

QUARTER IN REVIEW	YEAR TO DATE PERFORMANCE
<p>Q2 workload focussed upon the creation of the single digital portal for and the redevelopment of WellingtonNZ.com to expand its content to include: Business Attraction, Student Attraction and Investor information.</p> <p>Downtown marketing was led by the 4th annual Wondrous Wellington Advent Calendar and the summer mini-mag 'Today is A Good Day' was distributed to audiences across New Zealand and in the Australian cities of Melbourne and Sydney. 282,000 copies of the Domestic Marketing's 'Today is a Good Day' booklet were inserted across media in New Zealand as well as in 'Time Out' in both Sydney and Melbourne promoting Wellington over the Summer period.</p> <p>The JV campaign 'Every day a different story' with Tourism New Zealand took place in October and launched with a 15 second Television commercial which featured both Wellington and Marlborough, followed by a heavy online media buy and elevator activation in selected office towers throughout Sydney, Melbourne and Brisbane. During the campaign, Tourism New Zealand saw an increase in visits, referrals and time on site compared to the 4 weeks prior e.g. Visits up by 1,311% (24,770 vs 1,755).</p> <p>Wellington and Marlborough also featured in the South Island campaign led by Canterbury Tourism and Tourism New Zealand targeting Western Australia in November. The campaign has been designed around the new Air New Zealand PER to CHC route over summer and the supporting itineraries that encourage travel from Christchurch through Kaikoura, Blenheim and Picton using KiwiRail and then the Interislander through to Wellington.</p>	<p>Earthquakes rattled Wellington during the first quarter causing many short term visitor cancellations. Despite this, another successful WOW event began in Q1 and Wellington Visa on A Plate was run for a 5th year.</p> <p>Activities that the Trust has led so far this year include:</p> <ul style="list-style-type: none"> - A competition for the first Australian same-sex couple to get married in New Zealand. - A marketing initiative in Australia in conjunction with Air New Zealand, Tourism New Zealand and various local and regional partners. Planning is underway for a dedicated marketing campaign targeting Sydney and Melbourne. - The Convention Bureau was renamed Business Events Wellington to better reflect the focus and terminology used in the sector. - A feature series in the Dominion Post in Q2 focusing on 12 key economic development topics for Wellington. - The first cruise ship arrived in Wellington on 7 Oct. with 75 more visits scheduled until May 2014. - The work programme related to the Destination Wellington initiative is on-track.

SUMMARY FINANCIALS							
FINANCIAL PERFORMANCE	Q2 Budget	Q2 Actual	Variance	YTD Budget	YTD Actual	Variance	FY Budget
(\$'000)	31 Dec 13	31 Dec 13	31 Dec 13	31 Dec 13	31 Dec 13	31 Dec 13	30 Jun 14
Total Revenue	2,904	2,682	-221	5,635	5,571	-63	11,491
Operating Expenses	(3,175)	(3,084)	91	(5,864)	(4,948)	916	(11,483)
Net Surplus	(271)	(402)	-131	(229)	624	852	8
FINANCIAL POSITION							
Total Assets	1,602	2,222	620	1,602	2,222	620	1,526
Total Liabilities	1,326	1,087	-239	1,326	1,087	-239	1,014
Equity	276	1,135	859	276	1,135	859	512
CASH FLOWS							
Total Net Cash Flows	(1,280)	(1,455)	-175	142	(73)	-215	35
Opening Cash	2,463	3,160	697	1,040	1,778	738	1,040
Closing Cash	1,183	1,705	522	1,182	1,705	523	1,075
<p>Total revenue was \$221k below budget in Q2 and is below the YTD budget by \$63k. This is a minor YTD variance. In achieving this, the Trust received higher partner funding across a number of activities which helped to offset trading revenues from i-SITE which are below budget by \$204k.</p>							

YTD operating expenses are below budget by \$916k (recorded as a positive variance above). This is because a number of projects have been slower than anticipated but the Trust forecasts that expenditure will rise in Q3 and Q4 to align with budget. Overall, the YTD net surplus of \$624k is the result of this project timing and is expected to reverse in the 2nd half year.

Net cash flows (YTD) are were negative \$73k (or \$215k below budget). Notwithstanding, the trust still held cash on hand of \$1.7m at 31 Dec 2013. PWT's balance sheet variances mainly reflect the higher than forecast levels of cash on hand plus lower than forecast trade payables. This is in-turn reflected in equity of \$1.1m or \$859k above budget.

KPI DASHBOARD

✓ Achieved ✗ Not Achieved. The 3 Year Trend = year on year actual/nominal performance → Steady ↗ Improving ↘ Declining

The table contains a selection of KPIs and is not a complete list. The KPI is a percentage change measure against the same period last year.

MEASURE *		Q1	Q2	YTD	3 Year	Comments (on trend)
		30 Sep 13	31 Dec 13	31 Dec 13	Trend	
WCC grant max 50% Wellington marketing.	Target	50.0%	50.0%	50.0%	→	This is a constant metric that the Trust observes in leveraging its Wellington marketing spend.
	Actual	57.2% ✗	37.6% ✓	44.3% ✓		
Maintain market share in conventions	Target	0.0%	0.0%	0.0%	→	A trend is unavailable due to a change in the measure from delegate days to market share. Recent market share performance is steady.
	Actual	+1.0% ✓	0.0% ✓			
Australian arrivals to Wellington	Target	+7.0%	+7.0%	+7.0%	↗	In FYE2012 & 2013 this KPI reached a plateau following several years of steady improvement. The 3 year trend will be reviewed following FYE 2014.
	Actual	9.9% ✓	+4.2% ✗	+6.5% ✗		
Downtown weekend visitation	Target	0.0%	0.0%	0.0%	↘	This measure has been declining since 2007. PWT is considering alternative measures utilising the more robust data now available through MBIE.
	Actual	-1.0% ✗	-4.4% ✗	-2.8% ✗		
Paid Visitor Nights – International	Target	+1.0%	+1.0%	+1.0%	→	International guest nights fell from a peak of 767,398 in FYE2012 and in FYE2013 were just below the same period in FYE2010. The trend is steady.
	Actual	2.8% ✓	-0.3% ✗	+3.4% ✓		
Paid Visitor Nights – Domestic	Target	+2.0%	+2.0%	+2.0%	↗	Domestic guest nights have grown steadily and despite recent quarter performances highlighting the Wellington's appeal as a destination for local visitors.
	Actual	+1.2% ✗	-3.2% ✗	-1.1% ✗		
Weekend rooms sold in partner hotels	Target	+2.0%	+2.0%	+2.0%	↗	Figures for FYE2013 and 2013 were steady following steady growth in prior years. The 3 year trend will be reviewed following FYE 2014.
	Actual	+9.6% ✓	-2.0% ✗	+3.5% ✓		

The Trust's visitation KPIs in Q2 are down on the same period in 2012 due to the impact on 2012 visitation numbers by the premiere of the *Hobbit – An Unexpected Journey* in November 2012. This alone helped to boost numbers throughout the summer of 2012/13.

ISSUES & OUTLOOK

Planning is underway for a dedicated marketing campaign targeting Sydney and Melbourne.

In Q3 PWT will launch the ticketing campaign for WOW 2014 and will continue to provide marketing support to other events including AFL, Rugby League and Wellington Fashion Week. The Trust will also examine the results of the first six months of its new domestic marketing campaign launched in September 2013.

