

## Australian Sales & Marketing

Performance Indicators					
	<table border="1"> <thead> <tr> <th>Result</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td></td> <td>Ongoing</td> </tr> </tbody> </table>	Result	Status		Ongoing
Result	Status				
	Ongoing				
At least maintain Australian visitor arrivals at 2008/09 levels (Source: IVA) and aim to match NZ inbound growth	<table border="1"> <thead> <tr> <th>Comments</th> </tr> </thead> <tbody> <tr> <td>Direct international visitors from Australia via Wellington Airport to Wellington for the July-September period have increased by 2,744 or 13.7%.</td> </tr> </tbody> </table>	Comments	Direct international visitors from Australia via Wellington Airport to Wellington for the July-September period have increased by 2,744 or 13.7%.		
Comments					
Direct international visitors from Australia via Wellington Airport to Wellington for the July-September period have increased by 2,744 or 13.7%.					
	<table border="1"> <thead> <tr> <th>Result</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td></td> <td>Ongoing</td> </tr> </tbody> </table>	Result	Status		Ongoing
Result	Status				
	Ongoing				
Airline capacity maintained at least at 2007/08 levels and negotiations advanced to grow capacity further	<table border="1"> <thead> <tr> <th>Comments</th> </tr> </thead> <tbody> <tr> <td>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.</td> </tr> <tr> <td>Pacific Blue announced the introduction of a Sydney to Wellington sector as of mid September – three flights per week. In September, this route performed at 60% loadings.</td> </tr> </tbody> </table>	Comments	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.	Pacific Blue announced the introduction of a Sydney to Wellington sector as of mid September – three flights per week. In September, this route performed at 60% loadings.	
Comments					
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.					
Pacific Blue announced the introduction of a Sydney to Wellington sector as of mid September – three flights per week. In September, this route performed at 60% loadings.					
	<table border="1"> <thead> <tr> <th>Result</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td></td> <td>Ongoing</td> </tr> </tbody> </table>	Result	Status		Ongoing
Result	Status				
	Ongoing				
12 trade familiarisations per year undertaken	<table border="1"> <thead> <tr> <th>Comments</th> </tr> </thead> <tbody> <tr> <td>3x Air New Zealand trade famils (22 agents) and 1 X Qantas Holidays were hosted in Quarter 1.</td> </tr> </tbody> </table>	Comments	3x Air New Zealand trade famils (22 agents) and 1 X Qantas Holidays were hosted in Quarter 1.		
Comments					
3x Air New Zealand trade famils (22 agents) and 1 X Qantas Holidays were hosted in Quarter 1.					
	<table border="1"> <thead> <tr> <th>Result</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td></td> <td>Ongoing</td> </tr> </tbody> </table>	Result	Status		Ongoing
Result	Status				
	Ongoing				
60 sales visits to Australian wholesalers  6 operators to participate in joint sales visits to wholesalers	<table border="1"> <thead> <tr> <th>Comments</th> </tr> </thead> <tbody> <tr> <td>PWT was represented in market by Te Papa and Destination Wairarapa at Road shows held by Kirra and Grand Pacific in July and August. In total seven Australian product updates were undertaken with wholesalers this quarter.</td> </tr> </tbody> </table>	Comments	PWT was represented in market by Te Papa and Destination Wairarapa at Road shows held by Kirra and Grand Pacific in July and August. In total seven Australian product updates were undertaken with wholesalers this quarter.		
Comments					
PWT was represented in market by Te Papa and Destination Wairarapa at Road shows held by Kirra and Grand Pacific in July and August. In total seven Australian product updates were undertaken with wholesalers this quarter.					
	<table border="1"> <thead> <tr> <th>Result</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td></td> <td>Ongoing</td> </tr> </tbody> </table>	Result	Status		Ongoing
Result	Status				
	Ongoing				
40 media placements achieved reflecting positive tourism stories  Perception research in Australia undertaken showing improved awareness	<table border="1"> <thead> <tr> <th>Comments</th> </tr> </thead> <tbody> <tr> <td>16 media placements have been achieved to date, including two bloggers and newspapers.</td> </tr> <tr> <td>Background work was undertaken in August/September for some perception and campaign development research taking place in October 2009.</td> </tr> </tbody> </table>	Comments	16 media placements have been achieved to date, including two bloggers and newspapers.	Background work was undertaken in August/September for some perception and campaign development research taking place in October 2009.	
Comments					
16 media placements have been achieved to date, including two bloggers and newspapers.					
Background work was undertaken in August/September for some perception and campaign development research taking place in October 2009.					

