

APPENDIX 2

QUARTER IN REVIEW

Whilst January and March were slightly below levels of business enjoyed in 2013, February growth was substantial and Q3 has been one of generally good news for the visitor sector in Wellington.

PWT's out of town ticketing campaign for the World of Wearable Art Awards Show ran in February, driving 10,145 web visits.

In March, 230,000 Wellington winter mini guides featuring upcoming events, new eateries and hotel deals were distributed through NZ Herald, The Press, Manawatu Standard, Waikato Times, NZ House & Garden, North & South and Kia Ora magazine. Also in March, an Easter campaign promoting family and older couple getaways to the capital ran across TV and online.

March saw the launch of a digital campaign promoting China at Te Papa, with an experiential activity delivering 800 boxes of dumplings and messaging to unsuspecting Aucklanders. The museum is reporting strong visitation to date.

'The Wicked Welly Tiki Tour' helped show new students hidden corners and all the exciting aspects of Wellington as well as getting sign ups to newsletters.

Traffic to WellingtonNZ.com increased 8% in Q3, compared to the same quarter in the 2012/13 financial year. The quarter finished strongly, with 221,607 visits in March – the second highest within the financial year-to-date driven by Easter and event promotions.

YEAR TO DATE PERFORMANCE

Activities that the Trust has led so far this year include:

- WOW began in Q1 and Wellington Visa on A Plate was run for a 5th year.
- 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 first of 75 cruise ships (for the season) arrived in Wellington on 7 Oct. Cruise boats brought an influx of visitors to Wellington who are not counted in the official visitor statistics but who leave Wellington with a direct spend of between \$30m and \$35m.
- PWT's social media channels had a cumulative reach of over 47 million in Q3 (Source: MeltWater Buzz). This was driven by December's high of 41 million followed by 38 million in October.
- PWT launched the re-developed WellingtonNZ.com which focuses on doing business, studying and working in Wellington.

SUMMARY FINANCIALS

FINANCIAL PERFORMANCE (\$000)	Q2 Budget 31 Mar 14	Q3 Actual 31 Mar 14	Variance 31 Mar 14	YTD Budget 31 Mar 14	YTD Actual 31 Mar 14	Variance 31 Mar 14	FY Budget 30 Jun 14
Total Revenue	3,451	3,649	198	9,085	9,220	135	11,491
Operating Expenses	(3,150)	(3,328)	-178	(9,014)	(8,275)	739	(11,483)
Net Surplus	301	321	21	72	945	873	8
FINANCIAL POSITION							
Total Assets	2,864	3,823	959				1,526
Total Liabilities	2,287	2,367	80				1,014
Equity	577	1,456	880				512
CASH FLOWS							
Total Net Cash Flows	1,269	1,901	633	1,410	1,828	418	35
Opening Cash	1,183	1,705	522	1,040	1,778	738	1,040
Closing Cash	2,451	3,606	1,155	2,450	3,606	1,156	1,075

Total revenue was \$198k above budget in Q3 and is above the YTD budget by \$135k. This is a minor YTD variance relative to the budget figures. A similar variance in operating expenses in Q2 compensates for the Q2 revenue variance and the net surplus is \$21k above budget for the quarter. On a YTD basis, the net surplus is \$873k above budget led by a positive variance in operating expenses of \$739k for the YTD.

The Trust is running similar positive variance in its net cash flows (\$418k positive YTD variance) and held \$3.6m in cash (a positive variance of \$1.2m) at 31 March 2014. This is reflected in the higher total assets and equity at quarter end but is expected to normalise by the year ended 30 June 2014.

APPENDIX 2

APPENDIX 2

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 *		Q3	YTD	3 Year	Comments (on trend)
		31 Mar 14	31 Mar 14	Trend	
WCC grant max 50% Wellington marketing.	Target	50.0%	50.0%	→	This is a constant metric that the Trust observes in leveraging its Wellington marketing spend.
	Actual	17.2% ✓	27.9% ✓		
Maintain market share in conventions	Target	0.0%	0.0%	→	Recent market share performance is steady. National share of multi-day conferences is 20%, but delegate days is 15% (figures to 31Dec13).
	Actual	0.0% ✓	0.0% ✓		
Australian arrivals to Wellington	Target	+5.0%	+5.0%	↗	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	-8.0% ✗	+1.3% ✗		
Downtown weekend visitation	Target	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	+4.3% ✓	-0.7% ✗		
Paid Visitor Nights – International	Target	+1.0%	+1.0%	→	The general trend is steady and the Trust has met both its Q3 and YTD KPIs.
	Actual	+1.2% ✓	+2.5% ✓		
Paid Visitor Nights – Domestic	Target	+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% ✗	-1.8% ✗		
Weekend rooms sold in partner hotels	Target	+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	-3.0% ✗	-0.7% ✗		

Australian arrivals to Wellington have been impacted by a reduction in the number of flights to Wellington and by the Qantas-Emirates Alliance whereby Northern hemisphere travellers have taken seats from Australian travellers on the final leg between Australia and New Zealand. This impact will be more noticeable in the current quarter when there is greatest demand for travel to New Zealand from the Northern hemisphere. However, rest of the world arrivals to Wellington increased by 13.4% in Q3.

