



WELLINGTON CABLE CAR LIMITED

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Friday, 08 January 2021

The Committee
Council Controlled Organisations Sub-Committee
Wellington City Council
PO Box 2199
Wellington 6140

Dear Committee,

WCCL QUARTERLY REPORT (FY 2020-21 Q2)

It has been a challenging quarter for the Cable Car. Visitation during October School Holidays was about 33% lower than the previous year, and we saw more visitors during the two weeks in the July holidays than there were in the October holidays. Poor weather during the weekends kept visitors away, even in early December when there were activations in the CBD trying to entice Christmas Shoppers.

November proved to be our slowest month this financial year, and thus far, it is the only month we have not reached the budgeted passenger and revenue targets.

These slow times have offered us an excellent opportunity to develop new products and offerings to a changing clientele. In conjunction with our whanau at Experience Wellington, we developed and launched *TAKE A RED ROCKET TO SPACE*. Targeted to regional Wellingtonians and providing a 20% discount when purchased online, this has proven to be a big success.

The product was launched in Mid-November and has sold more than 230 tickets in Q2. A great success and illustration on collaborative work between the two CCOs.



The Cable car saw an opportunity to re-engage with schools and tamariki, and in collaboration with the Educational Teams at Cable Car Museum or Space Place, developed an experiential-based tour to complement schools visits. This was successfully tested in December and will be offered to schools during the new year.



Absolutely Positively
Wellington City Council
Me Heke Ki Pōneke

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SOI / Business Plan Targets

Revenue	<i>October</i>	<i>November</i>	<i>December</i>	Q2 Total
SOI Target	\$ 131,570	\$ 134,461	\$ 130,604	\$ 396,635
Actual	\$ 186,632	\$ 128,804	\$ 164,060	\$ 479,496
Q2 Variance	\$ 55,062	-\$ 5,657	\$ 33,456	\$ 82,861

Passenger Numbers	<i>October</i>	<i>November</i>	<i>December</i>	Q2 Total
SOI Target	41,672	42,621	42,668	126,961
Actual	60,791	41,086	53,214	155,091
Q2 Variance	19,119	-1,535	10,546	28,130

Reliability	<i>October</i>	<i>November</i>	<i>December</i>	Q2 Total
SOI Target	99%	99%	99%	99%
Actual	99.96%	99.91%	99.68%	99.9%
Q2 Variance	0.96%	0.91%	0.68%	0.85%

Cesar Piotto
Chief Executive