

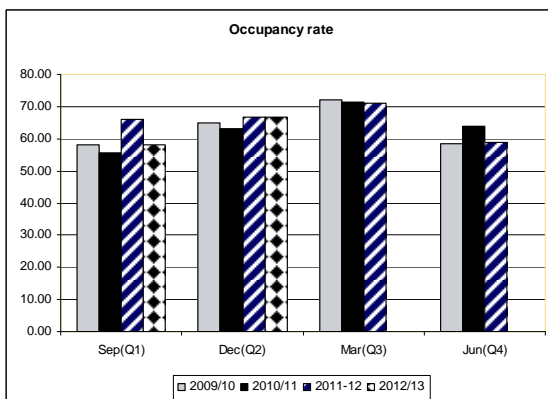
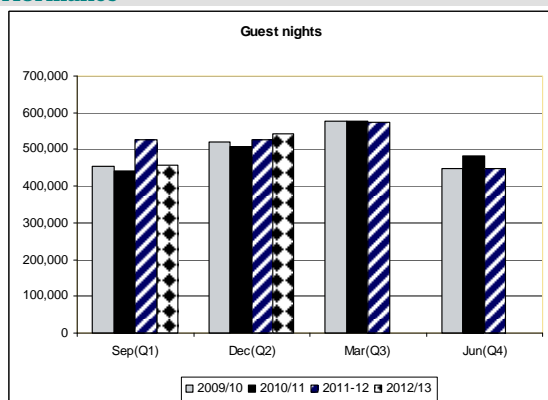
## Quarterly Review – Positively Wellington Tourism

Positively Wellington Tourism has presented its report for the quarter ended 31 December 2012 for review. A summary of key findings is presented below and the full report is attached.

### Highlights / Summary

- The highlight of the quarter was the premiere of the Hobbit – An Unexpected Journey. The premiere led to one of the busiest visitor weeks that Wellington has ever experienced.
- In Q2, visits to [www.wellingtonnz.com](http://www.wellingtonnz.com) increased by 88% on the same quarter last year, and 47% over the six months to 31 Dec 2012. The driver of web site traffic was predominately Hobbit related (Wellington Film campaigns, Wellington Film Map, Hobbit Artisan Market listing etc) and the launch of the Wellington Christmas Cracker campaign.
- Although web site traffic was significantly increased over the same period a year earlier, bookings were down by 12% in Q2 and 13% in the six months to 31 Dec 2012 over the same periods in 2011. This is attributed to the effect of the RWC on bookings in 2011.

### Performance



### Macro Key Performance Indicators

The following KPIs have been reported by the Trust.

Measure	Annual Target	Quarter Actual
Australian arrivals to Wellington	7% growth above 2011/12	-11.5% (decrease)
Downtown weekend visitation	Maintain figures relative to 2011/12	-0.6% (decrease)
International visitor numbers to Wellington	Maintain figures relative to 2011/12	-17.8% (decrease)
Number of Visitor Nights – Domestic	2% increase relative to 2011/12	26% (increase)
Weekend rooms sold in partner hotels	2% increase relative to 2011/12	-0.5% (decrease)

In general, performance against domestic KPI activities is good while KPIs related to offshore visitations are behind target. Despite the Q2 figures, international visits are down 2% for the YTD. Destination Wellington and Australian marketing initiatives are targeted at improving this position.

### Activities during the quarter

- **Destination Wellington:** PWT, Grow Wellington and Council have developed a coordinated background document and action plan which sets out the key objectives and actions.
- **Australian Marketing:** PWT launched Phase 1 of 2 of a \$1m campaign with Tourism NZ focused on creating awareness that the region (Wellington, Wairarapa, Hawkes Bay and Marlborough) is the food and wine capital of New Zealand. PWT and Tourism New Zealand will each invest \$500,000 in this campaign.
- **New Zealand Marketing:** In a Wellington summer promotion, 'Kids Stay Free' outperformed the 2011/12 summer '3 for 2' campaign in terms of booking value by 108%. Q2 included three big Wellington campaigns which drove high engagement levels on PWT's social channels. The Wellington Wishing Well generated 77,960 website visits from 33,380 visitors and 61,825 wishes were made. 14,750 new Likes were acquired on Facebook and over 4,550 new eNews subscribers. A Wellington film awareness campaign had 21,395 views, 9,960 entries and 1,996 new email subscribers. The Wellington Christmas Cracker generated 77,743 visits and 40,981 vouchers were emailed out to users. Facebook fans grew by 4% on last quarter, increasing our global fan base to 34,168 - Wellingtonian fans grew by 11% this quarter.

### Financial Commentary

- PWT's revenue budgets were based on the value of the matching funding commitments from Air NZ and other 3rd party funding to the Australian marketing partnership. As part of the agreements with these partners, PWT will not receive these funds directly and the funds will be invested in the marketing campaign alongside PWT's contribution. This results in PWT reporting both lower partner revenues and associated costs in relation to the Australian Marketing activity.
- Although revenue was below budget in the quarter, PWT's balance sheet was bolstered by significant holdings of cash (1.5m) at 31Dec2012. In terms of budgets, these are timing differences that will be normalised by year end.