		<b>Result</b>	<b>Status</b>
			Ongoing
Undertake one consumer research project to determine the perceptions and awareness of Wellington in the Australian market.		<b>Comments</b> During Quarter 1, this was tendered to three organisations Clemenger BBDO was selected to undertake both Qualitative research in Sydney, Brisbane and Melbourne – with 8 focus groups around 4 themes (families, empty nesters, professional singles and professional couples), and quantitative research online. This research will be undertaken in October 2009.	
		<b>Result</b>	<b>Status</b>
			Ongoing
Undertake two consumer marketing campaigns in market during the year, utilising new media where possible		<b>Comments</b> Will be determined by consumer research.	
		<b>Results</b>	<b>Status</b>
			Ongoing
Undertake at least one marketing campaign in conjunction with WIAL		<b>Comments</b> Will run determined by consumer research.	

# Communications

Performance Indicators	
15 media hosted to support New Zealand Marketing Strategy	<p><b>Result</b> <span style="float: right;"><b>Status</b></span> Ongoing</p> <p><b>Comments</b> 13 media were hosted to support the New Zealand Marketing Strategy.</p>
80% of media coverage of PWT and Wellington tourism is positive and 08/09 levels are maintained	<p><b>Result</b> <span style="float: right;"><b>Status</b></span> On target</p> <p><b>Comments</b> 91% of media coverage of PWT and destination Wellington was positive.</p>
20 media releases about PWT or Wellington tourism distributed	<p><b>Result</b> <span style="float: right;"><b>Status</b></span> Ongoing</p> <p><b>Comments</b> 19 media releases about PWT or Wellington tourism were distributed in the quarter.</p>
12 issues of Positively Informed produced and distributed	<p><b>Result</b> <span style="float: right;"><b>Status</b></span> Ongoing</p> <p><b>Comments</b> 3 editions of Positively Informed e-newsletter were produced and distributed during the quarter.</p>
WellingtonNZ.com media sections updated fortnightly	<p><b>Result</b> <span style="float: right;"><b>Status</b></span> Ongoing</p> <p><b>Comments</b> Media sections of WellingtonNZ.com were updated fortnightly.</p>

## Wellington Convention Bureau

Performance Indicators	
Partner funding within 5% of 2008/9 levels	<p><b>Result</b>                      <b>Status</b> Ongoing</p> <p><b>Comments</b> Funding 5% ahead of last year, now totalling \$178,000.</p>
Membership numbers within 5% of 2008/9 levels	<p><b>Result</b>                      <b>Status</b> Achieved</p> <p><b>Comments</b> Membership level now at 100. Up from 97 in 08/09</p>
Conduct 500 sales calls and undertake 360 research calls	<p><b>Result</b>                      <b>Status</b> Ongoing</p> <p><b>Comments</b> 127 sales calls made year to date and 75 research calls made in the quarter.</p>
Host 85 prospective clients on famils	<p><b>Result</b>                      <b>Status</b> Ongoing</p> <p><b>Comments</b> 6 clients familed in the quarter. 31 coming to Convention Bureau Mega Famil in October.</p>
Orchestrate Wellington representation at two trade shows (AIME, MEETINGS)	<p><b>Result</b>                      <b>Status</b> Ongoing</p> <p><b>Comments</b> Fourteen partners exhibited in July at MEETINGS in Auckland. Wellington won best regional stand.</p>
Undertake two sales visits to Australia	<p><b>Result</b>                      <b>Status</b> Ongoing</p> <p><b>Comments</b> Planned for November and March.</p>
Produce the 2010-11 Meetings and Incentive Planner on time	<p><b>Result</b>                      <b>Status</b> Ongoing</p> <p><b>Comments</b> Meeting and Incentive Planner will be published in January 2010.</p>

