

Australia

Performance Indicator	Outcome / Output
75 media stories achieved reflecting Wellington and wider region key messages. Adding emphasis on new media	Status: Achieved
	Comment: Significant spike in media coverage from WLG – 60 articles generated from this alone – media coverage to over 4 million including some TV, majority was through online / new media. Also hosted eleven media in first quarter and had 13 stories not related to the pop up (some results from 09/10 year). Total 73 stories generated in Q1.
Increase direct visitor arrivals to Wellington from Australia (via Wellington International Airport) by 8.8% over 2009/2010 levels	Status: Achieved in Q1
	Comment: For the June – August period the IVA figures indicated that Wellington enjoyed a 10.6% increase over the same period a year prior. The major source states all enjoyed increases (NSW 14.7%, Victoria 29.6% and Queensland 8.8%) compared to the same period the year prior. During the same three month period New Zealand experienced a 2.6% increase in Australian visitor arrivals.
Deliver an additional 112 000 visitor nights from Australia to the Wellington and Marlborough regions in the 2010/2011 financial year (an 8.8% increase)	Status: Data for the July-Sept 2010 quarter will be available in the Q2 report. The IVS is currently under review by MED. PWT is considering other measurement tools for this KPI.
	Comment: Figures from the International Visitor Survey (IVS) and the Commercial Accommodation Monitor (CAM) fail to adequately answer or quantify Australian visitor nights for Marlborough and Wellington. However the IVS in April – June shows the combined region is down 2.9% to 2 950 246 nights compared to the April – June period the year prior.
Continue growth of Australian website traffic to WellingtonNZ.com by 125% over the July – March period	Status: Ongoing
	Comment: First quarter 28 812 visits – an increase of 53% over same period in 09/10 Low search activity, little online advertising due to such a heavy burst in April – June and slow confirmation of funding from Central Government.
An 8.8% increase in Australian visitor spend in the Wellington region in 2010/11	Status: Data for the July-Sept 2010 quarter will be available in the Q2 report. The IVS is currently under review by MED. PWT is considering other measurement tools for this KPI.
	Comment: As per the point outlined above, the IVS and CAM fail to provide truly accurate data. What is available though shows that Wellington expenditure by Australians remained static, having a 0.33% increase to total \$116 208 069 for the April – June quarter.
Deliver 12 trade familiarisations per year	Status: Ongoing
	Comment: Seven delivered in first quarter (APT – adding 2 nd night in April), Kirra – investigating JV activity with

	PWT, HotelClub (developed tactical campaign in first quarter), Air NZ x 2 – support of WOW, ANZCRO and Carnival Cruises.
Maintain six partnerships in place including three regional funding partners and three commercial funding partners	Status: Ongoing
	Comment: Six partnerships in place currently – excluding WCC, three regional and three commercial partners.
6 Wellington/Wairarapa operators to participate in joint sales visits to wholesalers annually	Status: Ongoing
	Comment: One week sales trip to Sydney, Melbourne and Brisbane undertaken with three operators in first week of October.
Undertake at least three marketing campaigns in conjunction with airline partners and WIAL	Status: Ongoing
	Comment: WLG pop up restaurant – named after airline code – had tactical calls to action in the form of online promo codes to book travel.
Successful launch and execution of Wellington marketing activity in 2nd city	Status: Commencing planning in Q2
	Comment: Scheduled for Q3 and Q4 of this financial year – due to airline capacity and food and wine focus at this stage this is leading toward being in Melbourne.
Airline capacity maintained at least at 2009/10 levels and negotiations advanced to grow capacity further.	Status: Ongoing
	Comment: Initial discussions have highlighted some growth in capacity from Air New Zealand and Qantas – which should come into play in Q4.
Database of 25 000 Australian consumers engaged with on quarterly basis	Status: Achieved and Ongoing
	Comment: Database of 35,000 engaged with in July, then Sydney segment of database engaged with in August, next communication scheduled for early November.
Develop at least two experiential concepts to launch in Australia	Status: Ongoing
	Comment: First concept – WLG – launched and implemented in Q1, this project was a 13 day restaurant which showcased the Wellington food and wine proposition. WLG generated a huge level of talkability and media coverage. PWT worked with other agencies and groups (Grow Wellington, Wellington Restaurant Association, wine and food partners who have product available in Australia). Second concept likely to be of a smaller scale and for Q3/Q4.