### Statement of Financial Performance

For the quarter ended 31 December 2012

\$000	Q2 Actual	Q2 Budget	YTD Actual	YTD Budget	2012/13 Budget
Income	2,665	3,200	5,492	5,758	11,560
Expenditure	2,872	2,926	4,953	6,149	11,558
Operating Surplus	-207	274	538	-391	2
Operating Margin %	-7.8%	8.6%	9.8%	-6.8%	0.0%

### Statement of Financial Position

As at 31 December 2012

\$000	YTD Actual	2012/13 Budget	2011/12 Actual
Current Assets	2,425	891	1,412
Non-current Assets	177	168	272
Current Liabilities	1,561	567	1,182
Non-current Liabilities	0	0	0
Equity	1,041	492	502
Current Ratio*	1.55	1.57	1.20
Equity Ratio**	40.0%	46.5%	29.8%

\* Current Assets/Current Liabilities \*\* Equity/Total Assets

### For the quarter ended 31 December 2012

\$000	YTD Actual	2012/13 FY Budget	2011/12 Actual
Operating Cash Flow	491	76	82
Investment Cash Flow	-6	-49	-89
Financing Cash Flow	0	0	0
Net Cash Flow	485	-952	-7
Closing Cash Balance	1,506	1,021	1,021

Contact officer

Warwick Hayes

## Profile - Positively Wellington Tourism

Positively Wellington Tourism is Wellington's official tourism organisation, 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	Sarah Gibbs Cr Jo Coughlan Mike O'Donnell (Acting Chair) Howard Grieve Chris Wilkinson Ed Sims	<i>Term expires:</i> 31 Dec 15 Oct 13 31 Dec 13 31 Dec 14 31 Dec 15 31 Dec 15
CEO	David Perks	
Balance date	30 June	
Number of FTE staff	27.5	
Website	<a href="http://www.wellingtonnz.com">www.wellingtonnz.com</a>	
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	

## **Positively Wellington Tourism**

2012/13 – Quarterly Report (October - December 2012)

### **Summary**

*The second quarter of 2012-13 has for Positively Wellington Tourism been one in which the challenging winter performance of the visitor sector in the city has been thrown off as a range of events and promotions have seen an increase in visitation relative to the second quarter of 2011-12. of great preparation on a number of fronts – The Hobbit premiere, Destination Wellington and the launch of another major initiative in Australia.*

*The highlight of the quarter was without doubt the premiere of the Hobbit – An Unexpected Journey. The event led to one of the busiest visitor weeks that Wellington has ever experienced as well as considerable opportunity promote the city off the back of the local, Australasian and global media attention which the premiere attracted. Working with Tourism New Zealand Positively Wellington Tourism was able to amplify the messaging surrounding the event and ensure that the stories told were not just about the film and film making but also about Wellington as the capital city of New Zealand, the lifestyle enjoyed in Wellington, the creative city in which the film sector has found its home and the city as one of the worlds ‘cool’ urban destinations.*

*Towards the end of the quarter it has been exciting to note that the visitor levels in late December have caused visitor nights in Wellington hotels to increase by 7% compared to the same period last year. This first part of the summer holidays is one of the most challenging for the visitor and hospitality sectors in Wellington and it is positive for all to see that the ‘Kids Stay Free’ promotion we have led supported by our hotel commercial partners and the promotion of the Game Masters exhibition at Te Papa have had such a positive impression which we understand is carrying on through January.*

*Also in this quarter we have delivered phase one of our major initiatives in Australia this year in conjunction with Air New Zealand, Tourism New Zealand and our various local and regional partners; this work continues to promote Wellington as a sophisticated destination with lots of fun things to for all supported by fantastic food experiences across the central regions of New Zealand.*

*These various tourism promotions have raised the interest in Wellington significantly across our various target markets; this is demonstrated by a significant upswing in people viewing Wellington content through digital media. Our web visitation and social media successes this quarter are reflected as a highlight of our KPI delivery in the table below.*

*The quarter has also seen our working with City Council and Grow Wellington officers getting the Destination Wellington project off the ground. We have worked together as a single project team focussed on making sure we understand the challenge, so that we have the right marketing initiatives in place that will allow us to make sure that those marketing initiatives will bring about interest in the right sectors and from the right individuals and investors to grow the wider Wellington economy in the future*

## Key Performance Indicators

	KPI	Second Quarter Result	Year to Date Result
<b>Organisational</b>	Maintain overhead costs as less than 12% of total activity costs including partnership investments.	Overhead costs were \$290,375 which was 12.3% of total activity costs.	Overhead costs were \$566,131 which was 12.7% of total activity costs.
	Continue to review shared services under the umbrella activity being led by WCC.	See YTD result	PWT is working collaboratively with WCC considering activities that might be better provided in a shared services environment.
	Maintain WCC funding at 50% or less of Wellingtons marketing activity investment.	See YTD result	WCC YTD funding was 50.1% of our total marketing investment; this anomaly will correct over the course of the year due to quarterly/half yearly receipts and trading income.
<b>Australia Sales and Marketing</b>	Airline capacity maintained at least to 20011/12 levels and negotiations advanced to grow capacity further	Trans-Tasman capacity decreased by -3.29% for the Oct-Dec quarter to total 253,620 direct airline seats between Wellington & Australia.	Trans-Tasman capacity decreased by -0.84% to 496,788 for the six months to December 2012 compared to the same period in 2011.
	Recognition of Wellington as a visitor destination in targeted regions of Australia has risen over levels measured (after one full year of activity) in March 2012.	Research regarding the familiarity of Wellington amongst Australian target markets will take place at the beginning of Q4	See second quarter result
	Increase Australian visitor arrivals through Wellington International Airport over 2011/12 levels by 7%	Australian visitor arrivals to Wellington Airport decreased - 11.15% to 32,128 during the September-November 2012 period compared to the same period in 2011.	Australian visitor arrivals to Wellington Airport decreased -7.89% to 49,104 during the July-November 2012 period compared to the same period in 2011. This is the result of increased travel in 2011 because of RWC.
<b>Convention Bureau Sales and Marketing</b>	Grow Wellington's C&I market share within the New Zealand market to 22% of the national share of the multi day conference market.	The National Convention Activity Survey results for this quarter are not available due to a change of external data research companies. Not expected till early 2013.	Year to Date result expected Feb 2013.
	3% increase in leads/referrals generated to Convention Bureau partners relative to 2011/12.	18% ahead of the same quarter in 2011/12.	2% ahead of 2011/12
<b>Downtown Marketing</b>	Downtown weekend visitation maintained at 2011/12 levels. <sup>1</sup>	Downtown Weekend Visitation declined -0.62% in the October-December quarter compared to the same period in 2011.	Downtown Weekend Visitation declined -1.8% in the six months to December 2012 compared to the same

