

13th of March 2025

# Manager's Report March 2025

Anton & Lucy Trist



## GENERAL

As we write the manager's report for March, autumn has arrived with darker mornings and evenings however the weather is still hot and settled.

The weather has been kind to us throughout February and March which has resulted in a very busy camp. Unsurprisingly we were at 100% occupancy over Waitangi weekend, with higher than usual occupancy levels every weekend since. During the week, we have also had high occupancy levels due to all the school camps including Kristen School and all of Belmont Intermediate over two weeks.

Aside from this, we have been busy chasing up summer rebookings and juggling requests. Our general summer bookings opened on the 7th of March, which ended up being a very busy day, with over 86k taken in booking deposits that day.



The results of NZ Herald's best beach competition were revealed in February. Waipu Cove won the Best Family Beach and Best Camping Beach categories and picked up second in the Best Surf Beach category. We are thrilled that Waipu Cove has received the recognition we always knew it deserved, and have noticed a significant uptick in bookings and enquiries since, with

many new guests stating they found out about us from the NZ Herald. It has been great exposure for us and best of all it is free marketing!



We have been liaising with Maxar Architecture to finalise concept drawings for the new reception building, and conversion of the current reception building to more office space and storage. This will replace the previous concept plans for the front entrance development. The next stage will be working drawings, fire reports, and flood assessment reports.

We are preparing to begin our camp site redevelopment, starting with Zone A (the northern end of the camp). This work which includes clearing sites, reconfiguring site borders, and installing electricity and grey water connections, will commence in May. This is part of the 3 year plan for the redevelopment of the entire camp.

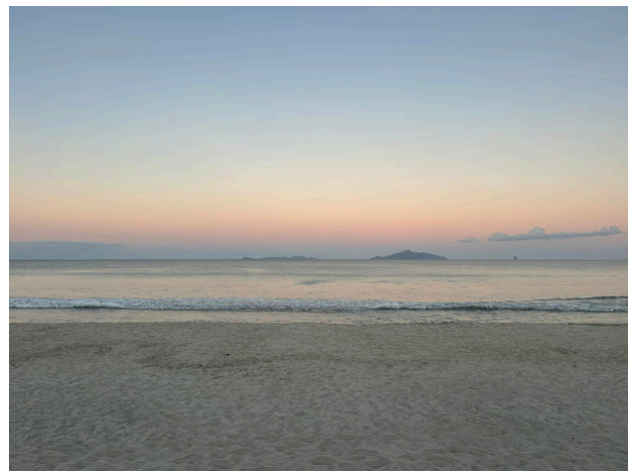
As part of this redevelopment, planning is underway for a blackwater dump station next to the northern ablution block, as well as additional greywater dump stations in zone A. We are just waiting to hear back on an indication of price before we can proceed with this work.

An update on where Audit nz are currently at. They are very close to finishing FY 2022 and FY 2023, and FY 2024 is now fully underway. A lot of work is involved in providing documentation to them which we are currently working through, now that we are out of peak season. Once FY 2024 is finished we should be up to date with a normal auditing schedule.

The majority of ASH caravans and leisurebuilts are either for sale or have now been sold. A couple of these are to be moved offsite prior to Easter by the new owners. It is going to be a big job managing this process with 22 ASH still left.

The camp has become involved with sponsoring the Te Kauika o Patuharakeke Waka Ama group. Their mission is to reintroduce traditional watersports to the Te Akau/Bream Bay community and they accept members of all ages from 3 years and up. We have provided financial sponsorship to go toward the purchase of their health and safety equipment such as lifejackets, first aid kits, and lights. This is a great initiative for our local community.

We are looking forward to a busy April, with Easter and the term 1 school holidays taking place. We are already full for Easter, with the rest of April heavily booked. This will have been one of our busiest shoulder seasons ever. Our shoulder season finishes on the 30th of April, with our winter period beginning on the 1st of May. As long as the weather remains warm and settled we will be busy.



# Recent Guest Reviews

*Curiosity34587650218, March 2025*

It's probably one of the best camps in New Zealand if you consider the location, facilities, communication, and value. We love coming here and it's never disappointing. Thanks for running it so well! When we stay at other camp sites, we can only wish they could be managed at your standards. Keep up doing a great work!