Communications

Performance Indicator	Outcome / Output
15 media hosted to support New Zealand Marketing Strategy	Status: On target
	Comment: 7 media were hosted in the quarter. Isaalikes.com, NZ Marketing Magazine, Hawke's Bay Today, NZ Geographic and Waikato Times were brought to Wellington for the Montana WOW Awards Show. The Press and Arrival magazine were also hosted on individual itineraries.
80% of media coverage of PWT and Wellington tourism is positive and 08/09 levels are maintained	Status: On target
	Comment: There were 209 articles, with 90% positive. There was an 83% increase in coverage, this will in large part be due to increasing print coverage of Visa Wellington On a Plate.
20 media releases about PWT or Wellington tourism distributed	Status: On target
	Comment: 7 media releases about PWT or Wellington tourism were distributed, with a further 6 partner releases loaded and shared online.
12 issues of Positively Informed produced and distributed	Status: On target
	Comment: Two issues of Positively Informed were distributed.
WellingtonNZ.com media sections updated fortnightly	Status: On target
	Comment: RWC 2011 story bank was also launched in conjunction with 'One Year to Go'

Wellington Downtown

Performance Indicator	Outcome / Output
Downtown weekend visitation and retail sales 2% above 2009/2010 levels (Source: BNZ MarketView; number of Wellingtonian's using BNZ credit and debit cards in downtown area)	Status: Not Achieved
	Comment: Weekend visitation in downtown Wellington for the July-September quarter declined 0.11% compared with the same period in 2009. Weekend retail spends in downtown Wellington for the July-September quarter declined 1.9% compared with the same period in 2009.
KNOW e-News and KNOW e-Biz distributed fortnightly to subscriber database	Status: Ongoing
	Comment: All Q1 KNOW and KNOW e-Biz e-newsletters were distributed fortnightly and on-time.
Increase reach of KNOW e-news (including social media channels) to Wellington Residents from 11.3% of residents to 16.7% (30,000)	Status: Exceeded
	Comment: The combined reach of the KNOW audience is 34,927 including the KNOW eNews (23,990), Facebook (6,858) and Twitter (4,079).
Maintain the KNOW e-Biz database to within 10% of 2009/10 levels	Status: Ongoing
	Comment: As at the end of Q1, the KNOW Business database had increased by 6% to 610 (from 578 at 30 June).
Deliver at least 2 tactical campaigns with Partners	Status: Ongoing
	Comment: Loyal KNOW subscribers were invited to the WLG pop-up restaurant in Wellington, which was part of Visa Wellington On a Plate. A tactical campaign involving multiple partners is planned for Q2.
Produce and distribute the Downtown Year Planner	Status: Ongoing
	Comment: This will be produced and distributed in Q2.
Grow visitation to WordontheStreet.co.nz; monthly unique visitors 10,000 / visits 20,000	Status: Ongoing
	Comment: Average monthly visits for Q1 was just over 7,000. A media schedule is currently being developed to promote the site on an ongoing basis with Google Ad-words and Facebook advertising.
Continue to inform Wellingtonians through daily updates via social media	Status: Ongoing
	Comment: Regular social media updates have included informing

	the audience about events, new products and other news, as well as asking the audience questions about Wellington.
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International