			period in 2011.
	Increase the audience of KNOW Wellington content (including newsletter and social media channels) to 85,000.	Quarter two was a bumper quarter for increasing the KNOW audience due to campaigns performing exceptionally well. As result, 23,801 audience members were acquired, which brings our total audience to 101,019.	Due the exceptional Quarter 2 results, our current KNOW audience is at 101,019, 19% above target.
International	Maintain international visitor numbers to Wellington relative to 2011/12. <sup>2</sup>	International visitor numbers to Wellington declined -17.80% during the September-November period (latest available data) compared to the same period in 2011. This is largely the result of RWC in 2011.	International visitor numbers to Wellington declined -7.87% during the July-November period (latest available data) compared to the same period in 2011.
	Resulting from provision by WCC of an incentive fund and attendance at Routes Asia 2012 we will meet with all airlines for whom there is a business case to take up the incentive fund and provide each with a business proposition	PWT assisted WIAL in their attendance at the World Routes Conference where eight airline meetings were held. Planning and business cases preparation was undertaken for upcoming meetings at Routes Asia in Quarter 3.	See first quarter result
	Grow Wellington's Cruise passenger visitors in 2012/2013 by 22% relative to 2010/11.	Wellington's cruise season commenced 8 October and there were 25 ship visits during the December quarter. (Ship visits not comparable to the previous year. Cruise passenger numbers will be available at the end of the year).	See first quarter result
New Zealand and Event Marketing	Increase domestic visitor nights in Wellington city by 2% relative to 2011/12	Domestic Commercial Guest Nights increased 26% in the three months to November compared to the same period in 2011.	Domestic Commercial Guest Nights increased 7% in the five months to November compared to the same period in 2011.
	Increase weekend rooms sold in partner hotels by 2% relative to 2011/12	Weekend Room Nights Sold decreased -0.5% in the December quarter compared to the same period in 2011.	Weekend Room Nights Sold decreased -5.7% in the six months to December 2012 compared to the same period in 2011.
Online and IT	10% growth in visitors to WellingtonNZ.com relative to 2011/12	There were 863,322 visits to WellingtonNZ.com in Quarter two. This is an 88% increase on the same quarter last year (460,430) and a 70% increase on 2012/13's Quarter 1 (506,844).	Year-to-date, there have been 1,370,166 visits to WellingtonNZ. This is a 47% increase (440,575) on the same time last year. Against our target of hitting 2,197,102 by year-end, we are 62% of the way there.
	Generate \$680K of bookings through WellingtonNZ.com	Online bookings generated \$140,139 during the quarter. This is a 12% decrease compared to the same quarter the previous year.	Year-to-date, WellingtonNZ.com has generated \$293,683 in bookings. This is a 13% decrease on the same time last

			year.
<b>Product Development</b>	Create and implement a visitor information and marketing plan for the Kelburn Precinct working with the cluster of attractions in that part of the city	This project will be initiated in Q3.	See second quarter result
<b>i-SITE Visitor Centre</b>	Maintain i-SITE revenue relative to 2011/12 <sup>3</sup> .	Trading revenue was \$64,000 behind the same quarter last year.	YTD Trading revenue was \$235,000 behind last year.
	Increase proportion of sales of Wellington product by 5% relative to 2011/12	Proportion of Wellington products sold decreased by 2.5% to 26.7% of total sales relative to the same quarter last year.	Proportion of Wellington products sold decreased by 3.6% to 26.4% of total sales relative to the same period last year.
	Visitors to the i-SITE maintained at 2011/12 levels <sup>3</sup> .	There were 103,888 visitors to the i-SITE in the second quarter compared to 105,897 last year.	There were 163,530 visitors to the i-SITE compared to 182,922 last year.

## Highlights of our Activity

### Downtown Marketing

Quarter two was a bumper quarter for Downtown Marketing, with three big campaigns in market that went exceedingly well, and The Hobbit: An Unexpected Journey World Premiere which drove high engagement levels on PWT's social channels.

### Wellington Wishing Well

October saw the launch of the Wellington Wishing Well, an online version of the iconic Bucket Fountain. Every day in October, users could wish for a money-can't buy predetermined wish from a Wellington business or create a custom wish. Once a wish was submitted, the Bucket Fountain animated with flowing water using HTML 5 and was animated on both PC and mobile. The aim of the campaign was to increase our social media followers and eNews sign ups as well as promote Wellington CBD businesses.

The Wellington Wishing Well generated 77,960 website visits from 33,380 visitors and 61,825 wishes were made. 14,750 new Likes were acquired on Facebook and over 4,550 new eNews subscribers.

### Wellington Film Awareness Campaign

To coincide with the World Premiere of The Hobbit: An Unexpected Journey, we launched a Wellington film awareness campaign targeted at Wellingtonians and New Zealanders outside of the capital to promote the city as a film destination so that New Zealanders come to experience it for themselves.

