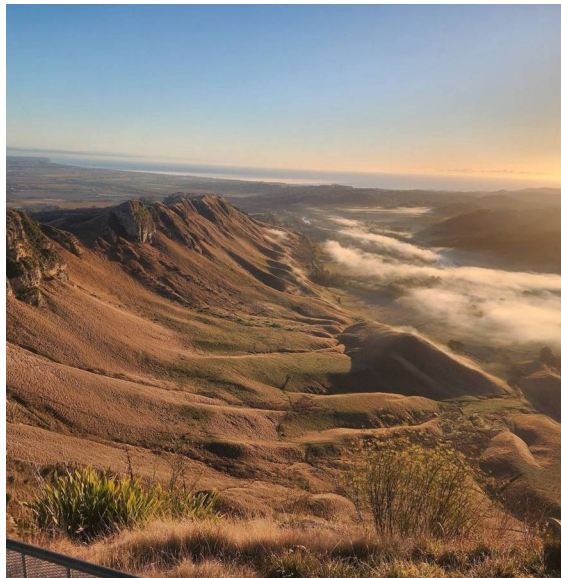


Sustainability as the ultimate expression of luxury

How a Hawke's Bay chauffeur and touring business runs on three Māori values, measures what it does, gives back more than it takes, and wins on trust rather than vehicles.



WHAKATAUĀKĪ · FAH-KAH-TOH-AA-KEE

Heretaunga haukū nui,
of the rich, life-giving waters

Heretaunga ararau,
of the many pathways

Heretaunga hāro te kāhu,
seen through the eyes of the soaring hawk

takoto noa.
lying open and beautiful, needing nothing added

The challenge

Visitors come to Hawke's Bay, a Great Wine Capital, for the richness of the Heretaunga Plains: the food, the wine, the water and the landscape. Transport frames every visit, delivering the first impression on arrival and the last on departure, yet most operators treat it as a commodity and compete on the vehicle.

Electric Executive set out to prove a different model. Luxury guests want authenticity, hotels want partners whose claims hold up, and the region needs operators who give back more than they take. It runs on three Māori values that protect the richness of this place, each tested the same way: what we do, why it pays, and one action any business can take home.

Manaakitanga

mah-naa-kee-tah-ngah

Care for the guest. Every interaction grounded in care that is felt.

Kaitiakitanga

kai-tee-ah-kee-tah-ngah

Care for the land. Guardianship that measures, then regenerates.

Whanaungatanga

fah-noh-ngah-tah-ngah

Care for each other. One connected Great Wine Capital, not silos.

BUSINESS

Electric Executive Limited, trading as Electric Executive and Hawke's Bay Experiences, Havelock North. Owner-operated, with local hosts.

SERVICES

Airport and winery transfers, hosted wine, food and golf tours, shore excursions.

FLEET

Electric BYD Atto 3 and Mercedes-Benz eVito. One diesel Mercedes-Benz Sprinter for groups, replaced by an electric van for 2027/28.

PARTNERS

Primary transport partner to Rosewood Cape Kidnappers, Porters Boutique Hotel and Craggy Range. Air New Zealand official taxi partner, the only one in the region.

RECOGNITION

Best Of Wine Tourism, Sustainable Wine Tourism Practices, 2026 and 2027. Qualmark Silver: Tourism Sustainability Commitment signatory.

What it has earned

- Sustainable Wine Tourism award, two years running
- Primary partner to three leading luxury properties
- Air New Zealand's only official taxi partner in the region
- Claims hotel partners pass on without risk
- Small producers hosting their first international guests
- A school pathway into tourism, built with competitors

Manaakitanga *mah-naa-kee-tah-ngah*

EVERY INTERACTION GROUNDED IN CARE THAT IS FELT

Every guest leaves feeling they belong here



A personal welcome, every journey



Local water, Te Mata Figs



Hot towel service

Duncan Darroch also teaches, and he learned in the classroom that people do not care how much you know until they know how much you care. Manaakitanga is that idea in hospitality: lifting the mana of the guest.

