

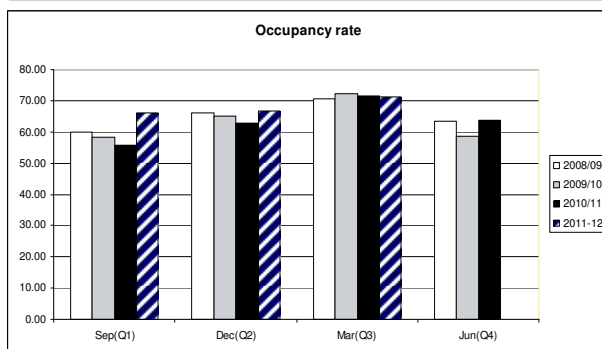
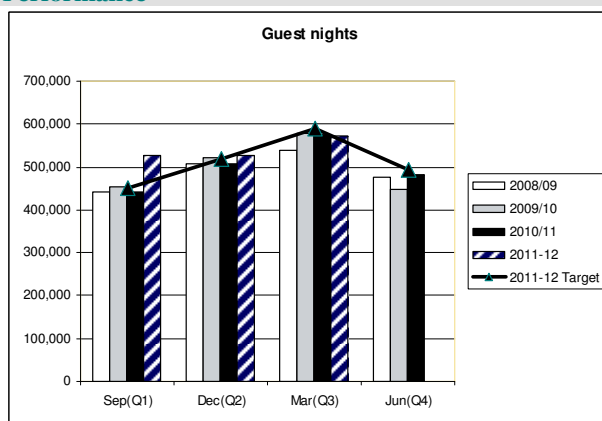
Quarterly Review – Positively Wellington Tourism

Positively Wellington Tourism has presented its report for the quarter ended 31 March 2012 for review. A summary of key findings is presented below and the full report is attached.

Highlights / Summary

- This quarter saw a number of major tourism events in Wellington, including the Hertz Sevens and the International Festival of Arts. PWT has worked alongside these events to support maximised marketing and coverage to national and international markets.
- In March, PWT's Convention Bureau, working with commercial partners, hosted a *mega-familiarisation* of potential convention bookers. This has resulted so far in 2 conference bookings of 500+ delegates.
- Wellington's multi-day event activity has increased by 19%, multi-day delegate numbers are up 35%, and multi-day delegate days is ahead by 15% compared to the same quarter last year.
- Wellington has again been named the #1 destination by New Zealanders in the Tourism Industry Association's annual survey.

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 | 11% increase |
| Number of Visitor Nights – Domestic | Maintain figures relative to 2010/11 | 4.3% increase |
| Number of Visitor Nights – International | Maintain figures relative to 2010/11 | (6%) decrease |
| W/E rooms sold in partner hotels | Maintain figures relative to 2010/11 | 10.5% increase |
| Australian arrivals to Wellington | 8.8% growth above 2010/11 | 13.5% increase |
| Downtown weekend visitation | 2% growth above 2010/11 | 3.5% increase |

- Wellington hosted 49 cruise ships this quarter compared to 38 for the same quarter last year, a 36% increase.

Activities during the quarter

- Australian visitor arrivals to the Airport for the March quarter grew by 4,378 to 36,848 (a 37% increase) compared to the same period in 2011.
- During the Cruise ship season, PWT ran a successful volunteer initiative to have people in key locations on the city streets to help the tourists. This will be repeated next season, and over 60 volunteers have already signed up.
- PWT successfully ran the 'city excitement' and 'cheerleader' promotions as part of the Hertz Sevens.
- I-SITE Visitor Centre foot count was 118k, up 5.5% this quarter compared to last year.
- KNOW audience is currently at 69,478, a 3% increase on the previous quarter.
- Downtown weekend visitation increased by 3.5% during the quarter
- Several research and evaluation projects are underway and will be reported on at year end, including KNOW eNews and digital marketing.

Financial Commentary

- The quarter's result was an operating surplus of \$632k against a budgeted surplus of \$1,274k.
- Income was \$578k (58%) below budget due to lower Partner Income with Air New Zealand now as part of the Australian Marketing programme (campaign structure changes with each organisation paying accounts up to \$1m).
- I-Site revenue in Q3 totalled \$1.2million, up 5% on the same quarter in 2010/12.

Statement of Financial Performance

For the quarter ended 31 March 2012

| \$'000 | Q3 Actual | Q3 Budget | YTD Actual | YTD Budget | FY Budget |
|-------------------|-----------|-----------|------------|------------|-----------|
| Income | 2,396 | 2,974 | 7,076 | 8,053 | 9,387 |
| Expenditure | 1,764 | 1,700 | 6,020 | 7,102 | 9,424 |
| Operating surplus | 632 | 1,274 | 1,056 | 951 | (37) |
| Operating margin | 26% | 43% | 15% | 12% | 0% |

Statement of Financial Position

As at 31 March 2012

| \$'000 | YTD Actual | FY Budget | FY 2010/11 Actual |
|-------------------------|------------|-----------|-------------------|
| Current assets | 3,532 | 678 | 1,422 |
| Non-current assets | 313 | 295 | 388 |
| Current liabilities | 2,255 | 536 | 1,311 |
| Non-current liabilities | - | - | - |
| Equity | 1,590 | 437 | 499 |
| Current ratio | 1.6 | 1.3 | 1.1 |
| Equity ratio | 41% | 45% | 28% |

Statement of Cash Flows

For the quarter ended 31 March 2012

| \$'000 | YTD Actual | FY Budget | FY 2010/11 Actual |
|-----------------|------------|-----------|-------------------|
| Operating | 2,290 | 183 | 590 |
| Investing | (77) | (91) | 338 |
| Financing | - | - | - |
| Net | 2,213 | 92 | 253 |
| Closing balance | 3,242 | 403 | 1,028 |

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

Contact officer

Natasha Petkovic-Jeremic

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 | |