Performance Indicator	Outcome / Output
Number of partners within 5% of 2009/10 levels	Status: Achieved
	Comment: All International Marketing Alliance partners have resigned. A total of 52 tourism operators have committed to partnership within the International Marketing Group. Overall this is a drop of 3%.
Train 300 frontline staff from key markets Sales calls to 125 decision makers in key offshore markets	Status: On Track
	Comment: The UK/Europe Product Workshop was held in July, following which PWT undertook sales and training calls with six local operators in Paris, The Netherlands, Switzerland and Germany. Wellington content was also included in a Classic NZ Wine Trail webinar presented to 36 UK frontline travel sellers. Frontline staff trained year to date: 175 Sales calls year to date: 85
Increase Wellington's coverage in US and UK brochures, websites and guidebooks by 5%	Status: On Track
	Comment: An update on brochure content will be provided in Q3 when the annual assessment has taken place
Provision of port to city shuttles for Cruise ship passengers.	Status: On Track
	Comment: Cruise ship season starts on 17 October shuttles will be provided to all ships that do not offer such a service.
Update and increase content of the travel trade section of WellingtonNZ.com Distribute 4 e-updates to trade: Distribute 8 e-updates to media:	Status: On track
	Comment: Substantial updating of the trade website content was undertaken in July including itinerary, image and cruise pages. E-updates to trade: 1 E-updates to media: 1
Maintain Wellington's market share of international visitors to NZ relative to 2009/10	Status: Data for the July-Sept 2010 quarter will be available in the Q2 report. The IVS is currently under review by MED. PWT is considering other measurement tools for this KPI.
	Comment: Wellington's share of international visitors, relative to New Zealand, for the April-June 2010 quarter,

	increased 0.66% to 23.98% of total visitors. (International Visitor Survey)
Host 2 familiarisations for Inbound Tour Operator Host 1 product buyer familiarisation Host 15 wholesale or retail trade familiarisations 40 sales calls to Inbound Tour Operators (IBO)	Status: On track
	Comment: Famils highlights during Q1 included Princess Cruises from the USA, ID Tours cruise ground handler sourcing cruise shore excursion product for the upcoming season and Groupe Couleur from France sourcing accommodation and activities for RWC2011. IBO famils year to date: 5 Product buyer famils year to date: 0 Wholesale or retail famils year to date: 4 IBO sales calls: 0
Increase international visitor room nights by 2% relative to 2009/10	Status: Data for the July-Sept 2010 quarter will be available in the Q2 report. The IVS is currently under review by MED. PWT is considering other measurement tools for this KPI.
	Comment: International visitor nights in the April-June quarter 2010 increased by 24.41% to 1,057,214 compared to the same period in 2009. (International Visitor Survey)
Produce 2010 Wellington Regional Visitor Guide Achieve 70 positive editorial media placements Assist CNZWT and IMA partners to achieve at least 5 editorial media results Produce 2011/2012 <i>Regional Trade Directory</i>	Status: On track
	Comment: The 2011 Wellington Visitor Guide is in production and due for completion in November 2010. A wrapped edition will be produced in Q4 for RWC Fourteen media files were hosted in Wellington this quarter. A substantial contingent of Asian media attended WOW including Marie Claire Hong Kong. Ex-Springbok Bobby Skinstad fronted Super Sports TV during the South Africa rugby test with content that will also be used for RWC2011. <i>Positive editorial media placement: 14</i> <i>CNZWT and IMA editorial media results: 0</i> The 2011/12 Wellington & Wairarapa Trade Directory is in production and due for completion in December 2010.

Long Haul

Performance Indicator	Outcome / Output
Funding within 5% of 2009/10 levels	Status: Achieved.
	Comment: Funding has been achieved at the same level as 2009/10.
Provide two updates annually to funding partners	Status: On Track
	Comment: Following the review outlined below, an update to funding partners will take place in the following quarter.
Contact maintained with at least three target airlines	Status: On Track
	Comment: PWT and WIAL will be reviewing the Long Haul research previously conducted. This research will be drawn upon to help redefine the targeting criteria for appropriate Long Haul carriers to Wellington. Targeting priorities will be identified and implemented.
Undertake a minimum of 10 trade and airline sales calls to key Asia wholesalers	Status: On Track
	Comment: Kiwi Link Asia is scheduled for October 2010. This will provide a forum for several key trade meetings with wholesalers from seven Asian markets. A particular opportunity within this is a focus on business and meetings travel from Asia; this provides a broader opportunity to grow demand for Wellington from potential Long Haul city's.

