

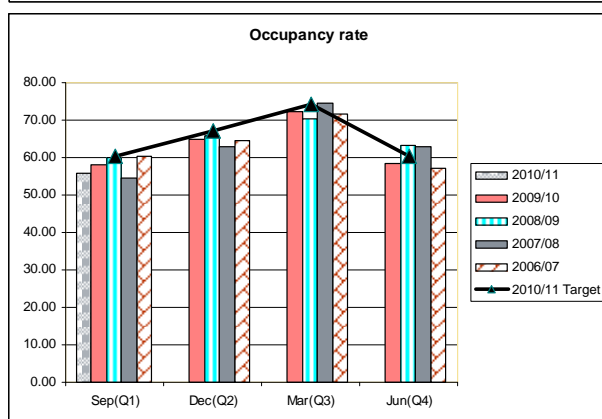
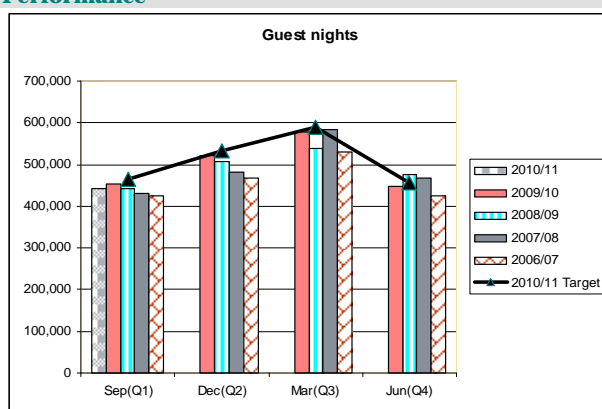
## Quarterly Review – Positively Wellington Tourism

Positively Wellington Tourism has presented its report for the quarter ended 30 September 2010 for review. A summary of key findings is presented below and the full report is attached.

### Highlights

- The number of Australian visitors to Wellington for the quarter increased by 5.36% over the same period a year ago, compared to a 0.84% increase for NZ overall.
- There was an 83% increase in media coverage of PWT and Wellington tourism, largely due to Visa Wellington on a Plate.
- Visits to WellingtonNZ.com were up 16% compared to Q1 of last year. Australian visitors to site up 53% over same period last year.
- The new City Sights Hop-on Hop-off bus was launched on 23 September with PWT's support.

### Performance



### Macro Key Performance Indicators

The following KPIs have been reported by the Trust.

Measure	Annual Target	Quarter Actual
International direct arrivals to Wgtn Airport	Maintain Wellington's market share relative to 2009/10	5.64% increase
Number of Visitor Nights – Domestic	2% growth above 2009/10	5% decrease*
Number of Visitor Nights – International	2% growth above 2009/10	2.63% increase
W/E rooms sold in partner hotels	2% growth above 2009/10	1.3% decrease
Australian arrivals to Wellington	8.8% growth above 2009/10	5.36% increase
Downtown weekend visitation	2% growth above 2009/10	0.11% decrease

\*Wellington has witnessed a weakening in domestic confidence and therefore decline in the weekend domestic leisure travellers. Lack of TePapa events during the period has also had an impact.

Contact officer: **Natasha Petkovic-Jeremic**

### Activities during the quarter

- Planning for RWC 2011 is continuing, with the first Key Provider Forum hosted in July with a second forum to take place in Q3 or Q4. Working closely with RNZ2011 to ensure that Wellington leverages the national activity and investment as much as possible.
- Australian marketing campaign likely to target Melbourne next, scheduled for Q3 and Q4.
- The 2011 Wellington Visitor Guide is in production and due for completion in November 2010.
- The marketing managers of Karori Sanctuary, Carter Observatory and Wellington Zoo met with PWT to agree on joint marketing initiatives to be developed over the course of the year.

### Financial Commentary

- The quarter's result was an operating surplus of \$152k against a budgeted surplus of \$672k.
- Income was \$835k below budget mainly due to lower partner income (\$663k unfavourable) with Australian funding deferred to Q2 and lower Council funding (\$210k unfavourable).
- Expenditure was also below budget by \$315k mainly due to lower spend on the Australian campaign (\$185k favourable).
- Slow confirmation of central government funding delayed both the supply of funds to PWT and the capacity to spend those funds. The marketing plan is now on track and funding and expenditure will match the business plan and budget for this year.

### Statement of Financial Performance

For the quarter ended 30 September 2010

\$'000	Q1 Actual	Q1 Budget	YTD Actual	YTD Budget	FY Budget
Income	2,345	3,180	2,345	3,180	9,801
Expenditure	2,192	2,507	2,192	2,507	9,853
Operating surplus	152	672	152	672	(52)

Operating margin 6% 21% 6% 21% 0%

NB: Income is gross surplus from trading net of COGS

### Statement of Financial Position

As at 30 September 2010

\$'000	YTD Actual	2009/10 YE Actual	FY Budget
Current assets	2,372	1,122	491
Non-current assets	339	251	531
Current liabilities	2,067	881	573
Non-current liabilities	-	-	-
Equity	644	491	449
Current ratio	1.1	1.3	0.9
Equity ratio	24%	36%	44%

### Statement of Cash Flows

For the quarter ended 30 September 2010

\$'000	YTD Actual	2009/10 FY Actual	FY Budget
Operating	1,192	(67)	74
Investing	(132)	189	(364)
Financing	-	-	-
Net	1,060	(257)	(290)
Closing balance	1,836	776	320

Note: FY Budgets are as approved in the Business Plan.

# Appendix 1

## Profile - Positively Wellington Tourism

Positively Wellington Tourism is Wellington's official tourism organisation. It is a charitable trust, funded by [Wellington City Council](#).



PWT markets Wellington as New Zealand's ultimate urban destination. Positively Wellington Tourism has identified arts, education, events, sports and venues, food, beverage and retail as the city's six "sectors of excellence".

Positively Wellington Tourism's Convention Bureau targets people who would like to hold their meetings in Wellington. The Wellington Visitor Information Centre helps visitors once they are in the city, as well as those who visit our city online.

As well as working with Wellington City Council, PWT works with the private sector in our goal to create economic and social benefit for Wellington City.

### Entity Data

Established	1997	
Board	Ruth Pretty Cr Jo Coughlan Mike O'Donnell Kim Wicksteed Glenys Coughlan (Chair) Peter Monk John Milford	<i>Term expires:</i> 31 Dec 12 Oct 13 31 Dec 10 31 Dec 11 31 Dec 12 31 Dec 11 31 Dec 10
CEO	David Perks	
Balance date	30 June	
Number of FTE staff	27.5	
Website	<a href="http://www.wellingtonnz.com">www.wellingtonnz.com</a>	
Type of entity	Council-settled Trust	
LGA designation	CCO	
By reason of	Board control: all trustees appointed by Council	
Council interest	\$5.8m	
Type of interest	Operating Grant	