## New Zealand Marketing

Performance Indicators											
<p>2% growth in visitor nights above 2008/09 levels (Source: CAM)</p> <p>Weekend rooms sold in partner hotels 2% above 2008/09 levels (Source: Hotel Monitor)</p>	<table border="1"> <thead> <tr> <th>Result</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td></td> <td>Ongoing</td> </tr> <tr> <td colspan="2"><b>Comments</b></td> </tr> <tr> <td colspan="2">The Commercial Accommodation Monitor (CAM) showed a 2.69% increase in total domestic visitor nights for the period June to August 2009 against the same period last year.</td> </tr> <tr> <td colspan="2">Weekend rooms sold in partner hotels increased by 0.21% for the period July to September 2009 compared to the same period in 2008.</td> </tr> </tbody> </table>	Result	Status		Ongoing	<b>Comments</b>		The Commercial Accommodation Monitor (CAM) showed a 2.69% increase in total domestic visitor nights for the period June to August 2009 against the same period last year.		Weekend rooms sold in partner hotels increased by 0.21% for the period July to September 2009 compared to the same period in 2008.	
Result	Status										
	Ongoing										
<b>Comments</b>											
The Commercial Accommodation Monitor (CAM) showed a 2.69% increase in total domestic visitor nights for the period June to August 2009 against the same period last year.											
Weekend rooms sold in partner hotels increased by 0.21% for the period July to September 2009 compared to the same period in 2008.											
<p>Generate \$660,000 of bookings through WellingtonNZ.com (joint KPI with Online)</p>	<table border="1"> <thead> <tr> <th>Result</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td></td> <td>On target</td> </tr> <tr> <td colspan="2"><b>Comments</b></td> </tr> <tr> <td colspan="2">Online sales for Q1 were \$208,178. This is an increase of 15% from the previous quarter, and a 47% increase compared to Q1 of 2008/09. This quarter's sales were bolstered by accommodation bookings relating to major events including AC/DC concert and NZI Sevens, as tickets went on sale for both of these events.</td> </tr> </tbody> </table>	Result	Status		On target	<b>Comments</b>		Online sales for Q1 were \$208,178. This is an increase of 15% from the previous quarter, and a 47% increase compared to Q1 of 2008/09. This quarter's sales were bolstered by accommodation bookings relating to major events including AC/DC concert and NZI Sevens, as tickets went on sale for both of these events.			
Result	Status										
	On target										
<b>Comments</b>											
Online sales for Q1 were \$208,178. This is an increase of 15% from the previous quarter, and a 47% increase compared to Q1 of 2008/09. This quarter's sales were bolstered by accommodation bookings relating to major events including AC/DC concert and NZI Sevens, as tickets went on sale for both of these events.											
<p>Grow visitation to WellingtonNZ.com by 35% (joint KPI with Online)</p>	<table border="1"> <thead> <tr> <th>Result</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td></td> <td>On target</td> </tr> <tr> <td colspan="2"><b>Comments</b></td> </tr> <tr> <td colspan="2">Visits to WellingtonNZ.com this quarter were 309,834 – up 6% compared to the last quarter, and a 28% increase compared to Q1 of 2008/09.</td> </tr> </tbody> </table>	Result	Status		On target	<b>Comments</b>		Visits to WellingtonNZ.com this quarter were 309,834 – up 6% compared to the last quarter, and a 28% increase compared to Q1 of 2008/09.			
Result	Status										
	On target										
<b>Comments</b>											
Visits to WellingtonNZ.com this quarter were 309,834 – up 6% compared to the last quarter, and a 28% increase compared to Q1 of 2008/09.											
<p>Maintain at least 20 funding partners in New Zealand marketing partnership</p>	<table border="1"> <thead> <tr> <th>Result</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td></td> <td>Achieved</td> </tr> <tr> <td colspan="2"><b>Comments</b></td> </tr> <tr> <td colspan="2">The New Zealand Marketing Campaign has 24 funding partners – Te Papa and 23 inner city Wellington hotels.</td> </tr> </tbody> </table>	Result	Status		Achieved	<b>Comments</b>		The New Zealand Marketing Campaign has 24 funding partners – Te Papa and 23 inner city Wellington hotels.			
Result	Status										
	Achieved										
<b>Comments</b>											
The New Zealand Marketing Campaign has 24 funding partners – Te Papa and 23 inner city Wellington hotels.											
<p>Deliver marketing for the ticket sale and event phases of Montana World of WearableArt® Awards Show and the NZI Sevens</p>	<table border="1"> <thead> <tr> <th>Result</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td></td> <td>On target</td> </tr> <tr> <td colspan="2"><b>Comments</b></td> </tr> <tr> <td colspan="2">The marketing activity for the ticket on sale phase of the 2010 NZI Sevens was delivered on time and on budget with tickets selling out in a record time of three minutes. The ticketing phase included the launch of a new website and the development of a Facebook application. The event phase marketing is currently being planned.</td> </tr> <tr> <td colspan="2">The event phase marketing for the Montana World of WearableArt® Awards Show 2009 was delivered in September, and the ticketing phase for the 2010 event will be delivered in March 2010</td> </tr> </tbody> </table>	Result	Status		On target	<b>Comments</b>		The marketing activity for the ticket on sale phase of the 2010 NZI Sevens was delivered on time and on budget with tickets selling out in a record time of three minutes. The ticketing phase included the launch of a new website and the development of a Facebook application. The event phase marketing is currently being planned.		The event phase marketing for the Montana World of WearableArt® Awards Show 2009 was delivered in September, and the ticketing phase for the 2010 event will be delivered in March 2010	
Result	Status										
	On target										
<b>Comments</b>											
The marketing activity for the ticket on sale phase of the 2010 NZI Sevens was delivered on time and on budget with tickets selling out in a record time of three minutes. The ticketing phase included the launch of a new website and the development of a Facebook application. The event phase marketing is currently being planned.											
The event phase marketing for the Montana World of WearableArt® Awards Show 2009 was delivered in September, and the ticketing phase for the 2010 event will be delivered in March 2010											

