

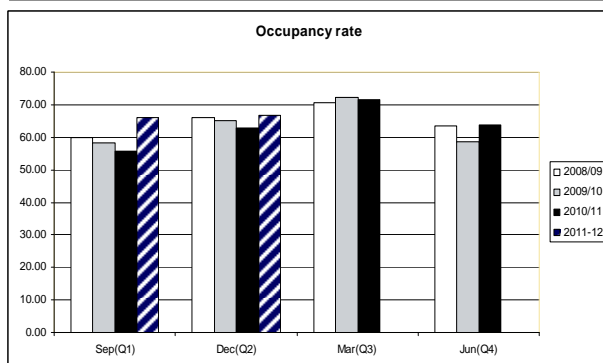
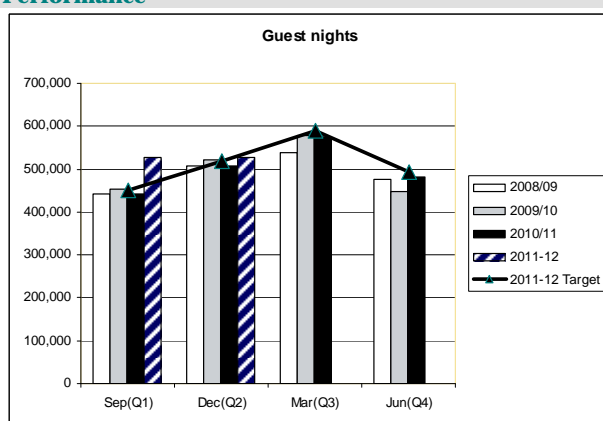
Quarterly Review – Positively Wellington Tourism

Positively Wellington Tourism has presented its report for the quarter ended 31 December 2011 for review. A summary of key findings is presented below and the full report is attached.

Highlights / Summary

- RWC2011 has had a significant impact on growing the number of international visitors and media to Wellington and has resulted in positive reporting about Wellington and tournament events hosted in the city.
- In November, Wellington hosted over 450 delegates at the Society of American Travel Writers' 2011 Convention.
- The number of cruise ship visits for the quarter was 31 compared to 16 for the same period last year.
- There continues to be significant growth in arrivals from Australia to Wellington, with arrivals up 16.1% for the calendar year. This is well ahead of the national trend.

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 figures relative to 2010/11	24% increase
Number of Visitor Nights – Domestic	Maintain figures relative to 2010/11	(8.6%) decrease
Number of Visitor Nights – International	Maintain figures relative to 2010/11	26% increase
W/E rooms sold in partner hotels	Maintain figures relative to 2010/11	9.5% increase
Australian arrivals to Wellington	8.8% growth above 2010/11	25% increase
Downtown weekend visitation	2% growth above 2010/11	5.4% increase

- PWT has reported a very strong quarter across all of their key outcome KPIs, with the exception of Domestic Visitor Nights that was impacted by low Corporate Travel numbers as a result of Rugby World Cup 2011.

Contact officer

Natasha Petkovic-Jeremic

Activities during the quarter

- Australian visitor arrivals to Wellington International Airport for the December quarter grew by 9,077 to 44,832 compared to the same period in 2010. This was partly in response to a 15.9% increase in Trans-Tasman capacity to 262k seats resulting from the partnership with Air New Zealand
- A very successful 'pop up' restaurant was delivered in Melbourne in November. The event featured over 25 food, beverage and wine suppliers and over 25 restaurant staff from the Wellington region.
- PWT's 2011 on-line Advent calendar exceed all its targets. Marketing tactics this year focussed on data capture, with more prominently placed 'share' buttons increasing shares by 100%
- KNOW audience is currently at 67,262, a 17% increase on the previous quarter, mostly through the 2011 Advent Calendar campaign.
- 3 for TWO weekend rooms sold in partner hotels increased 9.5%.
- PWT continues to work with Council officers on the development and implementation of shared services.

Financial Commentary

- The quarter's result was an operating deficit of (\$473k) against a budgeted deficit of (\$938k).
- Income was \$616k above budget due in part to higher than budgeted revenue from the Visitor Centre of \$209k (30%), and the Interislander i-Site of \$118k (212%). Partner income was \$107k above budget as a result of new hotels coming on board.
- The strong cash flow position reflects better than expected trading receipts

Statement of Financial Performance

For the quarter ended 31 December 2011

\$'000	Q2 Actual	Q2 Budget	YTD Actual	YTD Budget	FY Budget
Income	2,133	1,735	4,680	4,989	9,387
Expenditure	2,605	2,672	4,256	5,312	9,424
Operating surplus	(473)	(938)	424	(323)	(37)
Operating margin	(22%)	(54%)	9%	(6%)	0%

Statement of Financial Position

As at 31 December 2011

\$'000	YTD Actual	FY Budget	FY 2010/11 Actual
Current assets	1,337	678	1,422
Non-current assets	332	295	388
Current liabilities	746	536	1,311
Non-current liabilities	-	-	-
Equity	923	437	499
Current ratio	1.8	1.3	1.1
Equity ratio	55%	45%	28%

Statement of Cash Flows

For the quarter ended 31 December 2011

\$'000	YTD Actual	FY Budget	FY 2010/11 Actual
Operating	285	183	590
Investing	(44)	(91)	338
Financing	-	-	-
Net	241	92	253
Closing balance	1,269	403	1,028

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

Profile - Positively Wellington Tourism

Positively Wellington Tourism is Wellington's official tourism organisation, 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 Howard Grieve Glenys Coughlan Peter Monk John Milford (Chair)	<i>Term expires:</i> 31 Dec 12 Oct 13 31 Dec 13 31 Dec 14 31 Dec 12 31 Dec 12 31 Dec 13
CEO	David Perks	
Balance date	30 June	
Number of FTE staff	27.5	
Website	www.wellingtonnz.com	
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	