Wellington's events programme in the Q3 last year was stronger than Q3 this year. A particularly popular event last year was Gamemasters Exhibition at Te Papa which appealed to families during school holidays. The weaker Q3 calendar this year in comparison to last year is the main contributor to the weaker KPI performance. However, the events calendar in the 2nd half of the year is much stronger with EPL, Visa Wellington on a Plate, Beervana, WOW, rugby league and a South Africa rugby test at the Stadium.

ISSUES & OUTLOOK

Announcements by Council of the proposed amalgamation of PWT and Positively Wellington Venues plus other regional economic agencies/entities have not affected the Trust's operations which continue on a business as usual basis. The Trust's 2014/15 SOI has been prepared on this basis and will be presented to Council in June.

With weekend ticket sales for WOW tracking well, planning is underway for a mid-week focused ticketing campaign.

Destination Wellington has commenced the development of seven destination-focused videos ('Hi-Tech' Wellington, Moving/Setting up in Wellington, Living in Wellington, Culinary Experiences in Wellington, Visiting Wellington and the Screen & Digital Sector in Wellington) that will be hosted on WellingtonNZ.com.

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 reduced by 11%. 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%.

The Trust in consultation with Council is hoping 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

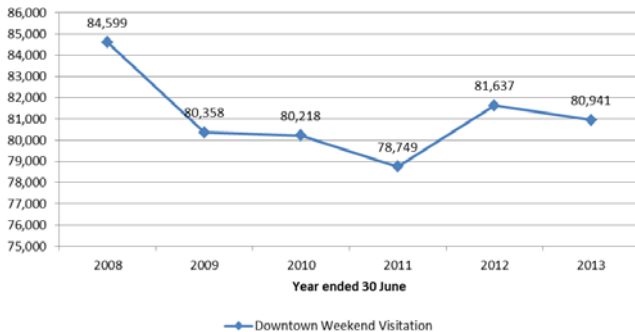
As Wellington's official tourism organisation, PWT markets Wellington as New Zealand's ultimate urban destination. The organisation: promotes Wellington as a domestic and international visitor destination, markets Wellington as a convention and conference destination, provides visitor information services, 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, the Trust has indicated via its 2014/15 SOI a change in how this will be 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

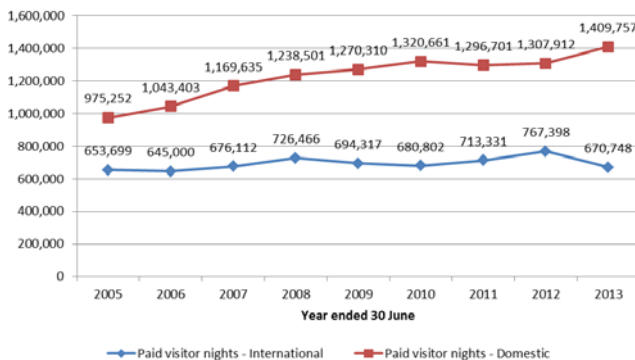
Downtown Weekend Visitation



This chart is presented to illustrate the apparent decline in downtown weekend visitation. However, the data measuring this KPI has been regarded as questionable.

It is intended that measurement of this KPI will be improved in the 2014/15 year by using data collected by MBIE. When this is presented, it will include some historic data to provide a better understanding of the trend in this KPI.

Commercial Guest Nights



The chart reflects the growth trend in domestic visitor nights in Wellington and the relatively static international visitor nights to Wellington City.

Notably, the higher volume (domestic) is trending upward.

Positively Wellington Tourism

2013/14 – Quarterly Report (January – March 2014)

Summary

Whilst January and March were slightly below levels of business enjoyed in 2013, February growth was substantial and Q3 has been one of generally good news 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. Looking back on 2013 we will recall a significant event programme in the first six months of the year; in 2014 the events calendar indicates that the second half of the year will provide the best opportunities to leverage increased visitation.

As we get to the end of this quarter PWT is excited that the launch of the new digital portal is only days away. This has been a substantial project and we believe the new WellingtonNZ.com expanded to include Business Attraction, Student Attraction and Investor information will be well received on launch. The expected go-live date is 30 April.

The height of the Cruise season has again brought an influx of visitors to Wellington who are not counted in the official visitor statistics but who leave Wellington with a direct spend of between \$30m and \$35m. The Wellington Ambassadors who are members of the scheme that PWT operates have become a formidable force on the streets of Wellington during summer – in excess of 100 proud Wellingtonians enjoying welcoming visitors and making sure they make the very most of their visit to our city come rain or shine.

