

Positively Wellington Tourism

Communications

Performance Indicator	Outcome / Output
15 media hosted to support New Zealand Marketing Strategy	Status: On target
	<p>Comment: 4 media were hosted in the quarter for features about the 'coolest little capital in the world' and the little things that make it so great:</p> <p>Sunday News, Herald on Sunday, Sunday Star Times, NZ Herald</p> <p>11 media have been hosted year-to-date.</p>
80% of media coverage of PWT and Wellington tourism is positive and 08/09 levels are maintained	Status: On target
	<p>Comment: There were 229 articles, with 84% positive. There was a 67% increase in coverage compared to the same period last year. This can be attributed to wide reporting of Wellington's inclusion in Lonely Planet Best in Travel 2011 and continued work on proactive travel media hooks.</p>
20 media releases about PWT or Wellington tourism distributed	Status: Achieved
	<p>Comment: 18 media releases about PWT or Wellington tourism were distributed. This brings the year-to-date total to 25.</p>
12 issues of Positively Informed produced and distributed	Status: On target
	<p>Comment: 3 issues of Positively Informed were distributed. This brings the year-to-date total to 6.</p>
WellingtonNZ.com media sections updated fortnightly	Status: On target
	<p>Comment: The media website was regularly updated with releases and further downloadable RWC 2011 story packages. The corporate section of the website has also been significantly developed with profiles of staff and PWT campaign history.</p>

International

Performance Indicator	Outcome / Output
Number of partners within 5% of 2009/10 levels	Status: Achieved
	Comment: Reported on in Q1.
Train 300 frontline staff from key markets Sales calls to 125 decision makers in key offshore markets	Status: On Track
	Comment: PWTs annual pre-season visit to i-SITE Visitor Information Centres was undertaken during this quarter with 57 frontline staff training; a particular emphasis of this training concerned the Wellington Waterfront Motor-caravan facility. PWT also presented regional information to 80 Singaporean agents via TNZ's webinar training programme and delivered RWC2011 specific training to Official Travel Agent House of Travel Rugby in Christchurch. Frontline staff trained year to date: 320 Sales calls year to date: 85
Increase Wellington's coverage in US and UK brochures, websites and guidebooks by 5%	Status: On Track
	Comment: An update on brochure content will be provided after Q3 when the annual assessment has taken place
Provision of port to city shuttles for Cruise ship passengers.	Status: On Track
	Comment: Wellington will receive 57 cruise ship visits this season and is providing shuttles for 11 of these visits. The new mobile i-SITE was introduced to Brandon Street in December and staff also undertook a site visit to the Port of Tauranga to exchange cruise destination management information.
Update and increase content of the travel trade section of WellingtonNZ.com Distribute 4 e-updates to trade: Distribute 8 e-updates to media:	Status: On track
	Comment: E-updates were sent to international trade and media on the Lonely Planet rating, new Hop On Hop Off service and operator awards. E-updates to trade: 5 E-updates to media: 4
Maintain Wellington's market share of international visitors to NZ relative to 2009/10	Status: Data for the October-December 2010 quarter will be available in the Q3 report. The IVS is currently under review by MED. PWT is considering other measurement tools for this KPI.
	Comment: Wellington's share of international visitors, relative to New Zealand, for the July-September 2010 quarter, declined 1.25% to 18.01% of total visitors. (International Visitor Survey)
Host 2 familiarisations for Inbound Tour Operator Host 1 product buyer familiarisation Host 15 wholesale or retail trade familiarisations	Status: On track

