

Destination Wairarapa Q1 2022/2023 General Manager's Financial Report

Unaudited Financials 30 September 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

YE 30 September revenue shows as being \$67k **below budget** (does not include STAPP funding).

This is due to

- The MDC invoice for Q4 2021/2022 is still to be paid

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.

Expenditure

Operating Expenditure

YE 30th September is \$62K over budget. This however includes \$75k of STAPP funded project spend – which wasn't budgeted to be spent in this quarter.

In terms of BAU, YE 30th September is \$13K **under budget**.

This is predominantly due to

- Board fees not yet paid for this quarter
- Less contract hours due to illness
- Less iSite wages due to reduced hours because of winter and illness

YE 30th September net profit is \$127k **over budget**. (Includes STAPP funding money)

Budget Variance

Destination Wairarapa Inc.

For the 3 months ended 30 September 2022

Cash Basis

	JUL-SEP 2022	JUL-SEP 2022 OVERALL BUDGET	VARIANCE	VARIANCE %
Trading Income				
Retail Sales	217	900	(683) ↓	-76% ↓
Accommodation Commission	2,492	1,500	992 ↑	66% ↑
Bookit	393	750	(357) ↓	-48% ↓
Grants - CDC	13,992	13,992	- —	- —
Grants - MDC	-	70,728	(70,728) ↓	-100% ↓
Grants - SWDC	32,988	32,988	(1) ↓	0% ↓
Interest Received	295	-	295 ↑	- —
Less Cost of Sales	(23)	(375)	352 ↑	94% ↑
Membership	2,545	-	2,545 ↑	- —
Other Revenue	62,578	62,537	41 ↑	0% ↑
Ticket Commission	127	75	52 ↑	70% ↑
Tourism Products	177	75	102 ↑	135% ↑
Travel Sales	505	1,050	(545) ↓	-52% ↓
Wairarapa Visitor Guide	806	-	806 ↑	- —
Total Trading Income	117,093	184,220	(67,127)	-36%
Gross Profit	117,093	184,220	(67,127)	-36%
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				
ACC Levies	898	800	98 ↑	12% ↑
Accounting Fees	2,970	2,970	- —	- —
Audit Fees	91	-	91 ↑	- —
Bank Fees - ANZ	147	170	(23) ↓	-14% ↓
Board Fees	-	5,902	(5,902) ↓	-100% ↓
Contract staff	12,599	15,000	(2,401) ↓	-16% ↓
Depreciation	-	1,791	(1,791) ↓	-100% ↓

	JUL-SEP 2022	JUL-SEP 2022 OVERALL BUDGET	VARIANCE	VARIANCE %
Distribution	2,417	2,400	17 ↑	1% ↑
Domestic Marketing ¹	2,022	-	2,022 ↑	- —
Domestic Marketing Email Distribution	2,694	2,250	444 ↑	20% ↑
Domestic Marketing Facebook	296	750	(454) ↓	-61% ↓
Domestic Marketing Wings Campaign ¹	20,044	-	20,044 ↑	- —
Equipment Rental	272	273	(1) ↓	0% ↓
Fringe Benefit Tax	1,541	1,541	0 ↑	0% ↑
General Expenses	72	375	(303) ↓	-81% ↓
Imagery ¹	257	-	257 ↑	- —
Information Technology	2,523	1,500	1,023 ↑	68% ↑
Insurance	1,240	1,260	(20) ↓	-2% ↓
International Marketing Alliance ¹	2,247	-	2,247 ↑	- —
Kitchen Supplies Corporate	-	75	(75) ↓	-100% ↓
Kitchen Supplies i-SITES	11	75	(64) ↓	-86% ↓
KiwiSaver Employer Contributions	3,702	3,000	702 ↑	23% ↑
Marketing Projects ¹	4,513	-	4,513 ↑	- —
Membership Expenses	485	500	(15) ↓	-3% ↓
Merchant & BNZ Bank Fees	118	225	(107) ↓	-48% ↓
Office Supplies & Photocopying Corporate	1,305	1,500	(195) ↓	-13% ↓
Office Supplies i-SITES	-	300	(300) ↓	-100% ↓
Personnel incl. Training Corporate ¹	3,060	-	3,060 ↑	- —
Photocopier i-SITES	430	390	40 ↑	10% ↑
POS i-SITES	627	660	(33) ↓	-5% ↓
Project ¹	11,164	-	11,164 ↑	- —
Relationship Marketing	376	300	76 ↑	25% ↑
Rent & Rates Corporate	6,864	6,561	303 ↑	5% ↑
Rent & Rates i-SITES	1,543	1,560	(17) ↓	-1% ↓
Salaries Corporate	72,240	74,000	(1,760) ↓	-2% ↓
STAPP Funded Salaries & Expenses ¹	31,385	-	31,385 ↑	- —
Subscriptions & Membership	5,197	4,350	847 ↑	19% ↑
Telecom incl Mobiles Corporate	1,184	1,350	(166) ↓	-12% ↓
Telecom i-SITES	468	480	(12) ↓	-3% ↓

	JUL-SEP 2022	JUL-SEP 2022 OVERALL BUDGET	VARIANCE	VARIANCE %
Trade Events & Training	31	-	31 ↑	- —
Training & Recruitment (2060) ¹	190	-	190 ↑	- —
Travel & Transport	517	500	17 ↑	3% ↑
Vehicle Leases	26	-	26 ↑	- —
Vehicle Operating Costs	5,808	4,500	1,308 ↑	29% ↑
Wages i-SITEs	41,564	46,000	(4,436) ↓	-10% ↓
Website	1,484	1,500	(16) ↓	-1% ↓
Total Operating Expenses	246,623	184,808	61,815	33%
Net Profit	187,442	314,583	(127,141)	-40%

1. STAPP Funded Project

Destination Wairarapa

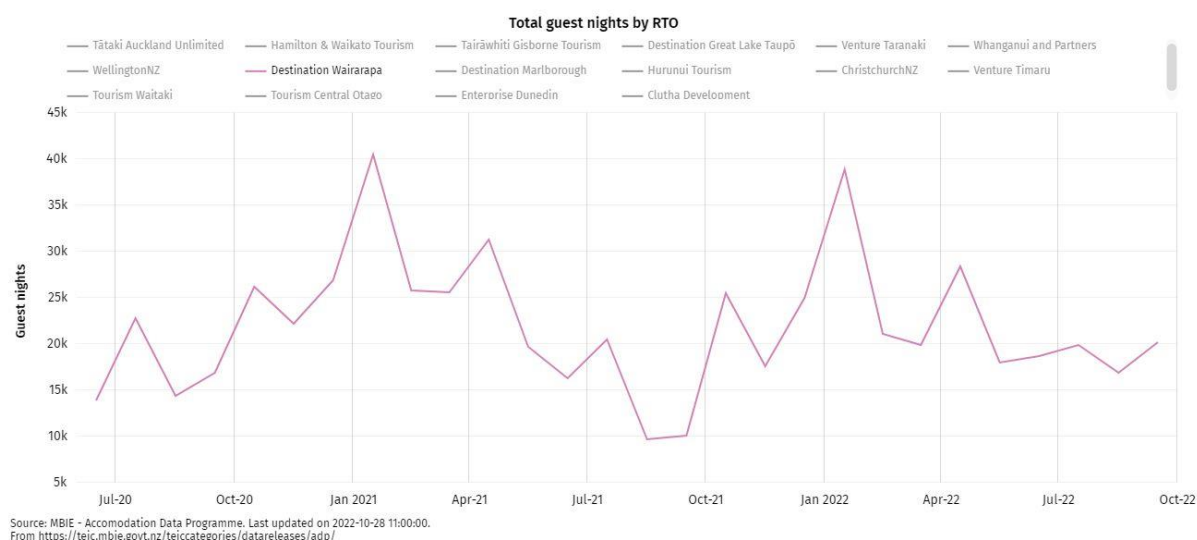
Q1 General Manager's and Marketing Report 2023