<p>Joint market at least 4 Wellington events through TV, online or appropriate mediums</p>	<p><b>Result</b></p> <p><b>Status</b> On target</p> <p><b>Comments</b> A national level TV and online campaign promoting the <i>Wellington Phoenix</i> football team was produced during the quarter.</p> <p>A national level TV and online campaign promoting the City Gallery's re-opening exhibition <i>Kusama: The Mirrored Years</i> will be produced during the second quarter of 2009/10.</p>
<p>Joint market up to 3 Te Papa exhibitions through TV and online campaigns</p>	<p><b>Result</b></p> <p><b>Status</b> On target</p> <p><b>Comments</b> A national level TV and online campaign promoting Te Papa's <i>Formula 1</i> exhibition aired during September. A TV and online campaign promoting the <i>Pompeii</i> exhibition will be produced and aired during December.</p>
<p>Produce at least 2 event calendars.</p> <p>Deliver at least 3 tactical campaigns with partners</p>	<p><b>Result</b></p> <p><b>Status</b> On target</p> <p><b>Comments</b> The event calendar profiling August to November 2009 was delivered in July to Auckland, Christchurch, Wellington City and region and the drive range. This is the last print event calendar that PWT will produce as the decision has been made to provide the content via an online solution.</p> <p>Partner tactical campaigns are being scoped for the second quarter of 2009/10.</p>

## Downtown

Performance Indicators	
<p>Downtown weekend visitation within 10% of 2008/09 levels (Source: BNZ MarketView; number of Wellingtonian's using BNZ credit and debit cards in downtown area)</p> <p>Downtown weekend sales within 10% of 2008/09 levels (Source: BNZ MarketView; dollars spent by Wellingtonian's using BNZ credit and debit cards in downtown area)</p>	<p><b>Result</b></p> <p><b>Status</b></p> <p>On Target</p> <p><b>Comments</b></p> <p>Weekend visitation in downtown Wellington for the 12 months to June 2009 declined 5% compared with the same period in 2008.</p> <p>Weekend spending in downtown Wellington for the 12 months to June 2009 declined 8.3% compared with the same period in 2008.</p> <p>The contracting economy continues to impact on spending due to rising living costs, falling housing and financial wealth, and lower job security.</p>
<p>Weekend car parking occupancy 5% above 2008/09 levels (Source: Wilson Parking)</p>	<p><b>Result</b></p> <p><b>Status</b></p> <p>On Target</p> <p><b>Comments</b></p> <p>Due to reporting constraints, year on year comparison results are currently only available for 7 of the 10 car parks involved in the program.</p> <p>5 of the 7 car parks achieved an increase in occupancy of 5%+ over 2008/09 levels during the quarter.</p>
<p>Increase the KNOW database to 20,000</p> <p>KNOW e-news distributed fortnightly</p>	<p><b>Result</b></p> <p><b>Status</b></p> <p>On target</p>
<p>Increase the KNOW Business database to 600</p> <p>KNOW Business distributed fortnightly</p>	<p><b>Result</b></p> <p><b>Status</b></p> <p>On target</p> <p><b>Comments</b></p> <p>The KNOW Business database stands at 559 subscribers.</p> <p>KNOW Business was distributed fortnightly throughout the quarter.</p>
<p>Deliver at least 2 tactical campaigns with Partners</p>	<p><b>Result</b></p> <p><b>Status</b></p> <p>On target</p>

