

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>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Result</th> <th style="text-align: left;">Status</th> </tr> </thead> <tbody> <tr> <td>Achieved</td> <td></td> </tr> <tr> <td colspan="2">Comments</td> </tr> <tr> <td colspan="2">Direct Australian arrivals have increased to Wellington for the year ended March 2009 to 98,399, or 3.5%.</td> </tr> <tr> <td colspan="2">Online advertising campaign (in conjunction with Tourism NZ's 'What's On' campaign) from 29 March until 3 May.</td> </tr> <tr> <td colspan="2">Virgin Blue in-flight postcard competition ran in March. Postcard present in every Virgin / Pacific Blue in-flight magazine (print run of 80,000). Negotiated FOC an additional print run of 10,000 - mailed out to high end Sydney addresses'.</td> </tr> <tr> <td colspan="2">Advertisement and advertorial placed in Luxury Travel Magazine's March edition "New Zealand Directory". Distribution of 33,369 and readership of 105,000+.</td> </tr> <tr> <td colspan="2">An upmarket pocked sized 'Hand Picked Wellington NZ' guide was produced. Print run of 40,000. Distribution of 35,000 to high end Sydney addresses' taking place end of April.</td> </tr> </tbody> </table>	Result	Status	Achieved		Comments		Direct Australian arrivals have increased to Wellington for the year ended March 2009 to 98,399, or 3.5%.		Online advertising campaign (in conjunction with Tourism NZ's 'What's On' campaign) from 29 March until 3 May.		Virgin Blue in-flight postcard competition ran in March. Postcard present in every Virgin / Pacific Blue in-flight magazine (print run of 80,000). Negotiated FOC an additional print run of 10,000 - mailed out to high end Sydney addresses'.		Advertisement and advertorial placed in Luxury Travel Magazine's March edition "New Zealand Directory". Distribution of 33,369 and readership of 105,000+.		An upmarket pocked sized 'Hand Picked Wellington NZ' guide was produced. Print run of 40,000. Distribution of 35,000 to high end Sydney addresses' taking place end of April.	
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<p>12 trade familiarisations per year undertaken</p>	<p>Comments</p> <p>The following trade famils occurred during this quarter:</p> <p>18 x Air New Zealand agents 2 x Air NZ representatives</p> <p>Year to Date trade famils:</p> <p>44 x front line consultant / agents 7 x product managers 3 x sales managers</p>
<p>60 sales visits to Australian wholesalers</p> <p>6 operators to participate in joint sales visits to wholesalers</p>	<p>Result Status On Target</p> <p>Comments</p> <p>A wholesale visit occurred early March 2009. Four suppliers participated in the visit – Te Papa, Zealandia, Tranzit Wairarapa Wine & Garden Tour and Copthorne Solway Park Hotel.</p> <p>21 wholesalers were visited and product training was carried out with 112 consultants in Melbourne, Sydney, Adelaide, Brisbane and the Gold Coast.</p>
<p>40 media placements achieved reflecting positive tourism stories</p> <p>Perception research in Australia undertaken showing improved awareness</p>	<p>Result Status On Target</p> <p>Comments</p> <p>5 media famils were hosted for the quarter.</p> <p>8 media hosted for a media lunch in Melbourne early March.</p> <p>A research focus group took place in January, of 8 ex-pat Australians living in Wellington.</p>