July 2022 – September 2022

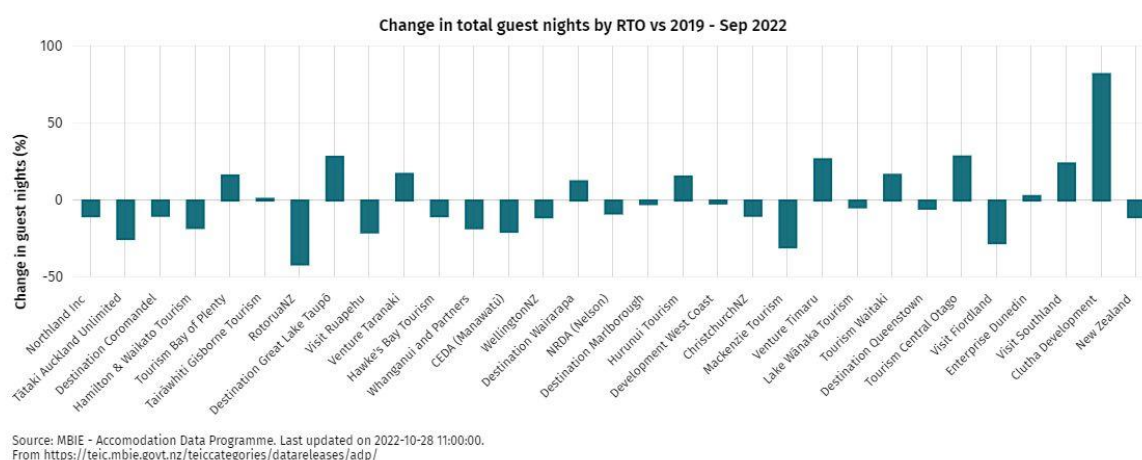
2021/2022 Deliverables

Visitors

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



The purple line on this graph represents the area which Destination Wairarapa (RTO) covers. The x-axis shows the months with available accommodation data, and the y-axis shows the value for the selected accommodation type and measure.



July showed an uptick in guest nights, and then a drop down in August – traditionally the lowest point in the year predominantly because of the inclement weather. As with last year, the uptick in July will be due to the Greytown Festival of Christmas and the school holidays

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.

August-2022 RTO Summary Table												
Data Source: Tourism Electronic Card Transactions (TECTs), Ministry of Business, Innovation and Employment												
RTO	MONTHLY						ANNUAL					
	August-2022 domestic spend	August-2022 International spend	Percent change in domestic spend from August-2021	Percent change in International spend from August-2021	Percent change in domestic spend from August-2019	Percent change in International spend from August-2019	Annual domestic spend year to August-2022	Annual International spend year to August-2022	Percent change in domestic spend from Year to August-2021	Percent change in International spend from Year to August-2021	Percent change in domestic spend from Year to August-2019	Percent change in International spend from Year to August-2019
New Zealand	\$850m	\$184m	49%	236%	19%	-13%	\$10,543m	\$1,214m	-6%	33%	10%	-63%
Auckland Unlimited	\$187m	\$55m	64%	149%	13%	-21%	\$1,844m	\$428m	-14%	17%	-9%	-57%
Central Economic Develop	\$24m	\$2m	59%	70%	17%	22%	\$299m	\$19m	2%	41%	13%	6%
ChristchurchNZ	\$81m	\$15m	64%	168%	28%	-16%	\$966m	\$126m	-1%	34%	22%	-58%
Destination Clutha	\$3m	\$0m	21%	95%	3%	-7%	\$43m	\$1m	12%	26%	14%	-72%
Destination Coromandel	\$18m	\$1m	35%	131%	14%	-15%	\$357m	\$10m	-5%	24%	17%	-74%
Destination Great Lake Tau	\$25m	\$2m	59%	245%	28%	-24%	\$341m	\$17m	-4%	18%	24%	-77%
Destination Kaitiaki	\$3m	\$0m	45%	533%	26%	-25%	\$50m	\$3m	-8%	57%	28%	-87%
Destination Marlborough	\$9m	\$1m	10%	194%	16%	13%	\$168m	\$11m	-9%	24%	24%	-75%
Destination Queenstown	\$53m	\$46m	45%	143%	60%	-4%	\$477m	\$133m	-12%	137%	39%	-73%
Destination Rotorua	\$21m	\$3m	44%	217%	3%	-47%	\$275m	\$22m	-13%	37%	-5%	-83%
Destination Wairarapa	\$10m	\$1m	45%	149%	20%	55%	\$160m	\$7m	4%	33%	28%	-39%
Development West Coast	\$8m	\$2m	34%	561%	26%	-38%	\$140m	\$8m	-8%	53%	31%	-91%
Enterprise Dunedin	\$30m	\$3m	56%	126%	18%	-7%	\$365m	\$29m	-1%	35%	9%	-59%
Hamilton & Waikato Touris	\$54m	\$5m	55%	114%	13%	-8%	\$646m	\$49m	-6%	32%	2%	-47%
Hawke's Bay Tourism	\$27m	\$3m	49%	113%	23%	24%	\$382m	\$29m	-6%	37%	18%	-46%
Hurunui Tourism	\$6m	\$1m	25%	220%	14%	-1%	\$85m	\$4m	-12%	23%	16%	-72%
Lake Wanaka Tourism	\$24m	\$10m	38%	786%	96%	5%	\$197m	\$30m	-3%	111%	57%	-66%
Mackenzie Region	\$6m	\$2m	24%	1230%	34%	-43%	\$70m	\$7m	-10%	112%	28%	-88%
Nelson Regional Developm	\$13m	\$2m	31%	80%	8%	-7%	\$257m	\$22m	-9%	12%	20%	-70%
Northland Inc	\$35m	\$3m	36%	106%	22%	8%	\$530m	\$31m	-7%	10%	17%	-63%
Not elsewhere classified	\$18m	\$1m	30%	147%	22%	18%	\$261m	\$8m	3%	40%	27%	-46%
Tourism Bay of Plenty	\$41m	\$4m	45%	107%	11%	20%	\$635m	\$45m	-1%	30%	15%	-34%
Tourism Central Otago	\$7m	\$1m	38%	321%	21%	-15%	\$124m	\$5m	5%	28%	26%	-74%
Tourism Waitaki	\$8m	\$1m	44%	340%	24%	-23%	\$102m	\$4m	5%	44%	23%	-77%
Trust Tairāwhiti	\$6m	\$1m	36%	154%	22%	69%	\$99m	\$8m	-7%	38%	22%	-22%
Venture Taranaki	\$17m	\$2m	49%	123%	18%	12%	\$241m	\$18m	2%	33%	17%	-31%
Venture Timaru	\$12m	\$1m	43%	167%	21%	16%	\$160m	\$6m	3%	44%	17%	-58%
Visit Fiordland	\$1m	\$1m	34%	1208%	13%	-45%	\$33m	\$4m	-13%	66%	26%	-93%
Visit Ruapehu	\$9m	\$1m	16%	295%	-22%	-24%	\$77m	\$5m	-13%	64%	2%	-78%
Visit Southland	\$17m	\$1m	45%	129%	26%	-3%	\$231m	\$11m	5%	10%	20%	-55%
Visit Whanganui	\$7m	\$1m	37%	80%	20%	40%	\$99m	\$6m	1%	45%	17%	-14%
Wellington Regional Econo	\$71m	\$13m	49%	138%	4%	-14%	\$829m	\$112m	-7%	35%	-4%	-53%