	<p><b>Comments</b>  A tactical KNOW Parking promotional campaign commenced mid-September with Kirkcaldie and Stains.</p> <p>A tactical KNOW e-news campaign with Mojo coffee is planned for the 2<sup>nd</sup> quarter of this year.</p>
<p>Produce and distribute the Downtown Year Planner</p>	<p><b>Result</b></p> <p><b>Status</b>  On target</p> <p><b>Comments</b>  The 2010 <i>Downtown Year Planner</i> will be produced and distributed during December.</p>



## International Marketing

Performance Indicators	
<p>Number of partners within 5% of 2008/09 levels</p>	<p><b>Result</b> <b>Status</b> On target</p> <p><b>Comments</b></p> <p>International Marketing Group partner numbers and funding has been achieved at the same level as 2008/09. There are now 60 IMG partners compared to 59 a year ago.</p> <p>International Marketing Alliance partnership agreement currently being signed off by regional partners.</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><b>Result</b> <b>Status</b> On target</p> <p><b>Comments</b></p> <p>Two IBO sales calls were undertaken this quarter.</p> <p>Two Tourism New Zealand-initiated events took place in this quarter. Kiwi Link India is reported on in the Long Haul report. Forty five UK and European Product Manager appointments were held during the UK/Europe IMA Workshop in July. This event also comprised two training days for UK staff where training was provided to 100 UK agents in small group regional presentations.</p> <p>IBO Sales Calls year to date: 4 Frontline Staff trained year to date: 100 Decision maker sales calls year to date: 45</p>
<p>Undertake i-SITE training roadshow.</p> <p>Increase Wellington coverage in US &amp; UK brochures, websites and guidebooks.</p> <p>Deliver a cruise-specific mobile phone guide and assist CentrePort to deliver enhanced visitor reception services.</p> <p>Provision of port to city shuttles for Cruise ship passengers.</p>	<p><b>Result</b> <b>Status</b> On target</p> <p><b>Comments</b></p> <p>PWT hosted the guidebook writer for Rough Guides during this quarter.</p> <p>The first cruise ship of the summer season will arrive on October 18 and enhanced visitor services will be reported on in Q2.</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><b>Result</b> <b>Status</b> On target</p> <p><b>Comments</b></p> <p>1 media newsletter was distributed this quarter. 1 trade newsletter was distributed this quarter.</p>

<p>Host 2 famils for Inbound Tour Operator staff reaching 10 separate companies</p> <p>Host 1 product buyer famil involving 5 leading product buyers.</p> <p>Host 15 wholesale or retail trade famils</p>	<p><b>Result</b></p> <p><b>Status</b> On target</p> <p><b>Comments</b> Seven trade famils were hosted this quarter. Four were held for IBOs and leads from the UK/Europe Product Workshop resulted in two excellent famils from Pacific Travel House in Germany and Groupe Couleur ex France, an official ticket agent for RWC2011.</p>
<p>Produce 2010 <i>Wellington Regional Visitor Guide</i></p> <p>Achieve 70 positive editorial media placements</p> <p>Assist CNZWT and IMA partners to achieve at least 5 editorial media results.</p>	<p><b>Result</b></p> <p><b>Status</b> On target</p> <p><b>Comments</b> Production of the 2010 Wellington Regional Visitor Guide is underway and due for delivery at the end of November 2009.</p> <p>Sixteen media famils have been hosted this quarter with highlights Harpers Bazaar India, VIP designer Rajesh Singh and two Chinese television crews visiting for WOW. There has also been strong UK editorial generated around BBC2s 'Last Chance To See' screening with The Daily Mirror, Independent and Telegraph writing supporting nature-focussed stories.</p>

