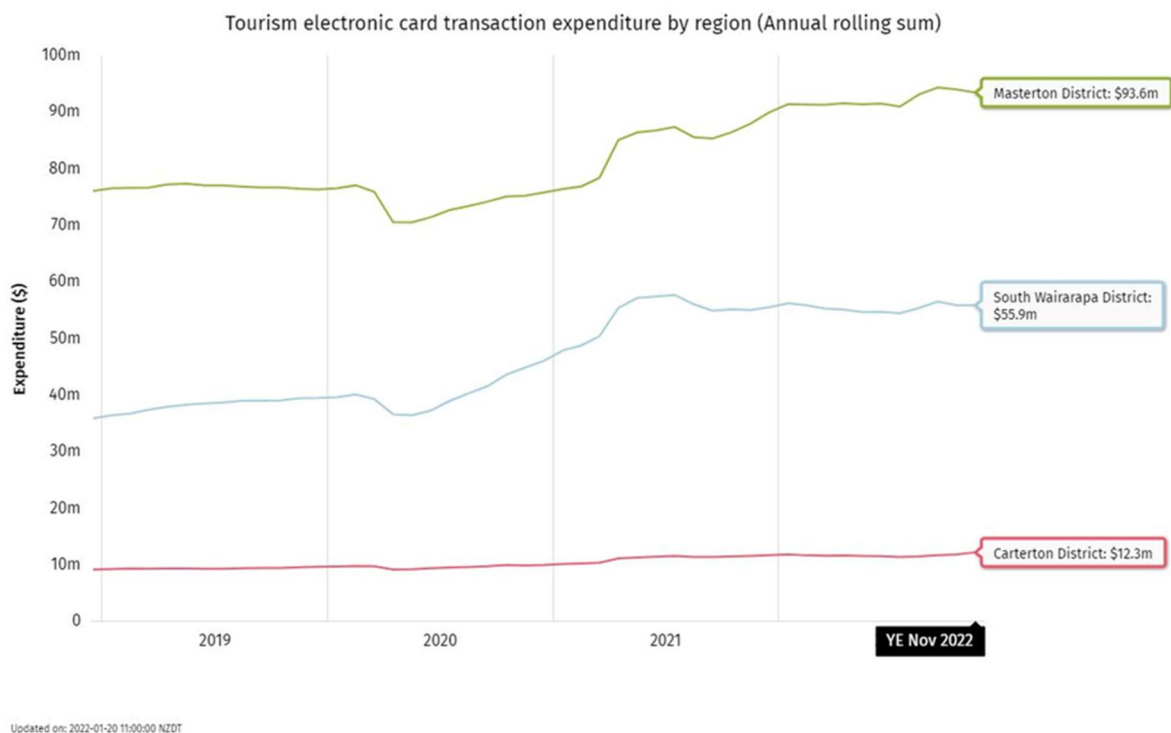


November 2019: \$10.9million vs November 2022: 1.7 million. These figures would suggest the region hit and then exceeded our pre COVID international spend figures very soon after the New Zealand borders fully opened in August 2022.

TECT expenditure by TLA (Annual rolling sum)



YE November 2019



YE November 2022

Considering the devastating impact Covid and the closing of New Zealand's borders (March 2020 – August 2022) had on New Zealand's tourism industry, the Wairarapa tourism industry has thrived during this period.

Some may say more domestic tourists would have come here anyway, but the reality is there are plenty of other compelling places to visit in New Zealand they could have gone instead of here, and competition between regions for domestic visitor spend was fierce. We therefore did a good job of attracting the numbers/spend that we have.

Without the \$340k additional funding for marketing contracted to Destination Wairarapa by the Government during this time, this data set might have looked very different.

STAPP Funding

The Strategic Tourism Assets Protection Programme contract with the Govt. requires Destination Wairarapa to deliver outcomes under 3 headings

1. Destination Management Plan Development
2. Capability Building
3. Marketing (Domestic – but not local, and in 2022 International)

Destination Wairarapa's contract with MBIE was varied during the previous quarter to allow the organisation further time to deliver on the outcomes.

The existence of this funding has allowed Destination Wairarapa to undertake some activity that has not been affordable previously.

STAPP funding for the Wairarapa will finish at the end of this financial year (June 2023), and there will be no further variations.

1. Destination Management Plan

The Wairarapa Destination Management Plan has been received and endorsed by all 3 of the Wairarapa Councils. It is now truly a plan for the sustainable growth of tourism in the region - as aspired to by the Wairarapa community.

Tourism is acknowledged in the refreshed Wairarapa Economic Development as a sector of importance and the DMP is noted as a plan to be supported within that strategy and subsequently by the governing forum.