To do this, we created a digital illustration of The Embassy Theatre which allowed users to win seats to the first screening of The Hobbit: An Unexpected Journey at The Embassy. The user needed to select which double seats they'd like to win and then answer relevant the Wellington film trivia question. Answering the question correctly entered that user into the draw to win the two seats. Each seat showed how many people have entered to win those seats, so latecomers can make a calculated assessment on the seats they would most likely win.

The campaign had 21,395 views, 9,960 entries and 1,996 new email subscribers.



## The Wellington Christmas Cracker - [WellingtonChristmasCracker.com](http://WellingtonChristmasCracker.com)

After two successful years running the Wondrous Wellington Advent Calendar, it was time to take a fresh approach to keep ahead of the game. The Wellington Christmas Cracker was launched on 1 December with a virtual Christmas cracker which popped open with a click of the mouse to reveal a voucher from a Wellington business and a classic, cringe-worthy Wellington joke, just like offline crackers. Each day in December revealed a new voucher and a new joke.

Using the same mechanics and functionality as the Advent Calendar, emphasis was placed on data capture to increase eNews subscribers and social sharing.

A mobile version ensured the best experience for mobile users, with the users device detected and redirected accordingly.

The Wellington Christmas Cracker generated 77,743 visits and 40,981 vouchers were emailed out to users.

### Social Media Highlights

- Facebook fans grew by 4% on last quarter, increasing our global fan base to 34,168. Of note, Wellingtonian fans grew by 11% this quarter.
- The Facebook post with the greatest reach was a post promoting the Wellington Wishing Well. This received 208 comments, 1,518 likes, 134 shares and had a total reach of 676,198.
- Hobbit related posts also performed exceptionally well this quarter. This was lead by an image showing Gandalf perched on the Embassy theatre building. This post had a huge virality rating of 18.5%, as a result of it's 680 shares, 1,842 likes and 64 comments. We worked hard to ensure we posted within minutes of installs being launched to ensure it was our content that was being shared, thus increasing our organic fan acquisition.





## New Zealand Marketing

### Kids Stay Free

During the quarter we ran a tactical hotel promotion to encourage bookings over Wellington's summer period. The booking and promotional period was 23 October – 14 December 2012, and stay period was 15 December 2012 – 30 January 2013. The results of this campaign were:

- Kids Stay Free outperformed the 2011/12 summer '3 for 2' campaign in terms of booking value by 108%
- Rooms sold increased by 7% (15 – 31 Dec, Hotel Monitor)
- 8,509 visits direct to landing page on WellingtonNZ.com
- 13,680 total page views on WellingtonNZ.com
- 105 bookings during promotional period



## Game Masters

To leverage the latest blockbuster exhibition at Te Papa, (Game Masters) PWT created a leveraging campaign in partnership with Te Papa to encourage summer visitation. The exhibition opened on 15 December 2012 and will run through until 28 April 2013. Promotion for the exhibition included online advertising through Stuff.co.nz, MSN NZ, Google and Facebook. PWT incentivised booking online via WellingtonNZ.com through a 'Win an Arcade Machine' competition and created a special interactive landing page for the exhibition our site. Quarter 2 results were:

- 18,312 clicks via online media to WellingtonNZ.com
- 16,166 visits direct to the landing page on WellingtonNZ.com
- 19,554 total page views on WellingtonNZ.com
- 130 ticket sales via BookIt



## PR / Media Activity / Media Results

### New Zealand Destination Media Profile

There were 35 domestic media stories on destination Wellington and Visa Wellington On a Plate in the quarter that were influenced by PWT activity. The quarter's coverage had a cumulative audience of over 1.7 million and an advertising space rate of \$324,055. Major hosting results through in the quarter included multi-page spreads on film tourism and the Brancott Estate WOW Awards Show in World magazine, a family summer holidays feature in Hawke's Bay Today and a [front cover story on film tourism](#) in Sunday Star Times' Escape section.



Five domestic journalists were hosted in the quarter for a variety of events and campaign-focused stories:

- :: Patrick Smith from World magazine for features on the Brancott Estate WOW Awards Show and Wellington as a film destination.
- :: NZ Herald Weekend editor Catherine Smith for a Wellington weekend story in conjunction with WOW to run when tickets go on sale in Feb/March 2013.
- :: Grant Harding from Hawke's Bay Today for a feature on Wellington as a family destination to promote the Kids Stay Free tactical campaign.
- :: Sunday Star Times' Kate Mead was hosted in conjunction with the world premiere of *The Hobbit: An Unexpected Journey* for a film tourism piece.
- :: AAPNZ's Rebecca Quilliam was hosted in conjunction with the world premiere of *The Hobbit: An Unexpected Journey* for a film tourism piece.

*The following destination releases were also shared with media lists:*

- :: [Wellington Wishing Well: Wish for the Best](#)
- :: [Creativity Centre Stage in Wellington this November](#)
- :: [Kids Stay Free in Capital this Summer](#)
- :: [Creative Conferences Bring World's Best to Wellington](#)

## WellingtonNZ.com/Media

Ahead of The Hobbit: An Unexpected Journey World Premiere, a large amount of work was put into improving the look and enhancing content of our media site. A new [Film Stories](#) section was added, along with a [Film Tourism folder on our image library](#). The premiere itself was photographed, with high resolution images shared with international media, PR partners and [loaded on our image library](#).

## Industry Media Profile

There were 60 stories featuring Positively Wellington Tourism comment in the Wellington stakeholder region, with a cumulative audience of just under 3.4 million.

