

New Zealand Marketing

Performance Indicators											
<p>2% growth (visitor nights and numbers) above 2007/08 levels (Source: CAM)</p> <p>Weekend rooms sold in partner hotels 2% above 2007/08 levels (Source: Hotel Monitor)</p>	<table border="0"> <tr> <td>Result</td> <td>Status</td> </tr> <tr> <td>Achieved</td> <td></td> </tr> <tr> <td colspan="2">Comments</td> </tr> <tr> <td colspan="2">The Commercial Accommodation Monitor (CAM) showed a 6.8% increase in total domestic visitor nights for October to December 2008 compared to the same period last year. The total domestic visitor nights for the year ended October 2008 increased 9.3% compared to the same period in 2007.</td> </tr> <tr> <td colspan="2">Weekend rooms sold in partner hotels increased by 5.2% for October to December 2008 compared to the same period in 2007.</td> </tr> </table>	Result	Status	Achieved		Comments		The Commercial Accommodation Monitor (CAM) showed a 6.8% increase in total domestic visitor nights for October to December 2008 compared to the same period last year. The total domestic visitor nights for the year ended October 2008 increased 9.3% compared to the same period in 2007.		Weekend rooms sold in partner hotels increased by 5.2% for October to December 2008 compared to the same period in 2007.	
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<p>Significant input into event development (critical contribution into second level or potential new events for Wellington)</p>	<p>Result</p> <p>Status On target</p> <p>Comments Support has been provided to the Armageddon Expo, Summerset, Starlight Express and Matariki during quarters 3 and 4. Discussions were also held this quarter regarding proposals to further promote Te Papa's Monet and the Impressionists exhibition through city excitement activity with WCC. PWT has also developed discussions around a 'Dine Out' festival, a project which it now leads together with Grow Wellington.</p>
<p>Joint market at least 7 key events (inc. WOW® and NZI Sevens) and produce 2 event calendars</p>	<p>Result</p> <p>Status On target</p> <p>Comments The event calendar profiling February to May 2009 has been produced. It will be delivered in January to Auckland, Christchurch, Wellington City and region and the drive range. The Armageddon Expo, Summerset, Starlight Express and Matariki will be joint-venture marketed in quarters 3 and 4. Support has already been provided to the NZI Sevens, Montana World of WearableArt® Awards Show and Wellington Jazz Festival.</p>
<p>Re-launch the updated domestic campaign in July 2008</p>	<p>Result</p> <p>Achieved</p> <p>Status</p> <p>Comments The new domestic marketing campaign was successfully launched on July 21st.</p>

Convention Bureau

Performance Indicators									
<p>5% increase in domestic leads</p> <p>5% increase in international market leads</p>	<table border="0"> <tr> <td style="vertical-align: top;">Result</td> <td style="vertical-align: top;">Status</td> </tr> <tr> <td></td> <td style="text-align: center;">On target</td> </tr> <tr> <td colspan="2">Comments</td> </tr> <tr> <td colspan="2"> <p>112 vs. 91 leads and referrals for the quarter (+23%) Leads and referrals are 12% ahead year to date.</p> <p>International leads have increased for the second quarter compared to Q2 of last year by 4%.</p> </td> </tr> </table>	Result	Status		On target	Comments		<p>112 vs. 91 leads and referrals for the quarter (+23%) Leads and referrals are 12% ahead year to date.</p> <p>International leads have increased for the second quarter compared to Q2 of last year by 4%.</p>	
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<p>Hold showcase event in Auckland</p> <p>Attend New Zealand-based trade shows MEETINGS</p> <p>Sales missions held in Melbourne, Canberra, Brisbane and Sydney with 15% increase in lead generation.</p>	<table border="0"> <tr> <td style="vertical-align: top;">Result</td> <td style="vertical-align: top;">Status</td> </tr> <tr> <td></td> <td style="text-align: center;">On target</td> </tr> <tr> <td colspan="2">Comments</td> </tr> <tr> <td colspan="2"> <p>The Auckland Showcase was held in August. 92 guests and 13 partners involved</p> <p>The Bureau attended MEETINGS held in Christchurch in July. 72 appointments achieved. 14 partners involved.</p> <p>Sales call to Sydney for Focus New Zealand function. 68 key Sydney contacts attended.</p> <p>Wellington Association Promotional Luncheon held in the Wellington Convention Centre on 11 September. 83 guests and 19 partners were involved.</p> </td> </tr> </table>	Result	Status		On target	Comments		<p>The Auckland Showcase was held in August. 92 guests and 13 partners involved</p> <p>The Bureau attended MEETINGS held in Christchurch in July. 72 appointments achieved. 14 partners involved.</p> <p>Sales call to Sydney for Focus New Zealand function. 68 key Sydney contacts attended.</p> <p>Wellington Association Promotional Luncheon held in the Wellington Convention Centre on 11 September. 83 guests and 19 partners were involved.</p>	
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<p>15 Australian decision makers involved in familiarisation visits to Wellington</p> <p>60 New Zealand conference decision makers familiarised</p> <p>2 sales visits to Australia</p> <p>500 New Zealand sales calls made</p>	<p>Result</p> <p>Status On target</p> <p>Comments</p> <p>Five Australians attended the Wellington Conference and Events Expo in October. 11 familiarised year to date.</p> <p>22 New Zealand conference decision makers attended the Wellington Conference and Events Expo in October. 26 familiarised year to date.</p> <p>One sales visit made to Sydney in August.</p> <p>238 sales calls made year to date.</p>
<p>15 bids for major conferences</p> <p>10 major conferences confirmed with total economic impact of \$6 million</p>	<p>Result</p> <p>Status On target</p> <p>Comments</p> <p>2 bids for major conferences were delivered this quarter. Year to date 6 bids have been delivered</p> <p>Two conferences confirmed worth \$1.3 million confirmed in the quarter. Five confirmed year to date worth \$3 million.</p>
<p>Undertake an average of 40 research calls per month</p>	<p>Result</p> <p>Status Below target</p> <p>Comments</p> <p>Having carried significant research between October 2007 and August 2008, creating a significant database of information resources have been redirected to maximise the opportunity created by spending more time visiting contacts on the database created, selling Wellington as a conference destination; thus the Key Performance Indicator had been reviewed and a new target set of 30 sales calls in addition to at least 10 follow-up face-to-face sales calls</p> <p>179 research calls made year to date. (Average 30 per month)</p> <p>.</p>