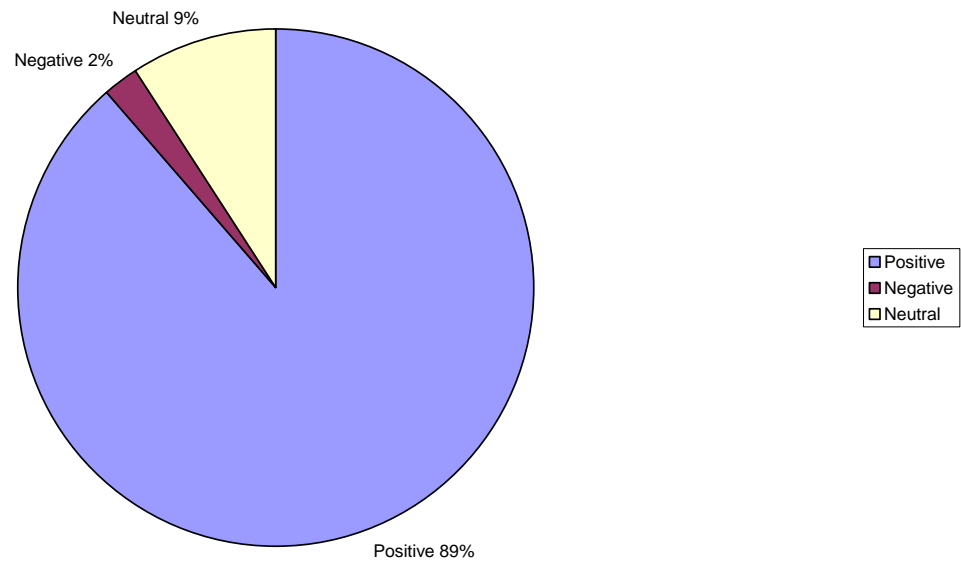
Communications

Performance Indicators									
<p>10 campaign leveraging projects initiated</p> <p>8 major event leveraging projects initiated</p>	<table border="0"> <thead> <tr> <th style="text-align: left;">Result</th> <th style="text-align: left;">Status</th> </tr> </thead> <tbody> <tr> <td>Completed</td> <td>Exceeded target</td> </tr> <tr> <th colspan="2">Comments</th> </tr> <tr> <td colspan="2"> <p>Two campaign leveraging project were initiated this quarter, with Sunday Star Times hosted for a front page lead feature in Escape and Hawke' s Bay Today' s new editor hosted for a travel feature.</p> <p>This brings the number of campaign leveraging projects year-to-date to 12.</p> <p>Eight media were hosted for major events this quarter – five (Idealog, Pulp, Wanganui Chronicle, Taranaki Daily News, Herald on Sunday) for the Cuba Street Carnival and three (Sunday Star Times, Waikato Times, Marlborough Express) for the Wellington International Jazz Festival.</p> <p>This brings the number of major event leveraging projects year-to-date to 14.</p> </td> </tr> </tbody> </table>	Result	Status	Completed	Exceeded target	Comments		<p>Two campaign leveraging project were initiated this quarter, with Sunday Star Times hosted for a front page lead feature in Escape and Hawke' s Bay Today' s new editor hosted for a travel feature.</p> <p>This brings the number of campaign leveraging projects year-to-date to 12.</p> <p>Eight media were hosted for major events this quarter – five (Idealog, Pulp, Wanganui Chronicle, Taranaki Daily News, Herald on Sunday) for the Cuba Street Carnival and three (Sunday Star Times, Waikato Times, Marlborough Express) for the Wellington International Jazz Festival.</p> <p>This brings the number of major event leveraging projects year-to-date to 14.</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"> <thead> <tr> <th style="text-align: left;">Result</th> <th style="text-align: left;">Status</th> </tr> </thead> <tbody> <tr> <td></td> <td>On target</td> </tr> <tr> <th colspan="2">Comments</th> </tr> <tr> <td colspan="2"> <p>There were 653 media clippings generated in the quarter, bringing the year-to-date total to 2044. This compares to 1953 clippings over the same period last year, so year-to-date levels are 5% up on 07/08.</p> </td> </tr> </tbody> </table>	Result	Status		On target	Comments		<p>There were 653 media clippings generated in the quarter, bringing the year-to-date total to 2044. This compares to 1953 clippings over the same period last year, so year-to-date levels are 5% up on 07/08.</p>	
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	<p>89% of all coverage in the quarter was positive, with 9% neutral and 2% negative.</p> <p>88% of Wellington tourism/PWT was positive, with 12% neutral and 0% negative.</p> <p>Spurring the ‘ cultural capital debate’ saw a lot of positive profile for Wellington and PWT this quarter. We also saw strong coverage in the Dom Post about Wellington bucking the national decline with a news pointer and front page Business section spread, and regarding our investigation into a larger push in Australia. CEO opinion pieces were contributed for Inside Tourism and the Wellington Chamber of Commerce magazine.</p> <p>Negative coverage this quarter relating to the industry was about the WCC suggesting potential charges to out-of-towners for entry into city sites and a couple of issues regarding sound and vision at major concerts.</p>								
<p>20 stories in drive range promoting Wellington tourism</p>	<table border="0"> <tr> <td data-bbox="763 1115 1088 1165">Result</td> <td data-bbox="1088 1115 1469 1165">Status</td> </tr> <tr> <td data-bbox="763 1165 1088 1207">Achieved</td> <td data-bbox="1088 1165 1469 1207">Exceeded target</td> </tr> <tr> <td colspan="2" data-bbox="763 1207 1469 1260">Comments</td> </tr> <tr> <td colspan="2" data-bbox="763 1260 1469 1486">Four stories promoting Wellington tourism were featured in the quarter, taking the number of stories year-to-date to 31.</td> </tr> </table>	Result	Status	Achieved	Exceeded target	Comments		Four stories promoting Wellington tourism were featured in the quarter, taking the number of stories year-to-date to 31.	
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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>Five media stories were generated regarding m.WellingtonNZ.com.</p>
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Nature of Media Coverage March Quarter 2009