2. Product Development and Capability Building

As identified in the Wairarapa Destination Management Plan under Strategic Imperative 2- ENHANCE THE BEACON – Empowering Destination Development, work has begun on 4 identified actions.

2.1 Develop experiences that support the positioning of the region.

The Martin Jenkins Dark Skies investment proposal has also been submitted to WEDS.

2.2 Work with iwi to determine tourism aspirations and provide support in the development of experiences.

This project is now complete and ready for implementation.

2.3 Develop a strategic approach for events that will invite investment and assist in positioning the region.

At the recommendation of the WellingtonNZ Major Events Team, a consultant specialising in this area has been engaged to begin the groundwork on this strategic imperative. This groundwork will be complete by June 2023.

2.4 Develop the capability of new and existing operators in the region.

The engagement of Chrissy Cummings on a 1-year STAPP funded contract (concludes June 2023) to assist with product development and capability building in the region has already led to many successes - not just for individual Wairarapa tourism businesses, but for the region as a whole.

This has most notably been with the flurry of interest around incentive groups interested in the region and our product offering pre and post conferences to be held at the soon to be opened Wellington Convention Center – Takina.

These groups will bring significant investment to the region over the years to come if we can maintain the service DW can provide currently with the addition of Chrissy to the team.

As highlighted in the Wairarapa Destination Management Plan, and supported by the Martin Jenkins Dark Sky report, a person in this role is critical to the region if assets such as the Dark Sky Reserve accreditation and the opening of Takina in Wellington are to be leveraged to their full potential. Without additional funding from either local government or central government post June 2023, the region will lose the experience, skill and networks of Chrissy, and those opportunities may not be fully realized.

Despite ongoing investigation, funding to keep Chrissy working for the Wairarapa from Central Government has not been successful. This is primarily because of the significant investment already made in the region through STAPP funding.

3. Marketing

This period covered Spring, several major events returned or were held (with great success!) which added to activity and visibility for the region.

The weather was at times very inclement – it even snowed. While this impacted some events, we were lucky to have ideal weather for both The Pukaha Garden Tour and for Toast Martinborough – a factor critical for both these outdoor events.

Events:

We supported and promoted the following through our channels:

- New or upgraded cellar doors and venues: Nga Waka, Escarpment, Alexia, Ata Rangi and Tohi Gin Bar
- Longbush Cottage Tulip Festival – terrible weather but still attracted over 400 people
- Yarns in Barns - all across the region and with terrific attendance
- Wairarapa Bookshop Hop - a new event involving 11 bookstores across the region. Attracted 454 store visits with an average visitor going to 4.5 stores. Attracted visitors from outside the region, including Palmerston.
- Wairarapa Walking Festival - a varied event with walks all over the region, very well patronized and provides real appeal at this time of the year.
- Pukaha Wairarapa Garden Tour - a sell out with increased numbers. On the same weekend Booktown event was sold out also
- Wairarapa A&P Show - huge crowds
- Mangatainoka Motors Show & Shine
- Smokefest Drags event
- Lighthouse Gin Garden Party (day before Toast)
- Booktown event and Artisan Food Fair Toast Martinborough weekend
- Summer Hummer concert Masterton
- Christmas Races, Tauherenikau

We have worked closely with both Toast Martinborough (in the lead up to that event) and Wings Over Wairarapa during this time. The DW team have considerable experience and knowledge of these events which we were able to draw on. With new event managers in place at both events, we've been able to add value. We provided guidance in relation to the promotional imagery and artwork for Wings and promoted the Local's price offer.

Utilising STAPP funding we developed a 'false' wrap for the Dompost (see below) which ran in late October.

WAIRARAPA GOOD FOR THE SOUL

SEE MORE OVERLEAF

20 NOV
TOAST
MARTINBOROUGH

A quick break away is always welcome and there's a big chance you're going to be feeling refreshed and ready for summer with our top list of Wairarapa activities and events.

Pūkaha Wairarapa Garden Tour	Wairarapa Walking Festival	Martinborough Fair
5-6 NOV	11-20 NOV	26 NOV



29-30 OCT

Wairarapa A&P Show

Saturday 29 & Sunday 30 October at Clareville Showgrounds, Carterton

A fun, family friendly traditional country show with equestrian, dog trials, livestock competitions, shearing, scavenger hunt, a pet corner, exciting rides and lots more!



30 OCT

Mangatainoka Motors Show & Shine: Two Wheels Day at Tui Brewery

Sunday 30 October

If you've got a passion for two-wheeled machines of all shapes and sizes, this event is not to be missed. Check out the stunning line-up of vehicles, then kick back and relax with live music, delicious food and ale.