PWT will launch the new website for Wellington which integrates tourism information with other information to attract migration and business interest (i.e. Destination Wellington) before 30 June 2014. The Trust is also expecting to finalise a sub-lease of the vacant space – formerly Café Nui – to the Department of Conservation who will move their Wellington Visitor Centre to locate with the i-SITE.

EFFECTIVENESS INDICATORS

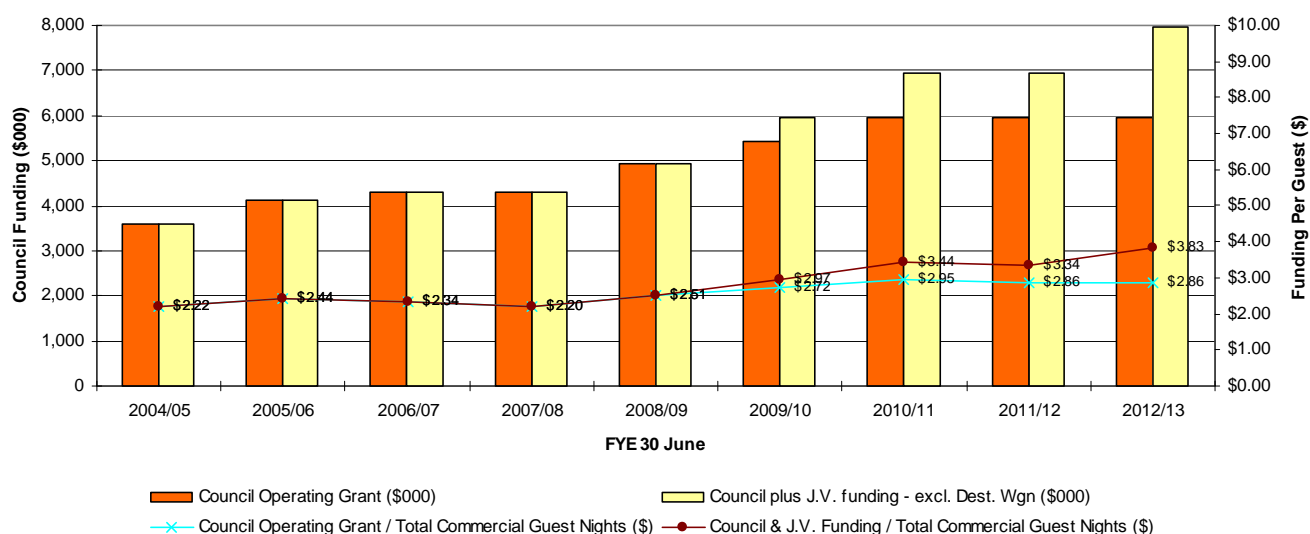
As Wellington’s official tourism organisation, PWT markets Wellington as New Zealand’s ultimate urban destination. The organisation: promotes Wellington as a domestic and international visitor destination, markets Wellington as a convention and conference destination, provides visitor information services, supports retail growth initiatives and facilitates new tourism and event products and services.

Two KPIs which provide some useful information are:

1. Downtown weekend visitation: Increasing downtown weekend visitation and retail spending are key challenges for PWT. However, the measurement of performance is, according to the Trust, somewhat unsatisfactory. As such, we expect to see a change in how performance is measured in the future.
2. Commercial guest nights: An important indicator of the trust’s performance is commercial (i.e. paid) guest nights in Wellington city. This is a good barometer of the success of both flagship events (e.g. RWC2011, AFL, WOW) in bringing visitors to the city and the ongoing work by PWT in promoting Wellington as a place to visit.

EFFECTIVENESS 30 JUNE	2007	2008	2009	2010	2011	2012	2013
Total Commercial Guest Nights (domestic & international)	1,845,747	1,964,966	1,964,629	2,001,463	2,016,365	2,075,311	2,080,505
Council Operating Grant (\$000)	4,316	4,317	4,940	5,440	5,940	5,940	5,940
Destination Wellington (\$000)							530
Non-council (J.V.) Funding (\$000)				500	1,000	1,000	1,500
Partner Income (\$000)	1,733	1,594	1,452	1,445	2,736	1,621	1,541

**Council Operating Grant versus Guest Nights
(excl. Destination Wellington)**

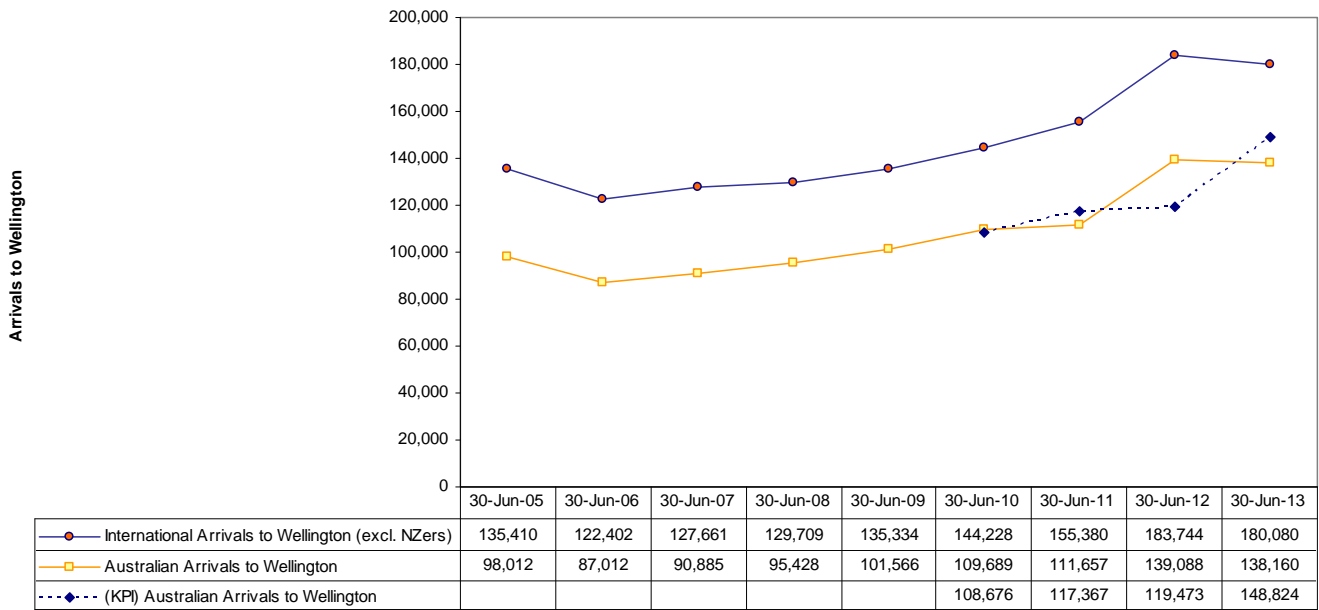


At an average cost of \$2.86 each, commercial guests to Wellington are costing 29% more now than in FYE2005 (\$2.22 each).