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">92 vs. 94 leads and referrals for the quarter (-2%)</td> </tr> <tr> <td colspan="2">Leads and referrals are 7% ahead year to date.</td> </tr> </table>	Result	Status		On target	Comments		92 vs. 94 leads and referrals for the quarter (-2%)		Leads and referrals are 7% ahead year to date.							
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<p>Increase partner funding by 10% on 2007/8 levels.</p> <p>Number of partners to increase by 10% on 2007/8 levels.</p>	<table border="0"> <tr> <td style="vertical-align: top;">Result</td> <td style="vertical-align: top;">Status</td> </tr> <tr> <td>Achieved</td> <td></td> </tr> <tr> <td colspan="2">Comments</td> </tr> <tr> <td colspan="2">A new partnership structure has been created to involve a wider range of businesses in the promotion of Wellington to potential convention business.</td> </tr> <tr> <td colspan="2">Partner funding increased \$143,000 to \$172,000 (year to date) equating to a 20% increase.</td> </tr> <tr> <td colspan="2">88 partners confirmed year to date. This is a 102% increase in partnership.</td> </tr> </table>	Result	Status	Achieved		Comments		A new partnership structure has been created to involve a wider range of businesses in the promotion of Wellington to potential convention business.		Partner funding increased \$143,000 to \$172,000 (year to date) equating to a 20% increase.		88 partners confirmed year to date. This is a 102% increase in partnership.					
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<p>Hold showcase event in Auckland</p> <p>Attend New Zealand-based trade show 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">The Auckland Showcase was held in August. 92 guests and 13 partners involved</td> </tr> <tr> <td colspan="2">The Bureau attended MEETINGS held in Christchurch in July. 72 appointments achieved. 14 partners involved.</td> </tr> <tr> <td colspan="2">Sales call to Sydney for Focus New Zealand function. 68 key Sydney contacts attended.</td> </tr> <tr> <td colspan="2">Wellington Association Promotional Luncheon held in the Wellington Convention Centre on 11 September. 83 guests and 19 partners were involved.</td> </tr> <tr> <td colspan="2">Sales calls are booked in for Sydney and Brisbane in June.</td> </tr> </table>	Result	Status		On target	Comments		The Auckland Showcase was held in August. 92 guests and 13 partners involved		The Bureau attended MEETINGS held in Christchurch in July. 72 appointments achieved. 14 partners involved.		Sales call to Sydney for Focus New Zealand function. 68 key Sydney contacts attended.		Wellington Association Promotional Luncheon held in the Wellington Convention Centre on 11 September. 83 guests and 19 partners were involved.		Sales calls are booked in for Sydney and Brisbane in June.	
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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>	<p>Result Status Partly on Target</p> <p>Comments The Commercial Accommodation Monitor (CAM) showed a 5.85% decrease in total domestic visitor nights for December to February 2009 compared to the same period last year. The total domestic visitor nights for the year ended February 2009 increased 5.6% compared to the same period in 2008.</p> <p>Weekend rooms sold in partner hotels declined by - 12.9% for January to March 2009 compared to the same period in 2008 (an International Festival of Arts year). The result for March 2009 was improved upon that of March 2007 (the last none-festival year)</p>
<p>Maintain at least 20 funding partners in New Zealand marketing partnership</p>	<p>Result Status Over Achieved</p> <p>Comments The New Zealand Marketing Campaign currently has 24 funding partners – Air New Zealand, Te Papa and 22 inner city Wellington hotels. This is one hotel less than for the same period of last year – a consequence of the ‘Travelodge’ (Plimmer Towers) being closed for 9 months for refurbishment.</p>
<p>Maintain partner funding within 5% of 2007/08 levels</p>	<p>Result Status Achieved</p> <p>Comments All partners apart from one were re-signed for the 2008/09 financial year. This has resulted in only a minimal decrease (less than 5%) in partner funding. This is the result of Travelodge being closed and Air NZ reducing annual contribution by \$ 15,000.</p>
<p>Deliver marketing for the ticket sale and event phases of Montana World of WearableArt® Awards Show and the NZI Sevens</p>	<p>Result Status Achieved</p> <p>Comments The marketing for both the ticket on sale and event phases of the NZI Sevens has been delivered.</p> <p>The event phase marketing for the Montana World of WearableArt® Awards Show 2008 was delivered in September, and the ticketing phase for the 2009 event was delivered in March. General public ticket sales for 2009 are currently tracking ahead of 2008 levels.</p>