Highlights included coverage of

*The following tourism statistic and project releases were distributed in the quarter:*

- :: [WOW Window Display Winners Announced](#)
- :: [Record Cruise Season Sets Sail](#)
- :: [Stage Set for Blockbuster November in Capital](#)
- :: [KNOW Wellington Launches Cracker Campaign for Christmas](#)
- :: [Weekend Events Drive Strong November](#)
- :: [Middle of Middle-earth Campaign Helps Break Web Records](#)

## End of Year Video



One of our Christmas traditions at PWT is to compile a video documenting and reporting on some of the year's projects. In 2010 we looked at the [development of the Australia market](#), while [last year's clip](#) highlighted the many numbers involved in the year in the life of PWT. This year our [Share & Tell video](#) focuses on the how, the what and the why of some of this year's digital projects.



## Australia Marketing

PWT launch the first Phase (of two) of \$1 million dollar JV campaign with TNZ on 30 October lasting for 4 weeks. The campaign is focused on creating awareness that the Wellington region (Wellington, Wairarapa, Hawkes Bay and Marlborough) is the food and wine capital of New Zealand, where food and wine are made for each other. A myriad of media channels (Scooters, Print and Online) will be used, heavily weighted in favour of online which is where the strongest call to action for people to book exists.



For this two phase programme of activity we have secured partnership with Tourism New Zealand where they will invest \$500,000 alongside our investment.

Our regular partners Air New Zealand are joined by Flightcentre in partnering with Phase one of this campaign with Air NZ releasing two tactical deals at the start and end of the campaign and Flightcentre with a 9 night package and multiple promotional activities. The campaign targets primarily Sydney and Melbourne for the Scooters and Print however, the online banners will be nationwide across Australia. The target of this activity is to increase visitation across the summer months.

In addition to this, PWT have a 'Film Awareness' competition running from 19 November to 6 December in Australia to create awareness of some of the blockbuster movies that have been "touched" by Wellington while the focus of the Wellington Film industry has global reach. PWT have secured 3 x Weta prosthetics experiences to be offered as prizes in addition to flying to Wellington and attending one of the first public screenings at The Embassy Theatre.



- **Media/PR:**

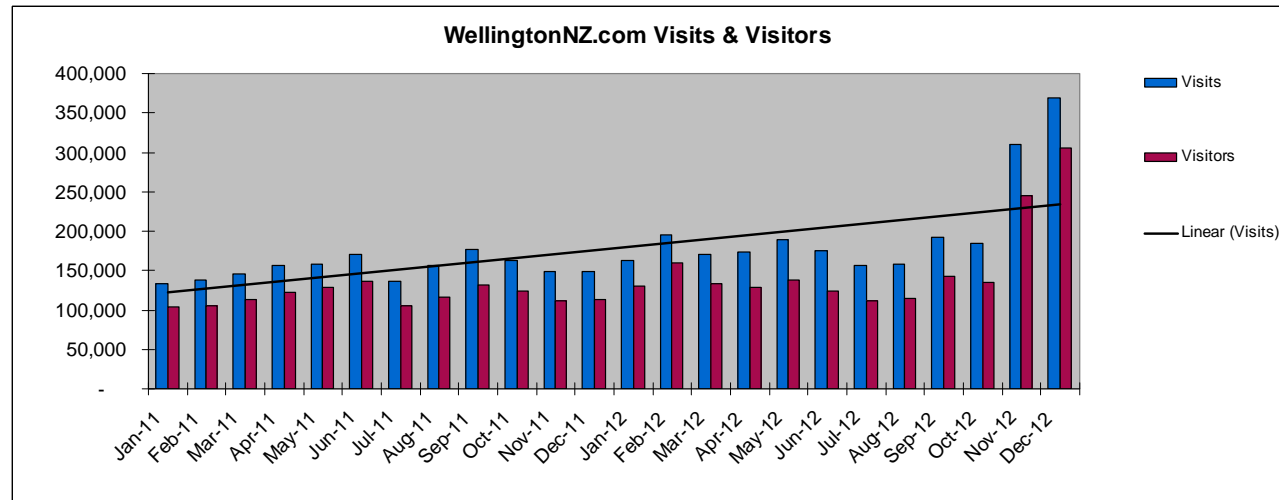
- Four media famils - The Australian x 2, Timeout Australia, Freelancer - Fine Australasia.

- **Trade**

- Five travel trade famil groups through – 40 agents, Flight Centre, Infinity Holidays, Fair New Zealand, Qantas and ANZCRO.

## Digital Marketing

Quarter 2 was a phenomenal period for WellingtonNZ.com with traffic records being set, then surpassed. December 2010's traffic record was beaten by more than 100,000 in November, with 309,824 visits. The driver of this traffic was predominately Hobbit related (Wellington Film campaigns, Wellington Film Map, Hobbit Artisan Market listing etc). This record was then broken in December when 369,157 visits were recorded. This traffic was Hobbit and Christmas related, with the launch of the Wellington Christmas Cracker campaign (detailed under Downtown Marketing).



Overall, there were 863,322 visits to WellingtonNZ.com in Quarter two. This is a 70% increase on Quarter one (506,844) and a 88% increase on Quarter two 2011 (460,430).

## Digital Developments

### Middle of Middle-earth Site Takeover

WellingtonNZ.com transformed into MiddleofMiddle-earth.com in the lead up and during the celebrations of the World Premiere of The Hobbit: An Unexpected Journey. The artwork that was crafted by Daniel Reeve was applied to across the site and newsletters resulting in a significant amount of positive feedback from the public.