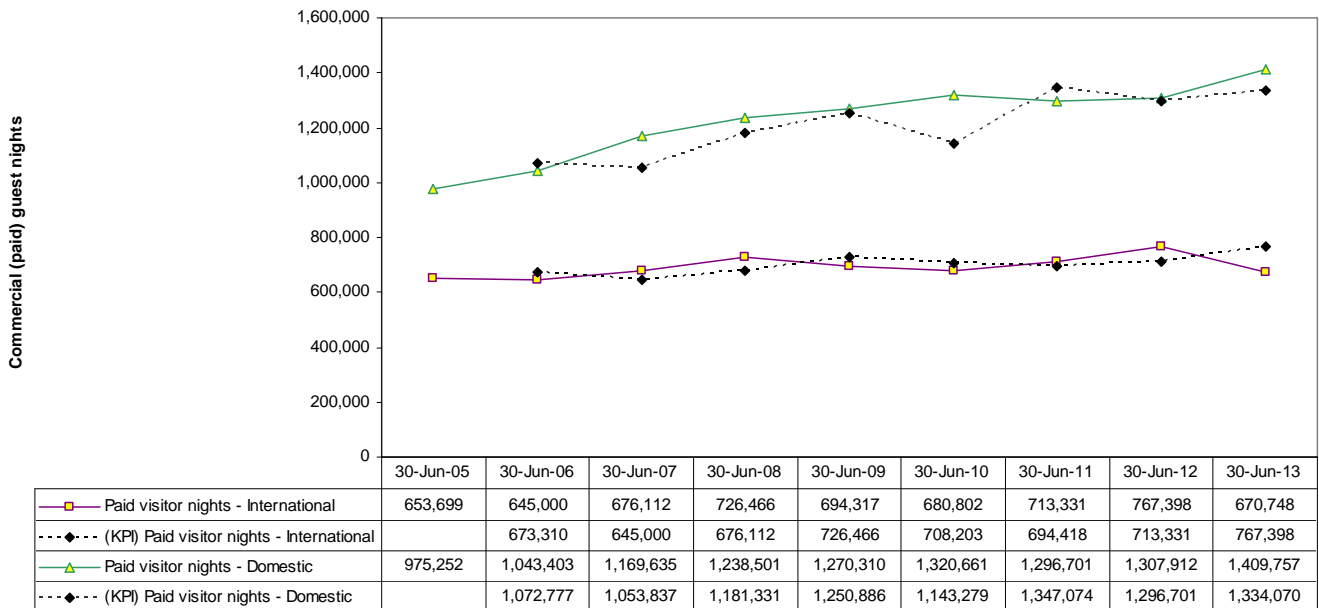
By including joint venture funding (but not Destination Wellington) the cost per commercial guest is increased by 72% over the period – from \$2.22 to \$3.83. This analysis does not capture the many activities that PWT dedicates its budget to and it does not pick up the economic benefit of the growth in visitors to the city.

In terms of economic value, PWT advises that during this same period the value of the visitor economy in Wellington grew 54% (or \$580m) from \$1.08b to \$1.66b (to FYE March 2012).

International & Australian Subset Arrivals



Wellington Commercial Guest Nights



The charts above provide some context and trend information. A point to note is the “RWC2011 effect” which influenced figures in FYE2012 (particularly international visitation which obviously includes Australian visitors to Wellington).

1. Australian visitor arrivals to Wellington grew steadily until FYE2012 and have levelled off in FYE2013. Figures for the current year to 30 June 2014 will reveal more about the overall trend in this KPI.
2. On average, international visitor nights are steady over the long term while Australian arrivals at Wellington Airport are increasing. In light of the relative increase in Australian visitors to Wellington, this could indicate that a growing proportion of Australian visitors are not staying in commercial accommodation in Wellington or are using Wellington airport to enter NZ and travel elsewhere.
 - a. PWT make the point that a decline in the number of visitors from Europe and North America (these visitors are more likely to use commercial accommodation than Australians) has had a significant impact on the number of international visitors staying in commercial accommodation in Wellington.
3. The steady increase in paid domestic visitor nights in Wellington is an endorsement to the experience that Wellington provides to visitors as well as the events and attractions found in the city. Iconic events such as WOW and the Wellington 7s are significant contributors, but smaller events are important too.

Positively Wellington Tourism

2013/14 – Quarterly Report (October – December 2013)

Summary

The second quarter of the 2013-14 year has been one of mixed fortunes for the visitor sector in Wellington. At the end of 2013 we reflected on a year that has been the busiest ever for Wellington from a commercial accommodation provider occupancy perspective. The year was though – to some extent – year of two halves with the second half being more challenging than the first, as the result of a number of factors. A very strong events programme in the first half of the year was not reflected in the second half. Without a doubt the earthquakes in July/August made a difference as domestic visitors were put off for some time. Comparing to 2012, the figures for November in particular show decline as a result of a strong events programme in that month led by the Premiere of the Hobbit which without doubt helped boost numbers throughout summer 2012-13.

Much of our work in this quarter has been focussed upon the creation of the single digital portal for everything Wellington. Considerable work has been completed for the redevelopment of WellingtonNZ.com to expand it's current content offer to include: Business Attraction, Student Attraction and Investor information. Designs are now 80% complete, as are all 12 main templates. The content plan was also commenced and PWT, Grow Wellington and Wellington City Council will create this content as part of their work plan in Quarter Three.

Sharing information about everything that's happening in Wellington and all the opportunities the city offers to enjoy yourself is of course core to the activity of PWT. The publication and significant distribution of a summer mini-mag 'Today is A Good Day' to audiences across New Zealand and in the Australian cities of Melbourne and Sydney, together with the significant uptake of the digital 'Wondrous Wellington Advent Calendar' and the download of vouchers by both Wellingtonians and visitors from the calendar both serve to maintain consumers interest in what's happening in our city and also give them very specific reasons to visit more often.

At the Wellington i-SITE we have sustained sales through a number of measures including becoming Snappers city service centre and offering sale of event tickets for different agencies. At the time of writing we are looking to finalise a sub-lease of the vacant – formerly café – space to the Department of conservation who will move their Wellington Visitor Centre to locate with our visitor centre.

Key Performance Indicators

Activity Area	Timeframe	2013/14 Performance Measures	2 nd Quarter Result	Year to Date Result
Organisational	Annual	Maintain overhead costs as less than 12% of total activity costs including partnership investments Source: PWT Financial Statements	Overhead costs were 6.75% of total activity costs this quarter.	Overhead costs were 9.31% of total activity costs year to date.
	Annual	Maintain WCC core funding at 50% or less of Wellington's marketing activity investment Source: PWT Financial Statements	WCC core funding was 37.6% of total marketing activity investment.	Year to date core funding was 44.3% of total marketing activity investment.
Australia Sales and Marketing	Quarterly	Airline capacity maintained at least to 2012/13 levels Source: Wellington International Airport Ltd.	Trans-Tasman capacity increased by 0.9% for the December 2013 quarter to total 255,852 direct airline seats between Wellington & Australia.	Trans-Tasman capacity decreased by 0.2% for the six months to December 2013 to total 495,720 direct airline seats between Wellington & Australia.
	Annual	Recognition of Wellington as a visitor destination in targeted regions of Australia has risen over levels measured (after one full year of activity) in March 2013 Source: PWT 'Wellington Travel Survey'	Research regarding the familiarity of Wellington amongst Australian target markets will take place at the beginning of Q4.	See quarter 2 result.
	Quarterly	Increase Australian visitor arrivals through Wellington International Airport over 2012/13 levels by 5% Source: International Visitor Arrivals, Statistics New Zealand; http://www.stats.govt.nz/browse_for_stats/p	Australian visitor arrivals to Wellington Airport increased 4.2% to 42,320 in the December quarter period compared to the same period in 2012.	Australian visitor arrivals to Wellington Airport increased 6.5% to 72,784 in the six months to December period compared to the same period in 2012.