<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 The Armageddon Expo and Sandwiches Summerset music festival were supported during the quarter. Enhanced promotion of Te Papa's Monet and the Impressionists exhibition was provided through city excitement activity in conjunction with WCC.</p> <p>Starlight Express will be supported during quarter 4 and work has begun on a Wellington 'Dine Out' festival. The target go live date for this event is August this year. PWT is leading the project 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 2 event calendars for 2008/09 have been produced and delivered (covering Aug-Nov 2008 and Feb-May 2009).</p> <p>The Armageddon Expo, Monet and the Impressionists and Sandwiches Summerset music festival were joint marketed during the quarter. Starlight Express will be joint-marketed in quarter 4.</p> <p>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>

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="1"> <thead> <tr> <th data-bbox="771 380 1105 411">Result</th> <th data-bbox="1105 380 1461 411">Status</th> </tr> </thead> <tbody> <tr> <td data-bbox="771 411 1105 443"></td> <td data-bbox="1105 411 1461 443">Behind target</td> </tr> <tr> <td colspan="2" data-bbox="771 474 1461 506">Comments</td> </tr> <tr> <td colspan="2" data-bbox="771 506 1461 600">Weekend visitation in downtown Wellington for January to March 2009 was down 4.4% compared with the same period in 2008.</td> </tr> <tr> <td colspan="2" data-bbox="771 621 1461 716">Weekend spending in downtown Wellington for January to March 2009 was down 8.9% compared with the same period in 2008.</td> </tr> <tr> <td colspan="2" data-bbox="771 747 1461 905">As predicted both weekend spending and visitation were down for the third 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> </tbody> </table>	Result	Status		Behind target	Comments		Weekend visitation in downtown Wellington for January to March 2009 was down 4.4% compared with the same period in 2008.		Weekend spending in downtown Wellington for January to March 2009 was down 8.9% compared with the same period in 2008.		As predicted both weekend spending and visitation were down for the third 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 The database currently stands at 12,326 subscribers.</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 quarter 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 Kiwi Link North America was held in March 2009 with PWT representing the Wellington & Wairarapa Marketing Alliance. For the first time, this event included Product Manager appointments and frontline training for Canadian agents in Vancouver. Of particular note at the Los Angeles event was an audience dominated by retail agents, with many large US wholesalers having downsized their reservations teams over the past six months.</p> <p>Prior to Kiwi Link, 17 sales calls were made to Canadian decision makers and PWT and Te Papa operated a small consumer presentation in Calgary in association with a Canadian retail agent.</p> <p>IBO Sales Calls year to date: 10 Frontline Staff trained year to date: 380 Decision maker sales calls year to date: 78</p> <p>There will be considerable trade activity in Q4 with two inbound operator trade events and TRENZ taking place.</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 PWT produced a motivational cruise brochure to assist CentrePort's representative at Seatrade cruise trade event in Miami.</p> <p>Tourism New Zealand's mobile recording studio was positioned at key touchpoints throughout Wellington for a week in mid-February.</p> <p>Three guidebook writers were 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 Status On target</p> <p>Comments</p> <p>The change to the Bookit system has resulted in additional IMG activity operators adding inventory to WellingtonNZ.com.</p> <p>One trade newsletter was distributed this quarter.</p> <p>Media Newsletters Year to date: 6 Trade Newsletters Year to date: 4</p>
<p>Host 2 famils for Inbound Tour Operator staff</p> <p>Host 1 product buyer famil</p> <p>Host 15 wholesale or retail trade famils</p>	<p>Result Status On target</p> <p>Comments</p> <p>This quarter is traditionally a quiet period for famil hosting due to operators and airlines being committed to peak visitor season.</p> <p>One trade famil was hosted this quarter during the Indian Cricket tour of New Zealand. The nine participants were senior Indian product buyers with Tourism New Zealand's objective being to showcase New Zealand to companies currently not selling New Zealand and to encourage them to do so.</p> <p>Inbound Year to date total: 1 Product Buyer famil Year to date total: 3 Wholesale & Retail Year to date total: 5</p>
<p>Produce 2009 <i>Wellington Regional Visitor Guide</i></p> <p>Achieve 70 editorial media placements</p>	<p>Result Status On target</p> <p>Comments</p> <p>Wellington Regional Visitor Guide Produced.</p> <p>Usually a quiet period for media visits, PWT hosted 12 international media during this quarter. Highlights included BBC TV historian Dan Snow and presenter Dan Cruikshank from the UK, woman's lifestyle magazine Jolie from Germany and the New York Daily Times. Many of these media files are resulting not only in editorial or broadcast placements, but also excellent blogging and online coverage.</p> <p>Media placements Year to date total: 36</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</p>