Downtown

Performance Indicators															
<p>Downtown weekend visitation 2% above 2007/08 levels (Source: BNZ MarketView; number of Wellingtonian's using BNZ credit cards in downtown area)</p> <p>Downtown weekend sales 2% above 2007/08 levels (Source: BNZ MarketView; dollars spent by Wellingtonian's in downtown area)</p>	<table border="0"> <tr> <td>Result</td> <td>Status</td> </tr> <tr> <td></td> <td>Behind target</td> </tr> <tr> <td colspan="2">Comments</td> </tr> <tr> <td colspan="2">Weekend visitation in downtown Wellington for October to December 2008 was down 4.3% compared with the same period in 2007.</td> </tr> <tr> <td colspan="2">Weekend spending in downtown Wellington for October to December 2008 was down 9.9% compared with the same period in 2007.</td> </tr> <tr> <td colspan="2">As predicted both weekend spending and visitation were down for the second quarter. The contracting economy continues to impact on spending due to rising living costs, falling housing and financial wealth, and lower job security.</td> </tr> </table>	Result	Status		Behind target	Comments		Weekend visitation in downtown Wellington for October to December 2008 was down 4.3% compared with the same period in 2007.		Weekend spending in downtown Wellington for October to December 2008 was down 9.9% compared with the same period in 2007.		As predicted both weekend spending and visitation were down for the second quarter. The contracting economy continues to impact on spending due to rising living costs, falling housing and financial wealth, and lower job security.			
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<p>Increase the KNOW database to 15,000</p> <p>KNOW e-news distributed fortnightly</p>	<p>Result</p> <p>Status On target</p> <p>Comments During the quarter a new look KNOW e-newsletter was successfully launched and the database broke through the 12,000 subscriber mark.</p> <p>KNOW e-news was distributed fortnightly throughout the quarter.</p>
<p>The <i>Fashion Map</i> and the <i>Arts Map</i> integrated into WellingtonNZ.com and the <i>Downtown Year Planner</i> produced</p>	<p>Result</p> <p>Status On target</p> <p>Comments The 2009 <i>Downtown Year Planner</i> was produced and distributed during December.</p> <p>Plans are in place to integrate the <i>Fashion</i> and <i>Arts Map</i> content into WellingtonNZ.com following a review of the structure of WellingtonNZ.com. The integration of the content is planned to take place during quarters 3 and 4. Content has already been integrated into the new Wellington Visitor Guide.</p>