Nationally:

Monthly domestic spend up, international spend down on August 2019 levels – Monthly domestic TECT spend in August 2022 was up 19% compared with August 2019. However, international TECT spend was down 13% in the same period. This figure means that international electronic card activity was 87% of pre-COVID levels in August 2022 compared with August 2019.

Destination Wairarapa:

DW still continues to perform well with spend continuing to increase. The staggering figure for this month however – compared to national results, is the percentage change in international spend from August 2019 compared to August 2022. Destination Wairarapa had the second highest growth percentage in the country compared to pre covid times.

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)

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).

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 2 key 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 making good progress with both Iwi supportive of the draft. The Maori Tourism Council have also been briefed on this project.

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.

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 well. 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.

3. Marketing

This period covered Winter, the School Holidays and early Spring. It was a soggy, soggy winter but one which, due to work undertaken in the last two years, allowed us to establish ourselves more strongly as a winter and winter school holiday destination.

Events

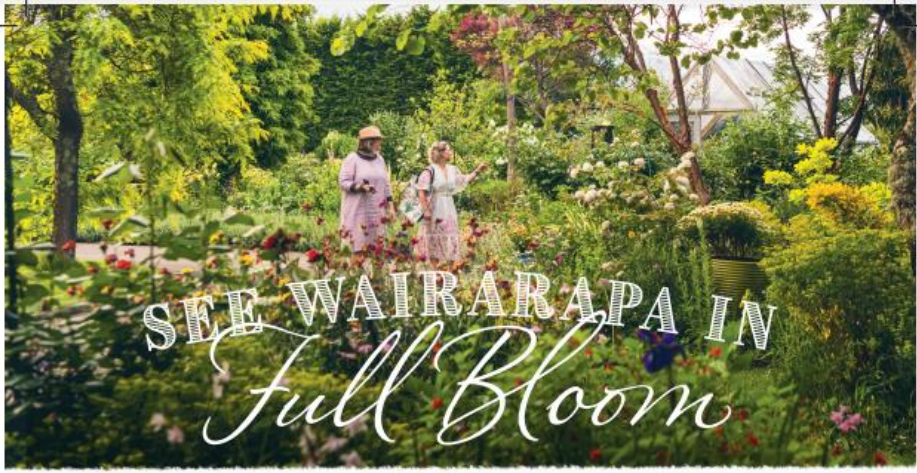
We supported and promoted the following through our channels:

- Festival of Christmas – covering a month and including the School Holidays this was a major focus for us in this period (more detail below).
- Jazz Martinborough – back after 2 years with a truncated event. The very lean Jazz team reached out and sought support. We dialed up all our channels and tactics and got right behind the event. A great result as the 2 concerts were sold out. The town also got behind the event with pop-up street performances. The weekend became a sum of smaller parts organised by numerous partners – a great response. Hopefully will set the event up well for next year.
- Wairarapa Garden Fiesta Clareville
- Longbush Cottage Tulip Festival - despite rubbish weather still attracted 500 people.
- Carterton Daffodil Festival – a much welcomed return
- Bookshop Hop – a new event wrapping around 13 retailers in the region and layering up on National Bookshop Day. A remarkable success with reports of great sales achieved, over 440 individual visits to stores (captured via the prize entry), average “bookhopper” going to 4.3 stores and Manawatu visitors especially noted. It was a lovely day weatherwise, but in fact this is a weatherproof event at a time of year when we need distinctive reasons to visits. Many of our members involved, wide geographical involvement and both the White Swan and Finom Kitchen had Bookshop offers which drove business for them also.




During this period, we worked with other major events coming up: some key events also have new management:

- Pukaha Garden Tour
- Toast Martinborough
- Wings Over Wairarapa
- 121 Festival
- Wairarapa Walking Festival
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We strive to add value to these events, provide guidance and maximize STAPP funding. This beautiful advertisement showcasing 3 separate but equally lovely Wairarapa garden related events, was placed in both the September and October NZ Gardener magazine. The artwork was made available for use online and on social channels to each party also.



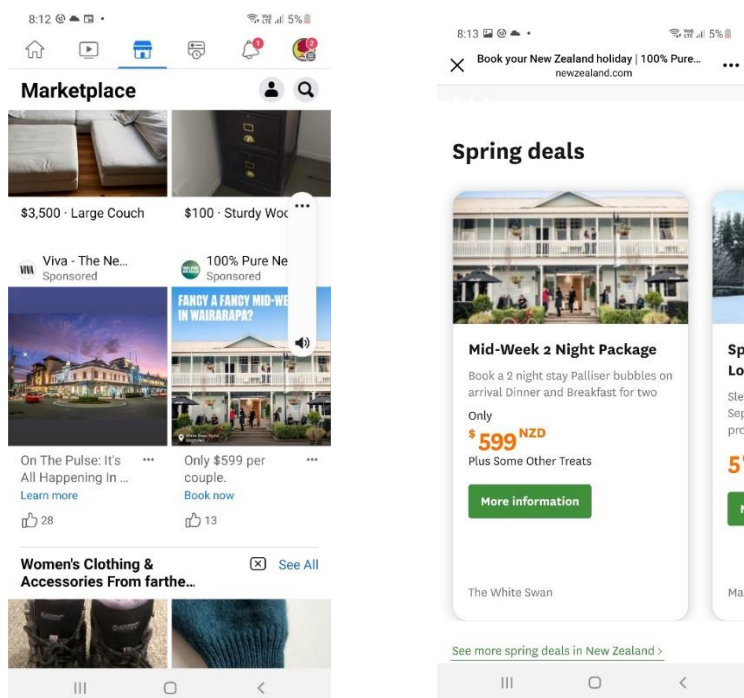
Wairarapa is a region full of character, where country warmth meets world-class food and wine, crafted by hands-on passionate producers and growers. Under our big skies there's something new to discover just around the corner, with different experiences very close together, and all just an hour from Wellington. This Spring come with your friends and experience one of our annual garden events – a beautiful way to explore our region.

