

QUARTER IN REVIEW	Q2 REVIEW cont.
<p>Both domestic and international visitors to Wellington increased significantly and the visitor sector is expecting continued growth through 2015.</p> <p>In this quarter PWT successfully launched a new domestic marketing campaign with the promise of Its Never Just a Weekend When it's in Wellington. This campaign has been run in a coordinated manner with joint venture activity promoting the Tyrannosaurs Exhibition at Te Papa. The six-week campaign launch period saw almost 86,000 domestic market visits to WellingtonNZ.com, up 15% on the previous period and 12% on the previous year.</p> <p>Continuation of a busy events calendar has also helped bring increased visitors to the city and the one off events have been supplemented by PWT's work to leverage the final Hobbit film release. Working with Weta Workshop, the placing of costumes around the city for visitors to discover has both given visitors more reasons to explore further and helped PWT engage with a wide variety of partner organisations.</p>	<p>In Australia PWT continues to highlight reasons to visit the city and its neighbouring regions for both leisure and business purposes. Wellington is enjoying increased interest from the business events sector as Australian event organisers want to learn more about the planned convention centre. PWT has also leveraged Tourism New Zealand investment in promoting cycling in New Zealand to an urban Australian audience whilst working with Grow Wellington on the Destination Wellington programme with focused marketing activities around particular business sector niches.</p> <p>The i-SITE visitor information centre experienced a challenging period at the end of Q2 as a result of the closure of much of the access to the centre as a result of the works to remove the Portico. At the same time though Weta completed the installation of information regarding their activities in Wellington and the Department of Conservation took over the old café space providing information about access to the Conservation Estate in the Wellington region.</p>

### SUMMARY FINANCIALS

\* Variance (Actual minus Budget). ✓ Favourable variance to budget ✗ Unfavourable variance to budget

FINANCIAL PERFORMANCE	Q2 Budget	Q2 Actual	Variance	YTD Budget	YTD Actual	Variance	FY Budget
(\$000)	31 Dec 14	31 Dec 14	31 Dec 14	31 Dec 14	31 Dec 14	31 Dec 14	30 Jun 15
Total Revenue	2,604	2,743	138 ✓	4,913	5,279	366 ✓	11,075
Operating Expenses	3,196	2,647	549 ✓	5,661	4,770	890 ✓	11,072
Net Surplus (Loss)	(592)	95	687 ✓	(748)	508	1,257 ✓	3
FINANCIAL POSITION							
Total Assets	1,805	1,768	37 ✓				1,354
Total Liabilities	1,585	751	834 ✓				845
Equity	220	1,017	671 ✓				509
CASH FLOWS							
Total Net Cash Flows	(1,055)	(1,230)	175 ✗	174	(439)	(613) ✗	(161)
Opening Cash		1,778			1,778		1,210
Closing Cash		1,339			1,339		1,049

This Trust's 2014/15 Statement of Intent did not project the establishment of the Wellington Regional Development Agency Ltd (WREDA).

Spending on some categories was suspended in anticipation of WREDA and also to leverage timing opportunities. The variances above relate to the transition from PWT to WREDA and effectively transfer to WREDA as PWT's operations are absorbed by the new entity.