		opulation/Migration/iva.aspx (Table 7)		
Business Events Wellington		<p>Maintain Wellington’s Convention & Incentive market share within the New Zealand market to 20% of the national share of the multi day conference market</p> <p>Source: Convention Activity Survey, Ministry of Business, Innovation and Employment; http://www.med.govt.nz/sectors-industries/tourism/tourism-research-data/other-research-and-reports/convention-research/activity-survey</p>	<p>Wellington’s market share of C&I multi-day delegate days for the September 2013* quarter was 17%. This was the same figure for the quarter in 2012.</p> <p>*Latest available data.</p>	Refer to Quarter 2.
		<p>Increase leads/referrals generated to Convention Bureau partners by 2% relative to 2012/13</p> <p>Source: Internally calculated/generated from the numbers of leads and referrals uploaded into Salesforce.</p>	<p>Leads/referrals decreased by 21% for the December 2013 quarter compared to the December quarter 2012.</p>	In the year to date we are 10% behind last year’s figures.
Destination Wellington		<p>New Single Consumer web portal for Wellington deployed that brings together content from WCC, GW and PWT</p> <p>Source: PWT, Grow Wellington and WCC report to CCOP’s</p>	<p>This will be delivered late in Quarter 3</p>	<p>ONTRACK – Quarter two has focused on the technical delivery of the site with twelve templates designed and the commencement of the content plan. The site map and design direction have both been approved in this quarter in line with the Destination Wellington visual identity.</p>
		<p>Destination Wellington collateral created and distributed be Wellingtons public agencies and businesses, communicated locally by a new channel to engage advocacy and support for and from Wellington businesses and</p>	<p>Collateral will start to be delivered in Quarter 2 and then be on-going.</p>	<p>ONTRACK – PWT delivered a feature series in the Dominion Post in Quarter Two focusing on twelve key economic development topics for Wellington.</p>

		agencies		
		Deliver marketing programmes to raise knowledge of and interest in Wellington in target business sectors and geo-markets.	A dedicated marketing campaign has been briefed, scoped and priced targeting Sydney and Melbourne.	ONTRACK pending budget approval.
Downtown Marketing	Quarterly	Weekend visitation to downtown Wellington maintained at 2012/13 levels Source: Independent quarterly report produced for PWT by BNZ MarketView to measure downtown weekend visitation and spend.	Downtown Weekend Visitation decreased 4.4% in the December 2013 quarter compared to the same period in 2012.	Downtown Weekend Visitation decreased 2.8% in the six months to December 2013 compared to the same period in 2012.
	Quarterly	Increase the KNOW Wellington audience (social media and KNOW eNews) by 15% to 115,000 Source: PWT web statistics	Quarter 2 saw steady growth, increasing to a KNOW Wellington audience of 138,072. Specifically the KNOW Wellington eNews increased by 7% quarter-on-quarter due to acquisition through the Wellington Advent Calendar.	On track
International	Quarterly	Increase international commercial guest nights to Wellington relative to 2012/13 by 1% Source: http://www.stats.govt.nz/browse_for_stats/industry_sectors/accommodation/accommodation-pivot-tables.aspx	Commercial International Guest Nights decreased 0.3% to 154,842 in the three months to November 2013 compared the same period in 2012.	Commercial International Guest Nights increased 3.2% to 238,097 in the five months to November 2013 compared the same period in 2012.
	Annual	Resulting from provision by WCC of an incentive fund and attendance at World Routes and Routes Asia 2013/14, we will meet with all airlines for whom there is a business case to take up the incentive fund and provide	Planned activity for Long Haul attraction take place in Quarters 3 & 4.	

		<p>each with a business proposition</p> <p>Source: PWT and WIAL report to WCC</p>		
	Annual	<p>Increase Wellington’s cruise passenger visitors in 2013/2014 by 5% relative to 2012/13</p> <p>Source: During and before the season this is an estimated figure provided by CentrePort based on the number of ship bookings and capacity. The actual year ended figure is confirmed by Cruise New Zealand in their annual economic impact report (usually available around June).</p>	<p>The first cruise ship of the season, Radiance of the Seas, visited on Monday 7 October 2013.</p>	
New Zealand and Event Marketing	Quarterly	<p>Increase domestic commercial guest nights in Wellington city by 2% relative to 2012/13</p> <p>Source: http://www.stats.govt.nz/browse_for_stats/industry_sectors/accommodation/accommodation-pivot-tables.aspx:</p>	<p>Commercial domestic Guest Nights decreased 5.3% to 357,472 in the three months to November 2013 compared the same period in 2012.</p>	<p>Commercial domestic Guest Nights decreased 0.7% to 590,790 in the five months to November 2013 compared the same period in 2012.</p>
	Quarterly	<p>Increase weekend rooms sold in partner hotels by 2% relative to 2012/13</p> <p>Source: PWT’s Hotel Monitor</p>	<p>Weekend Room Nights Sold decreased 2% in the December 2013 quarter compared to the same period in 2012.</p>	<p>Weekend Room Nights Sold increased 3.5% in the six months December 2013 compared to the same period in 2012.</p>
Digital Marketing	Quarterly	<p>Increase total website visits to WellingtonNZ.com by 10% relative to 2012/13</p> <p>Source: PWT web stats</p>	<p>There were 663,776 visits to WellingtonNZ.com in the quarter ending 31 December. This is a 31% increase quarter-on-quarter after a strong performing December due to the Wellington Advent Calendar.</p>	<p>Year to date we have received 1,168,852 visits to WellingtonNZ.com. This is down 14% YoY due to two record breaking months in November and December 2012 as a result of Hobbit related activity.</p>

	Quarterly	Increase Wellington's subscribed audience by 5% (newsletter and social media subscribers across all areas) to 215,000 Source: PWT web stats	Quarter 2 saw an increase to 245,682 digital subscribers; this is a 3% increase on Quarter 1, driven by the eNews acquisition campaigns such as the Wellington Advent Calendar.	Year-to-date subscribed audience followers is currently sitting at 245,682.
Product Development	Annual	Launch and market the Wellington & Wairarapa Cycle 'Great Ride' by 30 June 2014. Source: PWT and partner report to WCC	The Rimutaka Cycle Trail, the 22 nd 'Great Ride' in Nga Haerenga – The New Zealand Cycle Trail, was launched on Wednesday 23 rd October 2013 by the Rt Hon John Key, Prime Minister and Minister of Tourism. See: www.rimutakacycletrail.com	See quarter 2 result.
i-SITE Visitor Centre	Quarterly	Maintain i-SITE revenue relative to 2012/13 Source: PWT financial statements	Wellington i-SITE revenue is 9.4% behind the same period last year.	YTD i-Site revenue is 11.4% behind last year.
	Annual	Increase the proportion of sales of Wellington product by 2.5% relative to 2012/13 Source: PWT Financial Statements	Wellington product sales increased 0.5% during the 2nd quarter compared to the same quarter in 2012.	Wellington product sales in the 6 month period have increased by 3% over the same period last year.
	Quarterly	Visitors to the i-SITE maintained at 2012/13 levels Source: i-SITE Visitor Centre door counters	Visitors this quarter totalled 86,931 – down 16% on last year. However there were 31 more transactions made than last year.	Visitors to the i-Site remain 15% down on last year.