 <p>11 SEP</p> <p>Carterton Daffodil Festival</p> <p>11 September</p> <p>A Wairarapa tradition with daffodil picking at Middelrun Farm, steam train excursion, High Street Market and street performers. Fun for the whole family.</p>	 <p>1 & 2 OCT</p> <p>Longbush Cottage Tulip Festival</p> <p>1 & 2 October</p> <p>A celebration of the majestic tulip, with thousands flowering en-masse, at this beautiful cottage garden in Longbush. Just 15 minutes from Carterton.</p>	 <p>5 & 6 NOV</p> <p>Pukaha Wairarapa Garden Tour</p> <p>5 & 6 November</p> <p>Discover 15 special and private gardens in and around Featherston, Martinborough, Greytown, Carterton and Gladstone. In its 12th year this two-day, self-drive tour, simply gets better and better.</p>
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Find out more and book your stay at www.wairarapanz.com/spring

Tourism NZ Spring campaign: we drove the development of a White Swan offer and secured it as a featured deal in the big TNZ funded domestic Spring campaign. These are screen shots of the in situ funded placement the offer received – great exposure regardless of bookings.

To be eligible for this advertising the venue had to be Qualmarked, on the Tourism New Zealand website, and willing to provide an offer. The Wairarapa has few businesses/products able to make the most of these types of opportunities through Tourism New Zealand. This is also a focus of Chrissy's – our new Product Development Manager.



During Tourism NZ's Treat yourself to Winter domestic campaign, Pārehua Resort had an offer featured also. It drove 39 bookings across the 3-month period made with the unique promo code.

The promo was only valid for mid-week stays (Mon-Thurs) and had to be 2+ nights. So that's potentially 39 mid-week bookings or (78+ room nights) that Pārehua may not have received without this Tourism New Zealand Campaign promo.

That campaign also had the same eligibility criteria as for the previous campaign

<https://www.nzherald.co.nz/sponsored-stories/get-cosy-at-these-hot-winter-spots-around-nz/NSD6KE6NKGM35YQKHNY6RBQK4/>

Festival of Christmas

This event carries us through winter – we announced it and other Winter events and reasons to visit boldly in late June after many months of widespread illness:



This wrap was on both the Dompst and Manawatu Standard. This format, which we have used several times now, allows us to showcase quite a lot of regional content in a condensed but easy to consume manner.

There were also MRECs (digital ads on STUFF) supporting this.

While the Festival grabs attention, this year DW focused on setting out ideas for things to do right across the region for the month of July. Essential so that we maximize visitation and so that accommodation across the region is in demand, especially in the school holidays.

Wairarapa
Published by Sara Marie · July 13 ·

Get the family together for an epic Wairarapa adventure! Hit the Masterton Skatepark then hop across to the famous Queen Elizabeth Park and feel festive in [Greytown Village](#). Getting out in nature is lots of fun at [Pūkaha National Wildlife Centre](#) or soak in the clear night skies with a [Milky Way Kiwi Star Safari](#) tour.
This is just a snippet of Wairarapa fun, take a look here: www.wairarapanz.com/school-holidays

WAIRARAPA SO HOT THIS WINTER

MORE TO DISCOVER OVERLEAF...

Wairarapa is the place to be with something for everyone this winter
Greytown's Festival of Christmas, Night Markets, Dark Sky tours, great food and family fun!
Take a short journey for a big change of scene in the Wairarapa.

Pop in and pick up a free School Holidays Guide and the Greytown Festival of Christmas programme.

<p>The team at the Masterton and Martinborough i-SITE Visitor Information Centres are Wairarapa experts and are here to help you with your travel bookings, what's on and things to do in the Wairarapa.</p>	<p>Masterton i-SITE Visitor Centre Mon, Wed, Thu & Fri 9:00am to 4:00pm Tuesdays & 30am - 4:00pm Saturdays & Public Holidays 9:30am - 2pm Chr Bruce and Dixon St, Masterton (next to Aradip) Phone: 06 370 0900 Email: info@wairarapanz.com</p>	<p>Martinborough i-SITE Visitor Centre Mon to Fri: 9:00am to 4pm Sat, Sun & Public Holidays 9:30am - 3:30pm The Square, Martinborough Phone: 06 305 5010 Email: martinborough@wairarapanz.com</p>
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FIND OUT MORE AT www.wairarapanz.com/winter **MORE TO DISCOVER OVERLEAF**

The newspaper ad was reformatted into a handout for accommodation and for use by all DW folk on social and online: supported by a school holiday guide at i-SITEs and online.

TRAVEL

A warm WELCOME

THE FESTIVE SPIRIT SHINES BRIGHT IN WAIRARAPA THIS WINTER

Day and night fun awaits families coming to Wairarapa these July school holidays, from adrenaline-charged excitement to leisurely-paced thrills. With so much to see, do and experience the kids will be having, and there's plenty for parents too, because synonymous with the region is its world-class food and wine. Whenever you might be, come on over. The Wairarapa is a short drive from Wellington (over the spectacular Remutaka Hill) and close to Palmerston North and Havelock Bay.

LIGHTS & LIVE MUSIC
The bright lights of Greytown will come and amaze the kids during the month-long Festival of Christmas, from July. Hugely popular in the last two years, this year the festival's theme is 'gingerbread', and it's guaranteed to get your cars badly going. Greytown Main Street will be glowing with sparkling lights and world-class projections on historic buildings every evening, and ProuceCo will be lighting up the European Style Night Markets every Friday and Saturday, making it the perfect place for a late-night and a spot of shopping as you keep warm by the outdoor heaters and enjoy live music. Free family fun includes The Great Gingerbread Hunt – make your way around the streets of Greytown in search of the (non-existent), brightly-baked gingerbread men. Ride the fire engine from the Town Hall or amble along to Cobden Museum, where family history events are on each Saturday in July. There will also be old-fashioned games, raffles, hot chocolate, and kids keep on the lawn.

From workshops, parties, and a pop-up Gin & Spike Bar, through to cocktails and comedy. Cards by Candlelight and the Great Gingerbread Bake Off, there's something for everyone. And, of course, let's not forget that Greytown has some fabulous shopping opportunities too.

Make sure that you purchase tickets and book accommodation now, many of these year's events sold out.

Visit greytownvillage.com for full programme and ticket information.

Be amazed by the light projected onto Greytown's historic stone.