<p>40 sales calls to Inbound Tour Operators (IBO)</p>	<p>Comment: Famil highlights during Q2 included RWC2011 Official Travel agents from South Africa, France and The Netherlands and several frontline staff from key European wholesalers. PWT also hosted 2 Shore Excursion Managers from Princess cruises and 2 Air New Zealand inflight concierges.</p> <p>IBO famils year to date: 9 Product buyer famils year to date: 0 Wholesale or retail famils year to date: 14 IBO sales calls: 3</p>
<p>Increase international visitor room nights by 2% relative to 2009/10</p>	<p>Status: Data for the October-December 2010 quarter will be available in the Q2 report. The IVS is currently under review by MED. PWT is considering other measurement tools for this KPI.</p>
	<p>Comment: International visitor nights in the July-September quarter 2010 declined by 51% to 419,041 compared to the same period in 2009. (International Visitor Survey)</p>
<p>Produce 2010 Wellington Regional Visitor Guide Achieve 70 positive editorial media placements Assist CNZWT and IMA partners to achieve at least 5 editorial media results Produce 2011/2012 <i>Regional Trade Directory</i></p>	<p>Status: On track</p>
	<p>Comment: The 2011 Wellington Visitor Guide was distributed in December 2010. A wrapped edition will be produced in Q4 for RWC.</p> <p>Twelve media files were hosted in Wellington this quarter including The Guardian and Daily Express newspapers from the UK.</p> <p>The Classic NZ Wine Trail released its 'Friends' programme in November and Vogue Online and Pavonne Japan produced good regional coverage for Hutt City.</p> <p><i>Positive editorial media placement: 26</i> <i>CNZWT and IMA editorial media results: 3</i></p> <p>The 2011/12 Wellington & Wairarapa Trade Directory is in production and will be distributed in February 2011.</p>

New Zealand

Performance Indicator	Outcome / Output
2% growth in visitor nights above 2009/10 levels (Source: CAM) Weekend rooms sold in partner hotels 2% above 2009/10 levels (Source: Hotel Monitor)	Status: Ongoing
	Comment: The Commercial Accommodation Monitor (CAM) showed a 5.91% decrease in total domestic visitor nights to 339,977 for the period September to November 2010 against the same period in 2009. Weekend rooms sold in partner hotels increased by 31.4% for the period October to December 2010 compared to the same period in 2009.
Generate \$730,000 of bookings through WellingtonNZ.com (joint KPI with Online)	Status: Ongoing
	Comment: \$162,706 was generated for Wellington tourism industry partners through WellingtonNZ.com this quarter. This is a 5% increase compared to Q2 of 2009/10.
Grow visitation to WellingtonNZ.com by 20% compared to 2009/10 (joint KPI with Online)	Status: Ongoing
	Comment: Visits to WellingtonNZ.com this quarter were 458,759 a 51% increase compared to Q2 of 2009/10. This growth was a result of the Lonely Planet campaign activity in November, and the KNOW Advent Calendar in December.
Maintain at least 20 funding partners in New Zealand marketing partnership	Status: Achieved
	Comment: The New Zealand Marketing Campaign has 23 funding partners – Te Papa and 22 inner city Wellington hotels.
Joint market at least 4 Wellington events through TV, online or appropriate mediums	Status: On Target
	Comment: Significant funding and marketing support was provided for the All Whites v Paraguay game during the quarter. In November we ran an online campaign promoting accommodation for the Neil Diamond concert.
Joint market up to 3 Te Papa exhibitions through TV and digital campaigns	Status: On Target
	Comment: A national level TV campaign promoting the <i>European Masters</i> exhibition aired during October and November (it will also air again in late January). A highly successful "Paint By Numbers" experiential campaign was also implemented for European Masters at the Taste of Auckland food festival during November. NB: It was decided in conjunction with Te Papa to focus on promoting two exhibitions only during 2010/11. This has been done to enable greater promotion of the European Masters exhibition.
Deliver at least 2 tactical campaigns with partners	Status: On Target
	Comment: During the quarter we ran a tactical campaign with partners promoting the "little things that make Wellington great" in conjunction with Lonely Planet announcing Wellington as the "coolest little capital in the world".

Rugby World Cup

Performance Indicator	Outcome / Output
Host two key provider forums	<p>Status: On Track</p> <p>Comment: The first Key Provider Forum was hosted in July with approximately 100 in attendance. A second Key Provider Update will take place in Quarter three or four.</p>
Deliver City theming for South Africa vs New Zealand in July 2010	<p>Status: Achieved</p> <p>Comment: A successful role out of the 'Splat' brand for the South Africa vs New Zealand test was delivered in July 2010.</p>
70,000 visits to Wellingtonnz2011.com during the 2010/11 financial year	<p>Status: On Track</p> <p>Comment: Total visits to WellingtonNZ2011.com was 1,701 for quarter two (3,470 visits for July-December). It was expected that this would be low as no proactive advertising had commenced for the site. A plan for Google Adwords is being developed, and this will commence in Q3.</p>
Key providers communications plan delivered on time and budget	<p>Status: On Track</p> <p>Comment: Regular Marketing Communications and Media Communications meetings are scheduled and undertaken to update the wider team on all Marketing Communications and Media activities. Activity leaders have been appointed for all activities and include accommodation, transportation, theming, branding, media relations and visitor information.</p>
Regional theming delivered on time and on budget	<p>Status: On Track</p> <p>Comment: Planning is continuing but is being shaped by developments within the Rugby New Zealand 2011 (RNZ2011) office. We are working closely with RNZ2011 to ensure that Wellington leverages the national activity and investment as much as possible.</p>