5-6 NOV

Pūkaha Wairarapa Garden Tour

Saturday 5 & Sunday 6 November

Stopping to smell the flowers this year is easier than ever with a record number of gardens to explore on the 2-day Pūkaha Wairarapa Garden Tour. You can even get your shopping fix with a new addition of a Garden Market Fair. Jump in the car for a drive through the countryside and enjoy the thrill as you get to finally see those private gardens everyone talks about. Get your tickets.



Pies & Pinot at Alexia Urban Winery, Greytown

Saturday 5 November

The trestles will be out, the pie bar is back, and the wine chilled. It's all about getting together with friends for a good time at Greytown's Urban Winery!



6 NOV

Christmas at Tauherenikau Races

Sunday 6 November

A full race meet makes for a great day out at Tauherenikau, with a Christmas theme and free gate entry! A fun day for the whole family.

Test & Tune plus Outlaw 71

Saturday 5 & Sunday 6 November at Masterton Motorplex

Check out the latest central national circuit and the nostalgia drags.

5-6 NOV



11-20 NOV

Wairarapa Walking Festival

11-20 November

This Spring the Wairarapa Walking Festival is celebrating exploring the region by foot. With over 40 walks on offer from historic walks, a walk up to Rocky Lookout at Mt Holdsworth for magnificent views, to a wander through vineyards – walking and wine? Yes please! And plenty more. Get your friends together and register for a walk, or walks! It's hard to choose just one, so go on do a couple.

All this in one weekend...



19 NOV

Booktown presents A Quiet Kitchen and the Artisan Food Fair

Saturday 19 November, Featherston

A mouth-watering day out celebrating Wairarapa food producers, with published cookbook author, entertainer, broadcaster, food stylist, recipe developer and food editor Nici Wickes in conversation with author Nicky Pellegrino.



19 NOV

Lighthouse Gin Garden Party

Saturday 19 November at Te Kairanga Estate, Martinborough

Make the most of a Toast weekend with Lighthouse Gin & Tonics, cocktails plus a new gin to try. Relax in Te Kairanga's vineyard gardens with live music and food trucks. Tickets are limited so be quick.



20 NOV

Toast Martinborough

Sunday 20 November

Get ready for the 'Best Sunday Ever' at Toast Martinborough. A celebration for lovers of fine wine, gourmet food and talented music. A unique one-day multi-site event with vineyards offering wonderful wine, food, and music choices throughout the day.



26 NOV

Retail therapy at The Martinborough Christmas Fair

26 November

The Martinborough Fair is treating us with an event in November, perfect for Christmas shopping! A fun street market around the Martinborough Square. It's a treasure trove full



24-26 FEB

2023 – Save the date

Save the date and get your tickets for Wings Over Wairarapa Air Festival

at Hood Aerodrome Masterton

24 – 26 February 2023

Epic flying action is coming to our Wairarapa skies! Wings will be here for an extravaganza of aerial action over three days. See vintage and military aircraft, jets, helicopters, aerobatic displays and much more! In addition to the spectacular flying programme, there are fantastic displays, stalls and activities for everyone. Whether you are an aviation enthusiast or want an entertaining day out with your friends and family, Wings has so much to offer.

NZ Woman's Weekly 90th Anniversary promotion:

We were approached by ARE Media, the publisher for this hugely popular magazine, to offer a prize pack for their special edition.

We have no doubt pre-Covid this opportunity would have been offered to a region like Hawke's Bay. It has been interesting to see the benefits and flow on for the region by having an increased awareness.

Competition

WIN A \$10,000 GETAWAY* TO SUNNY WAIRARAPA

BONUS COLLECTOR'S MAGAZINE

Enter to win a weekend away for four!

Explore Greytown's independent stores and boutiques with your friends...

Schoc Chocolates is Greytown's sweet spot...

Win a weekend away to the wildly charming Wairarapa for yourself and three friends, worth up to \$10,000, to enjoy the full-of-character region, where country warmth meets world-class food and wine. Win an escape, just an hour northeast of Wellington.

Prize for four includes:

- Return flights to Wellington from either Auckland, Hamilton, Christchurch or Dunedin
- Three-day Cross Country Rentals car hire
- Lunch and wine to the value of \$250 at The White Swan, Greytown
- Styling session at Designer Clothing Gallery, Greytown
- Dinner and drinks to the value of \$400, Union Square, Martinborough
- Electric bike hire, Green Jersey Explorer Tours, Martinborough
- Two nights luxury accommodation at Parehau Resort, Martinborough
- Lunch and wine to the value of \$250 at Moy Hall Vineyard, Martinborough
- Degustation Parehau - four-course wine-matched dinner at York Bistro Parehau Resort
- A gorgeous hamper of delicious Wairarapa products

To enter:
Tell us why you would love to explore the Wairarapa
ONLINE: Head to nowtolove.co.nz/win
EMAIL: nowtolove@aremedia.co.nz or
WRITE to NZ Woman's Weekly, PO Box 5202, Kingsland, Auckland 1052.
ENTRIES close December 11, 2022.
One entry per person. *See nowtolove.co.nz for full terms and conditions.