## Wellington Film Map/Locations

The new Film Locations section of WellingtonNZ.com was launched to coincide with the distribution of a print map in advance of *The Hobbit: An Unexpected Journey* World Premiere. Users can explore film locations, visit bars and restaurants popular with international stars, and check out exhibits and sculptures crafted by artisans who have worked on some of the world's biggest movies. Listings with embedded Google maps cover notable Wellywood sights in the city and region, from Government House which was used in the filming of Peter Jackson's *The Lovely Bones* to the Lagoon on the waterfront, which was the backdrop for a Bollywood remake of classic heist film *The Italian Job*. Since its launch in November, there have been 19,619 views of the Wellington Film Map content. [View Wellington Film Map](#).

## **International Marketing**

The Hobbit: An Unexpected Journey premiere was the key focus area for Q2 with PWT assisting Tourism New Zealand with hosting premiere media. Around 60 of the 100-strong contingent travelled from over 20 countries in addition to Australian and domestic journalists. PWT staff were present at the media hotel for on the ground information provision, arranged Wellington film tours for broadcasters to film their 'stand up' camera pieces and provided one-on-one assistance to several key broadcast files requiring additional coverage which included SkyTV, NBC USA and CTC Canada. The city installations and Hobbit Artisan Market were very popular with media looking for additional stories.

The Hobbit was also a key focus at Tourism New Zealand's UK & Europe [Product Workshop](#) in London. PWT represented the regional Wellington and Wairarapa International Marketing Alliance (IMA). Fifty-seven Product Managers appointments with decision makers from twelve European countries were undertaken as well as Tourism New Zealand's staff and French and UK PR agencies. Wellington and Wairarapa also jointly presented a webinar to around 100 North American market frontline agents in November just ahead of the premiere.

The China Semi-FIT Training event was organised by Tourism New Zealand and held in Hong Kong, Beijing, Shanghai, Hangzhou and Guangzhou in November. PWT represented the regional Marketing Alliance as we continue to grow our relevance and opportunity to the burgeoning Chinese tourism sector. A total of 276 frontline travel agent and product staff attended; New Zealand Immigration Service and Air New Zealand also sent staff for training.

Stories Beats Stuff is a Tourism New Zealand social media campaign targeting the Youth sector. Wellington hosted four UK youth traveller winners in November on the City Splendour itinerary with the [wrap-up video](#) and blog now online.

Wellington's key piece of printed consumer information was completed in December with 150,000 Wellington Visitor Guides now being distributed to i-SITEs and key city touchpoints. An [e-book version](#) will shortly be available at WellingtonNZ.com. The 2012 e-edition attracted over 60,000 page views.

Wellington's cruise season commenced on October 8. Over 90 ships will visit the city with a noticeable trend to larger ships, carrying up to 3,500 passengers per visit, plus crew. Over 60% of this seasons cruise passengers are forecast to be Australians, with Americans, British and New Zealand represented in much smaller numbers. PWT maintains close relationships with Cruise New Zealand, Tourism Industry Association NZ and the ship ground handlers; the Wellington City Ambassador programme services passengers with visitor information during their short stay in the city. Princess Cruises and their ground handler ID Tours were hosted by PWT in Wellington pre-season.

Seven Inbound Product Managers were hosted during Q2 to promote new itineraries and products. Other highlights included a group of 16 German travel agents and TNZ's Country Manager Japan undertook a Wellington film tour.

Much of the International Media hosting prior to the film premiere was for outlets preparing stories for The Hobbit trilogy's release. This included Germany's largest daily Die Welt, the US Daily from New York and The Sunday Telegraph and The Sun from the UK. A total of 101 media outlets were hosted during Q2. Of



particular note is the AP/Reuters Five Top Things To Do in Wellington story which has been syndicated into a number of American outlets. Media results to date include:

China - [Sin Weibo](#) red carpet coverage (Chinese equivalent of Facebook and Twitter)

UK – [Daily Telegraph](#) premiere coverage

UK – [The Daily Mail](#) Wellington and film tourism travel feature online

Worldwide – [Al Jazeera](#) premiere coverage online



## **Convention Bureau Sales and Marketing**

The Wellington Convention Bureau participated in an International Trade Day in Auckland and undertook a sales presentation to the Auckland University Events Group as well as ongoing sales calls domestically.

Twenty people were hosted on business event famils during the quarter. This included ten Australians.

Our Sydney based Australian Business Development Manager undertook sales calls in Brisbane and attended the Professional Conference Organisers Association Conference in December.

A Bureau Partners Update was held in November at the James Cook Hotel Grand Chancellor; this was well attended and included a presentation on the TSB Bank Arena/Shed 6 development from Positively Wellington Venues.

The Bureau team are working on a number of significant events; the value of these potential events is \$8m from the domestic market and \$15m from the Australian market.

Photo's from our October large familiarisation event with clients from Auckland and Australia.