New Zealand

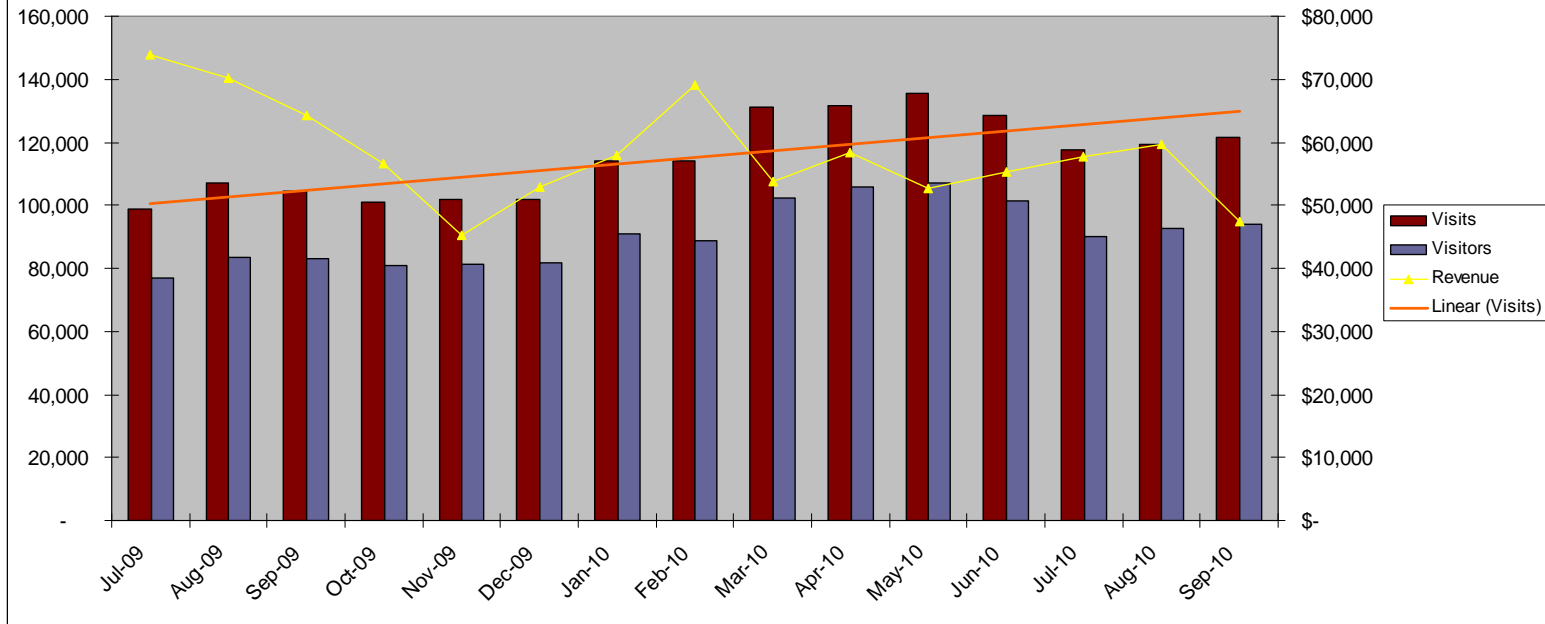
Performance Indicator	Outcome / Output
2% growth in visitor nights above 2009/10 levels (Source: CAM) Weekend rooms sold in partner hotels 2% above 2009/10 levels (Source: Hotel Monitor)	Status: Not On Target
	Comment: The Commercial Accommodation Monitor (CAM) showed a 2.6% decrease in total domestic visitor nights for the period June to August 2010 against the same period last year. Weekend rooms sold in partner hotels decreased by 1.3% for the period July to September 2010 compared to the same period in 2009.
Generate \$730,000 of bookings through WellingtonNZ.com (joint KPI with Online)	Status: Ongoing
	Comment: \$164,942 was generated for Wellington tourism industry partners through WellingtonNZ.com this quarter. This is a 21% decrease compared to Q1 of 2009/10. The year-on-year decrease was due to Q1 of the previous year being extremely strong directly as a result of accommodation bookings through the site for the AC/DC concert. This was not repeated this year as U2 decided to play Auckland.
Grow visitation to WellingtonNZ.com by 20% compared to 2009/10 (joint KPI with Online)	Status: Ongoing