	<p>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. Developing the positioning of Wellington as a destination to visit for business and leisure is an integral part of creating demand.</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 Ongoing</p> <p>Comments</p> <p>PWT attended Kiwi Link Asia in October 2008.</p> <p>There will be additional trade activity during TRENZ 2009 in June.</p>

Online & IT

Performance Indicators									
<p>To develop a UGC application on WellingtonNZ.com, eg a forum for users and potential visitors</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 tender process for the development, maintenance and hosting of WellingtonNZ.com was completed in February. The decision was made to change from Breathe to a new provider called Chrometoaster. A transition plan was developed and Chrometoaster started their audit and review of the current website in Q3, both of which will be completed in Q4 when the website handover will be complete. Incorporating UGC applications will be looked at in greater detail as part of the redesign process in Q4.</p> </td> </tr> </table>	Result	Status		On Target	Comments		<p>The tender process for the development, maintenance and hosting of WellingtonNZ.com was completed in February. The decision was made to change from Breathe to a new provider called Chrometoaster. A transition plan was developed and Chrometoaster started their audit and review of the current website in Q3, both of which will be completed in Q4 when the website handover will be complete. Incorporating UGC applications will be looked at in greater detail as part of the redesign process in Q4.</p>	
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<p>Achieve online sales of at least \$1.4 million and enhanced online booking system that is fully operational</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;">Below target</td> </tr> <tr> <td colspan="2">Comments</td> </tr> <tr> <td colspan="2"> <p>Year to date online sales total \$422,692. Sales for Q3 were \$159,324, up 30% from last quarter. Sales in March were the highest they have been for 15 months and the highest March result ever. Factors that would have contributed to the success in March include the launch of our new online booking engine Bookit at the end of January, which has significantly improved the booking process, and the online promotion of high profile events including the Monet exhibition and World-of-Wearable Art ticket sales, which directed people to Wellingtonnz.com.</p> </td> </tr> </table>	Result	Status		Below target	Comments		<p>Year to date online sales total \$422,692. Sales for Q3 were \$159,324, up 30% from last quarter. Sales in March were the highest they have been for 15 months and the highest March result ever. Factors that would have contributed to the success in March include the launch of our new online booking engine Bookit at the end of January, which has significantly improved the booking process, and the online promotion of high profile events including the Monet exhibition and World-of-Wearable Art ticket sales, which directed people to Wellingtonnz.com.</p>	
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<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>	<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>All terms are first or second on Google, Yahoo, and MSN except for 'Wellington Restaurants' which is third on Google.</p> </td> </tr> </table>	Result	Status		On target	Comments		<p>All terms are first or second on Google, Yahoo, and MSN except for 'Wellington Restaurants' which is third on Google.</p>	
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Develop at least 3 social media applications

Initiatives and results for activities we are doing in the social media space are:

1. The 'Spoil Yourself in Wellington' Facebook page continues to grow and the number of fans increased four-fold in Q3 to over 800 fans. During March we ran a competition to encourage comments and posts on the page, and we had more than 200 items submitted and received wonderful comments and imagery about what our 'fans' love about Wellington.

2. We have been using Twitter (a micro-blogging service) since February and have more than 420 followers. Twitter allows us to send out frequent messages about Wellington to an international audience for things like events, articles, travel deals and more.

3. The launch of the Wellington mobile guide and NZI Sevens mobile guide allowed us to communicate with visitors in a whole new way, and in their space. The two mobile guides offer people slimmed down content, and useful information from WellingtonNZ.com as well as schedules, photos and team information for the NZI Sevens. The guides have been very well received, and results for Q3 are:

Wellington Mobile Guide: 3,993 visits
NZI Sevens Mobile Guide: 5,226 visits

If you want to view the Wellington mobile guide, text **Wellington to 315** and you will be sent the link.