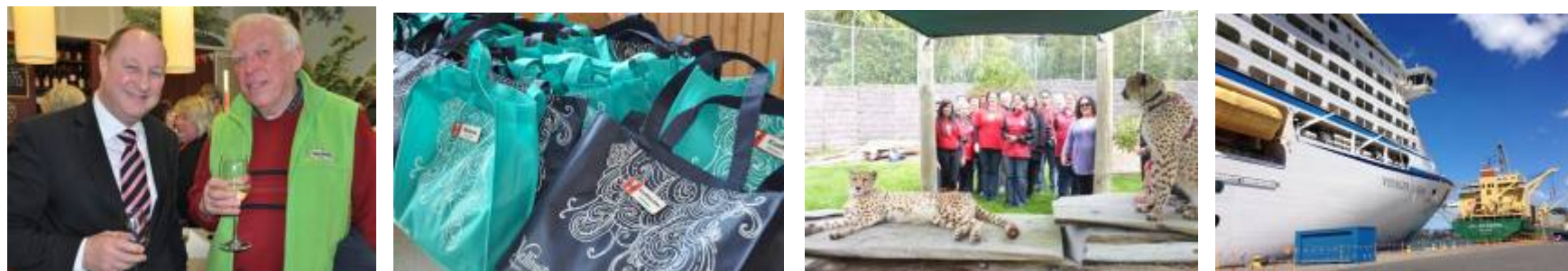


## i-Site Visitor Centre

1. Management and staff – 4 new part time staff have been hired and trained for the summer. 2 of these staff will double up with Mark on the Ferry ensuring that we maximise sales on board the interislander i-SITE. All 4 staff will also work part time in the city centre, and have been to all the CCO's and other major attractions/tours in and around the region
2. Foot count – Wellington i-SITE Visitor Centre foot count was down 3% this quarter compared to last year
3. Redevelopment – KiwiRail and the Wellington Zoo have both had new displays installed in the City Centre at the beginning of November. Te Papa and the Museums Trust will have their panels installed 21 Dec on the Wakefield side of the centre



4. Wellington City Ambassador Programme – This quarter has seen the arrival of 25 ships to Wellington, including two double days and the largest ship for the season the “Voyager of the Seas” with a pax of 3183 passengers. WCA's are stationed at CentrePort, Brandon St, Cable Car Lane and the Top of the Cable Car. On the 7<sup>th</sup> of December we hosted the WCA Christmas Party at the Begonia House in the Botanic Garden, 70 volunteers attended WCA's have had the opportunity to visit the zoo and experience a close encounter with the Cheetahs, a guided tour of Zealandia, a guided Botanic Garden tour, a Walk Wellington Tour, visit Carter Observatory and a guided tour of Te Papa as part of the on going training programme



## **Destination Wellington project**

The Destination Wellington project kicked off in Quarter 2 following the decision to undertake this project being ratified by the WCC. A Project Team was collaborated with representatives from PWT, Grow Wellington and the WCC. The core roles of each organisation were identified as being:

- PWT is responsible for developing and telling the Wellington Story through destination marketing and the development and distribution of associated marketing material
- Grow Wellington is responsible for targeting businesses, talent and foreign direct investment, converting those business opportunities into tangible business deals, and taking a lead role in identifying and communicating the aftercare and retention needs of business
- WCC will assist in welcoming potential and new businesses, broker relationships as required, provide market analysis and intelligence, and coordinate and monitor the overall programme of activities.

The three organisations have developed a coordinated Background document and Action Plan which sets out the key objectives and actions for delivering the Destination Wellington strategy, as well as how success will be measured.

As a priority in quarter two, PWT has led the selection of a brand agency who will work alongside the Destination Wellington team in developing the 'Wellington Story' and associated marketing collateral. The Assignment Group was appointed as the brand agency in November following a full tender process.

In addition, PWT has led the selection of two agencies to assist with core research undertakings. The first, Clemenger BBDO, has assisted us with facilitating focus groups to help to further inform the brand agency brief for creating a simple, effective and flexible long term brand proposition for Wellington that can be used by all Wellington organisations. The second, Maven Consult, have been contracted to assist us with understanding what new and prospective New Zealanders think of Wellington now (e.g. as a city in New Zealand / as a place to live, work, study, invest and visit).

## **Financial performance**

The budget and related KPI's presumed that Joint Venture Activity in Australia would result in cash flow through PWT. However working with Air New Zealand and Tourism New Zealand has meant that our campaign structure changes with each organisation paying accounts up to \$1m and \$500k respectively during this financial year.

The fall in income and visitor numbers at the i-SITE compared to the previous year can be mostly attributed to the hosting of Rugby World Cup last year and the boom in visitors that created in the September month.

**Profit and Loss**  
**For the quarter ended 31 Dec 2012**  
**Partnership Wellington Trust Inc.**

	Quarter				Full Budget
	Actual	Budget	YTD	YTD Budget	2012/13
<b>Income</b>					
Visitor Centre	853,113	955,000	1,242,343	1,465,000	2,998,000
Funding - WCC	1,355,100	1,485,000	3,040,100	2,970,000	5,940,000
Interest Income	13,717	15,000	35,284	38,000	75,000
Partner Income	174,228	455,000	757,381	875,000	1,750,000
Sundry Income	84,210	95,000	150,158	125,000	225,000
Interislander i-Site	184,697	195,000	266,409	285,000	572,000
<b>Total Income</b>	<b>2,665,065</b>	<b>3,200,000</b>	<b>5,491,675</b>	<b>5,758,000</b>	<b>11,560,000</b>
<b>less Direct Costs</b>					
VIN Cost of Goods Sold	883,401	1,002,000	1,235,314	1,565,000	2,908,650
<b>Total Direct Costs</b>	<b>883,401</b>	<b>1,002,000</b>	<b>1,235,314</b>	<b>1,565,000</b>	<b>2,908,650</b>
<b>Gross Surplus from Trading</b>	<b>1,781,664</b>	<b>2,198,000</b>	<b>4,256,361</b>	<b>4,193,000</b>	<b>8,651,350</b>
<b>less Expenditure</b>					
Domestic Marketing	385,651	390,000	908,537	965,000	1,905,000
Downtown	97,615	90,000	120,173	175,000	232,200
Destination Wellington	65,256		65,256		
Communications	59,589	60,000	110,546	160,000	245,000
Digital	189,151	165,000	369,016	485,000	798,000
Research & Product Development	24,737	20,000	43,838	85,000	133,000
International	149,799	129,000	247,020	285,000	504,000
Convention Bureau	120,272	120,000	227,461	265,000	509,000
Australia	315,039	376,000	494,266	832,625	1,630,000
Visa Wellington on a Plate	20,625	13,363	65,064	125,000	380,000
Long Haul	16,287	50,000	16,287	100,000	200,000
i-Site	207,703	202,000	387,957	396,000	790,000
Overheads	306,175	288,000	608,142	650,000	1,230,000
Interislander i-Site	30,547	21,000	54,410	60,000	93,000
<b>Total Expenditure</b>	<b>1,988,446</b>	<b>1,924,363</b>	<b>3,717,973</b>	<b>4,583,625</b>	<b>8,649,200</b>
<b>Net Operating Surplus</b>	<b>(206,782)</b>	<b>273,637</b>	<b>538,388</b>	<b>(390,625)</b>	<b>2,150</b>
Capital Expenditure	5,908	3,500	5,908	42,500	49,000
Intangibles Expenditure	0		0		
<b>Total Capital Expenditure</b>	<b>5,908</b>	<b>3,500</b>	<b>5,908</b>	<b>42,500</b>	<b>49,000</b>