International Marketing

Performance Indicators	
<p>Partner funding within 10% of 2007/08 levels</p> <p>Number of partners within 5% of 2007/08</p>	<p>Result Achieved</p> <p>Status</p> <p>Comments IMA and IMG partner numbers and funding has been achieved at the same level as 2007/08.</p>
<p>40 sales calls to Inbound Tour Operators (IBO)</p> <p>Train 350 frontline staff from key markets</p> <p>Sales calls to 100 decision makers in key offshore markets</p>	<p>Result On target</p> <p>Status On target</p> <p>Comments Five IBO sales calls were undertaken this quarter in addition to attendance at the ITOC Annual December forum. Inbound tour operators working in the traditional markets report their high season volumes 10-20% down as economic concerns deepens in USA and Europe.</p> <p>Kiwi Link Asia took place in this quarter and is reported on in the Long Haul report.</p> <p>IBO Sales Calls year to date: 10 Frontline Staff trained year to date: 127 Decision maker sales calls year to date: 48</p> <p>In May Wellington together with Wairarapa will hold a trade day in Auckland where almost all IBO's are based.</p> <p>In June PWT will attend the annual Tourism Rendezvous New Zealand (TRENZ) event and meet with up to 100 global travel key decision makers.</p>
<p>Undertake i-SITE frontline famil to Wellington</p> <p>Increase Wellington's profile at key touchpoints throughout New Zealand.</p> <p>Increase Wellington coverage in US & UK brochures, websites and guidebooks.</p>	<p>Result On target</p> <p>Status On target</p> <p>Comments Six i-SITE staff from along the Classic New Zealand Wine Trail visited Wellington as part of a five region famil along the Trail in October 2008.</p> <p>Seven i-SITE training calls took place in early December with 30 frontline staff trained.</p> <p>One guidebook writer was hosted during the quarter.</p>
<p>Further develop the travel trade section of WellingtonNZ.com</p> <p>Distribute 4 e-updates to trade</p> <p>Distribute 8 e-updates to media</p>	<p>Result On target</p> <p>Status On target</p> <p>Comments Two media newsletters were distributed this quarter. Two trade newsletters were distributed this quarter.</p>

	<p>Media Newsletters Year to date: 6 Trade Newsletters Year to date: 3</p>
<p>Host 2 famils for Inbound Tour Operator staff Host 1 product buyer famil Host 15 wholesale or retail trade famils</p>	<p>Result Status On target</p> <p>Comments Two trade famils were hosted this quarter including a Tourism New Zealand Insight famil along the Classic New Zealand Wine Trail which included three US Product Buyers and an eight passenger mixed Asian group on a decision makers famil.</p> <p>Five wholesale or retail famils held year to date. Leads from the UK Product Workshop resulted in two excellent famils with agents from high end sellers Kuoni and Audley Travel visiting the city during the quarter.</p> <p>Inbound Year to date total: 1 Product Buyer famil Year to date total: 2 Wholesale & Retail Year to date total: 5</p>
<p>Produce 2009 <i>Wellington Regional Visitor Guide</i> Achieve 70 editorial media placements</p>	<p>Result Status On target</p> <p>Comments The 2009 Wellington Regional Visitor Guide was delivered on time and on budget in November 2008.</p> <p>Several international media famils hosted in this quarter including the influential Huffington Post from America and Indian Vogue.</p> <p>Media placements Year to date total: 24</p>

Long Haul

Performance Indicators	
<p>Funding within 5% of 2007/08 levels</p> <p>Retain at least 6 funding partners</p>	<p>Result Achieved</p> <p>Comments As per Q1 report.</p>
<p>Deliver on Long Haul Strategy as agreed by funding partners</p>	<p>Result Status Ongoing</p> <p>Comments The landscape has changed since the launch of the Long Haul Strategy two and a half years ago. The delivery delay of the B787 Dreamliner will have an impact on airline route planning. Original forecasts had the aircraft flying in May 2008. Qantas, the launch customer of this aircraft, has already had to shift its scheduling to meet the revised timelines – the aircraft is currently due for delivery in late 2009.</p> <p>Delays aside, it is important that we do not lose sight of our long term goal. The Long Haul Strategy came about as a result of identifying that the lack of long haul air services into Wellington was a major impediment to economic growth and global linkages in the future of our region.</p> <p>PWT believes that we need to be in a position to support potential air connectivity opportunities should they arise. The services may include:</p> <ul style="list-style-type: none"> • Additional Trans-Tasman carriers – providing additional capacity to current and new destinations in Australia; • Short Haul Low Cost Carriers e.g. the introduction of low cost services between Sydney and Wellington and new leisure based ports; • Indirect Long Haul e.g. the introduction of services from Asia to Wellington (via Sydney) – thus resulting in an additional Trans-Tasman carrier; and • Direct Long Haul e.g. the introduction of Singapore services direct from Asia to Wellington (non-stop).
<p>Aim to be in negotiation with 2 airlines by the end of 2008/09 financial year.</p>	<p>Result Ongoing</p> <p>Comments All airlines met with indicated that they would not be in a position to confirm any new routes until they were in receipt of their new aircraft from 2010 onwards. This reiterated the need for Wellington to maintain ongoing dialogue with the airlines, to ensure that 'destination Wellington' was firmly in their consideration and that Wellington and New Zealand are developed as 'in demand' destinations.</p>