## Long Haul

Performance Indicators	
<p>Funding within 5% of 2008/09 levels</p> <p>Retain at least 5 funding partners</p>	<p><b>Result</b> Not Achieved</p> <p><b>Comments</b> Following a review by all Regional Council partners, ongoing funding for Long Haul was not secured from all Regional Council partners. NB The initial 3 year commitment ceased in 2008/9</p>
<p>Provide two updates annually to funding partners.</p>	<p><b>Result</b> <b>Status</b> Ongoing</p> <p><b>Comments</b> The first annual update will be provided in Quarter 2.</p>
<p>Contact maintained with at least three target airlines.</p>	<p><b>Result</b> <b>Status</b> Ongoing</p> <p><b>Comments</b> PWT continues to work with WIAL in maintaining relationships with targeted airlines.</p>
<p>Undertake a minimum of 10 trade and airline sales calls to key Asia wholesalers.</p>	<p><b>Result</b> <b>Status</b> Ongoing</p> <p><b>Comments</b> PWT attended Tourism New Zealand's Kiwi Link Asia India event during September and undertook meetings and training with 400 Indian agents including key companies Thomas Cook, Kesari/Strawberi, Kuoni, Saltours, Singapore Airlines and Qantas Holidays.</p> <p>Prior to this event, 66 staff was trained and six wholesaler appointments undertaken in Singapore including Singapore Airlines holiday wholesaler Tradewinds and leading volume seller Chan Brothers.</p>

## Online & IT

Performance Indicators	
35% growth in visitation to WellingtonNZ.com	<p><b>Result</b> <span style="float: right;"><b>Status</b></span> Ongoing</p> <p><b>Comments</b> Visits to WellingtonNZ.com this quarter were 309,834 – up 6% compared to the last quarter, and a 28% increase compared to Q1 of 2008/09.</p>
Achieve online sales of at least \$660,000 through WellingtonNZ.com	<p><b>Result</b> <span style="float: right;"><b>Status</b></span> Ongoing</p> <p><b>Comments</b> \$208,178 was generated for Wellington tourism industry partners through WellingtonNZ.com this quarter. This is an increase of 15% from the previous quarter, and a 47% increase compared to Q1 of 2008/09. This quarter's sales were bolstered by accommodation bookings relating to major events including AC/DC concert and NZI Sevens, as tickets went on sale for both of these events.</p>
Maintain a presence in four social media communities	<p><b>Result</b> <span style="float: right;"><b>Status</b></span> Achieved</p> <p><b>Comments</b> PWT actively manages a Facebook Page and a Twitter profile. At the end of Q1, the Facebook Page had 1,540 fans and on Twitter there were 2008 followers. Video content is also posted to YouTube and TripAdvisor is regularly monitored for Wellington related information.</p>
Maintain top 3 position in indicator search engines (via organic search- Wellington accommodation, Wellington events, Wellington shopping, Wellington restaurants) (Source: Google, Yahoo, MSN – now Bing).	<p><b>Result</b> <span style="float: right;"><b>Status</b></span> Achieved</p> <p><b>Comments</b> WellingtonNZ.com is the first result on Google, Yahoo, and Bing (previously MSN) for all search terms, except for 'Wellington Restaurants' which is third on Google and second on Yahoo.</p>
12,000 visitors to the Wellington Mobile site	<p><b>Result</b> <span style="float: right;"><b>Status</b></span> Ongoing</p> <p><b>Comments</b> There were 3,356 unique visitors to the Wellington Mobile site during Q1. This was an increase of 65% compared to the previous quarter.</p>