**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 *		Q2	YTD	3 Year	Comments (on trend)
		31 Dec 14	31 Dec 14	Trend	
WCC grant max 50% Wellington marketing.	Actual	38.7% ✓	48.7% ✓	→	This is a constant metric that the Trust observes in leveraging its Wellington marketing spend. The current measure is timing related and will normalise.
	Target	50.0%	50.0%		
Maintain market share in conventions (multi-day delegate days)	Actual	-0.3% ✗	-0.4% ✗	→	While this trend is interpreted as static, looking to the future this is expected to strengthen with the development of a purpose built convention centre.
	Target	0.0%	0.0%		
Australian arrivals to Wellington	Actual	+3.8% ✓	+3.6% ✓	→	Australian visitor arrivals to Wellington have reached a plateau following several years of steady improvement.
	Target	+3.0%	+3.0%		
Downtown retail & hospitality spending by visitors*	Actual	+13.0% ✓	+9.6% ✓	n/a*	Retail and Hospitality spending by visitors increased 19.3% in the first quarter compared the same quarter of last year. This is a new measure*.
	Target	0.0%	0.0%		
International visitor spending**	Actual	+25.5% ✓	+24.4% ✓	n/a**	International visitor spend increased 20% in the September quarter compared to the same period in 2013. This is a new measure**.
	Target	+2.0%	+2.0%		
Paid Visitor Nights – International	Actual	19.6% ✓	15.0% ✓	→	This trend is static at best with some apparent downward pressure becoming more pronounced.
	Target	+2.0%	+2.0%		
Paid Visitor Nights – Domestic	Actual	9.1% ✓	2.1% ✓	→	This trend has change from upward to static following a weaker 2014 performance than expected.
	Target	+2.0%	+2.0%		
Weekend rooms sold in partner hotels	Actual	n/a	n/a	→	Systems failure means data not available for Q2. Q1 was ahead of target.
	Target	+2.0%	+2.0%		

\* Measurement of this KPI replaces the downtown visitation measurement that previously tracked electronic card transactions at a selection of retail outlets. The data now measures electronic card spend on retail and hospitality by visitors to Wellington. Source: Regional Tourism Indicators, MBIE.

\*\* This is a new performance measure. Source: Regional Tourism Indicators, MBIE.

The KPIs demonstrate the strong growth in domestic and international visits to Wellington and the associated spending benefits of these visitors to the city.

**ISSUES & OUTLOOK**

PWT has of course in this quarter become a part of WREDA. Staff at PWT are in good spirits and excited about the future and the new possibilities that WREDA will provide.

This is the final quarterly report for PWT. In future reporting will be provided by WREDA.

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

	Quarter				Full Budget
	Actual	Budget	YTD	YTD Budget	2014/15
<b>Income</b>					
i-SITE Trading Income	831,783	930,000	1,170,332	1,320,000	2,930,000
Funding - WCC	1,472,350	1,391,250	3,358,501	3,277,500	6,594,000
Partner Income	340,817	150,000	610,099	588,000	1,176,000
Rental Income	14,441	23,750	30,142	47,500	95,000
Investment Income	12,128	14,500	38,123	40,000	80,000
Other Income (incl Cruise)	71,012	95,000	72,340	102,000	200,000
<b>Total Income</b>	<b>2,742,531</b>	<b>2,604,500</b>	<b>5,279,537</b>	<b>5,375,000</b>	<b>11,075,000</b>
<b>less Expenditure</b>					
Employee Costs	729,776	745,000	1,358,605	1,420,000	2,878,000
Other Operating Expenses	71,999	94,000	189,460	195,000	383,000
Depreciation	18,488	21,700	35,202	50,400	79,800
Marketing & publications expenses	1,030,679	1,463,800	2,019,497	2,687,900	4,887,300
Premises expenses	98,575	100,000	212,806	212,000	412,000
i-SITE Cost of Sales	697,924	771,900	954,839	1,095,600	2,431,900
<b>Total Expenditure</b>	<b>2,647,441</b>	<b>3,196,400</b>	<b>4,770,409</b>	<b>5,660,900</b>	<b>11,072,000</b>
<b>Net Operating Surplus</b>	<b>95,090</b>	<b>(591,900)</b>	<b>509,128</b>	<b>(285,900)</b>	<b>3,000</b>
<b>Capital Expenditure</b>					
Property Improvements	1,550		5,320		
Computer equipment/Intangibles	6,789	5,000	14,665	25,000	25,000
Furniture & Fittings	(8,266)	2,000	33,820	4,000	8,000
<b>Total Capital Expenditure</b>	<b>73</b>	<b>7,000</b>	<b>53,805</b>	<b>29,000</b>	<b>33,000</b>