The new WellingtonNZ.com will be responsive to the type of device a visitor is using. The continued development of the cities social media fans is an important way of keeping in touch with our fans where ever they are and whatever they do. In this quarter our campaign 'The Wicked Welly Tiki Tour' has helped introduce new students in the city showing them hidden corners and all the exciting aspects of our city as well of course as getting sign ups to our newsletters so that we can keep telling them what's new whilst they are in Wellington.

Key Performance Indicators

Activity Area	Timeframe	2013/14 Performance Measures	3 rd 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 5.53% of total activity costs this quarter.	Overhead costs were 7.75% 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 17.2% of total marketing activity investment.	Year to date core funding was 27.9% 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 0.7% for the March 2014 quarter to total 2,930,760 direct airline seats between Wellington & Australia.	Trans-Tasman capacity decreased by 0.2% for the nine months to March 2014 to total 8,786,364 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 3 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 decreased -7.96% to 35,696 in the March quarter period compared to the same period in 2013.	Australian visitor arrivals to Wellington Airport increased 1.3% to 108,480 in the nine months to March period compared to the same period in 2013.

		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;</p> <p>http://www.med.govt.nz/sectors-industries/tourism/tourism-research-data/other-research-and-reports/convention-research/activity-survey</p>	<p>Tracking at 20% of the national share of multi day conferences and 15% of delegate days.</p> <p>*Latest available data – YTD December 2013.</p>	Refer quarter three
		<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 35% for the March 2014 quarter compared to the March quarter 2013.</p>	<p>In the year to date we are 17% behind last year’s figures.</p> <p>Emphasis is focused on converting a higher percentage of the multi day leads/referrals which is occurring.</p>
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>Following a full review of the scoping document, it was agreed that some additional activities were required to deliver the launch of the site. All partners have agreed to this change and the new launch date is confirmed as 30 April 2014.</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 will deliver collateral as and when required.</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 increased 4.3% in the March 2014 quarter compared to the same period in 2013.	Downtown Weekend Visitation decreased 0.7% in the nine months to March 2014 compared to the same period in 2013.
	Quarterly	Increase the KNOW Wellington audience (social media and KNOW eNews) by 15% to 115,000 Source: PWT web statistics	Quarter 3 saw steady growth, increasing to a KNOW Wellington audience by 2.5% to 141,139.	On track – the KNOW Wellington audience as it currently stands has surpassed the target set for the current financial year.
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 increased +1.15% to 69,909 in the three months to March 2014 compared the same period in 2013.	Commercial International Guest Nights increased 2.45% to 537,341 in the nine months to March 2014 compared the same period in 2013.
	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 -1.21% to 124,519 in the three months to March 2014 compared the same period in 2013.</p>	<p>Commercial domestic Guest Nights decreased 1.8% to 1,034,510 in the nine months to March 2014 compared the same period in 2013.</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 3% in the March 2014 quarter compared to the same period in 2013.</p>	<p>Weekend Room Nights Sold decreased -0.73% in the nine months March 2014 compared to the same period in 2013.</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 604,263 visits to WellingtonNZ.com in the quarter ending 31 March. This is a +8% increase on the same quarter last year.</p>	<p>Year to date we have received 1,979,536 visits to WellingtonNZ.com – 27% behind last year’s year-end result, with three months to come. With the current run rate, we will finish a 5% increase YOY, -5% on target.</p>

APPENDIX 2

	Quarterly	Increase Wellington's subscribed audience by 5% (enewsletter 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 13.1% behind the same period last year.	YTD i-Site revenue is 12.2% 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 0.4% during the 3rd quarter compared to the same quarter in 2013.	Wellington product sales in the 9 month period have increased by 1.7% 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 11% on last year.	Visitors to the i-Site remain 13% down on last year.

Highlights of our Activity

Downtown Marketing

Instagram competition #ShareTheLoveWLG and #ShareMeWLG

In a nod to Valentine's Day we ran @Wellington_NewZealand's first Instagram competition. Through an Instagram post out to our current followers, a mention in the KNOW Wellington eNews and a Facebook post, we encouraged Instagrammers to post an image of a Wellington place they love, such as a shop or restaurant, using #ShareTheLoveWLG for a chance to win a \$100 voucher for where their photo was taken.

During the promotion period of 5 to 13 February, almost 300 posts used the hashtag and we gained over 100 new followers.

An ongoing Instagram campaign encourages users to hashtag #ShareMeWLG for a chance for their image to be reposted by us with a credit to their account. Since this began in November 2013, there have been 2,242 Wellington posts using the hashtag, and 41 images reposted. @Wellington_NewZealand now has 1,084 highly engaged followers.

Valentine's Day KNOW eNews

To tie in Valentine's Day celebrations with Downtown activity, we asked KNOW Wellington readers to tell us what their Wellington 'first love' was.