Highlights of our Activity

Downtown Marketing

Wellington Advent Calendar

The fourth annual Christmas campaign, the Wondrous Wellington Advent Calendar, was launched through the KNOW Wellington eNews on 1 December. Just like in previous years and its chocolate relative, each day in the lead up to Christmas, a Wellington treat was revealed.

The campaign had over 190,000 visits in December and over 60,500 vouchers were sent out for the daily two for one treats, discounted offers and exclusive deals. Some of Wellington's most popular places provided treats – from Wellington Zoo to twenty-seven names, Trade Aid to the NZSO and from Window into Workshop to the Zealandia Gift Store. The most sought-after treat was two for one entry to Wellington Zoo with 6,539 vouchers sent out, closely followed by complimentary blue cheese wontons or rice paper rolls at Chow with 6,515 vouchers sent out.



The campaign received over 2,900 direct social media shares across Facebook, Twitter and email and obtained an audience acquisition close to 5,000 in new eNewsletter subscribers and social media followers.

The Wondrous Wellington Advent Calendar was a Downtown initiative; however, there was also a wider New Zealand focus too. As all but one of the treats were valid until the end of January, people from around NZ were encouraged to collect all 24 treats to use during a visit to Wellington in the New Year.

Mobile redemption was introduced for the first time following feedback from partners and users, as well as the need to stay in the lead of digital expectations. Redemption numbers are still to be confirmed after the campaign closes at the end of January, however, mobile redemption numbers are looking promising. Chow has had the most mobile redemptions with over 600 vouchers redeemed via users' smart phones.

Social Media Highlights

- PWT's social media channels had a cumulative reach of over 108 million in Quarter 2 (Source: MeltWater Buzz). This was driven by December's high of 41 million which focused on chatter about the Wellington Advent Calendar, followed by 38 million in October.
- Social media followers increased by 5% to 91,542 with PWT's Facebook channel reaching 80,000 fans in November.
- The Facebook post with the greatest engagement and reach was an album of ways Wellingtonians could get behind the All Whites in the lead up to the World Cup qualifier match against Mexico. This post reached 541,000 users, generated 33,120 to WellingtonNZ.com football specific content as well as received 985 Likes and 593 comments.



New Zealand Marketing

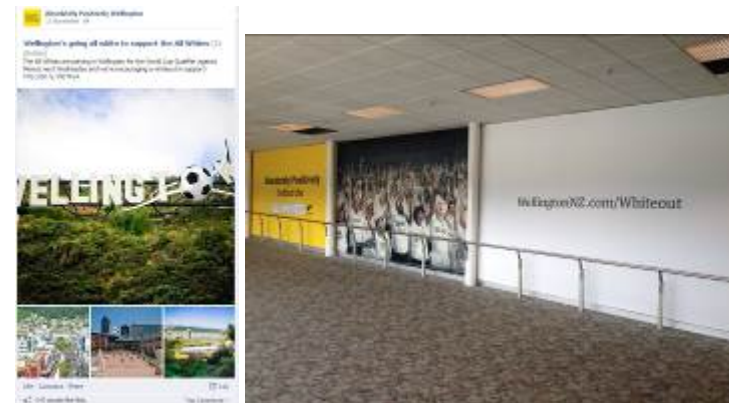
Today is a good day campaign

A Wellington Phoenix TV advertisement was created for the ‘Today is a good day’ collection and launched on the day of the All Whites vs Mexico FIFA World Cup Qualifier on 3News and One News sports breaks, as well as during the half-time on SKY’s match coverage. The advert was then run on rotate in the December brand TV schedule and through online advertising targeting football fans. Content promoting football getaways to the capital was developed for the Phoenix match programmes distributed at away matches in Hawke’s Bay and Christchurch.



All Whites

As well as leveraging the All Whites match hype to promote the Wellington Phoenix, we spread the white out call through a Facebook album and promotion, along with a large banner at Wellington Airport. The Facebook album alone received a reach of over 540,000. When including owned channel distribution, PWT’s support campaign for the event had a cumulative reach of around 3.7 million.



Summer

December and January are always a challenge for Wellington as corporate travel softens and domestic leisure travel diverts to the country’s beaches. While we had a stunning summer in 2012/13, we can’t compete with the traditional summer holiday so we look for ways to put Wellington and a city weekend front of mind for the early summer period.

‘Today is A Good Day’ Mini guide

In October we distributed our Summer mini magazine, timed in with the launch the NZ Festival 2014 programme. 232,000 copies of the publication were distributed through NZ Herald, Otago Daily Times, The Christchurch Press, Manawatu Standard, Waikato Times, Wanganui Chronicle, Marlborough Express, NZ Life & Leisure and I House & Garden. The Australia team also utilised the magazine, distributing 50,000 through Time Out magazine in Melbourne and Sydney. Through tracked links, 8,000 visits to WellingtonNZ.com could be attributed directly to the magazine content with an average time on site of 3.4 minutes and on average of 4 pages visited.

Print campaign

To put Wellington front of mind for a January city break we opted for a print campaign to capture the holiday reading market, placing a series of ‘Christmas stories’ in Sunday, Canvas, NZ Listener, The Your Weekend (Christchurch Press), Cuisine, North & South and Next magazines. The series of three were designed to target an older market who don’t necessarily make specific summer plans, playing on the stresses of the end of year and festive rush, suggesting a weekend in Wellington as the ideal recovery.

Digital

To ensure we were also pushing awareness and traffic online, domestic banner advertisements were run for the Digital Advent Calendar, with a bespoke email promoting summer visitation and deals sent to out-of-towners who had downloaded vouchers.



PR / Media Activity / Media Results

Destination Media Profile

There were 42 domestic media stories on Wellington and Visa Wellington On a Plate in the quarter that were influenced by PWT activity. The quarter's coverage had a cumulative audience of over 1.3 million and an advertising space rate close to \$126,000.

Major hosting results included stories by KiaOra magazine, the New Zealand Herald, Herald on Sunday and Wild Tomato magazine. During the quarter, a total of five media were hosted; The Otago Daily Times, Waikato Times and Herald on Sunday were hosted on New Zealand Festival families, Wild Tomato magazine was hosted on a Summer in the City famil, and Remix Magazine was hosted for the World of WearableArt™ Awards Show.

The following travel/consumer news releases were distributed:

[Fire up for a spring weekend in Wellington](#)

[New Rimutaka Cycle Trail ready to roll](#)

[Experience Wellington Mexican-style](#)

[Capital gift ideas with a difference](#)

[Wellington's popular Christmas calendar returns](#)

Industry Media Profile

There were 50 stories featuring Positively Wellington Tourism comment in the Wellington stakeholder region, with a cumulative audience of over 2.3 million

The following industry news releases were distributed:

[Creative capital lights up for WOW](#)

[Winning window displays WOW judge](#)

[A Radiant opening for Wellington's cruise season](#)

Australia Marketing

Media and Trade Famils

- One trade famil from Western Australia consisting of 8 staff from key agencies in Perth and one TNZ host. This famil was to support the TNZ campaign promoting the new Air NZ route between PER and CHC and the itinerary travelling from CHC north to Wellington.
- 3 Media/PR; The Western Australian covering the Christchurch to Wellington journey, Creative Director from One Green Bean observing WOW for Australian PR opportunities, The Australian Financial Review covering premium experiences in the wider Wellington region

E-newsletters

- December eDM was sent to 57,565 Australians

Consumer and Trade Roadshows and Sales Calls

- PWT sent Ashley Burgess from Bike Wellington as the regional representative for the recent *Australia Bike & Lifestyle Show* in Sydney in October promoting trails and operators from across the Wairarapa, Wellington and Marlborough regions. Initial feedback is that the event was a success with a lot of interest in our region due to the variety and level of cycling journeys that could be experienced from mountain biking to wine tours and short trails to 3 day trails.