	Comment: Visits to WellingtonNZ.com this quarter were 358,410, a 16% increase compared to Q1 of 2009/10.
Maintain at least 20 funding partners in New Zealand marketing partnership	Status: Achieved
	Comment: The New Zealand Marketing Campaign has 23 funding partners – Te Papa and 22 inner city Wellington hotels.
Joint market at least 4 Wellington events through TV, online or appropriate mediums	Status: On Target
	Comment: During July we ran an extensive Facebook campaign promoting the Phoenix v Boca Juniors match, and an online campaign promoting accommodation for the Bon Jovi concert.
Joint market up to 3 Te Papa exhibitions through TV and digital campaigns	Status: On Target
	Comment: A national level TV campaign promoting the <i>Brian Brake: Lens on the World</i> exhibition is currently airing and a national level TV campaign for <i>European Masters</i> exhibition will air mid-October and again in November and late January. Along with experiential activity for European Masters in November. NB: It was decided in conjunction with Te Papa to focus on promoting two exhibitions only during 2010/11. This has been done to enable greater promotion of the European Masters exhibition.
Deliver at least 2 tactical campaigns with partners	Status: On Target
	Comment: An online campaign 'Last chance for a Sickie' was run to promote hotel deals in August to boost occupancy during what is traditionally a slow period.