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

	<b>2014/15</b>	<b>2013/14</b>
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
<b>Cash was provided from:</b>		
WCC Income in Advance		
Sales and Other Income	1,247,672	1,449,317
WCC Funding	3,358,501	3,254,537
Partner Income	605,099	798,294
Rent Received	30,142	33,034
Interest Received	38,123	36,298
	5,279,537	5,571,480
<b>Cash was applied to:</b>		
Payments to Suppliers	(4,257,068)	(3,452,719)
Payments to Employees	(1,265,999)	(1,248,590)
Rent Paid	(141,466)	(165,851)
	(5,664,533)	(4,867,159)
<b>Net Cash Flows from Operating Activities</b>	<b>(384,996)</b>	<b>704,321</b>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
<b>Cash was applied to:</b>		
Purchase of Fixed Assets & Intangibles	(53,805)	(20,783)
<b>Net Cash Flows from Investing Activities</b>	<b>(53,805)</b>	<b>(20,783)</b>
<b>Net Increase / (Decrease) in Cash Held</b>	<b>(438,801)</b>	<b>683,538</b>
add: Cash Held at 1 July	1,778,153	1,021,424
add: Effect of foreign exchange gain / (loss)		
<b>Cash Held at End of Month</b>	<b>1,339,352</b>	<b>1,704,962</b>
<b>Represented By:</b>		
Cash on Hand	1,000	600
Bank Accounts	1,338,352	1,704,362
	<b>1,339,352</b>	<b>1,704,962</b>

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

	<b>2014</b>	<b>2013</b>	
	<b>December</b>	<b>December</b>	<b>NOTES</b>
<b>TRUST FUNDS</b>			
Trust Funds at start of year	507,649	511,303	
Net Surplus (deficit) for period	509,126	623,590	
<b>Trust Funds at month end</b>	<b>1,016,775</b>	<b>1,134,893</b>	
<b>Comprising</b>			
<b>Current Assets</b>			
Cash and Bank	1,339,352	1,704,962	
Accounts Receivable	259,438	358,804	
GST Receivable	0	0	
Stock on Hand	1,409	889	
Prepayments	21,337	29,257	
Provision for Bad Debt	0	0	
Withholding Tax Paid	11,391	38,894	
<b>Total Current Assets</b>	<b>1,632,927</b>	<b>2,132,806</b>	
<b>Current Liabilities</b>			
Accounts Payable	260,873	364,572	
Accruals	351,793	596,245	
Employee Entitlements	144,977	126,014	
Income in Advance	57,547	46,596	
GST Payable	(64,005)	(46,529)	
Tax Payable	0	0	
<b>Total Current Liabilities</b>	<b>751,185</b>	<b>1,086,898</b>	
<b>WORKING CAPITAL</b>	<b>881,742</b>	<b>1,045,908</b>	
<b>Fixed Assets</b>			
<b>Property Improvements</b>			
Property Improvements	188,295	182,975	
less Accumulated Depreciation	(173,990)	(159,513)	
Net Property Improvements	<b>14,305</b>	<b>23,462</b>	
<b>Computers</b>			
Computers Original Cost	112,900	99,185	
less Accumulated Depreciation	(52,653)	(70,305)	
Net Computers	<b>60,247</b>	<b>28,881</b>	
<b>Furniture, Fittings &amp; Equipment</b>			
Furniture, Fittings & Equipment	508,918	479,154	
less Accumulated Depreciation	(457,832)	(457,721)	
Net Furniture, Fittings & Equipment	<b>51,086</b>	<b>21,433</b>	
<b>Total Fixed Assets</b>	<b>125,638</b>	<b>73,775</b>	
<b>Intangible Assets</b>			
Intangible Assets	534,835	533,884	Websites and software
less Accumulated Amortisation	(525,440)	(518,675)	
Net Intangible Assets	<b>9,395</b>	<b>15,210</b>	
<b>NET ASSETS</b>	<b>1,016,775</b>	<b>1,134,893</b>	

# **Positively Wellington Tourism**

2014/15 – Quarterly Report (October – December 2014)

## **Summary**

The second quarter of the 2014-15 year has for tourism visitation in Wellington been a successful one. For the first time in a number of years the number of both domestic and international visitors to Wellington is increasing significantly and the visitor sector is expecting continued growth through 2015.