Four images within the KNOW Wellington eNews represented different Downtown themes – shopping, shows, food & drink and movies. The aim of this was to establish which prizes best resonate with users as well as rewarding engaged users. By clicking on an image, KNOW readers could enter to win a corresponding prize, with two options in each category. The number of entries for each them are as follows:

- Shopping: 1,184 (\$100 Glassons/Hallensteins or \$100 Area 51)
- Shows: 870 (Double pass to Annie or Macklemore)
- Food & Drink: 1,551 (\$100 Motel voucher or dinner for two at Sojourn)
- Movies: 1,263 (\$50 Light House Cuba or \$50 Embassy Theatre voucher)

The Wicked Welly Tiki Tour

KNOW Wellington ran its first Wellington student-targeted campaign to increase student sign ups to the KNOW Wellington eNews as well as promote some of the best places for students to eat, drink and visit.

Although you could still enter if you weren't a student, efforts were made to promote heavily to the new student market. This included posters in key student areas including within Victoria and Massey campuses, look walkers handing out flyers and signing people up on the stop with iPads on campus, Facebook advertising to 18 to 30 year olds in Wellington and ensuring our messaging was student-focussed.

During the campaign period between 6 and 24 March, WellingtonNZ.com/TikiTour had 7,235 visits, 4,977 of which were from Wellington and the Hutt Valley. The campaign was shared 183 times on social media during the campaign period.

The campaign received over 2,600 entries, of which 1,500 were new subscriber, and 5 winners were chosen at random to bring two friends along with them on the Wicked Welly Tiki Tour on Friday 4 April. A video was produced of the night and posted on Facebook and YouTube. The Facebook video post reached 161,856 people, received 10,496 video plays and 1,011 Likes, Comments and Shares.

Social Media Highlights

- PWT's social media channels had a cumulative reach of over 47 million in Quarter 3 (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 3% to 91,142 with PWT's Facebook channel leading the way with 82,000 Likes.



- The Facebook post with the greatest engagement and reach was an album of Wellington looking stunning of summer days. This post reached 29,616 users, had 26,425 photo views and generated 1,162 Likes, 127 shares and 103 comments.

New Zealand Marketing

Brand

In March, 230,000 Wellington winter mini guides featuring upcoming events, new eateries and hotel deals were distributed through NZ Herald, The Press, Manawatu Standard, Waikato Times, NZ House & Garden, North & South and Kia Ora magazine.

Also in March, an Easter campaign promoting family and older couple getaways to the capital ran across TV and online. The online component drove 12,229 visits to Easter getaways content on WellingtonNZ.com.

WOW

PWT's out of town ticketing campaign for the World of WearableArt Awards Show ran in February, driving 10,145 web visits. With weekend ticket sales tracking extremely well, planning is underway for a mid-week focused ticketing campaign.

Sevens Wellington

February saw the completion of the Sevens Wellington campaign, which delivered a cumulative reach of over 232 million through paid, owned and PWT channels. The PWT-managed social media activity drove 3 trending topics on Twitter in New Zealand during the tournament.

AFL

PWT coordinated a multi-channel campaign across print, TV, radio, bus backs, direct mail, online, and posters for the coordination group. The majority of the activity drove viewers and listeners direct to Ticketek.co.nz, but that which pushed to WellingtonNZ.com delivered 8,712 visits.

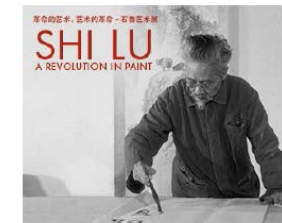
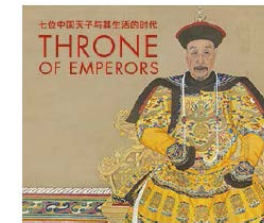


CHINA

March saw the launch of a digital campaign promoting CHINA at Te Papa, with an experiential activity delivering 800 boxes of dumplings and messaging to unsuspecting Aucklanders. The museum is reporting strong visitation to date.

Campaign results to date include:

- Over 6.5 million impressions and 8,691 clicks delivered to date through the online campaign
- Reach of almost 1.1 million and 13,148 actions (likes, clicks, shares, plays) delivered to date through the Facebook advertising
- A click-through rate of 0.13% on the online campaign, which is nearly twice the industry average of 0.07%.
- 25,305 views of the Dumpling activation video on YouTube and Facebook
- 9,502 unique page views of the campaign landing page and event listing on WellingtonNZ.com
- Average time on site of 2.2 minutes



PR / Media Activity / Media Results

Destination Media Profile

There were 40 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 1.4 million and an advertising space rate close to \$126,500. Major hosting results included stories by New Zealand Herald, Herald on Sunday, Sunday Star Times, New Zealand Woman's Weekly, Remix Magazine and Metro Magazine.