Just ahead (bottom)

WHEELS & THRILLS
Masteron's new multi-million dollar skatepark redevelopment is a must-do destination for all youngsters. The new facility builds on some of the old aspects of the original skatepark to create a new user experience harnessing all of the traditional bells and whistles, plus much more!

The finished product is a skatepark wonderland that caters for all levels of users – from kids stepping onto a scooter for the first time to seasoned skateboarders.

Located in central Masterton, the skatepark is on the edge of the beautiful Queen Elizabeth Park and surrounding facilities one of the best children's playgrounds in New Zealand: a miniature train complex that has national appeal; pedal boats and an impressive arboretum. Across the iconic racing bridge over the Waipoua River is also a BMX track.

After going wild in the park, cool off in the "lazy-river" pools, directly opposite the park. For a dose of culture check out Aotearoa Wairarapa Museum of Art & History, the Wood Shed and ConART, a walk-through seeking art precinct and galleries. If there is any energy left in the legs, just around the corner is the Master Bowl where you can choose from inter-galactic bumper cars and arcade games.

CLOSE ENCOUNTERS
Recognised as New Zealand's number one maintained indigenous wildlife sanctuary, Pūkaha National Wildlife Centre is home to some of Aotearoa's most rare and endangered wildlife. Daily talks, bird and cat feeding and a "santa meet" lets the kids get up close with nature, while easy-to-walk trails weave through the bush native forest. Self-guided or take a tour with an expert who will help you spot the wildlife and share their passion for the sphere. Book: pukaha.org.nz

HEAD TO THE COAST
Wairarapa boasts an extraordinary coast. Brace yourself for jaw-dropping natural scenery at Cape Point, a 30-minute drive east of Masterton. The iconic lighthouse, jagged limestone reef, golden sand beach and the imposing Castle Rock is spellbinding and will draw you to your phone for the ultimate Instagram selfie. On the south coast, the quietly fishing village of Ngawi has more tractor per head of population than anywhere else in the world. Just an hour from Marlborough, on the way stop-off at the Patangarau Pinnacles, which are amazing rock formations that inspired Humeau Peter Jackson during the shooting of "The Return of the King". For Ngawi there is a large for walk-down and the magnificent canton Cape Palliser lighthouse.

STAY
Masterton has heaps of options for family accommodation. Copthorne Solway Park Hotel & Resort (06) 370 0500, boasts great facilities including an indoor pool, gymnasium and squash court. The iconic White Swan Country Hotel in Greytown has some wonderful family units and ensures you're right in the middle of town – where you want to be during the Festival of Christmas!

STAY IN THE LOOP WITH AWESOME SKATEPARK EVENTS ON INSTAGRAM @MASTERTONSKATEPARK

VISIT DESTINATION WAIRARAPA WAIRAPAZONE.COM OR PHONE THE MASTERTON I-SITE VISITOR CENTRE (06) 370 0300

18

JUNE – AUGUST 2022

WELLINGTON • VISTOTRANS.CO.NZ

Above Tots N Teens – funded article about the many family things to do in the region.

Awareness of the Festival of Christmas has grown and sees us being included in other media content with terrific reach:

Here we are at the TOP of a list of ten school holiday activities near major cities on Stuff:

School holiday staycation: Ten of the best things to do over the winter break:

<https://www.stuff.co.nz/travel/experiences/family-holidays/300634691/school-holiday-staycation-ten-of-the-best-things-to-do-over-the-winter-break?fbclid=IwAR3YWmSGqa1iZnS2d6EEhiiVSRBpVjqigkZymV3V-oawQ6hYGuQWqrZ-6i0>

WgtnNZ funded July Kia Ora Air NZ magazine also featured the festival:



PICK A PATH FOR A GREAT WINTER GETAWAY

Whether you're wanting a couple's retreat, weekend fun for a group of friends, or something to keep the kids entertained – the wider Wellington region has you covered.

GO WEST
Set out on State Highways 1 and 59 to explore picturesque Porirua and Kāpiti Coast.

Do
Pātaka Art + Museum is the cultural heart of Porirua. Multiple gallery spaces showcase the best in contemporary Māori and Pacific arts, as well as contemporary New Zealand, Asian and international arts.

Enter into the world of the curious kiwi with the Kiwi Night Encounter at Ngā Manu Nature Reserve in Waiānake. Every evening presents a new episode in the lives of these birds where you can see them

up close as they explore, feed and interact with one another.

Eat
Covered in graffiti and industrial touches, the new Abandoned Brewery taproom in Porirua is the perfect casual spot for a weekend drink. The resident food truck, The Karage Kid, offers Korean and Japanese influenced fried chicken and burgers to accompany a pint or two.

The ever-changing menu at Sunday Cantina is developed depending on what fresh, local, seasonal produce is available. Located in sunny Raumati South, this cafe is a good option if you're vegetarian, vegan or gluten-free.

If you're obsessed with BBQ you will feel right at home at Salt and Wood in Waiānake. They offer a cosy spot for winter dining with big, bold, smoky, meaty meals. Grab a North End beer, freshly brewed right next door, and enjoy the sizzles, smells, smoke and steam.

Stay
Sudbury Cottage 103 in Peka Peka is the ultimate private haven for cosy winter weekends. Enjoy deep leather sofas with rugs to snuggle into, fluffy bathrobes, an open fireplace, and star-gazing from the luxurious outdoor cedar hot tub.

Advertising Promotion

GO EAST
Discover the delights of the Hutt Valley and Wairarapa on SH2.

Do
Petone's Jackson Street is the place for those special items you might not find anywhere else. From thrift stores full of vintage gems to high-end designer boutiques and one-of-a-kind emporiums, Jackson Street is a shopping mecca for fashionistas, art lovers and people looking for the latest funky designs.

Staglands Wildlife Reserve in Upper Hutt is a fun place to visit, rain or shine. Through the colder seasons, they have a cosy fire where the little ones can toast their own marshmallows. Interact with the animals, and have a truly unique experience. Make sure you check out their brand-new kea aviary and get involved in the 50th anniversary events running throughout the year.

Eat
In te reo Māori, karahui means "to come together, gather, and meet" and the Karahui Wine Bar & Eatery in Martinborough certainly fulfils the promise of its name. Karahui showcases incredible food and a curated wine selection, backed by elegant decor that gives its home, a 1909 historical bank building, a whole new lease on life.

The White Swan's brand-new garden bar is the perfect spot to don your jersey and woolly hat, sip on a spicy cocktail or warming mulled wine and feast on food-truck fare. A Lighthouse Gin & Spice Bar is popping up there every Friday and Saturday evening in July, as part of the Greytown Festival of Christmas (July 1-31).

Stay
The Royal Hotel, in the heart of Featherston, welcomed its first guests in 1869. The historical building has been beautifully restored and renovated to create spaces full of character and charm, with soaring ceilings and ornate detailing throughout.

Plan your visit at WellingtonNZ.com




WellingtonNZ.com

1. The Royal Hotel, Featherston. 2. The Karage Kid eats at Abandoned Brewery taproom. 3. Salt and Wood in Waiānake. 4. Karahui Wine Bar & Eatery, Martinborough. 5. Meet the locals at Staglands. 6. Greytown Festival of Christmas.