## Product Development

<b>Performance Indicators</b>									
<p>Monitor and advocate for the continual improvement of tourism related infrastructure</p>	<table border="0"> <tr> <td style="vertical-align: top;"><b>Result</b></td> <td style="vertical-align: top;"><b>Status</b></td> </tr> <tr> <td></td> <td style="text-align: center;">Ongoing</td> </tr> <tr> <td colspan="2"><b>Comments</b></td> </tr> <tr> <td colspan="2"> <p>Positively Wellington Tourism continued to advocate for the development of Wellington's tourism infrastructure with a particular emphasis on Rugby World Cup 2011. Projects include a new campervan park.</p> <p>Positively Wellington Tourism works with CentrePort and Wellington City Council toward the improvement of cruise-related infrastructure. Particularly cruise passenger transportation services.</p> <p>We continue to take a lead role in the development of inner-city tourism transportation with private-sector stakeholders.</p> </td> </tr> </table>	<b>Result</b>	<b>Status</b>		Ongoing	<b>Comments</b>		<p>Positively Wellington Tourism continued to advocate for the development of Wellington's tourism infrastructure with a particular emphasis on Rugby World Cup 2011. Projects include a new campervan park.</p> <p>Positively Wellington Tourism works with CentrePort and Wellington City Council toward the improvement of cruise-related infrastructure. Particularly cruise passenger transportation services.</p> <p>We continue to take a lead role in the development of inner-city tourism transportation with private-sector stakeholders.</p>	
<b>Result</b>	<b>Status</b>								
	Ongoing								
<b>Comments</b>									
<p>Positively Wellington Tourism continued to advocate for the development of Wellington's tourism infrastructure with a particular emphasis on Rugby World Cup 2011. Projects include a new campervan park.</p> <p>Positively Wellington Tourism works with CentrePort and Wellington City Council toward the improvement of cruise-related infrastructure. Particularly cruise passenger transportation services.</p> <p>We continue to take a lead role in the development of inner-city tourism transportation with private-sector stakeholders.</p>									
<p>Help advance the development of the Karori Sanctuary and the Marine Education Centre and other significant attractions</p>	<table border="0"> <tr> <td style="vertical-align: top;"><b>Result</b></td> <td style="vertical-align: top;"><b>Status</b></td> </tr> <tr> <td></td> <td style="text-align: center;">Ongoing</td> </tr> <tr> <td colspan="2"><b>Comments</b></td> </tr> <tr> <td colspan="2"> <p>The development of the ZEALANDIA new Visitor and Education Centre is well underway. We continued to provide support to this important product from a visitor experience and marketing perspectives. It is due to open in April 2010.</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. Carter is due to open in February 2010.</p> <p>The future of the proposed Wellington Marine Education Centre is still uncertain. We have engaged with the Wellington Marine Education Centre Trust in regards to the new Lyall Bay location. We will continue to offer our support of this project.</p> </td> </tr> </table>	<b>Result</b>	<b>Status</b>		Ongoing	<b>Comments</b>		<p>The development of the ZEALANDIA new Visitor and Education Centre is well underway. We continued to provide support to this important product from a visitor experience and marketing perspectives. It is due to open in April 2010.</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. Carter is due to open in February 2010.</p> <p>The future of the proposed Wellington Marine Education Centre is still uncertain. We have engaged with the Wellington Marine Education Centre Trust in regards to the new Lyall Bay location. We will continue to offer our support of this project.</p>	
<b>Result</b>	<b>Status</b>								
	Ongoing								
<b>Comments</b>									
<p>The development of the ZEALANDIA new Visitor and Education Centre is well underway. We continued to provide support to this important product from a visitor experience and marketing perspectives. It is due to open in April 2010.</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. Carter is due to open in February 2010.</p> <p>The future of the proposed Wellington Marine Education Centre is still uncertain. We have engaged with the Wellington Marine Education Centre Trust in regards to the new Lyall Bay location. We will continue to offer our support of this project.</p>									
<p>Market and funding feasibility for a purpose-build convention centre fully understood</p>	<table border="0"> <tr> <td style="vertical-align: top;"><b>Result</b></td> <td style="vertical-align: top;"><b>Status</b></td> </tr> <tr> <td></td> <td style="text-align: center;">Ongoing</td> </tr> <tr> <td colspan="2"><b>Comments</b></td> </tr> <tr> <td colspan="2"> <p>A large-scale convention/events centre remains a priority for Wellington's conference/tourism sector.</p> <p>We continue to work with third parties when and where opportunities arise to further development plans, particularly around possible funding scenarios.</p> </td> </tr> </table>	<b>Result</b>	<b>Status</b>		Ongoing	<b>Comments</b>		<p>A large-scale convention/events centre remains a priority for Wellington's conference/tourism sector.</p> <p>We continue to work with third parties when and where opportunities arise to further development plans, particularly around possible funding scenarios.</p>	
<b>Result</b>	<b>Status</b>								
	Ongoing								
<b>Comments</b>									
<p>A large-scale convention/events centre remains a priority for Wellington's conference/tourism sector.</p> <p>We continue to work with third parties when and where opportunities arise to further development plans, particularly around possible funding scenarios.</p>									

