

Destination Wairarapa Chairperson Report for the 2022 to 2023 Financial Year

I'm delighted to provide an update on the progress we've made over the past year at Destination Wairarapa (DW). It's been an exciting journey, and I'm pleased to share some of the highlights of our achievements.

Over the last 12 months, we've continued to build upon the success of the previous financial year. The dedicated efforts of the DW team have led to consistent growth in guest nights and revenue from visitors coming to the Wairarapa. Our isites in Masterton and Martinborough have also seen an increase in visitor engagement, underlining the growing appeal of our region.

We were privileged to receive a second tranche of \$400,000 from central government, which has allowed us to complete the Wairarapa Destination Management Plan (DMP). This additional funding also allowed for the implementation of some of the key aspects of the plan including an enhanced marketing campaign into Australia in conjunction with Hawkes Bay, Wellington and Marlborough regions under the collective Classic New Zealand Wine Trail banner.

We're particularly thrilled to have attracted a business development professional for a 12-month term to oversee the Wairarapa operator capability building program and identify product development opportunities. Chrissy Cummings has been a wonderful addition to our team over the last 12 months. DW is grateful to receive both support and \$50,000 funding from the Wairarapa Economic Development Forum which combined with DW money has enabled us to engage Chrissy for a further 9 months to help advance Dark Sky initiatives in the region.

None of this would have been possible without the generous support we've received from you all. We extend our heartfelt gratitude to the three Wairarapa councils, Trust House Foundation, and our members who have made it possible for DW to continue providing vital tourism services to our region. The signing of new Memoranda of Understanding with the three councils has provided a sense of stability for our ongoing operations.

I would like to express my deep appreciation to the dedicated members of our board especially Robin Corbett who is retiring at this meeting, our General Manager Anna Nielson, the entire DW staff, and the isite team for their unwavering professionalism and enthusiasm. Your hard work and commitment have been the driving force behind our success.

Finally, I want to thank our valued members for your continuous support, both through your presence at member functions and your financial contributions. Your involvement is the bedrock of DW.

As we look forward to the year ahead, I'm filled with optimism about the potential and opportunities that await us. Together, we will continue to elevate the Wairarapa's profile and offer unforgettable experiences to all who visit our region.

Thank you, and here's to another year of growth, prosperity, and opportunity.

A handwritten signature in black ink, appearing to read 'Robin Dunlop', written in a cursive style.

Robin Dunlop

October 2023