<p>Strategy review completed and modified strategy implemented if required. Deliver on strategy as agreed by funding partners.</p> <p>Undertake a minimum of 10 trade and airline sales calls to key Asia wholesalers.</p> <p>Attend Kiwi Link Asia.</p>	<p>Result Achieved</p> <p>Comments PWT attended Kiwi Link Asia in Shanghai in October 2008 and undertook 90 scheduled appointments with travel trade decision makers from South and North Asia.</p> <p>The more mature markets of Hong Kong, Malaysia, Singapore and India were receptive to Wellington's product offering and follow up activity with strong leads is being undertaken.</p> <p>Good appointments were also held with the more progressive wholesalers and online companies based in Shanghai.</p>
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Overheads and Governance

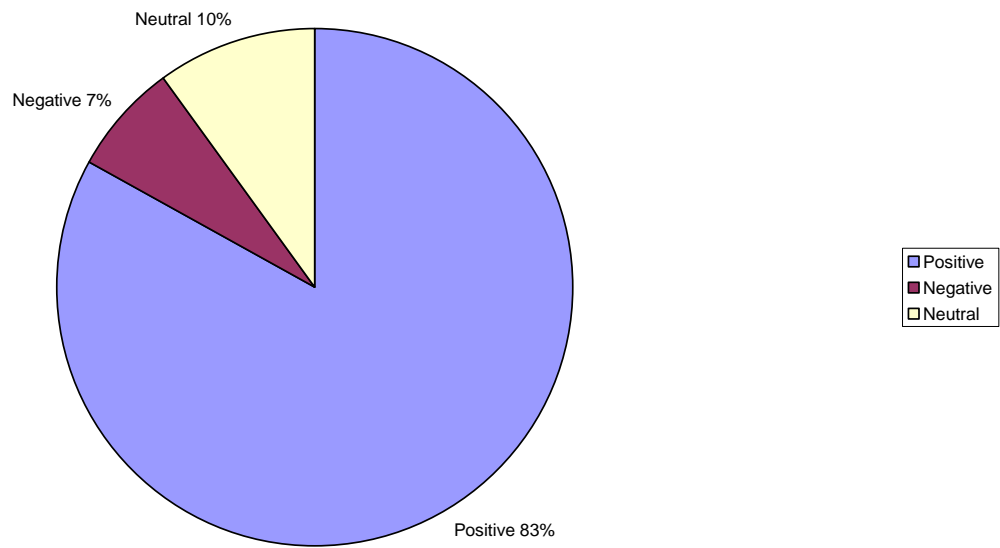
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<p>2009/10 Business Plan produced by March 2009</p> <p>HR, Finance and IT policies and systems up to date</p>	<table border="0"> <tr> <td style="vertical-align: top;">Result</td> <td style="vertical-align: top;">Status</td> </tr> <tr> <td></td> <td style="text-align: center;">On target</td> </tr> <tr> <td colspan="2">Comments</td> </tr> <tr> <td colspan="2">The 2008/09 Business Plan will be completed and submitted to Wellington City Council on time.</td> </tr> <tr> <td colspan="2">Policies are currently being reviewed and updated. This will be completed in Q3.</td> </tr> </table>	Result	Status		On target	Comments		The 2008/09 Business Plan will be completed and submitted to Wellington City Council on time.		Policies are currently being reviewed and updated. This will be completed in Q3.	
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<p>Overhead cost below budget or no more than 5% over budget</p> <p>New funding and revenue opportunities initiated.</p>	<table border="0"> <tr> <td style="vertical-align: top;">Result</td> <td style="vertical-align: top;">Status</td> </tr> <tr> <td></td> <td style="text-align: center;">On target</td> </tr> <tr> <td colspan="2">Comments</td> </tr> <tr> <td colspan="2">The overhead budget is currently overspent by \$20K (5%). This is the result of the recruitment costs of a new CEO and agency staff being utilised to cover the period of time between the departure of the Commercial Manager and the commencement of the Finance Manager.</td> </tr> </table>	Result	Status		On target	Comments		The overhead budget is currently overspent by \$20K (5%). This is the result of the recruitment costs of a new CEO and agency staff being utilised to cover the period of time between the departure of the Commercial Manager and the commencement of the Finance Manager.			
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Communications