Overheads and Governance

Performance Indicators	
<p>2009/10 <i>Business Plan</i> produced by March 2009</p> <p>HR, Finance and IT policies and systems up to date</p>	<p>Result Status On target</p> <p>Comments The 2008/09 <i>Business Plan</i> will be completed and submitted to Wellington City Council on time.</p> <p>Policies are currently have now been reviewed and updated.</p>
<p>11 Board meetings held</p> <p>2 Audit Finance and Risk Subcommittee meetings held</p>	<p>Result Status On target</p> <p>Comments 9 Board Meetings have been held this financial year.</p> <p>1 Audit and Risk Committee meeting has been held this financial year.</p>
<p>Audited accounts and the <i>Annual Report</i> produced within 60 days of 30 June 2008</p> <p>Quarterly reports to Wellington City Council delivered on time</p>	<p>Result Status On target</p> <p>Comments Audited accounts and the <i>Annual Report</i> have been completed within 60 days of year end.</p> <p>Quarterly reports will be delivered to Wellington City Council on time.</p>
<p>Overhead cost below budget or no more than 5% over budget</p> <p>New funding and revenue opportunities initiated.</p>	<p>Result Status On target</p> <p>Comments The overhead budget is currently overspent by \$30K (4%). 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.</p>

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 a new campervan park and cruise-related 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.</p> <p>We continue to play a lead role in supporting the redevelopment of Carter Observatory. During the Jan-Mar Qtr Carter began the development of its new branding, which PWT has provided advice on. PWT has continued to provide visitor projection forecasts and advice on the possible planetarium options. Fundraising for a new digital planetarium is continuing.</p> <p>The future of the proposed Wellington Marine Education Centre is still uncertain. The Wellington Marine Education Centre Trust is still considering the option of locating the Centre at a new site. We continue to support this proposal however there has been little progress over this Qtr.</p> <p>In the field of product development PWT has been investigating the development of an inner-city campervan park and has been working with parties with the aim of developing a new harbour-based tourism product.</p>
<p>Market and funding feasibility for a purpose-built 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</p>

	<p>with the Wellington Convention Centre, Council and the wider industry to further development opportunities, particularly around possible funding scenarios and site locations however little progress has been made over this Qtr.</p>
<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. Positively Wellington Tourism has once again been engaged in the development concept stages during the Qtr. This has proven to a positive catalyst for the creation of a 'nationhood' precinct.</p>
<p>1 to 2 investment groups having completed feasibility studies on niche accommodation developments</p>	<p>Result Partially Achieved</p> <p>Comments Due to current economic conditions, there have been few enquiries from private investment groups seeking information on Wellington with regard to feasibility studies for new accommodation developments in Wellington.</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 including the completion of the Wellington Cruise and Wellington Convention Bureau Strategies.</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> <p>PWT has been on the advisory board of a new national domestic tourism research programme. The bid was won by Angus & Associates and Covec and was commenced in March.</p>
Manage i-SITE research needs	<p>Result Achieved</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 reporting to the participating i-SITEs.

Visitor Centre

Performance Indicators	
Grow revenue by at least 6%	<p>Result Achieved</p> <p>Comments Sales growth in this quarter was 7.6% over the same quarter 2007-8. Year to date the growth over last year is 2.5%.</p>
Customer satisfaction at consistently high levels of 90%	<p>Result Not Achieved</p> <p>Comments The i-SITE was targeted in late February with Mystery Shopper Programmes.</p> <p>The results were a 63% satisfaction level for i-SITE service, 92% for phone enquiries and 87% 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. This activity has now changed track and is considering sharing of existing premises on the waterfront</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>Result Partially Achieved</p> <p>Comments Wellington region accommodation sales are 33% ahead for the quarter compared to last year.</p> <p>Wellington attraction sales are 698% ahead of results for last year.</p> <p>This is attributed to strong sales to cruise ship passengers and increased number of free independent travellers visiting Wellington</p> <p>Year to date the Wellington i-SITE is showing a net surplus of \$143,000. As we head into winter we forecast that the i-SITE will break even for the year.</p> <p>This target is now seen to be overstated. In the last days of January a new booking engine was embedded in www.wellingtonnz.com and revenue for subsequent months has surpassed historic revenues and a strong pattern of growth is being maintained. This new feature ensures that prices displayed on the website have parity with hotels own pricing and that seen on other competitor web sites.</p>

Visitors to i-SITE maintained at least at
2007/08 levels

Last year – 138,005
This year – 125,468