Tourism NZ funded content in the NZ Herald:

<https://www.nzherald.co.nz/travel/nz-travel-some-of-the-countrys-best-winter-shows-and-festivities/U63TL4JUQYYQIEECLF7I34VVS4/>


This was also pushed out via The Herald's huge travel email.

WgtnNZ also funded attendee research for the festival – top line results were:

- 82% attendees from outside Wairarapa
- 26% attendees were from outside greater Wellington region
- 54% of visitors stayed an average of 2 nights, and spent \$544 pp
- 24% were day visitors, spent an average of \$130 pp
- 61% were attending the FOC for the first time
- 32% visited Greytown for the FOC twice or more

A final comment about winter.

In a world where images rule – this image (captured last year by us but used judiciously after a good dump of August snow this year) became our-best-ever-social post. Over 129,00 people reached.



Wairarapa

Published by Sara Marie · August 1 ·

There's nothing like winter in the Wairarapa with our snowcapped mountains, crisp mornings and clear blue sky days.

There's heaps of reasons to spend winter here, www.wairarapanz.com/winter



129,413

People reached


9,977

Engagements

↑ +17.5x higher

Distribution score

Boost post




2.3K

215 Comments

338 Shares

 Love

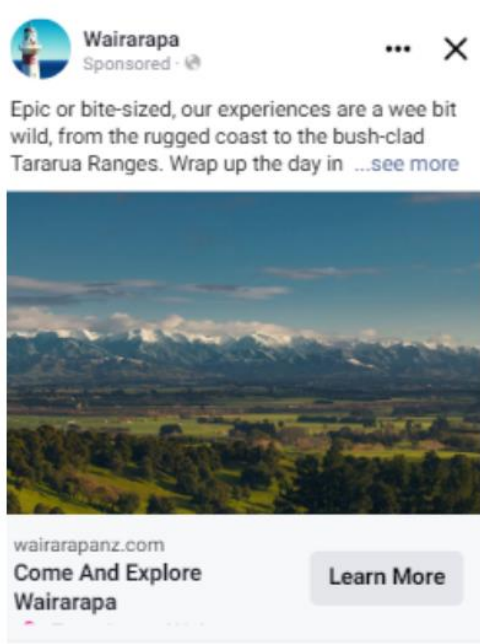
 Comment

 Share



Digital Reach Campaign with Tomahawk

We continued with our investment with Tomahawk – driving messaging and content via paid social, widely into the lower half of the North Island. While the initial winter phase featured the Festival of Christmas (there's no doubt the visuals of the festival are extraordinarily effective in every medium) the most satisfactory outcome was below. Our ads with passionate producers, school holiday ideas and wellness messaging– where we simply lay out appealing features about the region with quality imagery is reaching and engaging a big audience. Our overarching objective is to get the region in front of more people -the numbers we can achieve are compelling.



- Overall, the Destination Wairarapa winter campaign ads were seen 1.2 million times by 220k unique users from our audience.
- The cost per 1000 impressions overall was \$10.82, which is lower than the average.
- The campaign objective was reach, which is a top of the marketing funnel optimisation.
- Despite the reach objective, we still saw an impressive 2064 clicks to site.

The Classic NZ Wine Trail

DW hosted all the Trail partners (Hawkes Bay Tourism, WellingtonNZ, and Destination Marlborough) in the region for a strategy/marketing planning hui. Since Covid DW has promoted the route, encouraging and leading joint activity including media hosting and print and online STUFF work. All regions have funds set aside from STAPP which must be spent attracting Australian visitors. Tourism NZ have developed a series of 'buy-in' campaigns managed by their agency in Australia and using their own deep and rich audiences developed through audience retargeting. As a Trail we will join forces in one of these 'packaged' opportunities which through ads and social media video will drive traffic to the Trail website. This has pushed us into rejuvenating The Trail Facebook page and in setting up Instagram also.

More broadly there's a commitment to work together in an ongoing way for a focus on domestic markets. This is very positive for Wairarapa as we benefit from the firepower of four regions together on this essential visitor route.

Website development

The WairarapaNZ website is our most important asset as an RTO. However, the technology that supports our current website becomes obsolete next year. We therefore need to upgrade our site before this happens.

We have drawn on the learnings from analysis done by Tomahawk on our website, and on our own insights in regards to user experience. We have explored the gaps in our current site and opportunities with new technology. In particular, working alongside Jo Stevens-Love to identify possibilities for accommodation booking to make it beneficial to consumers, Destination Wairarapa members and our i-SITEs.

We are moving ahead with a Tourism New Zealand functionality to pull through member listings to our website ensuring multiple wins for Destination Wairarapa. By using this functionality, we are getting more members onto New Zealand.com (a highly trafficked site), creating more Wairarapa content on NZ.com for a strong regional presence, pulling through this content to our own new site to avoid doubling up and efficiency of our resources, and ensuring content is up to date and putting our effort into this for the benefit of our own site and NZ.com.

We have identified functionality from Booking.com which will allow us to integrate a Booking.com feed into our site. This will provide us with commission and allowing a direct booking channel for a good user experience.

We have spoken with other RTOs who also work like this with New Zealand.com and Booking.com: they're positive about the different systems and the benefits they provide.

Working with other RTOs and receiving their feedback has very helpful to us. By reaching out, RTOs are happy to work with us in a collegial manner and share their positive and negative views about systems/tools they have on their own sites.

This information is pulling together well to feed into our RFP for a new site.

Media results

Plenty of great results in this period - highlights being:

Seven Sharp Festival of Christmas – hitting national TV on this popular show with a gorgeous piece on Greytown was a wonderful result and one which Walt worked on for many weeks, refining and presenting and presenting then pitching.

https://www.youtube.com/watch?v=A_FwopaGyOM I have no doubt this kick start at the very beginning of the festival drove significant visitation.

We appeared again on Seven Sharp again after the death of the Queen – in this charming piece about Queen Elizabeth Park.

<https://www.facebook.com/sevensharp/videos/857926441812078/>

The Classic NZ Wine Trail cohosted freelance writer Jo Bates earlier in the year - this resulting story in the Australian Financial Review appeared is a gem and timing is extraordinary, given borders widely open now.

AFR has a monthly readership of almost 3.5million, so a great piece to secure. As this is a subscriber only site, we have this PDF to view it from.

 [AFR PDF of online story](#)

This Broadsheet Australia story - was funded by WgtnNZ as part of a campaign they worked on with Tourism NZ, TNZ has opened up a developed a range of investment levels for co-funded campaigns (for larger RTOs) and we're fortunate that when Wellington partner up, they feature us in some elements.