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<p>10 campaign leveraging projects initiated</p> <p>8 major event leveraging projects initiated</p>	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Result</td> <td style="width: 50%;">Status</td> </tr> <tr> <td></td> <td>On target</td> </tr> <tr> <td colspan="2">Comments</td> </tr> <tr> <td colspan="2"> <p>Two campaign leveraging project were initiated this quarter, with Canvas magazine hosted for a 'Spoil Yourself in Wellington' itinerary, and Herald on Sunday hosted for a weekend in Eastbourne.</p> <p>This brings the number of campaign leveraging projects year-to-date to 10.</p> <p>No major event leveraging projects were initiated this quarter. Six major event leveraging projects have been carried out year-to-date.</p> </td> </tr> </table>	Result	Status		On target	Comments		<p>Two campaign leveraging project were initiated this quarter, with Canvas magazine hosted for a 'Spoil Yourself in Wellington' itinerary, and Herald on Sunday hosted for a weekend in Eastbourne.</p> <p>This brings the number of campaign leveraging projects year-to-date to 10.</p> <p>No major event leveraging projects were initiated this quarter. Six major event leveraging projects have been carried out year-to-date.</p>							
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<p>Media profile of Positively Wellington Tourism and Wellington tourism issues maintained at 2007/08 levels</p> <p>Achieve target that 80% of media coverage is positive.</p>	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Result</td> <td style="width: 50%;">Status</td> </tr> <tr> <td></td> <td>On target</td> </tr> <tr> <td colspan="2">Comments</td> </tr> <tr> <td colspan="2"> <p>There were 595 media clippings generated in the quarter, bringing the year-to-date total to 1391. This compares to 1175 clippings over the same period last year, so levels are 18% up on 07/08.</p> <p>83% of all coverage in the quarter was positive, with 10% neutral and 7% negative.</p> <p>84% of Wellington tourism/PWT was positive, with 9% neutral and 7% negative.</p> <p>Particular focuses on positives were David Perks' appointment, strong CAM results, event economic impact, and the success of David Beckham in Wellington vs Auckland. Negatives were around Boobs on Bikes turnout, Karori Sanctuary funding, and the economic downturn.</p> </td> </tr> </table>	Result	Status		On target	Comments		<p>There were 595 media clippings generated in the quarter, bringing the year-to-date total to 1391. This compares to 1175 clippings over the same period last year, so levels are 18% up on 07/08.</p> <p>83% of all coverage in the quarter was positive, with 10% neutral and 7% negative.</p> <p>84% of Wellington tourism/PWT was positive, with 9% neutral and 7% negative.</p> <p>Particular focuses on positives were David Perks' appointment, strong CAM results, event economic impact, and the success of David Beckham in Wellington vs Auckland. Negatives were around Boobs on Bikes turnout, Karori Sanctuary funding, and the economic downturn.</p>							
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<p>WellingtonNZ.com media sections updated fortnightly</p> <p>Generate 15 media results reflecting PWT's Online Strategy</p>	<p style="text-align: right;">On target</p> <p>Comments</p> <p>Media sections of WellingtonNZ.com were updated fortnightly.</p> <p>No media stories reflecting the PWT Online Strategy have been generated, although it is not expected this will occur until Q3 & Q4 when developments come to fruition.</p>
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Nature of Media Coverage December Quarter 2008



Product Development

Performance Indicators	
<p>Monitor and advocate for the continual improvement of tourism related infrastructure</p>	<p>Result Achieved</p> <p>Comments Positively Wellington Tourism continued to advocate for the development of Wellington's tourism infrastructure. Projects include new campervan parks and cruise infrastructure.</p> <p>We continued to work closely with the Cable Car Tourism Precinct Working Group, towards the improvement of that precinct's infrastructure and signage.</p> <p>We also worked closely with both CentrePort and Wellington City Council toward the improvement of cruise-related infrastructure. Particularly cruise passenger transportation services.</p>
<p>Help advance the development of the Karori Sanctuary and the Marine Education Centre and other significant attractions</p>	<p>Result Achieved</p> <p>Comments The development of Karori Sanctuary (KS) new Visitor and Education Centre is well underway. We continued to provide support to this important product through provision of statistical information, sales support and marketing support. In Q3 we will look to assist in developing a communications plan to take the 'Zealandia' brand to the tourism industry offshore.</p> <p>We continue to play a lead role in supporting the redevelopment of Carter Observatory. Positively Wellington Tourism is also on the Carter Observatory Advisory Board. Opening of the upgraded observatory is currently unknown. Fundraising is required in order to purchase a new digital planetarium. Without a planetarium the Observatory will not be opened. This is still a work in progress.</p> <p>The future of the proposed Wellington Marine Education Centre is still uncertain. The Wellington Marine Education Centre Trust is currently considering the option of locating the Centre at a new site. We continue to support this proposal.</p>
<p>Market and funding feasibility for a purpose-build convention centre fully understood</p>	<p>Result Partially Achieved</p> <p>Comments A large-scale convention centre remains a priority for Wellington's conference market. We continue to work with the Wellington Convention Centre, Council and the wider industry to further development opportunities, particularly around possible funding scenarios and site</p>