Have lunch on the sunny verandah of The White Swan.

Unleash your inner fashionista at the Designer Clothing Gallery.

Cycle the vines before a delicious vineyard lunch.

Country peace at Parehau Resort, Martinborough.

54 New Zealand Woman's Weekly

New Zealand Woman's Weekly 55

2023 Visitor Guide and Wine Map:

The development of the guide and wine map is a major project for us. It was terrific to see new operators keen to be advertisers in this years edition.

Completed here: <https://wairarapanz.com/wine-map-visitor-guide>

Tourism NZ Spring campaign:

We drove the development of a packaged operator offer (product development) and secured it as a featured deal in the big funded TNZ domestic Spring campaign. The screen shot on the next page shows the funded placement (paid for by Tourism NZ) the offer received. This is great exposure regardless of bookings.

The Green Jersey Explorer Tours - Remutaka Cycle Trail offer ran in November - December in the Australian market too. This is a great example of how the development of packaged tourism product can add sales to not just the operator, but it keeps visitors in the region engaging with locals and spending more.



100% Pure New Zealand ✓

Sponsored · 🌐



Tick another cycle challenge off your list this summer. Ride the Remutaka Cycle Trail with a 2-day, 2-night adventure. Stunning views, food & accommodation.



Green Jersey Explorer Tours
Wairarapa

[NEWZEALAND.COM](https://www.newzealand.com)

From \$649* per person. T&Cs apply.

[Book now](#)

Sponsored Content:

These STUFF features were developed in conjunction with Tourism NZ and funded by them.

<https://www.stuff.co.nz/travel/back-your-backyard/130249335/explore-wellington-and-wairarapa-with-a-roadie-this-summer>

The print version ran in the Sunday Star Times.

Explore Wellington and Wairarapa with a roadie this summer

Head out on the highway to explore Aotearoa this summer

There are three things you need for a road trip around the lower end of the North Island: stretchy pants, a sense of adventure and a good appetite.

Because when you visit the capital, then venture "over the hill" to the Wairarapa, your taste buds will be in for a treat.

Both Wellington and Wairarapa have earned a spot on The Classic New Zealand Wine Trail (CNZWT). Miles of Kiwi wine's greatest hits that takes in Hawke's Bay, Marlborough, Wairarapa and Wellington. That makes the CNZWT home to a whopping 80% of NZ's wine production, with Wellington and Wairarapa, the middle regions, right at the heart.

WELLINGTON

You can't do a roadie or a great wine trail on an empty stomach and in Wellington you're spoiled for choice.

Head to Grace Wine Bar in Kelburn village, where chef Max Gordy will take you on a delicious culinary journey. If you go down to Newtown, make sure you find Margot - the new kid on the foodie block. Margot is a European-style wine bar serving deliciously seasonal small plates.

You'll need something to wash the food down so head to Noble Rot in Swan Lane, just off Cuba Street, which features a 500+ wine list.

Wellington runs on two things: coffee and craft beer. If you're looking for the latter, snarowing down which bar/brewery to visit can be hard so let someone else take the lead. Craft Beer Tours gives punters a ring-side seat to the capital's famous breweries. If that hasn't sated your thirst, then Upper Hutt's Brewtown will. This is paradise for beer lovers with multiple breweries and a distillery in one place.



Plugged Wine Bar



Nga Waka cellar door Martinborough

If you associate the name Milkenpick with chocolate you're not wrong. But the Swiss-based company also does a nice line in hotels, recently opening their first Wellington outpost. Situated on The Terrace, with the city spread beneath it, this five-star hotel is a stylish place to lay your head. Naturally there's chocolate, including a 24-hour sundae service and complimentary daily chocolate hour.

WAIRARAPA

It's probably no surprise that Wairarapa is one of the key stops on the Classic New Zealand Wine Trail.

One of Wairarapa's newest cellar doors is at Nga Waka in Kitchener Street. Started in 1988, this family-owned winemaker produces small-batch wines from grapes grown across seven vineyards. Pop in to try their award-winning wines, or book a 60 minute guided tasting.



Grace Wine Bar in Kelburn village

SPONSORED CONTENT



Beekeeping is an adventure at Greytown Honey

You won't go hungry in Martinborough: tucked into a corner of the historic Squares, in a 1900-built former bank, is Karahai Wine Bar & Eatery where tasting plates such as grilled octopus, beef tongue and horagato crêpe fraiche will see to any hunger pangs.

One place you should visit is Greytown Honey. Home to a fifth-generation beekeeper, this is where you go for thick creamy Mānuka, Kanuka, Karahai, Reverew, wildflower and clover honey. Suit up and enjoy your own beekeeper experience or just pop into the Honey Stables for a taste their delicious honeys and stock up for home.