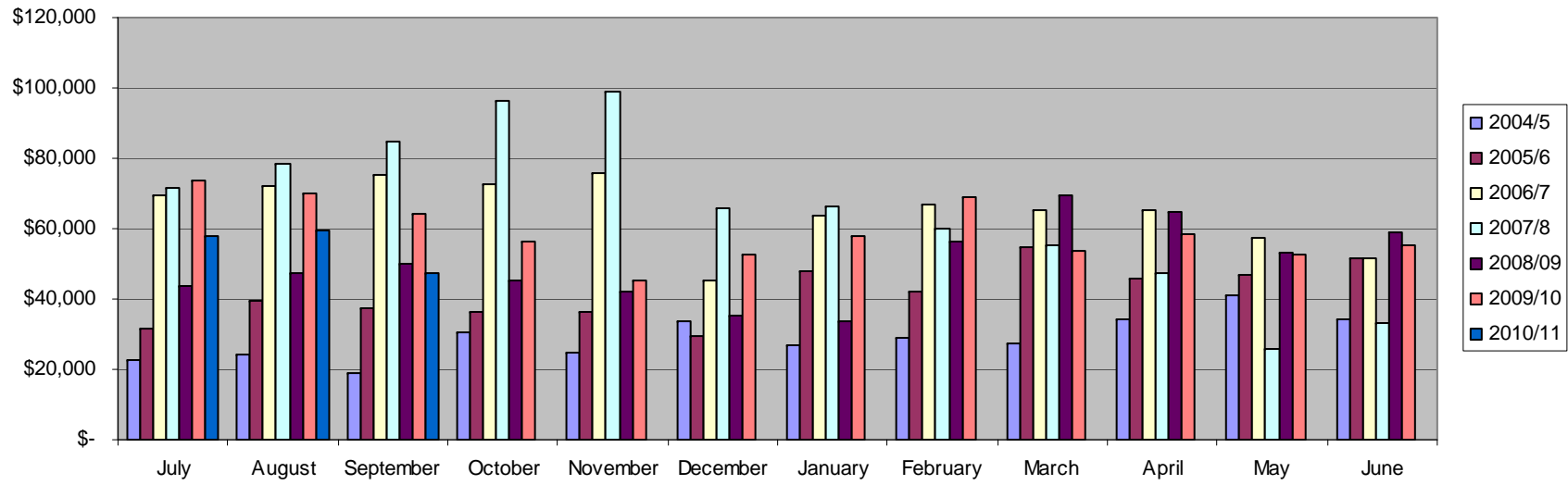
Online

Performance Indicator	Outcome / Output
Maintain a presence in 4 social media communities and utilise these channels for tactical campaigns	Status: Ongoing
	Comment: PWT has actively used three SM platforms in Q1. We manage a Facebook Page and a Twitter profile. At the end of Q1, the Facebook Page had 6,858 fans and on Twitter there were 4,079 followers. Youtube was also a focus this quarter for promoting Visa Wellington On a Plate. Different platforms will be used for different promotions through the year.
Generate \$730,000 of bookings through WellingtonNZ.com (joint KPI with New Zealand)	Status: Ongoing
	Comment: \$164,942 was generated for Wellington tourism industry partners through WellingtonNZ.com this quarter. This is a 21% decrease compared to Q1 of 2009/10. The year-on-year decrease was due to Q1 of the previous year being extremely strong directly as a result of accommodation bookings through the site for the AC/DC concert. This was not repeated this year as U2 decided to play Auckland.
Grow visitation to WellingtonNZ.com by 20% compared to 2009/10 (joint KPI with New Zealand)	Status: Ongoing
	Comment: Visits to WellingtonNZ.com this quarter were 358,410 a 16% increase compared to Q1 of 2009/10.
Increase the position of WellingtonNZ.com to within the top 5 in Google organic results for identified keywords ([top] things to do in Wellington + Wellington hotels)	Status: Ongoing
	Comment: WellingtonNZ.com is the second result on Google, for both of these search terms. However, 'Things to do in Wellington' is position 12 on Bing and 11 on Yahoo, and 'Wellington hotels' is position 32 on Bing, and 34 on Yahoo. This result reflects a broader range of key words to report against as we work to increase the breadth of reach achieved by wellingtonnz.com.
Maintain WellingtonNZ.com's position as the number 1 RTO website in New Zealand	Status: Ongoing
	Comment: The nearest RTO website in NZ in terms of traffic is AucklandNZ.com. For Q1, the number of unique visitors to WellingtonNZ.com was 25% higher than for Auckland's website (276,649 vs 205,434).
16,000 visitors to the Wellington Mobile site	Status: Ongoing
	Comment: There were 1,131 unique visitors to the Wellington Mobile site during Q1. This is a decrease of 197% compared to Q1 last year. This decrease is because there was significant advertising (vLive & Metservice) in September the previous year that did not happen this year. Advertising is planned for the next quarter.

WellingtonNZ.com Visits, Visitors & Bookings



Web Sales Month on Month



Tourism Product Development

Performance Indicator	Outcome / Output
Monitor and advocate for the continual improvement of tourism related infrastructure	Status: Ongoing
	<p>Comment: Positively Wellington Tourism continued to advocate for the development of Wellington's tourism infrastructure with a particular emphasis on Rugby World Cup 2011.</p> <p>The new City Sights Hop-on Hop-off bus was launched on the 23 September.</p>
Help advance the development of the Marine Education Centre and other significant attractions	Status: Ongoing
	<p>Comment: A feasibility study for the proposed Wellington Marine Education Centre is currently underway which will provide a clearer understanding about the centre's future. PWT will continue to offer its support of this project and we still believe that there will be significant demand for a product of this magnitude. It will also help to diversify Wellington's basket of commissionable product.</p>
Universal access included in all relevant public submissions PWT submits on	Status: Ongoing
	<p>Comment: PWT is working with WCC's City Communities on improving the linkages to and information about Wellington's tourism accessibility information through online channels.</p> <p>There were no public submissions this quarter requiring comment on universal access.</p>
Phase 3 of Wellington's STAR programme delivered	Status: Ongoing
	<p>Comment: The third and final phase of the Sustainable Tourism Advisors in Regions (STAR) programme was initiated. The programme delivery will be undertaken as usual by Tourism Resource Consultants. It is intended to recruit between 5 – 7 businesses (large to small) within the final phase (one year) of the STAR programme.</p>
One commissionable product developed from repackaging existing products	Status: Not Achieved
	<p>Comment: While more than one tourism product was established this quarter none was developed by repackaging existing products. However the new City Sights Hop-on Hop-off bus will play an important part in developing a "city-pass" type product which will enable visitors to purchase multi-visit tickets for one price.</p>