*Sophie S, March 2025*

Fantastic campsite with all the amenities. A plus to have the campsite right on the water front for a great few days of surfing. The lady working on reception squeezed me in for a couple nights and was so lovely. I would recommend staying here, it's a lovely wee break.

*Adventure35358337383, Feb 2025*

Such an amazing site and very much child friendly! First campsite I have felt comfortable to have my kids roaming the site and it was fully booked out the weekend I went. All the amenities were kept immaculate and having all the things you would need on a campsite. The patrol at night gave a lot of ease being there with small children. Will definitely go again and try the cabins out if I book early enough!

*Sambuca2015, March 2025*

Waipu cove camp ground is the G.O.A.T. (Greatest of All Time)  
Great camp, very impressed, loved our stay. We will definitely be back  
Regarding your WiFi, better than most.  
Nice facilities, clean and well serviced, plenty of room, great sized site

# Key Marketing Insights - February 2025



## Camp Waipu Cove

### Report Overview

1 Feb 2025 - 28 Feb 2025

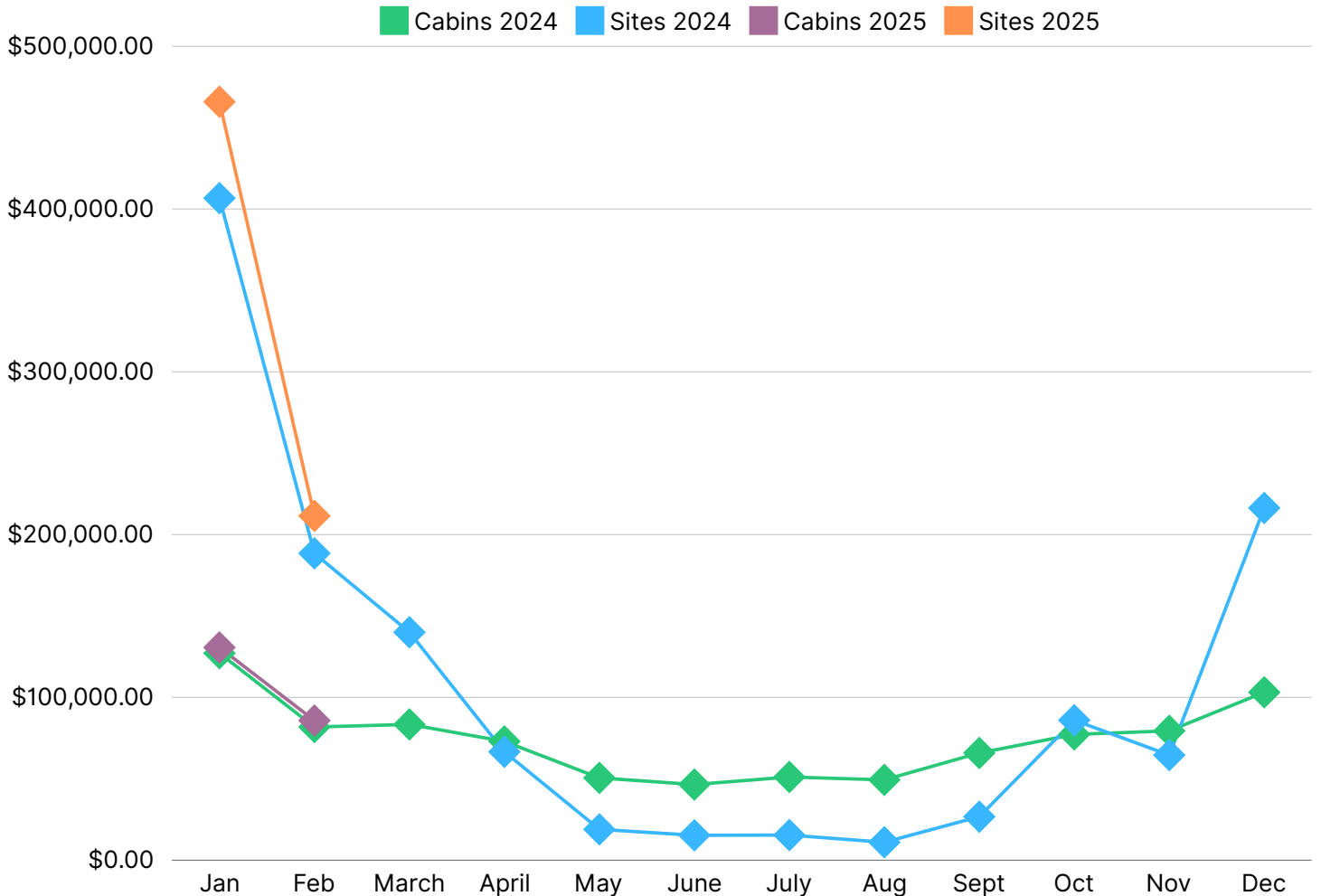
Our social media ad promoting the Best Beach results generated **706** clicks to the website for **\$28** spend. This works out to **4 cents** per click, which is excellent value.