In this quarter PWT successfully launched a new domestic marketing campaign with the promise of *Its Never Just a Weekend When it's in Wellington*. This campaign has been run in a coordinated manner with joint venture activity promoting the Tyrannosaurs Exhibition at Te Papa. These activities have undoubtedly led to increased domestic visitation to the city.

Continuation of a busy events calendar has also helped bring increased visitors to the city and the one off events have been supplemented by our work to leverage the final Hobbit film release. Working with Weta Workshop, the placing of costumes around the city for visitors to discover has both given visitors more reasons to explore further and helped PWT engage with a wide variety of partner organisations.

In Australia PWT continues to highlight reasons to visit the city and its neighbouring regions for both leisure and business purposes. Wellington is enjoying increased interest from the business events sector as Australian event organisers want to learn more about our planned convention centre. PWT has also leveraged Tourism New Zealand investment in promoting cycling in New Zealand to an urban Australian audience whilst working with Grow Wellington on the Destination Wellington programme with focused marketing activities around particular business sector niches.

Our i-SITE visitor information centre has experienced a challenging period at the end of Q2 as a result of the closure of much access to the centre as a result of the work being carried out to remove the portico. At the same time though Weta have completed the installation of information regarding their activities in Wellington and the Department of Conservation have taken over the old café space providing information about access to the Conservation Estate in the Wellington region

PWT has of course in this quarter become a part of the Wellington Regional Development Agency. PWT staff are in good spirit and are excited about the future and the new possibilities that the amalgamation of organisations will provide to them to promote Wellington as a great destination for all kinds of reasons and to all kinds of consumers.

## Key Performance Indicators

Activity Area	Timeframe	2014/15 Performance Measures	Q2 Result 2014 – 15	Year to Date
<b>Organisational</b>	Annual	Maintain overhead costs <sup>1</sup> as less than 12% of total activity costs <sup>2</sup> including partnership investments  Source: PWT Financial Statements	Overhead costs were 6.5% of total activity costs for the first quarter.	Overhead costs year to date were 8.3% of total activity costs for this period.
	Annual	Maintain WCC core funding <sup>3</sup> at 50% or less of Wellington’s marketing activity investment <sup>4</sup>  Source: PWT Financial Statements	WCC core funding was 38.7% of total marketing activity investment.	WCC core funding was 48.7% of total marketing activity investment.
<b>Australia Sales and Marketing</b>	Quarterly	Airline capacity maintained at least to 2013/14 levels  Source: Wellington International Airport Ltd.	Trans-Tasman airline capacity reduced 3% in the quarter to 239,772 seats.	Trans-Tasman airline capacity reduced 3% to 466,044 in the year to December.
	Annual	Recognition <sup>5</sup> of Wellington as a visitor destination in targeted regions of Australia has risen over levels measured (after one full year of activity) in March 2015	Research regarding the familiarity of Wellington amongst Australian target markets will take place at	See Q2 result.

<sup>1</sup> Overhead costs include ‘Premises’, ‘Depreciation’ & ‘Operating expenses’ as line items in the Annual Report

<sup>2</sup> Expenditure made in joint venture activity. See Annual Report.

<sup>3</sup> See Annual Report

<sup>4</sup> Expenditure made in JV activity that targets the KPIs outlined in the SOI.