Guests meet their host at the airport doors. The first words they hear are "welcome to Hawke's Bay, a Great Wine Capital". In the vehicle they receive a hot towel, the service they would expect in a premium airline cabin, then still or sparkling water from the local aquifer and a fig bar from a grower down the road: their first taste of the region, minutes after landing. On the drive every host shares the story of the place from a written sustainability and cultural script, so none of it depends on chance.

When guests leave, they say the transfers bookended their stay. They felt connected and understood where they had been. That is why five-star hotels hand Electric Executive their most demanding guests. The business does not compete on the vehicle; it competes on the first and last impression of the region. The authenticity is the luxury.

VALUE

Every guest leaves feeling they belong here.

WHAT WE DO

Airport welcome, hot towel, local water and fig bar, stories of place.

WHY IT PAYS

Five-star hotels trust us with their most premium guests.

TAKE IT HOME · ACTION 1

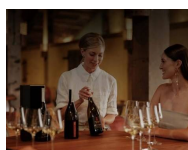
Audit how guests feel when they leave. Design the first and last 15 minutes around place.

Partners who share the standard

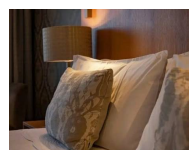
Manaakitanga does not stop at the gate. Electric Executive hands its guests to fellow Best Of Wine Tourism winners who share its values and practices, so the same level of care continues at every stop. Five of the 2027 regional winners appear here, Electric Executive among them.



Electric Executive
Sustainable Wine
Tourism 2026, 2027



Church Road
Sustainable Wine
Tourism 2025; Wine
Tourism Services 2026



**Porters Boutique
Hotel**
Accommodation 2026



Smith & Sheth
Innovative Wine Tourism
2025 to 2027; Wine
Tourism Services 2025



Black Barn
Accommodation 2025,
2027; Art and Culture
2025 to 2027; Architecture
2027



Craggy Range
Architecture 2025, 2026;
Culinary 2025, 2027



Tākaro Trails
Wine Tourism Services
2027

VALUE

Manaakitanga does not stop at our gate. Partners share the standard.

WHAT WE DO

Hand guests to Best Of Wine Tourism winners who share our values and practices.

WHY IT PAYS

Partners, national and international, recommend us to their guests without risk.

TAKE IT HOME · ACTION 2

Pursue Best Of Wine Tourism status. Raise and share the standard across your Great Wine Capital.

Kaitiakitanga *kai-tee-ah-kee-tah-ngah*

GUARDIANSHIP THAT LEAVES THE LAND BETTER

Guardianship begins with measurement



REAL TIME · AI TOOLS

Odometer readings, charging data and Xero accounts feed a live carbon dashboard, built with AI tools from data the business already held. Every trip, charge and month, by scope, so decisions rest on today's data: which subcontractor gets the job, when to charge, what the Sprinter costs.

ANNUAL · INDEPENDENT

Each year Future Proof Projects, an independent consultancy, prepares the greenhouse gas inventory using Ministry for the Environment 2026 factors. Diesel makes up about four fifths of the footprint, so the goals target it: electric subcontractors first, and an electric van in place of the Sprinter.

11.4 t CO ₂ e: the entire 2025/26 footprint	~80% of the footprint from diesel: the Sprinter and diesel subcontract work	-24% EV charging emissions, year on year	-80% car-wash emissions after a move to low-water washing
VALUE You cannot be a guardian of what you do not measure.	WHAT WE DO A live dashboard from data we already hold. An independent inventory every year.	WHY IT PAYS Decisions on real data, and claims that hold up.	TAKE IT HOME · ACTION 3 Measure with AI tools from data you hold. Have a specialist prepare it before you claim it.

Regeneration with meaningful impact

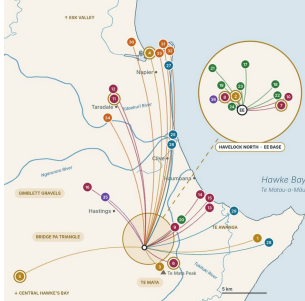
Measurement tells the business what to put back. Instead of buying offshore credits, Electric Executive funds native plants at Hōhepa Hawke's Bay, a charitable trust supporting people with intellectual disabilities, whose social enterprises include a native plant nursery in Clive. Those eco-sourced plants go to EnviroSchools, and tamariki plant them in school grounds and along riverbanks across Hawke's Bay: regeneration in the region's own soil, with impact that lasts generations. The vehicles charge off-peak on a grid close to 90 percent renewable, and provisioning is local and zero-waste. Every guest hears this story, so simply by travelling with Electric Executive they become partners in regenerating the whenua.