During the quarter, a total of seven media were hosted:

- Nigel Benson – Otago Daily Times – New Zealand Festival
- Sarah Lang – Herald on Sunday – New Zealand Festival
- Simon Wilson – Metro Magazine – New Zealand Festival
- Kirsten Matthew – Urbis Magazine – Wellington design
- Megan Singleton – New Zealand Herald – compact capital
- Peter Feeney – New Zealand Herald – Wellington general
- Catherine Smith – New Zealand Herald, Your Weekend – HANDMADE

The following travel/consumer news releases were distributed:

[Applications Open for NZ's Premier Culinary Event](#)

[East meets West in Wellington](#)

[KNOW Wellington launch The Wicked Welly Tiki tour](#)

[Enjoy a Weekend Wellington-style](#)

[Capital sporting clashes a big win for fans](#)

Industry Media Profile

There were 38 stories featuring Positively Wellington Tourism (PWT) comment or mentioning the organisation in the Wellington stakeholder region, with a cumulative audience of over 2.2 million.

The following industry news releases were distributed:

[The Hobbit Trilogy proves precious to Wellington](#)

[A record year for Australian arrivals into Wellington](#)

Australia Marketing

Media and Trade Famils

- No trade famils due to summer holidays and generally high season for trade making bookings
- 10 Media;
 - The Versatile Gent (online) covering Wellington fashion and food as well as a visit to the Wairarapa
 - Mens Fitness (print) covering Wellington Mountain biking, Rimutaka Cycle Trail and Golden Shears in the Wairarapa
 - Yahoo! 7 Sport & Total Travel (online) covering Sevens Rugby and Wellington
 - Sunrise Weekend TV (TV) scoping to film a weekend segment later this year
 - Golf Australia (print and online) covering Paraparaumu Beach, Cape Kidnappers, and Royal Wellington Golf club opening as part of a TNZ led famil
 - Sports Inc (TV) who filmed segments of Paraparaumu Beach and Royal Wellington Golf opening for ANZ Golf show which will screen in NZ, Australia and China
 - The West Australian (print) covering the New Zealand Festival and a feature on Te Papa
 - AAP (print and online) covering Harvest Festival in the Wairarapa and the Wellington food scene
 - Today Show (TV) support at Marlborough Wine and Food Festival
 - Freelancer Carli Ratcliff covering food (Cheese Slices) in the Marlborough region

Consumer and Trade Roadshows and Sales Calls

- In January/February, Tourism New Zealand hosted 750 key trade from around Australia at Hobbit screenings in partnership with Air New Zealand. With Wellington having a strong connection to the film industry, PWT supplied goodies bags to all the trade promoting Wellington as a destination. In addition to this, PWT partnered with WOW to screen a 90 second trailer to drive awareness and ticket sales for the 2014 show. This resulted in over 300 tickets being purchased in Australia prior to the release of public ticket sales
- In February, PWT attended both the Adelaide and Perth Consumer shows under the Tourism New Zealand banner promoting the wider Wellington region. The first show was Adelaide's Holiday Expo, Australia's longest running consumer travel show. With over 150 exhibitors and a reach of an estimated 9,138 potential travellers, the show is the most effective way to engage with the priority 50+ age segment in South Australia, who have the time and means for leisure travel. This was followed by Western Australia's longest running consumer travel show: the Perth Holiday & Travel Expo. This show featured over 100 exhibitors, reaching an estimated 9,534 potential travellers. In addition to the Consumer Shows, PWT also travelled to Brisbane with Interislander and Te Papa to undertake sales calls to over 50 Trade.

E-newsletters

- January EDM was sent to 56,034 Australians
- March EDM was sent to 55,659 Australians
- March EDM, dedicated Marlborough content was sent to xxx

Above the line marketing

In January, PWT arranged editorials with Time Out Australia to promote the New Zealand Festival as well as promotion through the magazine's online channels.



In March, PWT supported JV partners Destination Marlborough and Interislander with promoting the Marlborough region, with Wellington as the International gateway, at Taste of Sydney.

More than 25,000 Sydneysiders were estimated to have attended Taste, an annual event showcasing food, beverages and top Sydney restaurants over four days. Local Marlborough winery Giesen Wines teamed up to bring the Marlborough themed marquee to life.

A 28-page booklet dedicated to Marlborough was distributed at the event and featured a series of travel deals specifically designed by Australian travel seller Kirra Holidays.

By the end of the weekend more than 3,500 people had entered an Air New Zealand-supported travel competition to win a long weekend in the region and will go on the database to hear more about the Marlborough region in the future.