Another gift those at home will appreciate: a treat from Schoe Chocolates. This Willy Wankes sugar wonderland on Greytown's Main Street has more than 60 artisanal flavours ranging from the unusual to more conventional, including chocolates using local honey and Pinot Noir.

By now you might need to take a nap. The Royal Hotel in Featherston has been serving guests since 1868. Enjoy the meticulously renovated rooms, downstairs restaurant and a side of history at this grand old hotel.

Plan your next roadie along SH2 and the CNZWT to Wellington and Wairarapa. Visit wellingtonnz.com and wairarapanz.com



Scan to discover more about these regions.

Digital Reach Campaign with Tomahawk:

Utilising STAPP funding, we continued our investment with Tomahawk digital agency – driving messaging and content via paid social, widely into the lower half of North Island.

Our overarching objective is to get the region in front of more people - the numbers we can achieve are compelling. Our ads with ideas for Wairarapa short breaks, walks and events, were seen 898,018 times by 163,487 unique users. This activity has proved to be a powerhouse in terms of reach.

The Classic NZ Wine Trail:

Again, utilising STAPP funding, we joined forces with our Classic NZ Wine Trail whānau Hawke's Bay, Wellington, and Marlborough to co-invest in a paid campaign managed by Tourism NZ in Australia. Joining forces meant we could leverage the extensive media investment Tourism NZ has already made in identifying and developing high quality Australian audiences, primed to learn more about visiting. The campaign used paid social activity on Facebook, Instagram as well as YouTube.

The Classic NZ Wine Trail Plan and Discover campaigns have reached over 1 million individuals, generated over 5 million impressions, and received almost 32,327 link clicks and 118,905 video views.

The Trail co-funded this feature in the consumer NZ Wine magazine - seen in NZ but critically also distributed in Australia.

The Classic New Zealand Wine Trail
The wine and food journey to take this summer.

Take your way through Hawke's Bay, Waikato, Wellington, and Marlborough – an easy-driving journey through the heart of New Zealand that takes you through regions accounting for more than 80% of New Zealand's wine production.

Enjoy stunning scenery, beautiful beach parks, bustling nightlife and indulgent food experiences. The trail now up three major wine regions and the capital city, covers 100 kilometres, and serves up around 230 wineries and 120 cellar doors.

With new restaurants, cellar doors and sampling events it's time to plan your dining holiday.

www.classicnzwinetrail.co.nz

Hawke's Bay
PROMOTIONAL FEATURE

Hawke's Bay, Food and Wine Country, is a feast for the senses with options to satiate even the most discerning of palates.

With so much to choose from, how do you make the most of the northern tip of the Classic New Zealand Wine Trail?

WALLINGFORD
Wallingford is a must-visit foodie destination where wine and food come together spectacularly for a memorable stay.

Tucked away in Central Hawke's Bay hinterland, Wallingford offers a world-class food and wine experience at its elegant, historic homestead. Tisagall gardens and surrounds are matched by the warmth of your hosts, allowing you to stretch off from the outside world and immerse yourself in a culinary journey. www.wallingford.co.nz

CELLAR 495
Let Australia's newest Master of Wine, Michael Heslop, take you on a journey of wine at Cellar 495 in Hastings.

Combining neighbourly warmth and hospitality with world-class wine expertise, Cellar 495 (named for Hawke's Bay's Master of Wine number) opened last month and is already receiving rave reviews for its extensive wine selection and memorable views.

Each wine on the menu has been selected for its ability to please and inspire, and Michael is behind the bar to share the stories that make your wine memorable.

www.495winemasters.co.nz

BRIDGE PA WINE FESTIVAL
Spend a leisurely summer's day among the vines and discover the incredible wineries of the Bridge Pa Wine District at the annual festival near January.

The Bridge Pa Wine Festival sees seven of the sub-regional wineries come together for a day of wine, food and music. Hop on/hop off buses connect each of the vineyards, allowing attendees to visit multiple cellar doors and enjoy a wide range of experiences.

The festival runs on Saturday 21 January, and involves Abbey Estate, Alpha Damos, Ash Ridge Winery, Oak Estate, Petrus, Silver Wines and RedMead vineyards.

www.bridgepawinefestival.co.nz

Wairarapa

At the heart of the Classic New Zealand Wine Trail, the Wairarapa region is full of character – where country tradition meets world-class food and wine. Crafted by hands-on producers, ideas and efforts lead to delicious outcomes with something new to discover at every table.



