

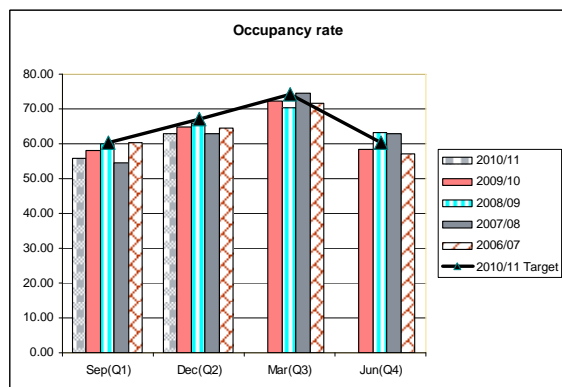
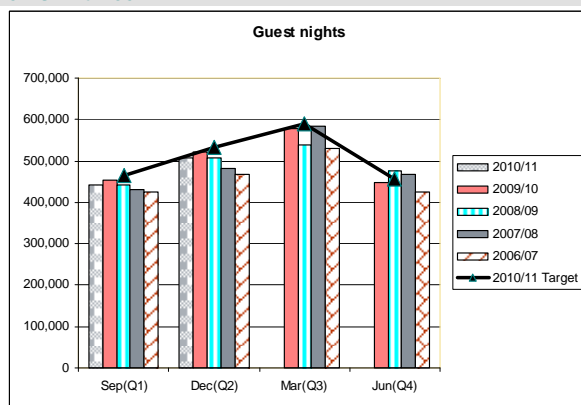
Quarterly Review – Positively Wellington Tourism

Positively Wellington Tourism has presented its report for the quarter ended 31 December 2010 for review. A summary of key findings is presented below and the full report is attached.

Highlights / Summary

- Lonely Planet named Wellington as the 'Coolest Little Capital in the World' and '4th Best City to visit in 2011'.
- PWT and WIAL have developed a plan to attract long-haul airline services to Wellington. Key actions have been identified starting with the attendance at *Routes Asia 2011*.
- The trans-Tasman alliance between Air NZ and Virgin Blue has been confirmed. Wellington is set to benefit due to an increase in the flight frequencies and Qantas is also updating the Wellington fleet with larger planes corresponding to more passenger seats from April 2011.
- Visits to WellingtonNZ.com were up 51% compared to Q2 of last year.

Performance



Macro Key Performance Indicators

The following KPIs have been reported by the Trust.

Measure	Annual Target	Quarter Actual
International direct arrivals to Wgtn Airport	Maintain Wellington's market share relative to 2009/10	Figures not yet available
Number of Visitor Nights – Domestic	2% growth above 2009/10	5.91% decrease*
Number of Visitor Nights – International	2% growth above 2009/10	1.54% increase
W/E rooms sold in partner hotels	2% growth above 2009/10	3.2% increase#
Australian arrivals to Wellington	8.8% growth above 2009/10	4.51% increase
Downtown weekend visitation	2% growth above 2009/10	2.97% decrease*

*The continued low levels of domestic confidence are still having a negative effect on the weekend domestic leisure travellers.

#The Jon Bovi concert in December was a major factor in the increase in weekend rooms sold.

Contact officer: Natasha Petkovic-Jeremic

Activities during the quarter

- Work has continued with Rugby New Zealand 2011 as well as other emerging visitor attractions to ensure that Wellington is prepared to maximise the national activity and investment as much as possible.
- Continued work on the Australian marketing campaign likely to target Melbourne next, scheduled for Q3 and Q4.
- Te Papa's Brian Brake and European Masters exhibitions were successfully promoted both via television and online.
- A campaign promoting the 'Little Things that make Wellington Great' was run with our partners in conjunction with Lonely Planet's naming Wellington the Coolest Little Capital and 4th Best City.

Financial Commentary

- The quarter's result was an operating surplus of \$124k against a budgeted deficit of \$525k.
- Income was \$371k above budget mainly due to higher partner income (\$362k favourable) with Australian funding expected in Q1 actually received in Q2.
- Expenditure was also below budget by \$278k. This was a combination of much lower spending on the Australian campaign (\$536k under budget) due to slowness in approval of spending from Tourism NZ / MED, but an overspend on Domestic Marketing (\$257k over budget) due to taking advantage of the opportunities created from our being announced the 'Coolest little Capital and #4 city in the world to visit in 2011'.

Statement of Financial Performance

For the quarter ended 31 December 2010

\$'000	Q2 Actual	Q2 Budget	YTD Actual	YTD Budget	FY Budget
Income	2,081	1,710	4,426	4,990	9,801
Expenditure	1,957	2,235	4,149	4,843	9,853
Operating surplus	124	(525)	276	147	(52)

Operating margin 6% (30%) 6% 3% 0%

NB: Income is gross surplus from trading net of COGS

Statement of Financial Position

As at 31 December 2010

\$'000	YTD Actual	2009/10 YE Actual	FY Budget
Current assets	1,042	1,122	491
Non-current assets	485	251	531
Current liabilities	759	881	573
Non-current liabilities	-	-	-
Equity	768	491	449
Current ratio	1.3	1.3	0.9
Equity ratio	50%	36%	44%

Statement of Cash Flows

For the quarter ended 31 December 2010

\$'000	YTD Actual	2009/10 FY Actual	FY Budget
Operating	286	(67)	74
Investing	(334)	189	(364)
Financing	-	-	-
Net	(48)	(257)	(290)
Closing balance	728	776	320

Note: FY Budgets are as approved in the Business Plan.

Profile - Positively Wellington Tourism

Positively Wellington Tourism is Wellington's official tourism organisation. It is a charitable trust, funded by [Wellington City Council](#).



PWT markets Wellington as New Zealand's ultimate urban destination. Positively Wellington Tourism has identified arts, education, events, sports and venues, food, beverage and retail as the city's six "sectors of excellence".

Positively Wellington Tourism's Convention Bureau targets people who would like to hold their meetings in Wellington. The Wellington Visitor Information Centre helps visitors once they are in the city, as well as those who visit our city online.

As well as working with Wellington City Council, PWT works with the private sector in our goal to create economic and social benefit for Wellington City.

Entity Data

Established	1997	
Board	Ruth Pretty Cr Jo Coughlan Mike O'Donnell Kim Wicksteed Glenys Coughlan Peter Monk John Milford (Chair)	<i>Term expires:</i> 31 Dec 12 Oct 13 31 Dec 13 31 Dec 11 31 Dec 12 31 Dec 11 31 Dec 13
CEO	David Perks	
Balance date	30 June	
Number of FTE staff	27.5	
Website	www.wellingtonnz.com	
Type of entity	Council-settled Trust	
LGA designation	CCO	
By reason of	Board control: all trustees appointed by Council	
Council interest	\$5.8m	
Type of interest	Operating Grant	