Action items within the Wellington Visitor Strategy 2015 initiated	Status: Achieved/Ongoing
	<p>Comment:</p> <p>A number of actions within the WVS2015 were either initiated, achieved or are ongoing. These included Nature Tourism Products (2b) – PWT assisted one operator to establish a new South Coast tourism product, Wellington On a Plate (5. Culinary Tourism) was successful delivered in September, concept design phase completed for a redeveloped i-SITE (13. i-SITE Visitor Information Centre), waiting for WCC approval for a December 2010 installation. The new City Sights Hop-on Hop-off bus was launched on the 23 September (15. Transport Links).</p>
Maximize WCCs investment in tourism product and destination marketing through maintaining a perpetual MOU with each of the Karori Sanctuary Trust and the Carter Observatory	Status: Achieved/Ongoing
	<p>Comment:</p> <p>PWT has an MOU in place with both Karori Sanctuary Trust and Carter Observatory; in addition a MOU has been signed with Wellington Zoo. To date the marketing managers of all entities have meet with PWT to discuss and agree on joint marketing initiatives going forward. These initiatives will be developed over the course of the year.</p>
Support investment groups in completing feasibility studies for product developments	Status: Achieved
	<p>Comment:</p> <p>PWT continued to provide product development advice and guidance for a number of start-up tourism activities proposals. The results of which have yet to be determined at this stage, although one operator has begun tours and PWT is still working with them to develop the content and delivery of their product.</p>

Tourism Research

Performance Indicator	Outcome / Output
Produce and communicate Hotel Monitor, CAM, WAAM and other statistics monthly	Status: Ongoing
	<p>Comment:</p> <p>We continue to manage and communicate the core datasets within our research programme. This includes both internal and externally produced datasets. The Hotel Monitor (internal) is used to report Wellington's hotel performance on a monthly basis directly to the hotels and quarterly via quarterly Council reporting. The Commercial Accommodation Monitor (CAM) is communicated monthly both internally and externally through PWT's monthly Positively Informed newsletter, and via WellingtonNZ.com</p>
Deliver annual domestic market research programme quarterly	Status: Ongoing
	<p>Comment:</p> <p>We continue to analyse and communicate the</p>

	<p>domestic market datasets. The Commercial Accommodation Monitor (CAM) and Hotel Monitor are communicated monthly internally and externally, as well as to Domestic Partners on either a monthly or quarterly basis.</p> <p>The BNZ MarketView Domestic and Downtown reports are used by the New Zealand Marketing team and communicated quarterly to WCC and to Domestic Partners.</p> <p>As the RTO representative on the Domestic Travel Survey (DTS) Stakeholder Group we continue to engage with the Tourism Strategy Group (ex Ministry of Tourism) regarding to improvements to the DTS on a quarterly basis.</p>
Deliver annual international market research programme quarterly	Status: Ongoing
	<p>Comment:</p> <p>Positively Wellington Tourism continues to analyse and communicate the international market datasets on an ongoing basis, particularly the International Visitor Survey (IVS) and Regional Visitor Monitor (RVM) – both quarterly, and the CAM (monthly). The IVS and CAM are communicated both internally, on the website and within WCC quarterly reports. A summary RVM report is produced on WellingtonNZ.com on a quarterly basis and is communicated in more detail to those entities who request this.</p> <p>As the RTO representative on the IVS Stakeholder Group we continue to engage with the Tourism Strategy Group regarding to improvements to the IVS on a quarterly basis.</p>
Improvement of national tourism statistics to help Positively Wellington Tourism with more effective decision making	Status: Ongoing
	<p>Comment:</p> <p>We have continued to engage with the Tourism Strategy Group, with the aim of seeking more accurate datasets that are relevant to Wellington's tourism industry. We continue to be engaged with the Domestic Travel Survey stakeholder group as the RTO representative.</p> <p>We continue to be represented on the Regional Visitor Monitor survey stakeholder group which assesses the success of and enables the ongoing enhancement of the RVM. This process is conducted on an annual basis.</p>
Australian campaign/market research report completed	Status: Ongoing
	<p>Comment:</p> <p>Ongoing research and analysis of marketing in Australia is being carried out by Tourism New Zealand and the MED as a part of the JV project. Should PWT require additional research to be conducted in order to meet organisational objectives, this will be assessed once the Tourism New Zealand research has been completed.</p>