Tourism Product Development

Performance Indicator	Outcome / Output
Monitor and advocate for the continual improvement of tourism related infrastructure	Status: Ongoing
	Comment: Positively Wellington Tourism continued to advocate for the development of Wellington's tourism infrastructure with a particular emphasis on Rugby World Cup 2011.
Help advance the development of the Marine Education Centre and other significant attractions	Status: Ongoing
	Comment: A feasibility study for the proposed Wellington Marine Education Centre is currently underway which will provide a clearer understanding about the centre's future. PWT will continue to offer its support of this project and we still believe that there will be significant demand for a product of this magnitude. It will also help to diversify Wellington's basket of commissionable product.
Universal access included in all relevant public submissions PWT submits on	Status: Achieved
	Comment: PWT worked with the City Communities Unit at Wellington City Council on the development of the draft accessibility plan for Wellington City. The draft Action Plan would go out for full public consultation during 2011.
Phase 3 of Wellington's STAR programme delivered	Status: Ongoing
	Comment: The third and final phase of the Sustainable Tourism Advisors in Regions (STAR) programme was initiated. The programme delivery will be undertaken as usual by Tourism Resource Consultants. It is intended to recruit between 5 – 7 businesses (large to small) within the final phase (one year) of the STAR programme.
One commissionable product developed from repackaging existing products	Status: Ongoing
	Comment: Considerable progress was made this quarter on the creation of a Wellington "city-sites" pass. PWT coordinated the initial discussions between Wellington's larger tourism products to come together to develop a commissionable product through packaging them into one city-sites pass. It is expected that this product will be available in early 2011.
Action items within the Wellington Visitor Strategy 2015 initiated	Status: Achieved/Ongoing
	Comment: A number of actions within the WVS2015 were either initiated, achieved or are ongoing. These included Nature Tourism Products (2b) – PWT assisted one operator to establish a new South Coast tourism product, the new redeveloped i-SITE was launched in December (13. i-SITE Visitor Information Centre).
Maximize WCCs investment in tourism product and destination marketing through maintaining a perpetual MOU with each of the Karori Sanctuary Trust and the Carter Observatory	Status: Achieved/Ongoing

	<p>Comment: PWT has an MOU in place with both Karori Sanctuary Trust and Carter Observatory; in addition a MOU has been signed with Wellington Zoo. To date the marketing managers of all entities have meet with PWT to discuss and agree on joint marketing initiatives going forward. These initiatives continue to be developed.</p>
Support investment groups in completing feasibility studies for product developments	Status: Achieved
	<p>Comment: PWT continued to provide product development advice and guidance for a number of start-up tourism activities proposals (commercial in confidence). The results of which have yet to be determined to date. A number of these business start-ups have identified opportunity from the growing cruise sector. PWT staff have engaged with other regions to learn from them issues relating to cruise activity provider proliferation to identify destination management issues which may arise.</p>