<sup>5</sup> Survey respondent knowledge of what Wellington has to offer as a visitor destination

		Source: PWT 'Wellington Travel Survey'	the beginning of Q4.	
	Quarterly	<p>Increase Australian visitor arrivals through Wellington International Airport over 2013/14 levels by 3%</p> <p>Source: International Visitor Arrivals, Statistics New Zealand;  <a href="http://www.stats.govt.nz/browse_for_stats/population/Migration/iva.aspx">http://www.stats.govt.nz/browse_for_stats/population/Migration/iva.aspx</a> (Table 7)</p>	Australian visitor arrivals to Wellington Airport decreased 3.8% to 40,704 in the October to December 2014 period (compared to the same period in 2013).	Australian visitor arrivals to Wellington Airport decreased 3.6% to 70,128 in the July to December 2014 period (compared to the same period in 2013).
<b>Convention Bureau Sales and Marketing</b>		<p>Maintain Wellington's Convention &amp; Incentive market share within the New Zealand market to 17% of the national share of the multi day conference market</p> <p>Source: Convention Activity Survey, Ministry of Business, Innovation and Employment;  <a href="http://www.med.govt.nz/sectors-industries/tourism/tourism-research-data/other-research-and-reports/convention-research/activity-survey">http://www.med.govt.nz/sectors-industries/tourism/tourism-research-data/other-research-and-reports/convention-research/activity-survey</a></p>	<p>Wellington's market share of C&amp;I multi-day delegate days for the September 2014* quarter was 18.3%. This was a decrease of 0.3 percentage points compared to the same period in 2013.</p> <p>*Data to Dec 2014 to be released 18-Feb</p>	<p>Wellington's market share of C&amp;I multi-day delegate days for the April to September 2014 period was 19.0%. This was a decrease of 0.4 percentage points compared to the same period in 2013.</p> <p>*Data to Dec 2014 to be released 18-Feb</p>
		<p>Increase leads/referrals generated to Business Events Wellington partners by 2% relative to 2013/14</p> <p>Source: Internally calculated/generated from the numbers of leads and referrals uploaded into Salesforce and from BEW website.</p>	<p>Leads/referrals generated for the December 2014 quarter were on par with the prior December quarter 2013.</p>	<p>Year to date leads/referrals generated are 8% below the same period in 2013</p>
<b>Destination</b>		Ongoing integration of Wellington brand story into all Wellington marketing activities	The launch of the new 'It's Never Just a Weekend When It's in Wellington' visitor	The Wellington Story and accompanying look and feel has been integrated across all



<b>Wellington<sup>6</sup></b>		Source: PWT, Grow Wellington and WCC report to CCOP's	campaign was designed to bring the 'place of the possible' to life, as well as provide a flexible campaign platform for future talent and business attraction activity.	campaign and collateral developed by PWT, Grow Wellington and WCC.
		Increase total website visits to WellingtonNZ.com by 10% relative to 2013/14  Source: Google Analytics	Traffic to WellingtonNZ.com hit a record monthly high of 389,887 in December, contributing to a high 719,905 quarter result (+28% on Q1).	WellingtonNZ.com has received a total of 1,279,466 visits within Q1 & Q2 which is +9.5% on Q1 & 2 2013/14.
		Delivery of marketing activity to targeted audiences in coordination with delivery programme  Source: PWT, Grow Wellington and WCC report to CCOP's	Search and event marketing activity was timed around delivery activity at the Game Connect Asia Pacific conference in Melbourne. The majority of marketing activity will occur in Q3 and Q4 to time in with delivery programme.	Search and event marketing activity was timed around delivery activity at the Game Connect Asia Pacific conference in Melbourne. The majority of marketing activity will occur in Q3 and Q4 to time in with delivery programme.
<b>Downtown Marketing</b>	Quarterly	Wellington retail and hospitality spending does not decline below 2013-14 levels  Source: Regional Tourism Indicators, MBIE. Measures electronic card spend on retail and hospitality by visitors to Wellington.	Retail and Hospitality spending by domestic and international visitors increased by an average of 13% in the October to December quarter	Retail and Hospitality spending by domestic and international visitors increased by an average of 9.6% in the July to December period (compared to the same period in

<sup>6</sup> At the time of writing these targets are being considered by the DW tripartite agreement between PWT, GW and WCC. These KPI's are subject to the confirmation of funding for the associated activities.