Digital/Search

- Continued good results from our media buying agency UM (Universal McCann) showing increased clicks and visits to WellingtonNZ.com/Australia

Digital Marketing

Traffic summary

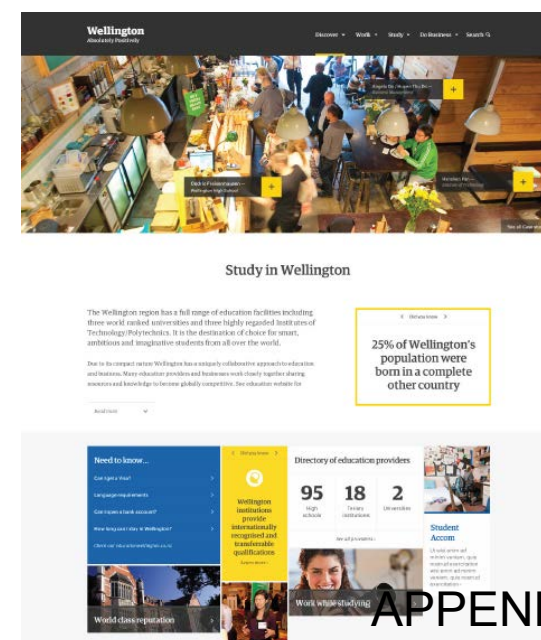
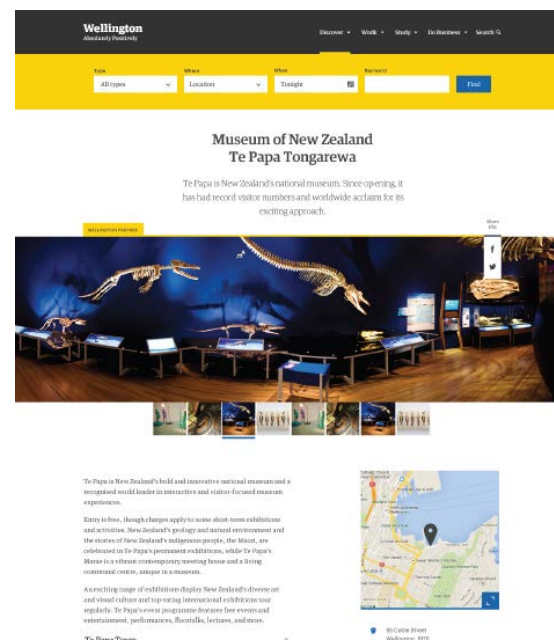
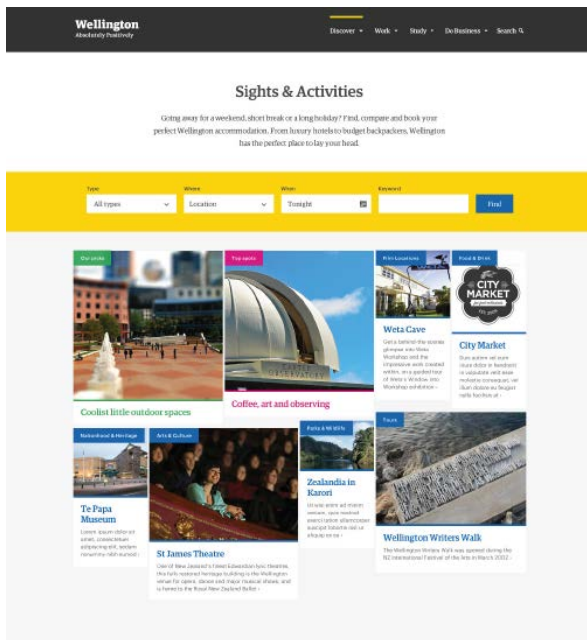
Traffic to WellingtonNZ.com increased 8% for the quarter ending 31 March, compared to the same quarter in the 2012/13 financial year. The quarter finished strongly, with 221,607 visits in March – the second highest within the financial year-to-date after December 13. This was driven by Easter and event promotions.

In terms of highest viewed content on WellingtonNZ.com, event related content was again the highest viewed. Of the 1,647,688 page views within Quarter 3, 19% were event related, with the Event homepage being viewed 63,000 times followed by the New Zealand Festival event listing (19,167 views) and The Summer City event listing (12,388 views).

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 3, the 12 various page templates were designed and built, with content loading into the new CMS (Silverstripe) beginning mid-March. The go live date of 30 April is on track.



International Marketing

Previously a quiet period for trade and media activity, PWT hosted 33 media on 14 itineraries during Q3. A broad mix of outlets and topics were represented including Japanese film crews and Elle India. High profile and outspoken Chinese director, musician and current affairs host Gao Xiaosong has over 35 million Weibo followers and 3 million viewers daily of his Morning Call on Youku while UK video blogger [FunForLouis](#) showed off Wellington's mountain biking and coffee scene in his v-log.