[A Guide to the Tiny New Zealand Town That Boasts Twenty-Five Wineries \(broadsheet.com.au\)](#)

Anna Nielson – General Manager
July 2022

Performance Report

Destination Wairarapa Inc.
For the year ended 30 June 2022

Prepared by Sellar & Sellar

Contents

3	Entity Information
4	Approval of Financial Report
5	Statement of Service Performance
6	Statement of Financial Performance
7	Statement of Financial Position
8	Statement of Cash Flows
9	Statement of Accounting Policies
11	Notes to the Performance Report

Entity Information

Destination Wairarapa Inc. For the year ended 30 June 2022

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 General Manager who is responsible for the day-to-day operations of the society and reporting to the Trustees, and 10 other full time/part time staff who support the General Manager 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

10 Dixon Street, MASTERTON 5840

Postal Address

PO Box 674, MASTERTON

Accountant

Sellar & Sellar Chartered Accountants

81 Queen Street, MASTERTON 5840

Auditor

Cotton Kelly Smit Limited

On Behalf of the Auditor General

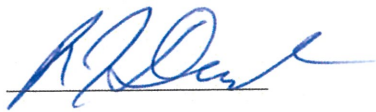
P O Box 4125 PALMERSTON NORTH

Approval of Financial Report

Destination Wairarapa Inc. For the year ended 30 June 2022

The Trustees are pleased to present the approved financial report including the historical financial statements of Destination Wairarapa Inc. for year ended 30 June 2022.

APPROVED



Robin Dunlop

Chairman

Date 10/10/22



Robin Corbett

Deputy Chairman

Date 10-10-2022

Statement of Service Performance

Destination Wairarapa Inc.
For the year ended 30 June 2022

'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	2022	2021
Guest Nights Year-on-year increase in Guest Nights (accommodation booked)	Achieved 253,400 Total guest nights	Achieved 288,400 Total guest nights
Revenue from Tourism To assist the Tourism Industry to meet the Wairarapa Tourism 2025 Target of \$212 M pa by having an average growth of 5.3%	Achieved New national measure TECT Data \$164 million (Only physical electronic card transactions recorded)	Achieved Revenue from Tourism MRTE Data \$206 million up until October 2020 New national measure TECT Data \$161 million (Only physical electronic card transactions recorded)
ISite Visitors To encourage people to visit the ISite	Achieved Door count at ISite 17,963	Achieved Door count at ISite 16,168
Facebook Media Interactions To encourage people to use Facebook and grow our digital audience	Achieved 30,665 Likes	Achieved 24,796 Likes

Statement of Financial Performance

Destination Wairarapa Inc.
For the year ended 30 June 2022

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

	NOTES	2022	2021
Revenue			
Funding from Central and Local Government	1	699,995	731,269
Donations and Grants	1	150,000	150,000
Membership Subscriptions	1	49,428	64,257
Revenue from Providing Goods and Services	1	82,999	85,073
Interest	1	2,473	1,056
Total Revenue		984,896	1,031,655
Expenses			
Personnel Costs	2	474,998	447,517
Operating Expenses	2	494,769	529,046
Total Expenses		969,767	976,563
Surplus/(Deficit) for the Year		15,128	55,092

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 2022

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

	NOTES	30 JUN 2022	30 JUN 2021
Assets			
Current Assets			
Bank accounts and cash	3	528,842	319,759
Inventory	3	3,201	2,423
Debtors and Prepayments	3	15,739	25,379
Investments (current)	3	152,282	150,629
Total Current Assets		700,064	498,191
Non-Current Assets			
Property, Plant and Equipment	6	20,239	25,678
Total Non-Current Assets		20,239	25,678
Total Assets		720,304	523,869
Liabilities			
Current Liabilities			
Creditors and Accrued Expenses	4	67,990	56,213
Income in Advance	4	318,305	148,802
Employee Costs Payable	4	45,316	38,385
Vehicle Leases - Current Portion	4	-	8,004
Other current liabilities	4	600	-
Total Current Liabilities		432,211	251,404
Non-Current Liabilities			
Loans	4	500	-
Total Non-Current Liabilities		500	-
Total Liabilities		432,710	251,404
Total Assets less Total Liabilities (Net Assets)		287,593	272,465
Accumulated Funds			
Accumulated surpluses or (deficits)	7	177,593	162,465
Reserves	7	110,000	110,000
Total Accumulated Funds		287,593	272,465

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 2022

'How the entity has received and used cash'

	2022	2021
Cash Flows from Operating Activities		
Cash was received from:		
Central and Local Government Funding	872,632	870,832
Donations and Grants	150,000	150,000
Membership Subscriptions Income	51,279	54,655
Receipts from Providing Goods and Services	90,002	81,464
Interest	2,218	937
Net GST	3,178	-
Total Cash was received from:	1,169,309	1,157,889
Cash was applied to:		
Payments to suppliers and employees	(943,710)	(978,922)
Interest Expense	-	(250)
Net GST	-	(4,998)
Total Cash was applied to:	(943,710)	(984,169)
Total Cash Flows from Operating Activities	225,599	173,719
Cash Flows from Investing and Financing Activities		
Cash was received from:		
Proceeds from loans borrowed from other parties	1,199	-
Cash flows from other investing and financing activities	(4,485)	(10,110)
Total Cash was received from:	(3,286)	(10,110)
Cash was applied to:		
Payments to acquire property, plant and equipment	(3,444)	(8,484)
Payments to purchase investments	(1,652)	(150,629)
Repayments of loans borrowed from other parties	(8,135)	(16,752)
Total Cash was applied to:	(13,230)	(175,865)
Total Cash Flows from Investing and Financing Activities	(16,516)	(185,975)
Net Increase/(Decrease) in Cash	209,083	(12,256)
Bank Accounts and Cash		
Opening cash	319,759	332,015
Closing cash	528,842	319,759
Net change in cash for period	209,083	(12,256)

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 2022

Basis of Preparation

The entity has elected to apply PBE SFR-A (PS) Public Benefit Entity Simple Format Reporting - Accrual (Public Sector) on the basis that the Society does not have public accountability and has total annual expenses equal to or less than \$2,000,000.

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.

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%

Motor Vehicles 30%

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.

Investing activities are those activities relating to the acquisition and disposal of non-current assets.

Financing activities comprise the leases of vehicle by the society.

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.

Tier 2 PBE Accounting Standards applied

The Society has not applied any Tier 2 Accounting Standards in preparing its financial statements.