NGA WAKA

Established in 1988 Nga Waka is a family-owned winery producing small volumes from estate-grown grapes. Winemaker, Roger Parkinson, has made every wine since the first vintage in 1993. After a wait

of 39 years, Nga Waka's new cellar door is now open in a brand new building on the way into Martinborough. Learn about Nga Waka's passion for wine through a 40-minute guided tasting – a relaxed but informative

tasting of custom releases plus one or two special wines to add to the experience. Alternatively, simply call in to drop in for a glass or two of wine. www.ngawaka.co.nz



ESCAPMENT

Escapment, defined as a long, steep slope that lies at the end of a plateau, is a unique place within Martinborough. Big open skies stretch across the Wairarapa (fencing means no hills) and the ancient alluvial soils run deep beneath the land. There is natural balance here. Escapment Winery produces that balance into wines that reflect these special regional attributes. The brand new Te Mata Road Escapment cellar door is located just five minutes' drive from Martinborough village. Set aside approximately one hour for an exclusive, guided tour and tasting. Appointments only, book online at www.escapment.co.nz

TOAST MARTINBOROUGH

Martinborough is a key stop on the Classic New Zealand Wine Trail. There's no better way to experience it than at Toast Martinborough.

The festival returns on Sunday 20 November with seven aims: fostering eight boutique Martinborough vineyards; great cuisine; and cool music.

Along with new release wines, festival guests can sample wines from odd-out vineyards which have been held over especially for the event. Full details and tickets at www.toastmartinborough.co.nz



Wellington

It's a tough job being tucked between New Zealand's finest wine regions, but some place has to do it. With world-class restaurants, incredible wine bars, and entertaining events, Wellington has all the ingredients for a true culinary capital.

KISA

Inspired by Middle Eastern cuisine with a strong Turkish influence, Kisa Food is just packed with flavour. At this newly opened restaurant, you'll find plates of mouth-watering, dips of slowly roasted eggplants and peppers, fresh baked handmade flatbreads, and loads of other full of spices. www.kisarestaurant.co.nz



GRAZE WINE BAR

Tucked up above the city in Kelburn village, Graze is a neighbourhood wine bar with a thoughtful, ethical menu and a considered wine list. Owned by Matt Gandy, a chef that has worked around some of Wellington's most famous kitchens – including Hilditch, Macleay, Hammonds and Shal 5 – Graze is a community-focused restaurant to relax, reconnect, and enjoy some excellent food. www.grazewinebar.co.nz



WELLINGTON WINE AND FOOD FESTIVAL

Making the most of the long summer days, the Wellington Wine and Food Festival (10 December) showcases a variety of local and international wineries and breweries, as well as chefs and foodies known for their tasty bites. There's a hefty dollop of live music, entertainment and lots



YOTAM OTTOLENGHI - FLAVOUR OF LIFE 2023

Chief, restaurateur and much-loved author Yotam Ottolenghi will be visiting Wellington (27 January) for his highly anticipated "Flavour of Life" tour. In conversation with award-winning author and broadcaster Alice Zander, this will be an exclusive opportunity to hear Yotam discuss the tastes, ingredients, and themes that inspire him, and how he has shaped his career.

Marlborough

Whether you're a wine aficionado, or just love sharing wine and food with friends, a wine tour of Marlborough wineries is the perfect getaway.

VINES VILLAGE

Discover six artisan coven nestled among expansive vineyard landscapes, in the heart of Marlborough just 15 minutes from town. The Vines Village is Marlborough's artisan hub specialising in the best of Marlborough's art, craft, food, fashion, wine and design. An essential stop on your wine journey through Marlborough, the Vines Village is just 12 minutes' drive from central Blenheim. www.vinesvillage.co.nz



TOAST PICTON

Welcome to Toast New Zealand (aka, Cash Heaven). Toast's golden loaf is making a name for itself as a delicious treat. Visit the store to see what the fuss is all about. www.toastnz.co.nz



FRANKS OYSTER BAR

More than just oysters, Frank's is here for you to pick up and enjoy modern, vibrant and shareable dishes with friends. Relax and enjoy some of Marlborough's best local fish. One of the newest venues in town. www.marlborough.co.nz



SUMMER EVENTS

Summer is on the radar now with the border open and flights flowing in and out of the country. There are a few events this summer you'll not want to miss out on. Marlborough's Wine and Food Festival will be held on Saturday 11 February. This premium event showcases the very best wine and food Marlborough has to offer, and for more information and to purchase tickets visit www.marlboroughwineandfoodfestival.com

The annual Hawke's Bay & Southland Festival is a vital part of Marlborough's summer and it's back for its 11th year: Saturday 11 March 2023 at the Hawke's Bay Domain, located in Hawke's Bay, the gateway to the picturesque Marlborough



Sounds. It's the perfect way to enjoy fresh seafood alongside great live music and entertainment for everyone. As we welcome Green Shell Market, the first

also celebrates New Zealand King Salmon

Savour the journey

Take it slow and savour every moment on the Classic New Zealand Wine Trail. Follow the brown grape signs as you drive the trail, and allow plenty of time for tastings, picnics, and soaking up the scenery along the way. Four to six days is recommended, but you could easily spend longer.