			(compared the same period in 2013). <sup>7</sup>	2013) <sup>8</sup> .
	Quarterly	Increase the KNOW Wellington audience (social media and KNOW eNews) by 10% to 157,000 <sup>9</sup>  Source: PWT database statistics	The KNOW Wellington audience currently sits at 167,634 at the end of Q2.	The KNOW Wellington audience currently sits at 167,634, ahead of the year-end target by 6.7%.
<b>International</b>	Quarterly	Increase international commercial guest nights to Wellington relative to 2013/14 by 2%  Source: <a href="http://www.stats.govt.nz/browse_for_stats/industry_sectors/accommodation/accommodation-pivot-tables.aspx">http://www.stats.govt.nz/browse_for_stats/industry_sectors/accommodation/accommodation-pivot-tables.aspx</a>	Commercial international guest nights increased 19.6% to 185,152 in the September to November period* (compared the same period in 2013).  *Data to Dec 2014 will be released on 12-Feb	Commercial international guest nights increased 15.0% to 320,943 in the June to November period* (compared the same period in 2013).  *Data to Dec 2014 will be released on 12-Feb
	Annual	PWT will work with WIAL to meet with airlines for which there is a business case to fly to Wellington and provide each with a business proposition. PWT will work with Wellington tourism providers and TNZ to promote travel to Wellington from key Asian source markets to increase demand for travel to Wellington.  Source: PWT and WIAL report to WCC	PWT has worked with WIAL and WCC to provide a package of agreements that has secured Jetstar to fly Melbourne from Q4 of 2014-15	PWT has worked with WIAL and WCC to provide a package of agreements that has secured Jetstar to fly between Wellington and Gold Coast from Q2 of 2014-15 and Melbourne from Q4 of 2014-15

<sup>7</sup> Note - this is the average of the change for each of the domestic and international markets - total/combined results are not published.

<sup>8</sup> As above.

<sup>9</sup> The reach the KNOW e-news is now in excess of 47,000; as a communication targeting Wellington households the reader rate is reaching saturation (c. 80,000 households in Wellington TA)..

	Annual	Increase the spend of international visitors to Wellington in 2014/2015 by 2% relative to 2013/14  Source: Regional Tourism Indicator reports produced by MBIE	International visitor spend increased 25.5% in the October to December quarter (compared to the same period in 2013).	International visitor spend increased 24.4% in the July to December period (compared to the same period in 2013).
<b>New Zealand and Event Marketing</b>	Quarterly	Increase domestic commercial guest nights in Wellington city by 2% relative to 2013/14 <sup>10</sup>  Source: <a href="http://www.stats.govt.nz/browse_for_stats/industry_sectors/accommodation/accommodation-pivot-tables.aspx">http://www.stats.govt.nz/browse_for_stats/industry_sectors/accommodation/accommodation-pivot-tables.aspx</a>	Commercial domestic guest nights increased 9.1% to 388,400 in the September to November period (compared to the same period in 2013).  *Data to Dec 2014 to be released 12-Feb	Commercial domestic guest nights increased 2.1% to 721,584 in the June to November period (compared to the same period in 2013).  *Data to Dec 2014 to be released 12-Feb
	Quarterly	Increase weekend rooms sold in partner hotels <sup>11</sup> by 2% relative to 2013/14  Source: PWT's Hotel Monitor	Weekend Room Nights Sold increased 3% in the September quarter compared to the same period in 2013.	No data for Q2
<b>Digital Marketing</b>	Quarterly	Increase total website visits to WellingtonNZ.com by 10% relative to 2013/14  Source: Google Analytics	Traffic to WellingtonNZ.com hit a record monthly high of 389,887 in December, contributing to a high 719,905 quarter result (+28% on Q1).	WellingtonNZ.com has received a total of 1,279,466 visits within Q1 & Q2 which is +9.5% on Q1 & 2 2013/14.