Above the line marketing



The JV campaign 'Every day a different story' with Tourism New Zealand also took place in October. The campaign launched with a 15 second Television commercial which featured both Wellington and Marlborough, followed by a heavy online media buy and elevator activation in selected office towers throughout Sydney, Melbourne and Brisbane. The tenant engagement within the office towers was high and well received. We used products (Giesen Sauvignon Blanc, Te Kairanga Estate Pinot Noir, Garage Project and Whittakers) from across the regions as the hook to talk to office workers. During the campaign, Tourism New Zealand saw an increase in visits, referrals and time on site compared to the 4 weeks prior e.g. Visits up by 1,311% (24,770 vs 1,755).

Wellington and Marlborough also featured in the South Island campaign led by Canterbury Tourism and Tourism New Zealand targeting Western Australia in November. The campaign has been designed around the new Air New Zealand PER to CHC route over summer and the supporting

itineraries that encourage travel from Christchurch through Kaikoura, Blenheim and Picton using KiwiRail and then the Interislander through to Wellington.

50,000 copies of the Domestic Marketing's '*Today is a Good Day*' booklet were inserted with both Time Out Sydney and Melbourne promoting Wellington over the Summer period.

Digital/Search

- Good results from our new Media Buying Agency UM (Universal McCann) showing increased clicks, an improved CPC by 38% and a better quality score

Digital Marketing

Traffic summary

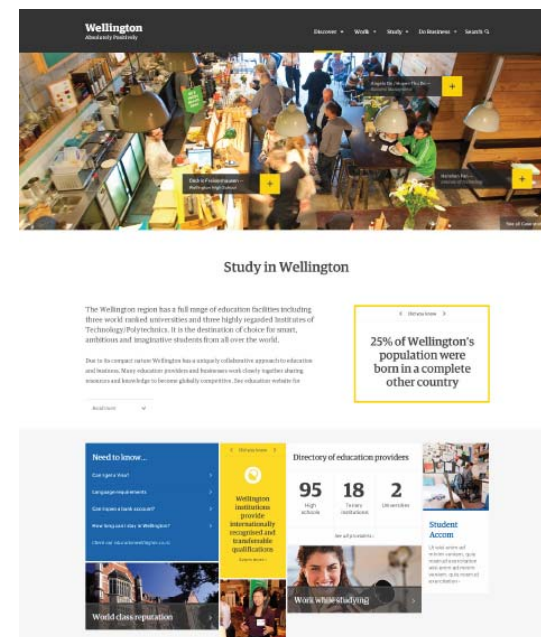
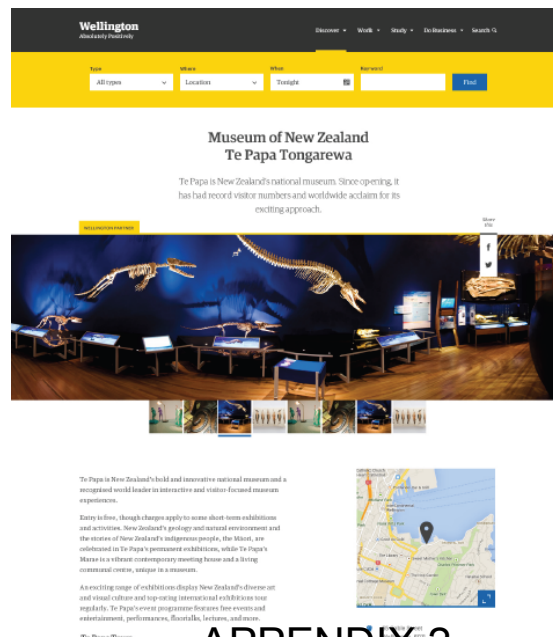
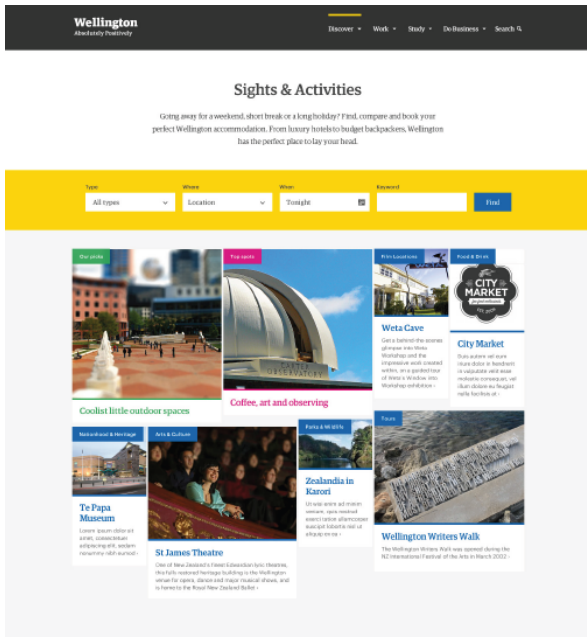
Traffic to WellingtonNZ.com increased 31% from Quarter 1 to Quarter 2. This was driven by our second highest traffic month on record in December as a result of the Wellington Advent Calendar. December’s result of 322,172 visits is second only to December 2012 which saw a Christmas campaign as well Hobbit related activity drive record traffic volume.

In terms of highest viewed content on WellingtonNZ.com, event related content was again the highest viewed. Of the 1,621,341 page views within Quarter 2, 13% were event related, with the Event homepage being viewed 55,000 times followed by the [New Zealand Festival event listing](#) being viewed over 5,000 times.

WellingtonNZ.com Redevelopment

As part of the Destination Wellington programme, significant work has been completed on the redevelopment of WellingtonNZ.com. The aim of this redevelopment is to create one digital platform for attracting visitors, talent, students, businesses and investors to the Wellington Region.

Within Quarter 2, 90% of the design phase was completed, with the website agency moving on to the build phase.



International Marketing

On 1 October 2013, the Chinese Government introduced Article 35 banning shopping tours globally and presenting new opportunity for Wellington in New Zealand’s second-largest international source market. New Zealand shopping tours had led to short-stay itineraries focussed around Auckland and Rotorua. At Tourism New Zealand’s KiwiLink event held in Wuxi in October, Chinese companies were actively seeking new regions and products. Wellington’s sample itineraries were well received and there has already been quick acceptance for a Wellington plus South Island including ferry and TranzCoastal train. PWT met with 84 decision makers in China and trained 232 frontline agents at the subsequent training roadshow. Sales calls to Auckland-based inbound companies were undertaken in December to follow up on progress made at KiwiLink.