<p>One commissionable product developed from repackaging existing products</p>	<p><b>Result</b></p> <p><b>Status</b> Ongoing</p> <p><b>Comments</b> We are currently in discussions with a third party over the possibility of creating a commissionable product in the form of a 'city sites' tour.</p>
<p>1 to 2 investment groups having completed feasibility studies on niche accommodation developments</p>	<p><b>Result</b></p> <p><b>Status</b> Ongoing</p> <p><b>Comments</b> We continued to provide data and engage with commercial stakeholders investigating the feasibility of investing in accommodation opportunities.</p>
<p>Tourism Strategy updated and action items within it initiated</p>	<p><b>Result</b></p> <p><b>Status</b> Ongoing</p> <p><b>Comments</b> We continue to engage with the tourism sector toward achieving goals set out within the Wellington Visitor Strategy.</p>

## Research

<b>Performance Indicators</b>	
Produce and communicate Hotel Monitor, CAM, WAAM and other statistics monthly	<p><b>Result</b> <span style="float: right;"><b>Status</b></span> Achieved</p> <p><b>Comments</b> We continue to manage and communicate the core datasets within our research programme.</p>
Deliver annual domestic market research programme quarterly	<p><b>Result</b> <span style="float: right;"><b>Status</b></span> Achieved</p> <p><b>Comments</b> 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> <p>As the RTO representative on the DTS Stakeholder Group we continue to engage with The Ministry of Tourism regarding to improvements to the DTS.</p>
Deliver annual international market research programme quarterly	<p><b>Result</b> <span style="float: right;"><b>Status</b></span> Achieved</p> <p><b>Comments</b> 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>As the RTO representative on the IVS Stakeholder Group 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><b>Result</b> <span style="float: right;"><b>Status</b></span> Achieved</p> <p><b>Comments</b> We have continued to engage with the Ministry of Tourism, with the aim of seeking more accurate datasets that are relevant to Wellington's tourism industry. We continue to be engaged with, as the RTO representative, the Domestic Travel Research programme currently being undertaken.</p>
Manage i-SITE research needs	<p><b>Result</b> <span style="float: right;"><b>Status</b></span> Achieved</p> <p><b>Comments</b> We continue to manage and deliver the national i-SITE Sales Report on a monthly basis.</p>

## Visitor Centre

Performance Indicators			
Grow revenue by at least 6% Increase sales of Wellington attractions, tours and accommodation by 10%		<b>Result</b>	<b>Status</b>
			Achieved
		<b>Comments</b> Revenue has grown by 11%, achieving a total of \$644,236 in this quarter. Total sales of Wellington activities and attractions for this quarter were \$111,982. This is a substantial 106% increase on the same quarter, last financial year.	
Customer satisfaction at consistently high levels of 90%		<b>Result</b>	<b>Status</b>
			Not Achieved
		<b>Comments</b> The results were 83% satisfaction level for i-SITE service, 63% for phone enquiries and 69% for email enquiries.	
Relocation and operational feasibility of new i-SITE determined		<b>Result</b>	<b>Status</b>
			Ongoing
		<b>Comments</b> Three new locations have been inspected – Loaded Hog, Chicago Bar and the NZX Centre. Further consumer research initiated to confirm decision making process.	
Break-even financial result achieved whilst operating the welcoming face to visitors to Wellington		<b>Result</b>	<b>Status</b>
		Year to date the Wellington i-SITE is showing a net surplus of \$19,305 compared to a loss of \$19,017 after Quarter One last year	
Visitors to i-SITE maintained at least at 2008/09 levels		<b>Result</b>	<b>Status</b>
			Ongoing
		4 <sup>th</sup> quarter last year – 77,418 4 <sup>th</sup> quarter this year – 79,244 Result – growth of 2.3% achieved	