Website development:

Ongoing and wide research was undertaken as we progress towards a RFP for this development. Potential providers, partners and CMS systems have been scoped, and learnings gleaned from discussions with other RTOs have been considered and investigated.

Brand toolbox:

The development of a brand toolkit – containing consistent messaging and supporting imagery etc, to assist with the promotion of Wairarapa by members and Stakeholders is underway.

Trade:

We worked with Tourism NZ for their North American trade famil – first we've had since Covid.

We attended and facilitated attendance at WgtnNZ's Wellington Tourism Operator Expo (like a mini expo) in November. Aimed at trade and front-line staff. Six operators from the region exhibited and had a very effective and useful day.

Media:

Hosted first Tourism NZ international media famil since Covid! A German writer whose focus was the Wine Trail.

We also hosted Nadia Lim during her day at Toast Martinborough.

Unfortunately, with the conclusion of STAPP marketing funding – with the exception of a couple of photo shoots in the region and an additional DomPost wrap which have been pre-booked and pre-paid for, that will be the end of the print and sponsored activity we have so enjoyed doing over the last couple of years (made even more satisfying of course when you see the increase in spend during this very challenging time!)

Anna Nielson – General Manager

January 2022

Destination Wairarapa Q2 2022/2023 General Manager's Financial Report

Unaudited Financials YTD 31 December 2022

Note: The Destination Wairarapa budget includes both BAU activities (as funded by the 3x Councils, Trust House Foundation and Membership Fees) and STAPP funded activities (as funded by Central Government).

Revenue

Trading Income

YTD 31 December revenue shows as being \$64.5k **below budget** (does not include STAPP funding).

This is predominantly due to

- SWDC invoice for Q1 2021/2022 still to be paid.
- Banking Hub payment for quarter still to be paid.
- Wairarapa Visitor Guide featured participants still to pay.

A Note on Other Income

For the past two years, Central Government – through MBIE, have funded the nation's 31 RTO's to undertake contracted work associated with the following projects.

- Destination Management Planning
- Capability Building
- Domestic and International Marketing

This funding support – known as STAPP funding was in response to the devastating effects COVID has had on the tourism sector.

Destination Wairarapa received in total \$800k to achieve specific milestones related to these projects. Not all contracted activities were completed in the 2021/2022 financial year however, and \$316,971 remains to be spent at different stages in this financial year.

Central Government have indicated that once the contracted milestones have been reached, and the funding spent, there will be no more on offer for the tourism sector. It will then be up to existing funding streams pre COVID to make the most of the investment made by central government in the regions.

YTD 31 December. There is \$88.5k left of STAPP funding – and that is allocated to product development and capability building people and activities as contracted by MBIE.

Expenditure

Operating Expenditure

YTD 31 December is \$29K **under budget**.

This is predominantly due to

- Depreciation not yet paid.
- Board fees not yet paid for this quarter.
- Less contract hours due to a change in personnel

- In addition, there were some STAPP funded activities budgeted to be spent in the first half of the year, which were delayed.

YTD 31st December net profit is \$34k **under budget**. (Includes STAPP funding money) with a net profit at quarter end of \$13k as opposed to the budgeted \$47k.

Budget Variance

Destination Wairarapa Inc.

For the 6 months ended 31 December 2022

Cash Basis

	JUL-DEC 2022	JUL-DEC 2022 OVERALL BUDGET	VARIANCE	VARIANCE %
Trading Income				
Retail Sales	1,203	1,800	(597) ↓	-33% ↓
Accommodation Commission	2,929	3,000	(71) ↓	-2% ↓
Bookit	614	1,500	(886) ↓	-59% ↓
Grants - CDC	27,984	27,984	- —	- —
Grants - MDC	141,457	141,456	1 ↑	0% ↑
Grants - SWDC	32,988	65,976	(32,989) ↓	-50% ↓
Interest Received	1,830	-	1,830 ↑	- —
Less Cost of Sales	(358)	(750)	392 ↑	52% ↑
Membership	7,042	-	7,042 ↑	- —
Other Revenue	64,290	75,074	(10,784) ↓	-14% ↓
Ticket Commission	827	250	577 ↑	231% ↑
Tourism Products	371	200	171 ↑	85% ↑
Travel Sales	1,889	2,100	(211) ↓	-10% ↓
Wairarapa Visitor Guide	929	30,000	(29,071) ↓	-97% ↓
Total Trading Income	283,994	348,590	(64,596)	-19%
Gross Profit	283,994	348,590	(64,596)	-19%
Other Income				
Covid-19 Wage Subsidy	1,800	-	1,800 ↑	- —
STAPP Funding	315,171	315,171	- —	- —
Total Other Income	316,971	315,171	1,800	1%
Operating Expenses				
Advertising	800	550	250 ↑	45% ↑
ACC Levies	898	1,600	(702) ↓	-44% ↓
Accounting Fees	5,940	5,940	- —	- —
Audit Fees	8,400	8,400	- —	- —
Bank Fees - ANZ	276	245	31 ↑	13% ↑
Board Fees	5,365	11,804	(6,439) ↓	-55% ↓
Contract staff	24,701	32,000	(7,299) ↓	-23% ↓

