# Sustainable wine tourism, recognised *two years running*.

Electric Executive is Hawke's Bay's specialist ground partner, owner-operated from Havelock North. We design, book and deliver private touring, transfers and complete regional programmes, with zero tailpipe emissions on every electric transfer and tour.

BEST OF WINE TOURISM

## Great Wine Capitals Best Of Wine Tourism Award of Excellence, Sustainable Wine Tourism Practices, 2026 and 2027

The 2026 award was presented to Hawke's Bay Experiences, now fully part of Electric Executive. The 2027 award was presented to Electric Executive.

*"Their commitment to caring for the land through sustainable business practices, and their genuine love for connecting like-minded people in the region with visitors wanting to experience both people and place is infectious."*

Anna Neilson, Best Of Wine Tourism judge

## Sustainability we measure and publish

**11.4 t**
$CO_2e$, FY2025/26 footprint, independent inventory by Future Proof Projects

**168**
native plants funded at Hōhepa Hawke's Bay, against 51 needed to absorb that footprint

**90%+**
renewable New Zealand grid charges our electric fleet, off-peak from 22:00

- **Qualmark Silver**, Sustainable Tourism Business, under a GSTC-recognised framework
- **Tourism Sustainability Commitment** signatory, and the Tiaki Promise
- **Electric-first fleet.** The eVito, BYD Atto 3 and Tesla Model Y are fully electric. Our diesel vehicles carry larger groups, and we report their emissions in full
- **Zero single-use plastic.** Glass-bottled water and amenities sourced within 5 kilometres of our base
- **Offsetting at home.** We fund native planting in Hawke's Bay, not anonymous offshore credits

## Kaitiakitanga and manaakitanga

Guardianship of the land and care for our guests guide every journey. We hold official access to **Ātea a Rangi**, the Celestial Compass on the Hawke's Bay coast, and share its story of Pacific navigation through an approved cultural interpretation script.

## The founder



**Duncan Darroch** trained as a winemaker, with a Postgraduate Diploma in Wine Science with Distinction from the University of Auckland and vintages at Kumeu River and Villa Maria. With a science and teaching background, he started Electric Executive with one electric car and a vision of truly sustainable touring.

## Knowledge Day keynote, Thursday 22 October

Scan for Duncan's keynote slides, our sustainability case study and media pack, and private wine days and transfers for delegates before and after the conference. Our trade services are on the reverse.

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ELECTRIC EXECUTIVE

HAWKE'S BAY GROUND PARTNER FOR DMCS, INBOUND OPERATORS, TRAVEL DESIGNERS AND CONCIERGES

# One partner for the whole *stay*.

Electric Executive is Hawke's Bay's specialist ground partner, owner-operated from Havelock North, New Zealand. We design, book and deliver complete Hawke's Bay programmes, from wheels down to wheels up: hosted wine and food days with private producer access, transfers, golf, group movements and private aviation, on one confirmation with one accountable contact. We work alongside New Zealand's DMCs, under your brand.

## What we do for trade

### Private transfers
Airport, lodge, golf and dinner transfers across Napier, Hastings, Havelock North and Cape Kidnappers. From $300 NZD per vehicle, or a chauffeur at $240 NZD per hour.

### Full itinerary design for travel agents
Whole Hawke's Bay stays built from scratch: the arrival, a golf day at Cape Kidnappers, a half-day wine, food or producers tour, and the departure.

### Sommelier itinerary design and hosting
Our sommelier, Sonja Eberly, designs private wine days around the guest's palate, with winemaker-hosted tastings and library vintages. Price on application.

### Hosted wine and food tours
Four private tours from $225 NZD per person: Great Wine Capital Discovery, Signature and Reserve, and the Artisan Producers Tour. Bespoke days at $240 NZD per hour per vehicle.

### Packages for your agency to sell
Tour and transfer packages designed for your programme, priced at nett and sold under your own product name.

### Large groups and full DMC programmes
Group arrivals, departures, excursions, venues and winery days coordinated on one runsheet. In September 2026 we ran a 40 guest incentive day from Rosewood Cape Kidnappers to Black Barn.

### Private aviation
FBO coordination and airside access at Hawke's Bay Airport (NPE), arranged for each movement, so the vehicle meets the aircraft on the apron.

## Premium inclusions, as standard

- Meet at the arrival gate, with flight tracking and a 30 minute domestic or 90 minute international grace period
- Chauffeurs trained to Rosewood Cape Kidnappers' five-star standard
- Wi-Fi, chilled glass-bottled water, refreshments and device charging in every vehicle
- A hosted Napier Art Deco city tour and sightseeing stops on every private arrival transfer
- Driver and vehicle named in every confirmation

## Credentials

- Great Wine Capitals Best Of Wine Tourism Award of Excellence, Sustainable Wine Tourism Practices, 2026 and 2027
- Preferred transport partner to Rosewood Cape Kidnappers
- Official Transport Partner to Craggy Range
- Preferred provider to Porters Boutique Hotel and Mangapapa Hotel
- Official Air New Zealand Taxi Partner for Hawke's Bay
- Qualmark Silver. Tourism Sustainability Commitment signatory
- Small Passenger Service Licence 0332519. $10 million NZD public liability

## Group fleet and capacity

| | |
|---|---|
| **Our fleet, 5 vehicles** | **29 seats** |
| Fully electric: eVito 7, BYD Atto 3 and Tesla Model Y 3 each. Diesel: V-Class 5, Sprinter 11 | |
| **Partner fleet, 5 vehicles, diesel** | **91 seats** |
| Luxury touring coach 41; two Sprinters, 18 each; two V-Class, 7 each | |
| **Total, 10 vehicles** | **120 seats** |

Luggage truck, about 80 cases, and covered trailers for up to 12 sets of golf clubs

**Example, 40 guests:** two 18-seat Sprinters and our 11-seat Sprinter (47 seats), an EE chauffeur in every guest vehicle, and the luggage truck running ahead to the hotel. Or one 41-seat luxury coach.

## Working with us

- Trade quotes within 24 hours, Monday to Friday, New Zealand time
- Trade Programme Guide with nett rates for accredited partners, same working day
- Police vetted, first aid certified drivers. A backup vehicle always held
- Famils and site inspections encouraged

*"Unparalleled Journeys has an established working relationship with Electric Executive and we regard them as a professional and valuable tourism partner in Hawke's Bay. Their service offering aligns well with the expectations of the international visitors we work with, particularly those seeking high-quality, sustainable and locally focused experiences."*

*"They look after guests we regard as among our most valuable, and they do so with a level of care, detail and professionalism we rely on."*

Lee Parker, Cruise Manager, ID New Zealand

Trade pack, rates and images
**elecexec.co.nz/trade**

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