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 2022

	2022	2021
1. Analysis of Revenue		
Funding from Central and Local Government		
Funding from Local Government	470,832	470,832
Strategic Tourism Assets Protection Programme	227,363	257,466
Covid-19 Wage Subsidy	1,800	2,971
Total Funding from Central and Local Government	699,995	731,269
Donations and Grants		
Donation - Trust House	150,000	150,000
Total Donations and Grants	150,000	150,000
Membership Subscriptions	49,428	64,257
Revenue from providing goods or services		
I-Site Sales	14,432	25,384
Wairarapa Visitor Guide	30,449	30,078
Other Revenue	38,118	29,611
Total Revenue from providing goods or services	82,999	85,073
Interest	2,473	1,056
Total Revenue	984,896	1,031,655
	2022	2021
2. Analysis of Expenses		
Personnel Costs	474,998	447,517
Operating Expenses		
Administration and Financial	78,273	150,786
Advertising and Marketing	267,840	216,923
Audit Fees	8,400	8,365
Cost of Goods Sold	873	2,096
Depreciation	8,882	8,974
Interest	31	250
Property Expenses	32,600	43,935
Other Staff Costs	74,261	75,230
Trustee Fees & Expenses	23,610	22,338
IRD Penalties	-	150
Total Operating Expenses	494,769	529,046
Total Expenses	969,767	976,563



	2022	2021
3. Analysis of Current Assets		
Bank Accounts and Cash		
ANZ - Operational	407,632	188,543
ANZ - Reserves	101,803	101,018
ANZ - Remutaka Cycle Trail	9,644	9,629
I-Site Trust Account	7,369	20,370
Cash Held	2,395	200
Total Bank Accounts and Cash	528,842	319,759
Inventory	3,201	2,423
Receivables and prepayments		
Accounts Receivable	13,947	24,372
Prepayments	1,418	889
Accrued Revenue	374	119
Total Receivables and prepayments	15,739	25,379
Investments		
ANZ Term Deposit	152,282	150,629
Maturity Date: 21 Nov 2022 Rate: 2.30% p.a.	-	-
Total Investments	152,282	150,629
Total Current Assets	700,064	498,191
	2022	2021

4. Analysis of Liabilities

Creditors and accrued expenses		
Accounts Payable	45,425	33,201
Credit Cards Payable	2,704	2,473
GST	5,838	5,648
Held in Trust	4,362	5,347
Audit Provision	9,660	9,545
Total Creditors and accrued expenses	67,990	56,213
Income In Advance		
Income in Advance	318,305	148,802
Total Income In Advance	318,305	148,802
Employee costs payable		
Holiday Pay Liability	31,293	27,966
Accrued Payroll	14,023	10,419
Total Employee costs payable	45,316	38,385
Other Liabilities		
Toyota Finance Lease Vehicle	-	8,004
Total Other Liabilities	-	8,004
Loans		



	2022	2021
Spark Interest Free Loan		
Term Portion	500	-
Current Portion	600	-
Total Spark Interest Free Loan	1,099	-
Total Liabilities	432,710	251,404
	2022	2021

5. Analysis of Remutaka Cycle Trail Project Accounts

Remutaka Cycle Trail Project Bank Account		
ANZ - Remutaka Cycle Trail	9,644	9,629
Total Remutaka Cycle Trail Project Bank Account	9,644	9,629
	2022	2021

6. Property, Plant and Equipment

Furniture and Fittings	6,740	6,945
Computer Equipment	1,112	862
Leased Assets	7,846	11,209
Leasehold Improvements	4,541	6,662
Total Property, Plant and Equipment	20,239	25,678

Fixed Asset Reconciliation

For the year ended 30 June 2022						
Asset Type	Opening Value	Purchases	Sales	Gain / Loss on Sale	Depreciation	Closing Value
Furniture & Fittings	6,945	1,043			1,247	6,740
Motor Vehicle	11,209				3,363	7,846
Computer Equipment	862	1,258			1,008	1,112
Leasehold Improvements	6,662	1,143			3,264	4,541
Total	25,678	3,444			8,882	20,239
For the year ended 30 June 2021						
Asset Type	Opening Value	Purchases	Sales	Gain / Loss on Sale	Depreciation	Closing Value
Furniture & Fittings	8,431				1,486	6,945
Motor Vehicle	16,012				4,804	11,208
Computer Equipment	1,725	989			1,851	862
Leasehold Improvements		7,495			833	6,662
Total	26,168	8,484			8,974	25,678



	2022	2021
7. Accumulated Funds		
Accumulated Funds		
Opening Balance	272,465	217,373
Accumulated surpluses or (deficits)	15,128	55,092
Total Accumulated Funds	287,593	272,465
Total Accumulated Funds	287,593	272,465
	2022	2021

8. Breakdown of Reserves

Reserves		
Asset Replacement Reserve	40,000	40,000
Contingency Reserve	50,000	50,000
Remutaka Cycle Trail - Reserve	20,000	20,000
Total Reserves	110,000	110,000

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.

Remutaka Cycle Trail - Reserve - A reserve held to cover specific expenditure on the Remutaka Cycle Trail.

9. Commitments and Contingencies

The Society had the following operating lease commitments as at 30 June 2022.

	2022	2021
Non-Cancellable Operating Lease Commitments		
Commitments to lease or rent assets		
Less than 12 months	28,532	28,842
Between 1 and 2 Years	26,844	26,844
Between 2 and 5 years	41,115	62,615
More than 5 years	61,456	66,800
Total Commitments to lease or rent assets	157,947	185,101

Destination Wairarapa has entered into an Agreement for Services with the firm TRC Tourism Limited to provide Wairarapa Maori Development and Implementation Strategy work. 25% final fees outstanding commitment of \$12,558. (Last year - Martin, Jenkins & Associates \$30,540).



10. Contingent Liabilities and Guarantees

There are no contingent liabilities or guarantees as at 30 June 2022. (Last year - Nil).

11. 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 \$282,914 for the year ending 2022 (Prior Year: \$282,914). 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 \$55,968 for the year ending 2022 (Prior Year: \$55,968). 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 \$131,950 for the year ending 2022 (Prior Year: \$131,950). 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 \$2,073. (Last year \$1,412).

12. Significant events

There are no significant events as at 30 June 2022.

13. Events After the Balance Date

There are no events after balance date as at 30 June 2022.

14. Ability to Continue Operating

The entity will continue to operate for the foreseeable future.



INDEPENDENT AUDITOR'S REPORT

TO THE READERS OF DESTINATION WAIRARAPA INCORPORATED'S FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2022

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 CKS Audit, to carry out the audit of the financial statements of the Society on his behalf.

Opinion

We have audited the financial statements of the Society on pages 6 to 15, that comprise the statement of financial position as at 30 June 2022, 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 the Society:

- present fairly, in all material respects:
 - its financial position as at 30 June 2022; 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 Public Benefit Entity Simple Format Reporting – Accrual (Public Sector) PBE SFR-A (PS) framework.

Our audit was completed on 11 October 2022. 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 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 are responsible on behalf of the Society for preparing financial statements that are fairly presented and that comply with generally accepted accounting practice in New Zealand. The Board are responsible for such internal control as they determine is necessary to enable them 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 are also responsible for disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting, unless the Board intend to wind up the Society or to cease operations, or have no realistic alternative but to do so.

The Boards' 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 risk 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 Board 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 Professional and Ethical Standard 1: *International Code of Ethics for Assurance Practitioners* issued by the New Zealand Auditing and Assurance Standards Board.

Other than in our capacity as auditor, we have no relationship with, or interests in, the Society.



Vivien Cotton
CKS Audit
On behalf of the Auditor-General
Palmerston North, New Zealand