Wellington i-SITE Visitor Centre

Performance Indicator	Outcome / Output
Grow revenue by at least 3% Increase sales of Wellington attractions, tours and accommodation by 10%	Status: Not Achieved
	Comment: Total revenue was behind by 17% for the same quarter last year. Wellington product was behind by 5%.
Customer satisfaction at consistently high levels of 90%	Status: Not Achieved
	Comment: The scheduled mystery shopper assessment was due to be conducted during renovations of the i-SITE, as a result it did not go ahead.
Redevelopment plans for technology systems and environment of the i-SITE implemented in time for RWC 2011	Status: Achieved
	Comment: Redevelopment was completed 15/12/10. Technology systems include promotional screens and electronic queue monitoring system.
Break-even financial result achieved at both Wellington & Interislander i-SITES	Status: Not Achieved
	Comment: Wellington i-SITE's financial result for this quarter was a loss of \$30,367. Interislander i-SITE's quarter result was a loss of \$8,570. Close cost management have resulted in the iSITE's together being \$1,716 ahead of budget.
Visitors to i-SITE maintained at least at 2009/10 levels	Status: Not Achieved
	Comment: Visitors to the i-SITE for this quarter were down by 11% in comparison to the same quarter last year. This can be attributed to substantially reduced international visitor arrivals from the UK (-12%), USA (-8%) and Germany (-3%). Operating from a temporary i-SITE for a period of 10 days during renovation was also a minor contributing factor.

Australia

Performance Indicator	Outcome / Output
75 media stories achieved reflecting Wellington and wider region key messages. Adding emphasis on new media	Status: Achieved
	Comment: Australia media coverage of Wellington remained strong in Q2. With some 22 stories generated on Wellington and the wider region. In addition seven media and media groups were hosted over this quarter – including Getaway – Australia's leading travel television show. Unfortunately the placing Newcastle, NSW in the Lonely Planet Best of Travel 2011 list overshadowed potential exposure of Wellington Total Wellington stories generated for the first half of the 2010/11 year is 95.
Increase direct visitor arrivals to Wellington from Australia (via Wellington International Airport) by 8.8% over 2009/2010 levels	Status: Not Achieved
	Comment: For the September – November period the IVA figures indicated that Wellington enjoyed a 4.5% increase over the same period a year prior. NSW enjoying double digit increase in direct arrivals – up 13% (Victoria up 6.1% and Queensland up 2.3%) compared to the same period the year prior. Wellington's was the only one of New Zealand's main three arrival ports to experience an increase in direct visitor arrivals over this period. It is also worth noting that whilst growth was lower in the months of September and October, the growth from the year prior sat at 31% and 18% respectively – two of the three largest monthly spikes from 2008 to 2009. Wellington international visitor arrivals 2010 September arrivals 9372 – up 0.5% on September 2009 2010 October arrivals 8450 – up 0.1% on October 2009 2009 November arrivals 9325 – up 13.6% on November 2009 During the same three-month period New Zealand experienced a 2% decline in Australian visitor arrivals. Australia visitor arrivals to Wellington have increased every month from June to November.
Deliver an additional 112 000 visitor nights from Australia to the Wellington and Marlborough regions in the 2010/2011 financial year (an 8.8% increase)	Status: Data for the Oct-Dec 2010 quarter will be available in the Q3 report. The IVS is currently under review by MED. PWT is considering other measurement tools for this KPI.
	Comment: Figures from the International Visitor Survey (IVS) and the Commercial Accommodation Monitor (CAM) fail to adequately answer or quantify Australian visitor nights for Marlborough and Wellington. However the IVS in July-September shows the combined region increased 85% to 299,132 nights compared to the same period the year prior.
Continue growth of Australian website traffic to WellingtonNZ.com by 125% over the July – March period	Status: Ongoing
	Comment: Second quarter (October – December) 39 699 – an increase of