Wellington Convention Bureau

Performance Indicator	Outcome / Output
Attend 2 convention and incentive trade shows per year	Status: On target
	Comment: Attended Australian Business Events Expo in Sydney in July
Make 4 sales trips to Australia annually	Status: On target
	Comment: A sales trip has been made to Sydney and Brisbane in this quarter
Host a minimum of 70 prospective organisations on a famil in Wellington annually	Status: On target
	Comment: Nine people hosted this quarter
5% increase in leads /. Referrals generated to CVB partners relative to 2009/10	Status: On Target
	Comment: 2% increase for this quarter
Maintain Wellington CVB partners to +/- 5% of membership at the 2009/10 financial year levels	Status: Achieved
	Comment: 101 members onboard so far this year compared to 104 at the end of the last financial year (-3%)
Maintain Wellington CVB funding level +/- 10% of membership as at 2009/10 financial year levels	Status: Achieved
	Comment: \$165,000 of funding secured currently compared to \$175,000 last year (-6%)

Wellington i-SITE Visitor Centre

Performance Indicator	Outcome / Output
Grow revenue by at least 3% Increase sales of Wellington attractions, tours and accommodation by 10%	Status: Not Achieved
	Comment: Total revenue was behind by 15% for the same quarter last year. Wellington product was behind by 28%. This reflects the downturn in arrivals from Europe and particularly UK during this period.
Customer satisfaction at consistently high levels of 90%	Status: Not Achieved
	Comment: Overall scores from a mystery shopper assessment during this quarter was 72%. The testing methodology has been changed this year as targets set with the team regarding interactivity with visitors are raised.
Redevelopment plans for technology systems and environment of the i-SITE implemented in time for RWC 2011	Status: Achieved
	Comment: Concept design phase complete, awaiting WCC approval for a December 2010 installation.
Break-even financial result achieved at both Wellington & Interislander i-SITEs	Status: Partially Achieved
	Comment: Wellington i-SITE's financial result for this quarter was a loss of \$17,684. Interislander i-SITE's result was a profit of \$8,928. The Net position across both iSITE's is \$25,137 ahead of budget as tight cost control has been achieved.
Visitors to i-SITE maintained at least at 2009/10 levels	Status: No Achieved
	Comment: Visitors to the i-SITE for this quarter were down by 9% in comparison to the same quarter last year reflecting the reduction in visitors to NZ from Europe and the UK.

Rugby World Cup

Performance Indicator	Outcome / Output
Host two key provider forums	Status: On Track
	Comment: The first Key Provider Forum was hosted in July with approximately 100 in attendance. A second Key Provider Update will take place in Quarter three or four.
Deliver City theming for South Africa vs New Zealand in July 2010	Status: Achieved
	Comment: A successful role out of the 'Splat' brand for the South Africa vs New Zealand test was delivered in July 2010.
70,000 visits to Wellingtonnz2011.com during the 2010/11 financial year	Status: On Track
	Comment: Total visits to WellingtonNZ2011.com was 1,769 people for quarter one. It was expected that this would be low as no proactive advertising had commenced for the site. Google search commences in quarter two in line with one year to go.
Key providers communications plan delivered on time and budget	Status: On Track
	Comment: Regular Marketing Communications and Media Communications meetings are scheduled and undertaken to update the wider team on all Marketing Communications and Media activities. Activity leaders have been appointed for all activities and include accommodation, transportation, theming, branding, media relations and visitor information.
Regional theming delivered on time and on budget	Status: On Track
	Comment: Planning is continuing but is being shaped by developments within the Rugby New Zealand 2011 (RNZ2011) office. We are working closely with RNZ2011 to ensure that Wellington leverages the national activity and investment as much as possible.