For the first time, Wellington featured in inbound Chinese New Year tours and the operator reports their itinerary which included Wellington, Interislander, TranzCoastal train plus Christchurch & Queenstown was the most popular itinerary they sold this holiday period. This interest has led to other Chinese companies planning to introduce Wellington to their itineraries. Of particular note was the product team from A China who spent four days in the region sourcing products for both local (NZ & Oz-based Chinese nationals) and inbound (mainland Chinese) tours. Several of A China's Southern Chinese key accounts were in the region in March for a Premier Kiwi Partner product buying famil. PKP status is awarded by Tourism New Zealand and these companies are most likely to offer higher- quality tours to Chinese travellers. There are 18 Chinese PKP companies currently and ten of these were represented on this visit. Overall Q3 was a surprisingly busy period for trade hosting, with 41 travel trade hosted on eight trade famils during the quarter.

French and Spanish language articles were loaded to newzealand.com to boost information available to these travellers with Mandarin to follow over the winter. Wellington is featured in a Chinese social media acquisition campaign during February to coincide with the release of The Hobbit: The Desolation of Smaug there; to win a trip to New Zealand, contestants must follow both TNZ and PWT's Weibo accounts.

PWT and Destination Wairarapa represented the region at the South East Asia training day organised by Tourism New Zealand in March. A group of 12 agents visited Wellington and the entire contingent of 58 agents from India, Malaysia, Indonesia, Singapore and Hong Kong undertook a regional training day at the end of their New Zealand famil. The visit completed the agents' training requirements for TNZ's Kiwi Specialist Programme.

PWT was invited to meet with Royal Caribbean Cruise Lines Miami-based product team when they visited Auckland in March. Although negative issues around touting, infrastructure and poor tour operator behaviour has been reported elsewhere in New Zealand, RCCL regards Wellington as 'trouble free'. The line is actively seeking new shore tours in Wellington and PWT will work with RCCL's New Zealand-based ground handler during the winter to ensure Wellington remains an attractive destination for ship visits.

Media Results:

[National Geographic](#) by David Whitley

[River Deep Mountain High](#) UK ITV with James Nesbitt



Business Events Wellington

Business Events Wellington (BEW) represented the region at the Australian Meetings and Events Expo in Melbourne in February as well as undertook sales calls in Sydney and Melbourne around that event. Eight leads / referrals were generated from the Expo. Sales calls were also made in Hamilton and Auckland.

There are currently forty-one financially contributing members of BEW in three tiers. Tier one covers Positively Wellington Venues and Te Papa Tongerewa. Tier two covers major hotels and tier three has thirty-two other parties providing venues/smaller hotels and tourism activity providers. Supporting the members with paid website presence only are seventy-two operators.

The BEW team are currently working on ninety two forward pieces of business with an economic region value exceeding \$31,500,000. In this quarter the BEW team generated and converted twenty business events worth over \$2,639,000 in economic value to Wellington. At the same time almost one hundred new leads were generated.

BEW hosted 20 potential clients during the quarter including 12 international guests. Year to date the team has hosted 66 people.

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 11%. 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 - There has been an on-going enthusiastic response to the famils with at times up to 30 ambassadors attending famils of Zest, Wellington Zoo (Australian section/Tasmanian Devils intro), City Market, South Coast Shuttles, City sights & Coastline tour with Hammonds, an update on what's new in the Botanic Garden and a visit to The Garage Project

At the same time the WCA's came up with the idea of having a coffee group ("Bean Cruising") in which they would together visit different iconic Wellington Cafes as well as sharing their experiences with each other.



Snapper – The i-SITE has now been operating as the Snapper Service Centre for Wellington City for 1 year. This quarter the service was extended to be able to process Snapper passes, which means the centre can help snapper customers with any product purchase.

Destination Wellington programme

PWT continued the development work for WellingtonNZ.com which focused predominantly on new content development for new areas of the site – Do Business, Study and Work. A live feed from TradeMe jobs was confirmed which meant that all Wellington jobs will display live on the site and will be fully searchable.

The other significant Destination Wellington to commence is the development of seven destination-focused videos that will be hosted on WellingtonNZ.com. These videos, focusing on 'Hi-Tech' Wellington, Moving/Setting up in Wellington, Living in Wellington, Culinary Experiences in Wellington, Visiting Wellington and the Screen & Digital Sector in Wellington. The 7th video is a culmination of all the videos and will include an introduction from the Mayor. The main video will also be translated into Chinese and Japanese for the Mayors upcoming visit to Asia during Quarter Four.

APPENDIX 2

Profit and Loss
For the quarter ended 31 Mar 2014
Partnership Wellington Trust Inc.