	<p>138.5% on the same period in 09/10. Approximately 432 Australian daily visits to the site viewing 3.87 pages and spending 3.5 minutes on the site.</p> <p>Top five referrers – Google organic, Google CPC, direct visitors, December's PWT advent calendar, Sydney Morning Herald website.</p> <p>First quarter 28 812 visits – an increase of 53% over same period in 09/10.</p>
An 8.8% increase in Australian visitor spend in the Wellington region in 2010/11	<p>Status: Data for the Oct-Dec 2010 quarter will be available in the Q3 report. The IVS is currently under review by MED. PWT is considering other measurement tools for this KPI.</p>
	<p>Comment: As per the point outlined above, the IVS and CAM fail to provide truly accurate data. What is available though shows that Wellington expenditure by Australians increased by 20% to total \$79,508,861 for the July – September quarter.</p>
Deliver 12 trade familiarisations per year	<p>Status: Ongoing</p>
	<p>Comment: Three trade managers or teams visited Wellington in quarter two – these included those in the cruise industry and large-scale online travel groups. Year to date 10 trade familiarisations have taken place.</p>
Maintain six partnerships in place including three regional funding partners and three commercial funding partners	<p>Status: Ongoing</p>
	<p>Comment: Six partnerships in place currently – (excluding WCC) three regional and three commercial partners.</p>
6 Wellington/Wairarapa operators to participate in joint sales visits to wholesalers annually	<p>Status: Ongoing</p>
	<p>Comment: One week sales trip to Sydney, Melbourne and Brisbane undertaken with three operators in October. Next sales visit proposed for March.</p>
Undertake at least three marketing campaigns in conjunction with airline partners and WIAL	<p>Status: Ongoing</p>
	<p>Comment: One of three completed. Follow up work from September's pop up restaurant and small scale online promotion took place in Q2 – more structured cohesive activity proposed to Tourism NZ for Q3 and Q4.</p>
Successful launch and execution of Wellington marketing activity in 2nd city	<p>Status: Commenced planning in Q2</p>
	<p>Comment: This is scheduled to take place late in Q3 in Melbourne, we await to see exactly when and how Air NZ/Pacific Blue's alliance and Qantas increase in plane size takes place before finalising planning.</p>
Airline capacity maintained at least at 2009/10 levels and negotiations advanced to grow capacity further.	<p>Status: Ongoing / Achieved</p>
	<p>Comment: The successful outcome for Wellington of the ACCC's decision backed by the Ministry of Transport to allow Air NZ and Pacific Blue to act in Alliance provides Wellington with immediate increase in capacity (approx. 12%) out of Australia and commitments to increased capacity each year during the life of the Alliance. Qantas have new larger planes operating on its Wellington routes out of Australia commencing Q3.</p>

Database of 25 000 Australian consumers engaged with on quarterly basis	Status: Ongoing / Achieved
	Comment: Database currently sits at 33 028, of which over 11 000 are Sydney based. Engaged with full database twice in Q2 – the open rate of such emails has averaged 28%.
Develop at least two experiential concepts to launch in Australia	Status: Ongoing
	Comment: After the success of WLG (our POP-UP Restaurant) in Q1 (which was recently short listed as “most popular thing of the year” by NZ Marketing Magazine), we now plan to develop a smaller versions of WLG in either Sydney or Melbourne during Q4.

Wellington Downtown

Performance Indicator	Outcome / Output
Downtown weekend visitation and retail sales 2% above 2009/2010 levels (Source: BNZ MarketView; number of Wellingtonian’s using BNZ credit and debit cards in downtown area)	Status: Not Achieved
	Comment: Weekend visitation in downtown Wellington for the October-December quarter declined 2.97% compared with the same period in 2009. Weekend retail spends in downtown Wellington for the October-December quarter declined 5.05% compared with the same period in 2009.
KNOW e-News and KNOW e-Biz distributed fortnightly to subscriber database	Status: Ongoing
	Comment: All Q2 KNOW and KNOW e-Biz e-newsletters were distributed fortnightly and on-time.
Increase reach of KNOW e-news (including social media channels) to Wellington Residents from 11.3% of residents to 16.7% (30,000)	Status: Exceeded
	Comment: The combined reach of the KNOW audience is 41,950 including the KNOW eNews (26,600), Facebook (10,800) and Twitter (4,550).
Maintain the KNOW e-Biz database to within 10% of 2009/10 levels	Status: Ongoing
	Comment: As at the end of Q2, the KNOW Business database had decreased by 3% to 592 (from 610 at 30 September).
Deliver at least 2 tactical campaigns with Partners	Status: Ongoing
	Comment: The KNOW Advent Calendar was launched in December that included offers from 20 partners.
Produce and distribute the Downtown Year Planner	Status: Ongoing
	Comment: This has now been distributed to downtown Wellington businesses, and also to KNOW subscribers.

Grow visitation to WordontheStreet.co.nz; monthly unique visitors 10,000 / visits 20,000	Status: Ongoing
	Comment: Average monthly visits for Q2 were just over 9,500, up from 7,000 in Q1. An ongoing media buy is now in place to promote the site on an ongoing basis with Google Ad-words and Facebook advertising.
Continue to inform Wellingtonians through daily updates via social media	Status: Ongoing
	Comment: Regular updates on social media channels have continued and levels of interaction remain strong.