<sup>10</sup> The Trust recognises the ebbs and flows of business activity and visitor movements through the year but also understands that growth in business activity should be our target at all times of the year. Our organisational KPI's reflect this ambition by targeting a noted percentage growth over previous years for each individual quarter.

<sup>11</sup> Positively Wellington Tourism's New Zealand Marketing Campaign is funded in partnership with 19\* city hotels (\*Based on 2013/14 partnership).

	Quarterly	Increase Wellington's subscribed audience by 7% (enewsletter and social media subscribers across all areas) to 215,000  <a href="#">Source: PWT database stats</a>	Wellington's subscribed audience increased 2.8% on Quarter 1.	Wellington's subscribed audience currently sits at 269,915, ahead of the year-end target.
<b>Product Development</b>	Annual	Provide support and research assistance into the visitor usage aspects of infrastructure projects proposed by WCC in its Eight Ideas for Economic Growth.  <a href="#">Source: PWT and partner report to WCC</a>	PWT has provided WCC significant support in regards to the data Convention Centre proposal as well as working on the Cable Car Trail, Great War Exhibition, the Mountain Biking sector and a variety of small business start-ups.	PWT has provided WCC significant support in regards to the data collection and public consultation around the Hilton Convention centre proposal and a number of other initiatives.
<b>i-SITE Visitor Centre</b>	Quarterly	Maintain i-SITE revenue relative to 2013/14  <a href="#">Source: PWT financial statements</a>	i-SITE revenue is 8% behind the same period last year.	Year to date, the i-SITE revenue is 9.8% behind the same period last year.
	Annual	Increase the proportion of sales of Wellington product <sup>12</sup> by 2.0% relative to 2013/14  <a href="#">Source: PWT Financial Statements</a>	Wellington product sales increased by 12.9% during the December quarter compared to the same quarter in 2013.	Wellington product sales have increased by 9.7% year to date.
	Quarterly	Visitors to the i-SITE maintained at 2013/14 levels  <a href="#">Source: i-SITE Visitor Centre door counters</a>	Visitors this quarter totalled 107 271 – up 2.3% on last year.	Year to date visitor numbers have increased by 10.8%

<sup>12</sup> Wellington, Porirua, Hutt City and Upper Hutt City accommodation & activity products as a % of overall i-SITE sales.

# Highlights of our Activity

## Brand & Communications

### **Brand Campaign**

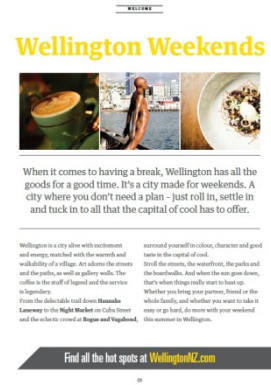
The '[It's Never Just a Weekend When It's in Wellington](#)' campaign launched on TV, cinemas and YouTube on October 12, following an exclusive reveal to our Facebook fans on October 10. Feedback from consumers and commercial partners was hugely positive.

- The six-week campaign launch period saw almost 86,000 domestic market visits to WellingtonNZ.com, up 15% on the previous period and 12% on the previous year.
- Organic traffic was up 14% on the prior period, and saw a 12% increase on the year prior. Direct traffic increased 25% on the previous six weeks, indicated a strong recall of the url from the campaign.
- The digital activity had a combined reach of just under 300,000, with YouTube advertising attracting 41,500 views. The Facebook reveal had a reach of just under 120,000, attracting over 14,500 views. The Facebook activity had an average view of 33 seconds, with a quarter of viewers watching the full 60 second clip. The reveal attracted 1,800 engagements (likes, comments, shares), which was followed up with 'hidden gems' content and a 'count the beards' competition.