**Statement of Cash Flows**  
**For the period ended 31st Dec 2012**  
Partnership Wellington Trust Inc.

	<b>2012/13</b>	<b>2011/12</b>
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
<b>Cash was provided from:</b>		
WCC Income in Advance	487,500	0
Sales and Other Income	1,616,887	1,912,300
WCC Funding	3,040,100	3,270,000
Partner Income	752,381	826,524
Rent Received	47,023	44,678
Interest Received	35,284	39,209
	5,979,175	6,092,711
<b>Cash was applied to:</b>		
Payments to Suppliers	(4,090,753)	(4,477,326)
Payments to Employees	(1,231,656)	(1,194,151)
Rent Paid	(165,837)	(136,071)
	(5,488,247)	(5,807,548)
<b>Net Cash Flows from Operating Activities</b>	<b>490,928</b>	<b>285,163</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
<b>Cash was applied to:</b>		
Purchase of Fixed Assets & Intangibles	(5,907)	(44,150)
<b>Net Cash Flows from Investing Activities</b>	<b>(5,907)</b>	<b>(44,150)</b>
<b>Net Increase / (Decrease) in Cash Held</b>	<b>485,021</b>	<b>241,013</b>
add: Cash Held at 1 July	1,021,424	1,028,370
add: Effect of foreign exchange gain / (loss)		
<b>Cash Held at End of Month</b>	<b>1,506,445</b>	<b>1,269,383</b>
<b>Represented By:</b>		
Cash on Hand	900	600
Bank Accounts	1,505,546	1,268,783
	<b>1,506,446</b>	<b>1,269,383</b>

**Balance Sheet**  
**For the period ended 31st Dec 2012**  
Partnership Wellington Trust Inc.

NOTES

	2012 December	2011 December
<b>TRUST FUNDS</b>		
Trust Funds at start of year	502,283	499,803
Net Surplus (deficit) for period	538,387	423,923
<b>Trust Funds at month end</b>	<b><u>1,040,671</u></b>	<b><u>923,726</u></b>
<b>Comprising</b>		
<b>Current Assets</b>		
Cash and Bank	1,506,446	1,269,383
Accounts Receivable	841,392	17,891
GST Receivable	0	0
Stock on Hand	0	0
Prepayments	38,842	9,711
Provision for Bad Debt	0	0
Withholding Tax Paid	38,153	40,070
<b>Total Current Assets</b>	<b><u>2,424,833</u></b>	<b><u>1,337,055</u></b>
<b>Current Liabilities</b>		
Accounts Payable	336,639	276,728
Accruals	538,721	382,940
Employee Entitlements	107,346	119,960
Income in Advance	548,799	61,839
GST Payable	29,296	(95,829)
Tax Payable	0	0
<b>Total Current Liabilities</b>	<b><u>1,560,800</u></b>	<b><u>745,638</u></b>
<b>WORKING CAPITAL</b>	<b><u>864,032</u></b>	<b><u>591,417</u></b>
<b>Fixed Assets</b>		
<b>Property Improvements</b>		
Property Improvements	182,975	175,077
less Accumulated Depreciation	(140,336)	(116,367)
Net Property Improvements	<b><u>42,640</u></b>	<b><u>58,710</u></b>
<b>Computers</b>		
Computers Original Cost	104,920	94,047
less Accumulated Depreciation	(87,658)	(66,662)
Net Computers	<b><u>17,262</u></b>	<b><u>27,384</u></b>
<b>Furniture, Fittings &amp; Equipment</b>		
Furniture, Fittings & Equipment	475,219	450,176
less Accumulated Depreciation	(362,709)	(242,164)
Net Furniture, Fittings & Equipment	<b><u>112,511</u></b>	<b><u>208,013</u></b>
<b>Total Fixed Assets</b>	<b><u>172,412</u></b>	<b><u>294,107</u></b>
<b>Intangible Assets</b>		
Intangible Assets	518,567	513,826
less Accumulated Amortisation	(514,341)	(475,623)
Net Intangible Assets	<b><u>4,226</u></b>	<b><u>38,202</u></b>
<b>NET ASSETS</b>	<b><u>1,040,671</u></b>	<b><u>923,726</u></b>