

8 Reasons to invest in the Wairarapa



1 Peter Jackson

Sir Peter Jackson's affinity with the Wairarapa is now well documented. His huge rambling home five kilometres north of Masterton at Matawhero is the stuff of local legend. Secrecy as to what exactly is there is strictly maintained, but some visitors have spoken of underground tunnels and a working train. It's at this property that many Hollywood stars have stayed while visiting Peter & Fran in NZ or while working on one of their numerous films.



But it's one of Sir Peter's great passions that will have the greatest impact on Wairarapa tourism and growth. His collection of replica WW1 aircraft in airworthy condition is now largely housed at Masterton's Hood aerodrome. It's here that the replica aircraft are assembled, using engines manufactured in Wellington. Negotiations are now underway with Masterton District Council for a huge addition to the present facilities at Hood, enabling Sir Peter to relocate his entire personal collection of WW1 aircraft and vehicles from Omaka (Blenheim) to Masterton. The Omaka experience is presently Blenheim's leading single tourist attraction. Eventually the present bi-annual 'Wings over Wairarapa' air show could become a daily occurrence in Masterton – at least for six - eight months of the year.

The potential for such an international tourism magnet to draw considerable additional investment; associated business and industry and employment into Masterton and the Wairarapa is incalculable.



2 James Cameron

The Canadian filmmaker, director, producer, screenwriter, inventor, engineer, philanthropist and deep-sea explorer and close associate of Sir Peter Jackson is now probably the Wairarapa's greatest 'Champion'. The creator of Terminator, Titanic and Avatar now owns multiple properties and businesses in the Wairarapa. He purchased 800ha at Lake Pounui south of Featherston in 2012 and has hardly paused for breath since. He now owns more than 13 properties totaling more than 1500 hectares.

A strong advocate for the environment Cameron has shutdown dairy farming on his properties and planted crops. In 2014 he bought an historic commercial property in Greytown where he has established an organic food store and café selling his produce. Additional businesses he has bought are a walnut orchard in Carterton, a hemp farm (producing cooking oil) and an organics farm on the outskirts of Masterton.

The Cameron family's immediate neighbours at Lake Pounui are New Zealand's next Governor General, Dame Patsy Reddy and her husband Sir David Gasgoigne, who are now probably the highest profile couple to have joined the hundreds who split their time between Wellington and the Wairarapa.



3 Lifestyle

As demonstrated by Dame Patsy Reddy's comments in the media on the attraction of a Wairarapa lifestyle, increasing numbers of Wellingtonians still actively involved in business and professional careers are opting to split their time between the Capital and it's rural hinterland.

Wellington's preeminent commercial property valuer Michael Horsley and his academic wife Dr Jenny Horsley of Victoria University's Education faculty are another couple who retain careers in Wellington but now also farm and live permanently 'over the hill'. While many of these higher income Wairarapa residents commute by private car, the availability of a frequent daily commuter rail service from Masterton to Wellington with seven stops in the Wairarapa appears to be of increasing appeal. The longest trip is 1hr 35min to or from Masterton to Wellington but many passengers of course board closer to the Capital or work in the Hutt Valley meaning for some only a 40-50 minute trip, occupying their time with work-related reading or computing.



4 Wellingtonians moving over

As more individuals, couples and families choose to spend more of their time in the Wairarapa so the demand for services there grows and with it a requirement for more commercial property space.

South Wairarapa Vets (Masterton / Carterton / Martinborough & Featherston) are just one of the local businesses that can testify to the growing demand for professional services in the Wairarapa from 3-4 day a week residents looking to have more interaction with local services and suppliers. The trades have been noticing this growth for two or three years.

JNL JUKEN NEW ZEALAND LTD
the hub greytown
KOKOMAI CREATIVE FESTIVAL WAIRARAPA
FaganFord.co.nz FORD DEALERS IN MASTERTON, NEW ZEALAND
South Wairarapa Veterinary Services
FOOD FOREST ORGANICS
THE WHITE SWAN
Saluté Tapas Restaurant Bar
EASTWOOD MOTOR GROUP LTD
GAWITH BURRIDGE LAWYERS
PGG Wrightson CYCLING LIFESTYLE MERCHANTS
Tui
BLACKWELL AND SONS Est 1841
gs gibson sheat LAWYERS
Waggs
ROTARY MARTINBOROUGH FAIR
SELLAR & SELLAR CHARTERED ACCOUNTANTS
Farmlands

5 House prices

As the examples below show there's a world of difference between the cost of owning a home in Masterton and other areas of New Zealand. Word is spreading, with Masterton District Council presently driving a national 'Move to Masterton' campaign. It's difficult to measure success at this early stage, but MDC seems encouraged by early feedback.

Companies like Powershop are critical to the Council's longer-term strategy of attracting young families to Masterton with affordable houses and employment. Powershop 'tested' the Masterton market with 30 jobs initially in 2017 but now has more than 140 staff employed at its international contact centre on Queen Street. Powershop's success in recruiting and training a young, but stable workforce (as opposed to student or work visa employees) won't have escaped the attention of other employers.



\$240,000



\$285,000

6 Weather

We could put this more delicately – but it would still mean the same – the weather in the Wairarapa is a vast improvement on Wellington's. It's one of the chief reasons Wellingtonians increasingly choose to spend time there.

Masterton enjoys a mild temperate climate grading towards a Mediterranean climate. Due to the geography of the Wairarapa valley and the Tararua Range directly to the west. Masterton experiences warmer, dry summers with highs above 30 °C and colder winters with frequent frost and lows.

Climate data for Masterton						
Month	Jan	Feb	Mar	Apr	May	Jun
Average high °C (°F)	24.3 (75.7)	24.0 (75.2)	21.9 (71.4)	18.8 (65.8)	15.4 (59.7)	13.2 (55.8)
Daily mean °C (°F)	18.1 (64.6)	17.7 (63.9)	16.3 (61.3)	13.1 (55.6)	10.5 (50.9)	8.6 (47.5)
Average low °C (°F)	11.8 (53.2)	11.4 (52.5)	10.6 (51.1)	7.5 (45.5)	5.5 (41.9)	4.0 (39.2)
Average rainfall mm (inches)	44.4 (1.748)	68.9 (2.713)	84.5 (3.327)	54.0 (2.126)	93.6 (3.685)	105.3 (4.146)
Average rainy days	7.1	7.6	10.1	9.2	11.0	13.2
Average relative humidity (%)	76.0	82.9	84.2	87.0	89.5	91.3
Mean monthly sunshine hours	238.6	204.4	169.2	155.6	132.0	99.9

Source: NIWA Climate Data^[6]





8 Sophistication



There'll be those who'll admit that sophistication would have been very low on any list of the Wairarapa's attractions even a decade ago.

The fact it features now is perhaps the best illustration of how rapidly this region's progressed. Recent significant additions to the Wairarapa's 'city-esque' landscape have been Masterton's 'The Screening Room' restaurant, café and art house theatres. 'The Hub' retail and office development in Greytown; Carterton's Café Mirabelle and Balter bar; Masterton's Don Luciano café and the

expanded Country Life Interiors; the very striking Koi whiskey bar and restaurant in Kuripuni; Greytown's The Offering café, Blackwells fabulous retro cycle emporium, the refurbished White Swan hotel wine bar and restaurant. The numerous sumptuous Airbnb 'escapes' spread far and wide throughout the Wairarapa – Martinborough's fabulous 'Aylstone' boutique retreat and the incredible 'steampunk' themed Royal Hotel in Featherston that would fit perfectly into many of the greatest cities of the world.



