

August 2023 Financials

	August 2023	August 2022	Comments
Revenue	\$ 72,784	\$ 63,993	Up \$8,791
Payroll	\$ 75,055	\$ 62,203	Up \$12,825
Expenses	\$ 115,375	\$ 103,362	Up \$12,103
Surplus/deficit	\$ 20,468	\$ (38,401)	Up \$58,869
Other income	\$ 63,060	\$968	

Financial report August 2023

Revenue per ASH (35): \$530

Revenue per camp site (191): \$49.51

Revenue per cabin (16): \$2,752

Actual funds available in all bank accounts 28/09/23 = \$1,505,687.00 which includes \$1,483,248.00 on term deposit @ varying interest rates and terms. Our next term deposit of \$279,000 matures 11th December 2023.

Revenue:

Revenue up \$8,791 cabin & camping revenue are all up, ASH fee's down \$5,913. YTD our total revenue is at \$204,226, this is in line with 2022 figures. We are forecasting a strong summer period due to an increase in casual sites fee rates, better weather forecasted and also more casual sites being available to book due to the decrease in ASH numbers. Other income, we received our loss of income insurance pay out for the period the camp was closed during the February cyclone, this pay out was \$69,017.

Expenses

Expenses up \$12,103 which is mainly attributed to wages, we paid out an all staff bonus for our recent Holiday Parks NZ award for winning the Spirit of Hospitality award. Advertising up \$2,569 as we have now engaged a sales and marketing company to run our SEO, google ads and facebook marketing/advertising. We also sent an e-newsletters through Dubbzz marketing which reached over 45,000 people. We can now get reports for every \$ we spend on sales and marketing what our return is on our investment.