Our other ad promoted your cabins to frequent Airbnb users, and generated **182** clicks to the Booking page for just **\$31** spend.

Your Google Ads generated **\$1,723** in direct revenue. The return on ad spend was **464%**. This means that you received **\$4.60** in revenue for every **\$1** spent.

Website vs Same Time Last Year			Google Ads vs Last Month			Social Media Ads vs Last Month		
Visits <b>15,723</b> ↑ 18.8%	Bookings <b>397</b> ↑ 0.5%	Revenue <b>\$54,374</b> ↑ 4.3%	Clicks <b>617</b> ↑ N/A	Revenue <b>\$1,971</b> ↑ N/A	ROAS <b>531%</b> No data	Reach <b>13,170</b> No data	Clicks <b>1,016</b> No data	Booking Page <b>208</b> No data

# January & February Revenue 2024 vs 2025



## CABIN OCCUPANCY

JAN 2025

**98.58%** Up from 98.18% in Jan 2024

FEB 2025

**95.98%** Down from 96.76% in Feb 2024

## SITE OCCUPANCY

JAN 2025

**92.89%** Down from 93.78% in Jan 2024

FEB 2025

**68.52%** Up from 54.93% in Feb 2024

# Summary of financial performance

From the 1st of January to 31st of January, 2025

## REVENUE

**REVENUE PER ASH (22) = \$0**

**REVENUE PER CAMPSITE (204) =  
\$2,013**

**REVENUE PER CABIN (16) = \$7,102**

Excellent month, exceeding total revenue by \$48,808 on last year. With just over 25% of our total year round revenue coming in the month of January it's pleasing to see this result.

Our cabin occupancy for the month was 98.58% with only 2 empty cabin nights for the entire month, our average nightly rate for our cabins was \$280incl gst.

Camping sites ran at 92.89% occupancy at an average nightly rate of \$79.72incl gst.

We saw a surplus for the month of \$406,233 which is up \$59,963 on last year. It was a very busy month as to be expected.

## YEAR ON YEAR COMPARISON

	January 2025	January 2024	Comments
Revenue	\$ 545,748	\$ 496,942	Up \$48,808
Payroll	\$ 67,292	\$ 74,249	Down \$6,957
Expenses	\$ 140,046	\$ 151,164	Down\$11,119
Surplus/deficit	\$ 406,233	\$ 346,540	Up \$59,963
Other income	\$ 531	\$ 762	Interest

## EXPENSES

**EXPENSES = up \$7,202**

Expenses down \$11,119 on last year, despite the increased revenue (usually you would expect to see an increase in expenses), resulting in better margins.

Most expenses are in line with last year, except for R & M Plumbing (up \$7,173 - we had major plumbing issues pre Xmas.

## BANK ACCOUNTS

Actual funds available in all bank accounts @25/02/2025 = \$2,564,294.00 which includes \$2,249,128.00 on term deposit at varying interest rates and terms.



869 Cove Road  
Waipu 0582

[www.campwaipucove.com](http://www.campwaipucove.com)

[info@campwaipucove.com](mailto:info@campwaipucove.com)  
[managers@campwaipucove.com](mailto:managers@campwaipucove.com)

09 432 0410