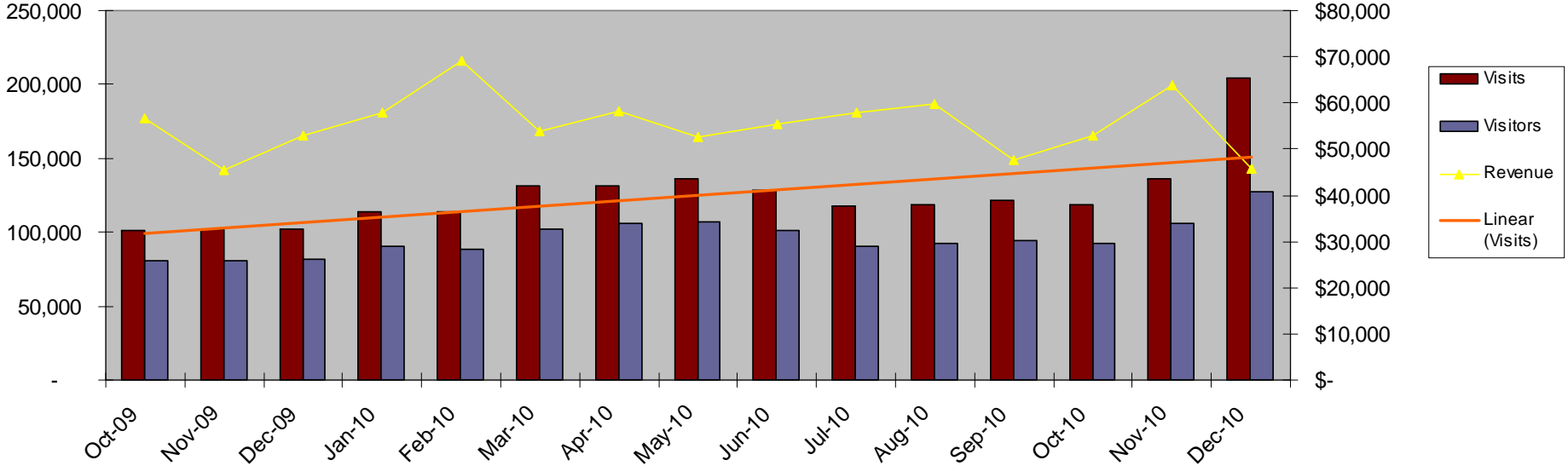
Long Haul

Performance Indicator	Outcome / Output
Funding within 5% of 2009/10 levels	Status: Achieved.
	Comment: Funding has been achieved at the same level as 2009/10.
Provide two updates annually to funding partners	Status: On Track
	Comment: Individual Wellington stakeholder meetings will take place during Q3&4 to update them on developments.
Contact maintained with at least three target airlines	Status: On Track
	Comment: PWT & WIAL have now revised the existing Long Haul Strategy re-prioritising our target airline goals. A revision of a Passenger and Freight study to Wellington has also commenced. Meetings have been held with two Asian carriers in Q2.
Undertake a minimum of 10 trade and airline sales calls to key Asia wholesalers	Status: On Track
	Comment: KiwiLink Asia took place in October 2010. Ninety one-on-one decision maker appointments were undertaken during this event across seven Asian countries. Specific convention and incentive information was provided in addition to leisure products and these leads and relationships are being developed by the Convention Bureau Sales Manager as these segments provides a broader opportunity to grow demand for Wellington from potential Long Haul cities. Trade calls year to date: 90

