

2nd of September 2025

Manager's Report August 2025

Anton & Lucy Trist



GENERAL

Winter has well and truly settled in at Waipū Cove, bringing with it its fair share of wild weather and grey skies. Our team has been steadily working away on a number of projects to improve facilities, refresh accommodation, and prepare for the busy summer season ahead.

The months leading into spring will continue to be an important time of preparation, ensuring the camp is looking its best and running smoothly for our guests come Labour Weekend and beyond.

The new dump station at the north end of camp has now been completed, with the surrounding area concreted. Sites in this area have been hydroseeded and are starting to show good grass growth, which is promising. Electrical work is in its final stages though wet conditions have hampered overall progress somewhat.



Our Wi-Fi upgrade, the first since 2019, has now been completed. Guests are already enjoying improved internet speeds:

- Download: 8mb (previously 5mb)
- Upload: 5mb (previously 2mb)

From mid-October onwards, further improvements will take effect. Guests will only need a password to connect, eliminating the need for printed tickets.

The access plan will also change: instead of the current 10GB for 7 days across 5 devices, the new system will provide 2GB per device per day (resetting every 24 hours). These changes will doubt make our guests very happy!

Work continues on the new entry road and reception building. A recent meeting with Iain (Core Engineering) and Adam Welsford (Maxar) confirmed the scope of works for the road. Draft plans for the new reception building have been received and are currently undergoing Maxar review and engineering sign-off. Adam is liaising with Core to finalise foundation details, while Fireco are completing the fire design component for Building Consent.

Emergency evacuation drills have been carried out with all staff across several sessions, practising a range of scenarios. These exercises have highlighted a few small improvements to our existing plan, which have already been implemented. We are also pleased to report that the replacement tsunami siren has now been installed on the reserve by NRC, adding another layer of safety preparedness.



On Monday 25th August, Laura Shaft from NRC will host a dune planting day with Waipū Primary School students. This will be a great opportunity for camp management and board members to meet with her beforehand to discuss ongoing erosion concerns south of the boat ramp.



Plans for the new playground have been approved, with installation scheduled to begin on 3rd November and expected to take around three weeks. The current playground will be removed in the week of 13th October and is being donated to Takahiwai Kōhanga Reo. This exciting project will provide a refreshed and modern play space for children of all ages by summer.

Cabin refresh works are well underway. Alan Neale has been painting interiors, giving them a clean new look. Curtains and blinds have been mended and cleaned, and new cushions have been ordered to replace older ones. General maintenance items are also being addressed to ensure our cabins remain comfortable and welcoming for guests.



Recent Guest Reviews

Kristina W, August 2025

We can't fault the motor camp, the cabins we have stayed in, and the staff. The beach is just gorgeous and the cabins are always clean & tidy and have everything we need. The front desk staff are very professional and friendly, and the housekeeping staff go out of their way to help you in any way they can.

Donna G, August 2025

Totally enjoyed my single night stay & will be back again. The cabin was perfectly appointed, clean, comfortable & affordable. Staff were friendly & professional. The beach is stunning & so close.

Cruiser08182132438, July 2025

Always love it here. Cabin is so well set-out, super clean and has a lovely little deck on front. Stayed in Cabin 14. Very comfy bed. Lovely staff! Good value accommodation.

Jennie M, July 2025

What a fantastic and welcoming campground! Clean and well resourced, I stayed in a powered site with my new motorhome to "test" the features before a longer trip down south. I hope everywhere I stay is so friendly...and that's not even mentioning the incredible location right on Waipu Cove. It really doesn't get any better!

Key Marketing Insights - July 2025



Camp Waipu Cove

Report Overview
1 Jul 2025 - 31 Jul 2025

Key Insights

July 2025

Looking at the last 12 months, we have made some significant progress in growing off peak revenue. Excluding December-March, average revenue per month has increased by **15%** compared to the previous year (**\$50,654** vs **\$44,216**). You can see more details on this in your Marketing Action Plan.

This month, Newbook experienced a revenue tracking error from July 16, which caused it to start reporting incorrect revenue numbers. We then raised a support ticket, which led to the issue being resolved on July 30. Unfortunately, this means that it is not possible to know how much revenue was generated by each online channel for this report, as the numbers are overinflated. Your revenue stats will be correct from next month's report.

It is great to see that the number of people who found you through Organic (Unpaid) Search has increased by **55%** compared to the same time last year. This shows that you are ranking higher in Google and/or there is now more awareness of your brand.

Our social media ads continued to drive both awareness of Camp Waipu Cove, and action to visit the Booking page.