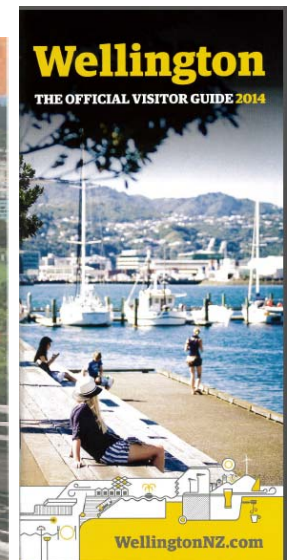
Wellington hosted 22 media from nine countries during the media junket for the The Hobbit: The Desolation of Smaug in December including Canal Plus from France, Sky TV Italy and Backstage Pass Japan. In addition to the official Warners programme in Mirimar, the media were welcomed at Waiwhetu Marae for an interactive cultural experience. Overall, 88 media from 26 outlets were hosted in Q2 with 14 of these broadcast crews. A Japanese magazine delivered early uptake on the Rimutaka Cycle Trail (see Rivsel result below).

It was also a peak period for trade hosting, with 57 frontline agents and product planners being hosted on nine itineraries. Of particular note was a pan-European group of 25 agents and a group of Auckland-based inbound decision makers which PWT hosted in association with Accor Hotels. This group was particularly important in developing relationships with the Chinese market.

The Classic New Zealand Wine Trails’ website – a third party site supported by WellingtonNZ.com –has been well received by regional partners.

The first cruise ship of the season arrived on 7 October with 75 more visits scheduled until May 2014. New to Wellington this year is the RCCL Voyager of the Seas, carrying around 3200 passengers. RCCL has indicated they’re planning to bring more ships of this size to New Zealand in the future, demonstrating the trend towards larger vessels.

The 2014 Wellington Visitor Guide was completed in December 2014 with a new look and feel.



Business Events Wellington

The Convention Bureau was renamed Business Events Wellington (BEW) in October to better reflect the focus of the unit going forward and also to reflect terminology used commonly in the sector across the world.

Membership structure has been simplified to provide a better return and focus on the key player's needs.

BEW hosted 24 guests including 7 Australians during the quarter. Year to date the team has hosted 46 people of our years' target of 50 buyers.

Three sales call visits were made to Auckland and our Australian contractor undertook numerous Sydney based calls.

The BEW Sales Manager and BEW Manager also attended an industry forum hosted by Tourism New Zealand along with International Conventions Centres Association (ICCA) on attracting international business events to the region.

The BEW teams focus is aligning proactive business hunting to focus on the core city growth sectors noted in the WCC economic development strategy.



i-SITE Visitor Centre

As a result of a smaller number of cruise ships arriving in Wellington than in the same period last year foot traffic at the Wellington i-SITE visitor centre has reduced by 16%. However by focusing on increasing the number of visitors transacting, and increasing the value of those transactions the reduction in revenue has been limited to 1.2%.

Wellington City Ambassadors - The beginning of the 2013/14 Cruise season has taken off to a fantastic start. All Wellington City Ambassadors are now wearing the new "Positively Yellow and Absolutely Black" uniforms with only 3 of the 111 volunteers having to step back from their volunteer roles and 3 ambassadors already completing over 15 shifts out of a minimum requirement of 10 shifts!

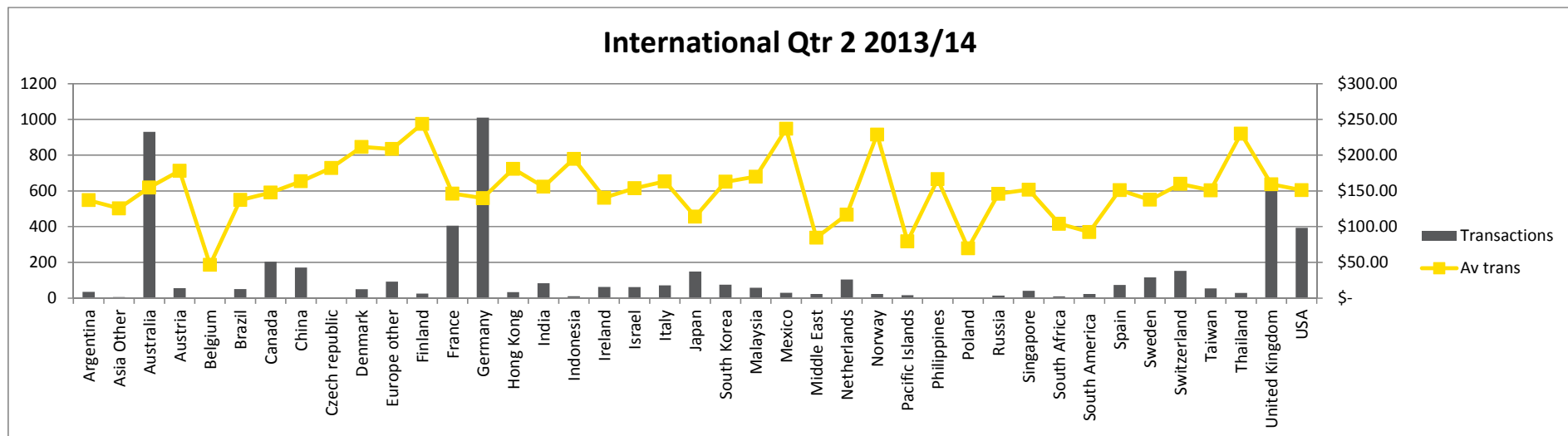
There has been an on-going enthusiastic response to the famils with at times up to 50 ambassadors visiting such locations as Carter Observatory, Wellington Zoo, Zealandia, Otari-Wilton Bush, Te Papa, Museum of City & Sea, National Library, Parliament, Wrights Hill Fortress, and Colonial Cottage. Many have also experienced guided tours with local operators such as Walk Wellington, Rover and South Coast Shuttles.

Due of berthing constraints with the Voyager of the Seas (3138 passengers) it is now always berthed at the Northern Terminal. This causes problems with crowd control, unloading the large amount of passengers into the shuttles or directing those walking to the correct route. As the year has progressed we have seen less issues with the Voyager of the Seas by allocating more shuttles and ambassadors on the days that she is visiting.



SNAPPER – The i-SITE now operates as the Snapper Service Centre for Wellington City. This provides the i-SITE with turnover as well as introducing more locals to the services that the centre provides for their own use or for recommending to visiting friends and relatives.

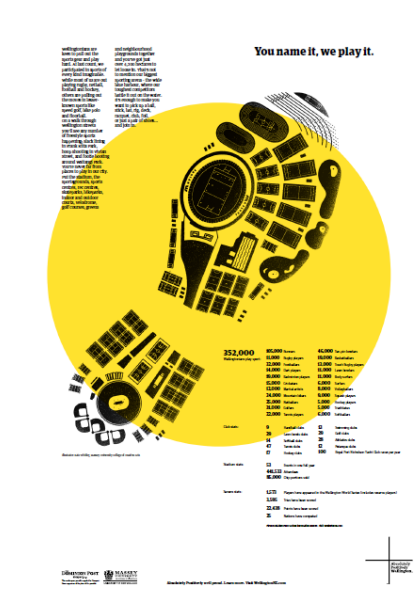
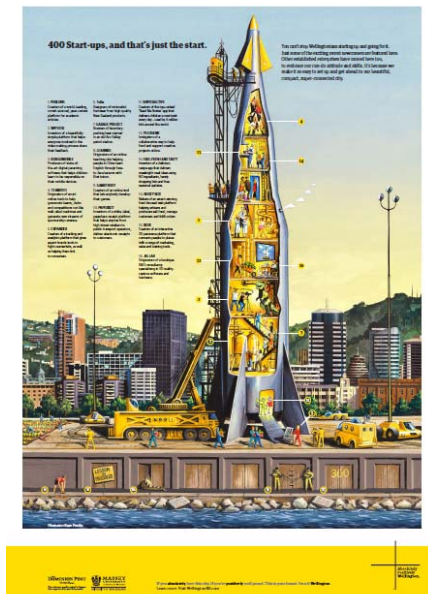
The graph below represents the international mix of our visitors and the significant variance in what they spend in the i-SITE for Q2. This provides us with good opportunity to follow changes in the source market of visitors to Wellington.