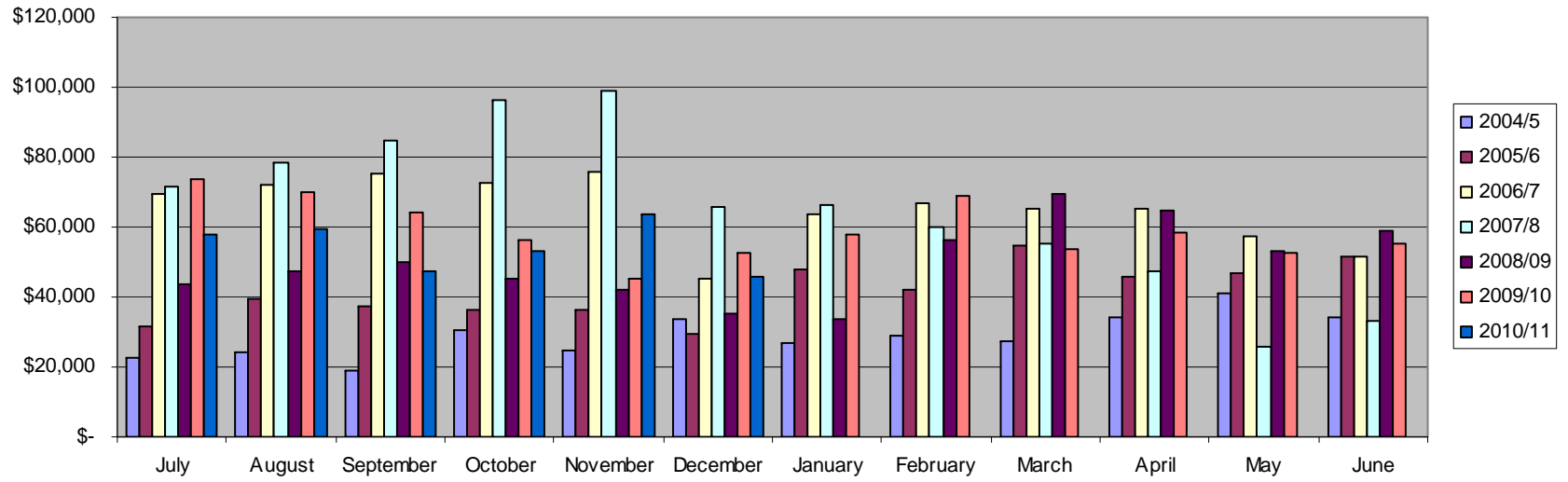
Online

Performance Indicator	Outcome / Output
Maintain a presence in 4 social media communities and utilise these channels for tactical campaigns	Status: Ongoing Comment: PWT has actively used three SM platforms in Q2. We manage a Facebook Page and a Twitter profile. At the end of Q2, the Facebook Page had 10,800 fans and on Twitter there were 4,550 followers. Relevant videos have also been posted on YouTube. During Q2 a mechanism to capture user-generated comments was introduced to WellingtonNZ.com as part of the Lonely Planet – Little Things campaign, and this had 525 content submissions in Q2.
Generate \$730,000 of bookings through WellingtonNZ.com (joint KPI with New Zealand)	Status: Ongoing Comment: \$162,706 was generated for Wellington tourism industry partners through WellingtonNZ.com this quarter. This is a 5% increase compared to Q2 of 2009/10.
Grow visitation to WellingtonNZ.com by 20% compared to 2009/10 (joint KPI with New Zealand)	Status: Ongoing Comment: Visits to WellingtonNZ.com this quarter were 458,759 a 51% increase compared to Q2 of 2009/10. This growth was a result of the Lonely Planet campaign activity in November, and the KNOW Advent Calendar in December. YTD growth is 33% compared to 2009/10.
Increase the position of WellingtonNZ.com to within the top 5 in Google organic results for identified keywords ([top] things to do in Wellington + Wellington hotels)	Status: Ongoing Comment: WellingtonNZ.com is the second result on Google, for both of these search terms. However, 'Things to do in Wellington' is position 6 on Bing and 18 on Yahoo, and 'Wellington hotels' is position 39 on Bing and Yahoo. This result reflects a broader range of key words to report against as we work to increase the breadth of reach for wellingtonnz.com as people search for Wellington related terms.
Maintain WellingtonNZ.com's position as the number 1 RTO website in New Zealand	Status: Ongoing Comment: The nearest RTO website in NZ in terms of traffic is AucklandNZ.com. For Q2, the number of unique visitors to WellingtonNZ.com was 38% higher than for Auckland's website (325,012 vs 236,071).
16,000 visitors to the Wellington Mobile site	Status: Ongoing Comment: There were 3,000 unique visitors to the Wellington Mobile site during Q2. This is a decrease of 8% compared to Q2 last year. There is now a regular program of mobile advertising in place.