	locations.
<p>One commissionable product developed from repackaging existing products</p>	<p>Result Partially Achieved</p> <p>Comments The development of the Cable Car Tourism Precinct into a commissionable product is on hold at present. The development of this precinct relies heavily on Carter Observatory being fully operational. Funding and resources have since been invested in the redevelopment of Carter Observatory and have slowed progress of the precinct's development.</p> <p>We have once again been engaged with and offered our support to the development of the Capital City Precinct project. A new opportunity has arisen through a significant precinct stakeholder who has proposed to provide a visitor interpretation space within their premises. This has been a positive catalyst for the creation of a 'nationhood' precinct.</p> <p>A number of discussions continue to take place with potential operators of commercial tourism products.</p>
<p>1 to 2 investment groups having completed feasibility studies on niche accommodation developments</p>	<p>Result Achieved</p> <p>Comments We continued to provide data and engage with commercial stakeholders investigating the feasibility of investing in hotel opportunities. Unfortunately for commercial reasons these parties cannot be identified.</p>
<p>Tourism Strategy updated and action items within it initiated</p>	<p>Result Achieved</p> <p>Comments The Wellington Tourism Strategy 2015 was completed and launched in December 2008. A number of the action items within the Strategy have already been initiated.</p>

Research

Performance Indicators	
Produce and communicate Hotel Monitor, CAM, WAAM and other statistics monthly	<p>Result Achieved</p> <p>Comments We continue to manage and communicate the core datasets within our research programme.</p>
Deliver annual domestic market research programme quarterly	<p>Result Achieved</p> <p>Comments We continue to analyse and communicate the domestic market datasets. The Commercial Accommodation Monitor (CAM), WAAM and Hotel Monitor are communicated monthly.</p> <p>The BNZ MarketView Domestic and Downtown reports are communicated quarterly.</p>
Deliver annual international market research programme quarterly	<p>Result Achieved</p> <p>Comments Positively Wellington Tourism continues to analyse and communicate the international market datasets on an ongoing basis, particularly the International Visitor Survey (IVS), Regional Visitor Monitor and CAM.</p> <p>We continue to engage with The Ministry of Tourism regarding to improvements to the IVS.</p>
Improvement of national tourism statistics to help Positively Wellington Tourism with more effective decision making	<p>Result Achieved</p> <p>Comments We have continued to engage with the Ministry of Tourism, with the aim of seeking more accurate and timely datasets that are relevant to Wellington's tourism industry. In particular Positively Wellington Tourism is represented on the IVS and DTS stakeholder groups.</p> <p>Through the work of the IVS stakeholders the delivery time of the IVS, following the end of the reporting quarter, has been decreased dramatically.</p>
Manage i-SITE research needs	<p>Result Achieved</p> <p>Comments PWT has offered to and is now collating a new monthly i-SITE sales performance report. This involves the 'Big 7' i-SITEs around New Zealand supplying data for performance variables, PWT collating this data and</p>

reporting to the participating i-SITEs.

Visitor Centre

Performance Indicators	
Grow revenue by at least 6%	<p>Result Not Achieved</p> <p>Comments Sales growth in this quarter was 5.4% over the same quarter 2007-8, thus falling just short of target.</p>
Customer satisfaction at consistently high levels of 90%	<p>Result Not Achieved</p> <p>Comments The i-SITE was targeted in late November with Mystery Shopper Programmes.</p> <p>The results were a 83% satisfaction level for i-SITE service, 78% for phone enquiries and 91% for email enquiries.</p>
Report on relocation and operational feasibility of new or upgraded centre by July 2008	<p>Result Ongoing</p> <p>Comments The i-SITE relocation project is ongoing. Architect concept drawings are complete, and the business case has been completed. Various options are being considered with partner agencies.</p>
<p>Increase sales of Wellington activities and attractions by 10%</p> <p>Break even financial result achieved</p> <p>Help grow online revenue to \$1.4m</p> <p>Visitors to i-SITE maintained at least at 2007/08 levels</p>	<p>Result Partially Achieved</p> <p>Comments Wellington region accommodation sales are .5% ahead for the quarter compared to last year. This is attributed to strong sales during July school holidays and the WOW event.</p> <p>Wellington attraction sales are 18% ahead of results for last year.</p> <p>Year to date the Wellington i-SITE is now \$ 6000 behind its budgeted position for the first six months. This deficit was \$ 30,000 after the first quarter.</p> <p>On-line revenue year to date is \$ 513,343.59. In January a new booking engine will be installed on Wellingtonnz.com which will integrate properly with hotel partners thus increasing the ease of sale.</p> <p>Last year - 112,169 This year - 109,763 (down 2%)</p>