Electric Executive Measures its emissions every quarter and funds native plants at Hōhepa: 168 in 2026.	Hōhepa Hawke's Bay Charitable trust for people with intellectual disabilities; runs a native plant nursery in Clive.	EnviroSchools Takes the native plants into schools across Hawke's Bay.	Schools and tamariki Plant them to regenerate the whenua (land) around their schools and waterways.
51 native trees absorb the 2025/26 footprint over 50 years	168 natives funded at Hōhepa in 2026, over three times that	2027/28 diesel Sprinter replaced with an electric van	<i>"We don't plant trees to offset. We plant them with Hōhepa to regenerate the land and support their community. That is a different and more honest goal."</i> Duncan Darroch, owner, Electric Executive
VALUE Don't only protect the land. Regenerate it.	WHAT WE DO Off-peak charging, zero-waste provisioning, natives funded at Hōhepa.	WHY IT PAYS Every guest becomes a partner in regeneration.	TAKE IT HOME · ACTION 4 Fund a local regenerative partner, not offshore credits. Tell guests.

Whanaungatanga *fah-noh-ngah-tah-ngah*

A WEB OF TRUSTED RELATIONSHIPS

One connected Great Wine Capital, not silos



Heretaunga ararau, many pathways. Gold rings mark fellow Best Of Wine Tourism winners.

Heretaunga ararau, the many pathways. Hotels, wineries, food producers, cultural partners, trade and schools: one connected Great Wine Capital, collaborating, referring and supporting each other across the region and across industries, rather than competing in silos. Fellow Best Of Wine Tourism winners are collaborators, not competitors.

Through the Local Food Producers Tour, small producers have hosted international guests for the first time, and some have met buyers looking to stock their products in New York delis. At Te Ātea a Rangi, the Māori celestial compass, a concession has grown into a request to help the trust build its own visitor product. None of this is a product you can buy off a shelf. Guests step into that web, and they arrive as visitors and leave as family.



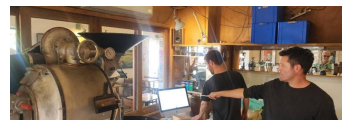
Guests at Te Ātea a Rangi



Hosted by our iwi partner



Te Mata Figs



Hawthorne Coffee

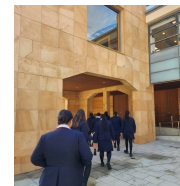
Pathways for the next generation

Young people here rarely see a career in tourism, and the industry imports seasonal staff every peak. In September 2026, 14 tourism students from Hastings Girls' High School went behind the scenes at Porters, Craggy Range, Peak House, Six Barrel Soda and Arataki Honey in one morning. They met the people who run these businesses, from general managers to Craggy Range's Head of People and Culture, and saw what a career in their own region looks like.

Pathways into careers here, and a community that sees itself in the Great Wine Capital, takes ownership of it and carries its story forward. It is their region we are building.



Porters



Craggy Range



Next generation, BoWT 2027

Six actions for your Great Wine Capital

1 · MANAAKITANGA

Audit the guest experience

Ask how guests feel when they leave. Design the first and last 15 minutes around place.

2 · MANAAKITANGA

Raise and share the standard

Pursue Best Of Wine Tourism status and share the highest care across your region.

3 · KAITIAKITANGA

Measure your impact

Use AI tools on data you already hold. Have an independent specialist prepare it before you claim it.

4 · KAITIAKITANGA

Regenerate locally

Fund a local regenerative partner, not offshore credits, and tell guests.

5 · WHANAUNGATANGA

Build a web across your GWC

Pick one partner outside your industry. Build one experience and refer guests.

6 · WHANAUNGATANGA

Open your doors to the next generation

One school visit a year: three or four businesses, one afternoon, one class.

Sustainability is the ultimate expression of luxury

Heretaunga takoto noa. Needing nothing added; our job is to keep it that way. Care for the guest, the land and each other.



SLIDE PACK