WellingtonNZ.com Visits, Visitors & Bookings



Web Sales Month on Month



Wellington Convention Bureau

Performance Indicator	Outcome / Output
Attend 2 convention and incentive trade shows per year	Status: On target
	Comment: Attended Australian Business Events Expo in Sydney in July. Attending AIME in Melbourne in February.
Make 4 sales trips to Australia annually	Status: On target
	Comment: Sales trip have been made to Sydney and Brisbane year to date.
Host a minumum of 70 prospective organisations on a famil in Wellington annually	Status: On target
	Comment: Eleven people hosted this quarter. 20 year to date. Mega famil will take place during April 2011.
5% increase in leads / referrals generated to CVB partners relative to 2009/10	Status: On Target
	Comment: 10% increase for this quarter.
Maintain Wellington CVB partners to +/- 5% of membership at the 2009/10 financial year levels	Status: Achieved
	Comment: 105 members onboard so far this year compared to 104 at the end of the last financial year.
Maintain Wellington CVB funding level +/- 10% of membership as at 2009/10 financial year levels	Status: Achieved
	Comment: \$170,000 of funding secured currently compared to \$175,000 last year (-3%).

Tourism Research

Performance Indicator	Outcome / Output
Produce and communicate Hotel Monitor, CAM, WAAM and other statistics monthly	Status: Ongoing
	<p>Comment:</p> <p>We continue to manage and communicate the core datasets within our research programme. This includes both internal and externally produced datasets. The Hotel Monitor (internal) is used to report Wellington's hotel performance on a monthly basis directly to the hotels and quarterly via quarterly Council reporting. The Commercial Accommodation Monitor (CAM) is communicated monthly both internally and externally through PWT's monthly Positively Informed newsletter, and via WellingtonNZ.com</p>
Deliver annual domestic market research programme quarterly	Status: Ongoing
	<p>Comment:</p> <p>We continue to analyse and communicate the domestic market datasets. The Commercial Accommodation Monitor (CAM) and Hotel Monitor are communicated monthly internally and externally, as well as to Domestic Partners on either a monthly or quarterly basis.</p> <p>The BNZ MarketView Domestic and Downtown reports are used by the New Zealand Marketing team and communicated quarterly to WCC and to Domestic Partners.</p> <p>As the RTO representative on the Domestic Travel Survey (DTS) Stakeholder Group we continue to engage with the Tourism Strategy Group (ex Ministry of Tourism) regarding to improvements to the DTS on a quarterly basis.</p>
Deliver annual international market research programme quarterly	Status: Ongoing
	<p>Comment:</p> <p>Positively Wellington Tourism continues to analyse and communicate the international market datasets on an ongoing basis, particularly the International Visitor Survey (IVS) and Regional Visitor Monitor (RVM) – both quarterly, and the CAM (monthly). The IVS and CAM are communicated both internally, on the website and within WCC quarterly reports. A summary RVM report is produced on WellingtonNZ.com on a quarterly basis and is communicated in more detail to those entities who request this.</p> <p>As the RTO representative on the IVS Stakeholder Group we continue to engage with the Tourism Strategy Group regarding to improvements to the IVS on a quarterly basis.</p>
Improvement of national tourism statistics to help Positively Wellington Tourism with more effective decision making	Status: Ongoing
	<p>Comment:</p> <p>We have continued to engage with the Tourism Strategy Group, with the aim of seeking more accurate datasets that are relevant to Wellington's tourism industry. We continue to be engaged with the Domestic Travel Survey stakeholder group as the RTO representative.</p>

	<p>We continue to be represented on the Regional Visitor Monitor survey stakeholder group which assesses the success of and enables the ongoing enhancement of the RVM. This process is conducted on an annual basis.</p> <p>The Ministry of Economic Development following lobbying from organisations including PWT is set to review the core 'Tourism Data Set during 2011'. We will continue to pursue better research that enables us to make the appropriate investment decisions and measure our performance more accurately.</p>
<p>Australian campaign/market research report completed</p>	<p>Status: Ongoing</p>
	<p>Comment: Ongoing research and analysis of marketing in Australia is being carried out by Tourism New Zealand and the MED as a part of the JV project. Should PWT require additional research to be conducted in order to meet organisational objectives, this will be assessed once the Tourism New Zealand research has been completed.</p>