Australian Sales & Marketing

Performance Indicators	
<p>At least maintain Australian visitor arrivals at 2007/08 levels (Source: IVA) and aim to match NZ inbound growth</p> <p>Online campaign in market once during the year</p>	<p>Result Achieved</p> <p>Status</p> <p>Comments Direct Australian arrivals have increased to Wellington for the year ended December 2008 to 96,624 or 4.1% (IVA).</p> <p>PWT participated in the Tourism New Zealand 'What's On' Spring consumer online campaign from 15 August until 3 October 2008). In addition, we participated in wholesaler marketing campaigns with Newmans Holidays / Harvey World Travel and ANZCRO / Jetset, Travelworld, Flight Centre & Escape Travel.</p>
<p>Airline capacity maintained at least at 2007/08 levels and negotiations advanced to grow capacity further</p>	<p>Result</p> <p>Status On Target</p> <p>Comments Pacific Blue increased flights from Brisbane to Wellington from 5 to 8 weekly in December 2008.</p> <p>Air NZ and Qantas scheduling remains unchanged. Discussions continue with Wellington International Airport Limited concerning this. It is acknowledged that PWT has limited control in the decision to operate new air services.</p>
<p>12 trade familiarisations per year undertaken</p>	<p>Result Achieved</p> <p>Status</p> <p>Comments The following trade famils occurred during this quarter:</p> <ul style="list-style-type: none"> 2 x Kirra Tours consultants 1 x Kirra product manager + 1 x BDM 1 x Blue Holidays product manager 1 x Tourism NZ Sydney Trade Development Manager 7 x Jetset Travelworld Owners 1 x APT Sales Manager + 1 x Air NZ JTG Account Manager <p>Year to Date trade famils:</p> <ul style="list-style-type: none"> 26 x front line consultant / agents 5 x product managers 3 x sales managers
	<p>Result</p> <p>Status On Target</p> <p>Comments</p>

<p>60 sales visits to Australian wholesalers</p> <p>6 operators to participate in joint sales visits to wholesalers</p>	<p>In late October 2008, Tourism New Zealand coordinated a trade training session which 13 Australian wholesalers attended.</p> <p>A wholesale visit is scheduled for early March 2009 accompanied by 4 suppliers.</p>
<p>40 media placements achieved reflecting positive tourism stories</p> <p>Perception research in Australia undertaken showing improved awareness</p>	<p>Result</p> <p>Status On Target</p> <p>Comments</p> <p>6 media famils were hosted with 24 positive media placements for the quarter.</p> <p>A research study is planned to take place May 2009.</p>