	Quarter				Full Budget
	Actual	Budget	YTD	YTD Budget	2013/14
Income					
i-SITE Trading Income	1,135,994	1,238,000	2,444,740	2,748,000	3,220,000
Funding - WCC	1,883,750	1,618,250	5,138,287	4,853,750	6,529,000
Partner Income	489,346	501,228	1,287,640	1,148,684	1,237,412
Rental Income	17,963	23,745	48,105	71,235	94,980
Investment Income	23,847	27,000	60,145	69,500	85,000
Other Income (incl Cruise)	97,945	42,527	241,407	194,581	324,108
Total Income	3,648,845	3,450,750	9,220,324	9,085,750	11,490,500
less Expenditure					
Employee Costs	698,973	701,000	2,078,642	2,083,000	2,768,000
Other Operating Expenses	74,990	96,250	302,888	288,750	385,000
Depreciation	20,300	25,000	78,658	87,000	109,000
Marketing & publications expenses	1,449,312	1,112,435	3,418,606	3,769,045	4,901,220
Premises expenses	110,012	113,495	347,067	340,485	453,980
i-SITE Cost of Sales	973,936	1,101,820	2,049,550	2,445,720	2,865,800
Total Expenditure	3,327,523	3,150,000	8,275,411	9,014,000	11,483,000
Net Operating Surplus	321,322	300,750	944,913	71,750	7,500
Capital Expenditure					
Property Improvements				25,000	25,000
Computer equipment/Intangibles	477		19,799	50,000	50,000
Furniture & Fittings		3,500	1,461	17,000	20,500
Total Capital Expenditure	477	3,500	21,260	92,000	95,500

Statement of Cash Flows
For the period ended 31st March 2014
Partnership Wellington Trust Inc.

	2013/14	2012/13
CASH FLOWS FROM OPERATING ACTIVITIES		
Cash was provided from:		
WCC Income in Advance	1,150,000	1,428,750
Sales and Other Income	2,686,148	3,035,724
WCC Funding	5,138,287	4,980,850
Partner Income	1,287,640	1,240,578
Rent Received	48,105	70,770
Interest Received	60,145	56,719
	10,370,325	10,813,390
Cash was applied to:		
Payments to Suppliers	(6,384,320)	(5,920,325)
Payments to Employees	(1,888,057)	(1,797,973)
Rent Paid	(248,776)	(250,443)
	(8,521,153)	(7,968,741)
Net Cash Flows from Operating Activities	1,849,172	2,844,649
CASH FLOWS FROM INVESTING ACTIVITIES		
Cash was applied to:		
Purchase of Fixed Assets & Intangibles	(21,260)	(5,812)
Net Cash Flows from Investing Activities	(21,260)	(5,812)
Net Increase / (Decrease) in Cash Held	1,827,912	2,838,837
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	3,606,065	3,860,261
Represented By:		
Cash on Hand	1,000	600
Bank Accounts	3,590,771	3,859,661
	3,591,771	3,860,261

Balance Sheet
For the period ended 31st March 2014
Partnership Wellington Trust Inc.

	2014	2013	
	March	March	NOTES
TRUST FUNDS			
Trust Funds at start of year	511,303	502,283	
Net Surplus (deficit) for period	944,912	1,409,580	
Trust Funds at month end	<u>1,456,216</u>	<u>1,911,863</u>	
Comprising			
Current Assets			
Cash and Bank	3,591,771	3,860,261	
Accounts Receivable	112,486	828,976	
GST Receivable	0	0	
Stock on Hand	820	0	
Prepayments	25,648	53,268	
Provision for Bad Debt	0	0	
Withholding Tax Paid	18,021	18,770	
Total Current Assets	<u>3,748,746</u>	<u>4,761,275</u>	
Current Liabilities			
Accounts Payable	166,629	694,009	
Accruals	924,825	724,433	
Employee Entitlements	134,793	101,315	
Income in Advance	1,180,323	1,498,645	
GST Payable	(39,581)	(32,632)	
Tax Payable	0	0	
Total Current Liabilities	<u>2,366,989</u>	<u>2,985,770</u>	
WORKING CAPITAL	<u>1,381,756</u>	<u>1,775,505</u>	
Fixed Assets			
Property Improvements			
Property Improvements	182,975	182,975	
less Accumulated Depreciation	(163,063)	(146,301)	
Net Property Improvements	<u>19,912</u>	<u>36,674</u>	
Computers			
Computers Original Cost	99,185	102,971	
less Accumulated Depreciation	(74,008)	(89,686)	
Net Computers	<u>25,177</u>	<u>13,285</u>	
Furniture, Fittings & Equipment			
Furniture, Fittings & Equipment	479,631	476,362	
less Accumulated Depreciation	(463,800)	(392,946)	
Net Furniture, Fittings & Equipment	<u>15,832</u>	<u>83,416</u>	
Total Fixed Assets	<u>60,921</u>	<u>133,375</u>	
Intangible Assets			
Intangible Assets	533,884	518,567	
less Accumulated Amortisation	(520,346)	(515,584)	Websites and software
Net Intangible Assets	<u>13,538</u>	<u>2,983</u>	
NET ASSETS	<u>1,456,216</u>	<u>1,911,863</u>	