	JUL-DEC 2022	JUL-DEC 2022 OVERALL BUDGET	VARIANCE	VARIANCE %
Depreciation	-	3,582	(3,582) ↓	-100% ↓
Distribution	5,019	4,800	219 ↑	5% ↑
Domestic Marketing ⓘ	22,104	30,472	(8,368) ↓	-27% ↓
Domestic Marketing Email Distribution	5,054	4,500	554 ↑	12% ↑
Domestic Marketing Facebook	1,834	1,500	334 ↑	22% ↑
Domestic Marketing Wings Campaign ⓘ	57,549	52,220	5,329 ↑	10% ↑
Electricity Corporate	-	900	(900) ↓	-100% ↓
Entertainment	-	1,000	(1,000) ↓	-100% ↓
Entertainment - Non deductible	-	1,000	(1,000) ↓	-100% ↓
Equipment Rental	545	546	(1) ↓	0% ↓
Fringe Benefit Tax	3,083	3,082	1 ↑	0% ↑
General Expenses	457	750	(293) ↓	-39% ↓
Imagery ⓘ	8,007	15,946	(7,939) ↓	-50% ↓
Information Technology	4,314	3,000	1,314 ↑	44% ↑
Insurance	2,498	2,520	(22) ↓	-1% ↓
International Marketing Alliance ⓘ	43,974	40,000	3,974 ↑	10% ↑
Kitchen Supplies Corporate	-	150	(150) ↓	-100% ↓
Kitchen Supplies i-SITES	171	150	21 ↑	14% ↑
KiwiSaver Employer Contributions	7,191	6,000	1,191 ↑	20% ↑
Marketing Projects ⓘ	10,316	5,153	5,163 ↑	100% ↑
Media Hosting	161	-	161 ↑	- —
Membership Expenses	1,529	1,000	529 ↑	53% ↑
Merchant & BNZ Bank Fees	389	450	(61) ↓	-14% ↓
Office Supplies & Photocopying Corporate	2,438	3,000	(562) ↓	-19% ↓
Office Supplies i-SITES	-	600	(600) ↓	-100% ↓
Other Travel & Transport	8	-	8 ↑	- —
Personnel incl. Training Corporate ⓘ	7,728	7,605	123 ↑	2% ↑
Photocopier i-SITES	629	780	(151) ↓	-19% ↓
POS i-SITES	1,274	1,320	(46) ↓	-3% ↓
Project ⓘ	15,047	23,757	(8,710) ↓	-37% ↓
Relationship Marketing	481	600	(119) ↓	-20% ↓
Rent & Rates Corporate	13,667	13,122	545 ↑	4% ↑

	JUL-DEC 2022	JUL-DEC 2022 OVERALL BUDGET	VARIANCE	VARIANCE %
Rent & Rates i-SITEs	3,085	3,120	(35) ↓	-1% ↓
Salaries Corporate	149,442	137,000	12,442 ↑	9% ↑
STAPP Funded Salaries & Expenses ¹	63,692	60,000	3,692 ↑	6% ↑
Subscriptions & Membership	6,735	5,400	1,335 ↑	25% ↑
Telecom incl Mobiles Corporate	2,292	2,700	(408) ↓	-15% ↓
Telecom i-SITEs	936	960	(24) ↓	-3% ↓
Trade Events & Training	431	-	431 ↑	- —
Trade Famils	98	-	98 ↑	- —
Training & Recruitment (2625) ¹	844	5,018	(4,174) ↓	-83% ↓
Travel & Transport	1,047	1,000	47 ↑	5% ↑
Vehicle Leases	52	-	52 ↑	- —
Vehicle Operating Costs	10,266	9,000	1,266 ↑	14% ↑
Visitor Guide	-	16,000	(16,000) ↓	-100% ↓
Wages i-SITEs	84,537	83,500	1,037 ↑	1% ↑
Website	2,641	3,000	(359) ↓	-12% ↓
Total Operating Expenses	587,945	616,742	(28,797)	-5%
Net Profit	13,019	47,019	(34,000)	-72%

1. STAPP Funded Project