Online & IT

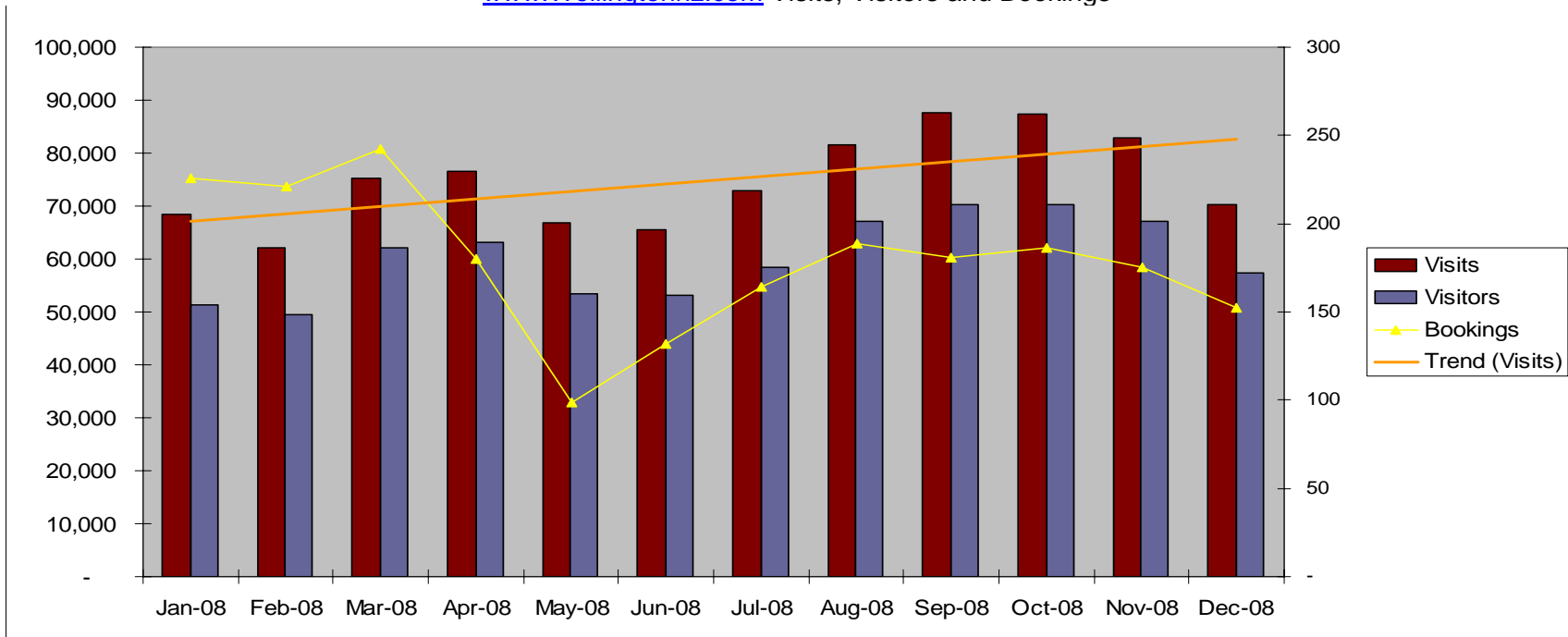
Performance Indicators	
To develop a UGC application on WellingtonNZ.com, eg a forum for users and potential visitors	<p>Result Status On Target</p> <p>Comments Background work is continuing on the integration of user generated content from a provider such as Trip Advisor. We are also investigating a new tool called 'Google Friend Connect' which would allow us to add some social networking/UGC features onto our site.</p>
40% growth in visitors to WellingtonNZ.com	<p>Result Status Below target</p> <p>Comments Visits to WellingtonNZ.com this quarter were 261,606 – up 7% from last quarter. Industry statistics show an overall downturn in traffic across all sites in the travel sectors in New Zealand. Expected seasonal trends show a slowing of visitation in December.</p>
Achieve online sales of at least \$1.4 million and enhanced online booking system that is fully operational	<p>Result Status Below target</p> <p>Comments Year to date online sales total \$ 263,368. Online Sales for Q2 were \$ 122,138, down 14% from last quarter. This compares to year to date sales at 31 December 2007 of \$ \$497,985. This is most likely due to a combination of the economic slowdown New Zealand is experiencing, and an outdated booking system which we are soon to replace.</p>
Maintain top 3 position in indicator search engines (via organic search- Wellington accommodation, Wellington events, Wellington shopping, Wellington restaurants) (Source: Google, Yahoo, MSN).	<p>Result Status On target</p> <p>Comments All terms are first or second on Google, Yahoo, and MSN except for 'Wellington Restaurants' which is fourth on Google, and 'Wellington' is 3rd on MSN.</p>
Develop at least 3 social media applications	<p>Result Status On target</p> <p>Comments A social media application was delivered in Q1. This was a 'Google Gadget', the role of which was described in the September Quarterly Report.</p> <p>Results of this for this for Q2 are:</p> <ul style="list-style-type: none"> - 14% interaction rate. This means that of the 3 million times the Gadget was seen, 14% (420,000) of these views resulted in at least one or more interaction. - It generated 915 click-thru's to Wellingtonnz.com - On average, each user 'interacted' with the gadget 24 times, by doing so they have learnt about Wellington as a 'must-do' visitor destination. - In total, there have been 11.7 million interactions. An interaction is a click on content, play of video, or view

of photos.

2. A 'Spoil Yourself in Wellington' Facebook page was created and went live on 5 November 2008. The page incorporates videos, polls, pictures, discussion boards; KNOW tit-bits and RSS feeds from Wellingtonnz.com (events and accommodation deals and Texture.co.nz reviews). It currently has just below 200 fans.

3. We are currently in the planning stages of creating a KNOW social media application and have also been in discussion with MySpace regarding the opportunities on this network.

www.Wellingtonnz.com Visits, Visitors and Bookings



Bookrite Web Sales Month on Month