Destination Wellington programme

PWT finalised the Destination Wellington visual identity look and feel which is subsequently being rolled out across all Destination Wellington promotions. A partnership was realised with Wellington company, Resene Paints, as part of this visual identity refresh, with the launch of two new colours: Absolutely Yellow & Positively Black.

PWT delivered a 12-part feature series in the Dominion Post across eight weeks focusing on key economic development drivers for Wellington. Each feature was designed in partnership with a student from the Massey University School of Design. Here are some examples of the work:



In addition to this, considerable background work has been completed for the redevelopment of WellingtonNZ.com to expand it's current content offer to include: Business Attraction, Student Attraction and Investor information. Designs are now 80% complete, as are all 12 main templates. The content plan was also commenced and PWT, Grow Wellington and Wellington City Council will create this content as part of their work plan in Quarter Three.

With Wellington Anniversary Day approaching in January, PWT worked with a group of Wellingtonians spearheading the concept 'Worldwide Wellington Week'. A draft plan was put together and tabled to the community group driving this.

Profit and Loss
For the quarter ended 31 Dec 2013
Partnership Wellington Trust Inc.

	Quarter				Full Budget
	Actual	Budget	YTD	YTD Budget	2013/14
Income					
i-SITE Trading Income	923,709	1,045,000	1,305,855	1,510,000	3,220,000
Funding - WCC	1,385,787	1,659,250	3,254,537	3,235,500	6,529,000
Partner Income	206,680	88,728	798,294	647,456	1,237,412
Rental Income	15,071	23,745	33,034	47,490	94,980
Investment Income	13,417	15,500	36,298	42,500	85,000
Other Income (incl Cruise)	137,828	72,027	143,462	152,054	324,108
Total Income	2,682,492	2,904,250	5,571,480	5,635,000	11,490,500
less Expenditure					
Employee Costs	729,922	711,000	1,379,669	1,382,000	2,768,000
Other Operating Expenses	100,397	96,250	234,815	192,500	385,000
Depreciation	22,190	25,000	58,361	62,000	109,000
Marketing & publications expenses	1,345,025	1,299,205	1,962,377	2,656,610	4,901,220
Premises expenses	111,042	113,495	237,055	226,990	453,980
i-SITE Cost of Sales	775,816	930,050	1,075,614	1,343,900	2,865,800
Total Expenditure	3,084,392	3,175,000	4,947,891	5,864,000	11,483,000
Net Operating Surplus	(401,900)	(270,750)	623,589	(229,000)	7,500
Capital Expenditure					
Property Improvements		25,000		25,000	25,000
Computer equipment/Intangibles	9,166	25,000	19,799	50,000	50,000
Furniture & Fittings	984	10,000	984	13,500	20,500
Total Capital Expenditure	10,150	60,000	20,783	88,500	95,500

Statement of Cash Flows
For the period ended 31st Dec 2013
Partnership Wellington Trust Inc.

	2013/14	2012/13
CASH FLOWS FROM OPERATING ACTIVITIES		
Cash was provided from:		
WCC Income in Advance	0	-487,500
Sales and Other Income	1,449,317	1,616,887
WCC Funding	3,254,537	3,040,100
Partner Income	798,294	752,381
Rent Received	33,034	47,023
Interest Received	36,298	35,284
	5,571,480	5,004,175
Cash was applied to:		
Payments to Suppliers	(4,209,448)	(3,121,214)
Payments to Employees	(1,248,590)	(1,225,482)
Rent Paid	(165,851)	(165,837)
	(5,623,888)	(4,512,534)
Net Cash Flows from Operating Activities	(52,408)	491,641
CASH FLOWS FROM INVESTING ACTIVITIES		
Cash was applied to:		
Purchase of Fixed Assets & Intangibles	(20,783)	(6,619)
Net Cash Flows from Investing Activities	(20,783)	(6,619)
Net Increase / (Decrease) in Cash Held	(73,191)	485,022
add: Cash Held at 1 July	1,778,153	1,021,424
add: Effect of foreign exchange gain / (loss)		
Cash Held at End of Month	1,704,962	1,506,446
Represented By:		
Cash on Hand	1,000	600
Bank Accounts	1,703,962	1,505,846
	1,704,962	1,506,446

Balance Sheet
For the period ended 31st Dec 2013
Partnership Wellington Trust Inc.

	2013	2012	
	December	December	
TRUST FUNDS			
Trust Funds at start of year	511,303	502,283	
Net Surplus (deficit) for period	623,590	538,387	
Trust Funds at month end	<u>1,134,893</u>	<u>1,040,671</u>	
Comprising			
Current Assets			
Cash and Bank	1,704,962	1,506,446	
Accounts Receivable	358,804	841,392	
GST Receivable	0	0	
Stock on Hand	889	0	
Prepayments	29,257	38,842	
Provision for Bad Debt	0	0	
Withholding Tax Paid	38,894	38,153	
Total Current Assets	<u>2,132,806</u>	<u>2,424,833</u>	
Current Liabilities			
Accounts Payable	364,572	336,639	
Accruals	596,245	538,721	
Employee Entitlements	126,014	107,346	
Income in Advance	46,596	548,799	
GST Payable	(46,529)	29,296	
Tax Payable	0	0	
Total Current Liabilities	<u>1,086,898</u>	<u>1,560,800</u>	
WORKING CAPITAL	<u>1,045,908</u>	<u>864,032</u>	
Fixed Assets			
Property Improvements			
Property Improvements	182,975	182,975	
less Accumulated Depreciation	(159,513)	(140,336)	
Net Property Improvements	<u>23,462</u>	<u>42,640</u>	
Computers			
Computers Original Cost	99,185	104,920	
less Accumulated Depreciation	(70,305)	(87,658)	
Net Computers	<u>28,881</u>	<u>17,262</u>	
Furniture, Fittings & Equipment			
Furniture, Fittings & Equipment	479,154	475,219	
less Accumulated Depreciation	(457,721)	(362,709)	
Net Furniture, Fittings & Equipment	<u>21,433</u>	<u>112,511</u>	
Total Fixed Assets	<u>73,775</u>	<u>172,412</u>	
Intangible Assets			
Intangible Assets	533,884	518,567	
less Accumulated Amortisation	(518,675)	(514,341)	
Net Intangible Assets	<u>15,210</u>	<u>4,226</u>	Websites and software
NET ASSETS	<u>1,134,893</u>	<u>1,040,671</u>	