Website

vs Same Time Last Year

Visits

7,801
↑ 22.9%

Bookings

1,382
↑ 708.2%

Revenue

\$997,044
↑ 2,086.3%

Google Ads

vs Last Month

Clicks

1,337
↓ -15.5%

Revenue

\$233,002
↑ 2,426.6%

ROAS

427.2
↑ 2,496.8%

Social Media Ads

vs Last Month

Reach

21,561
↑ 0.9%

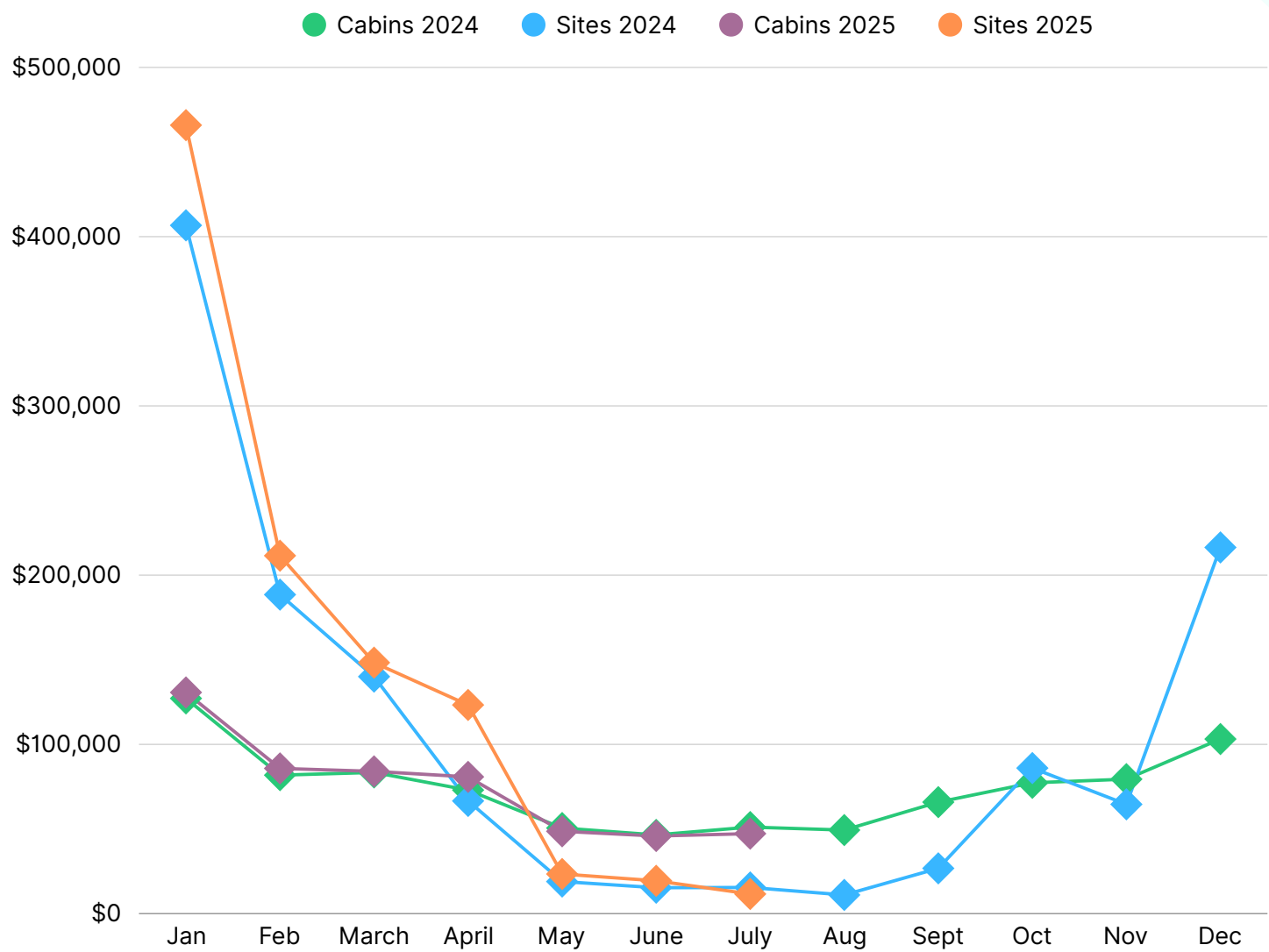
Clicks

1,332
↓ -8.9%

Bookings

413
↑ 9.0%

July Revenue 2024 vs 2025



CABIN OCCUPANCY

JULY 2025 **55.6%** Down on July 2024 at 61.2%

SITE OCCUPANCY

JULY 2025 **4.4%** Down on July 2024 at 7.1%



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