## Mini magazine

Following the brand campaign launch on TV, cinema and digital, 175,000 Wellington guide mini magazines were distributed throughout late October-early November in NZ Herald, The Press, Manawatu Standard, Marlborough Express and Hawke's Bay Today. The guide profiles upcoming events, hot new spots to try and hotel deals.



## Tyrannosaurs – Meet the Family

The campaign for the Tyrannosaurs Meet the Family exhibition had a cumulative reach of 2,039,081 across the quarter, driving 10,676 web page views. The cinema, radio and digital campaign was complemented through hosted media features in publications such as New Idea, a partnership promotion with What Now and social media activity.

A competition to select your favourite of '10 Meaty Reasons to Meet the Tyrannosaurs at Te Papa' had a reach of just under 75,000 on Facebook, attracting 1,105 likes, 514 comments and 57 shares. The 'Meaty Reasons' approach was also applied to planning for a drive range print and radio push for mid-January, reminding people to visit before the Tyrannosaurs become extinct again after Waitangi weekend.

## Australia Cycling Campaign

October saw the launch of our cycling campaign in Australia, in partnership with Tourism New Zealand and regional partners. The campaign began with exhibiting the Go Bike Expo, with a regional cycling guide developed for distribution at the event, along with through fitness, health and cycling publications. A media outreach and famil programme was launched, with coverage secured in APN Australian Regional Media, Fitness First and a famil locked in with Mountain



Biking Australia. The campaign also includes a series of boosted Facebook posts and advertising, which had a reach of just under 65, 000 and a total of 2,833 clicks through to WellingtonNZ.com/Cycling.



### Destination Wellington

To boost and leverage Grow Wellington’s attendance at the Game Connect Asia Pacific (GCAP) conference in Melbourne, we coordinated a targeted networking event at Beer DeLuxe for Grow Wellington and Melbourne gaming contacts, utilising Wellington gaming community networks. The ‘soft sell’ approach was designed to raise awareness and understanding of Wellington as a serious player in the Australasian gaming scene amongst industry influencers, as well as putting the city on the radar as a potential place to set up/move their business. Relationships established at the event also drove [coverage about Wellington’s Development Scene on Develop-online.net](#).

Goodie bags for Australian guests included Wellington collateral, a Garage Project beer, Whittaker’s chocolate and a ‘Supercharge your business’ WellingtonNZ.com phone power bank.

A ‘Wellington’s Got Game’ campaign page was developed for WellingtonNZ.com, with Search activity set up specifically to target the gaming sector, with paid search activity delivering just under 105,000 impressions and 183 clicks at a cost per click of \$2.04.



## Media Programme

There were 201 stories on Wellington in the quarter that were influenced by PWT activity. Australasian coverage had a cumulative audience of 8.1 million and an advertising space rate value of \$430,000.

- **New Zealand**

There were 26 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 971,486 and an advertising space rate of \$190,045. Major results included articles by Kim Knight (Waikato Times, Sunday Star Times, Marlborough Express), Jenny Nichols (North & South), Jared Savage (New Zealand Herald), Aimee Cronin (Waikato Times) and Josie Steenhardt (Remix) . 8 domestic media famils were hosted in Wellington across the quarter, including *Grant Smithies*, *Kim Knight* and *Shabnam Dastgheib* all of *Sunday Star Times*, and *Leigh Stockton* of *Idealog*.

- **Australia**

There were 175 Australia media stories on Wellington in the quarter that were influenced by PWT activity. The quarter's coverage had a cumulative audience of just under 7 million and an advertising space rate of just under \$250,000. Major hosting results included stories by Kate Miden (news.com.au) and Andrew Taylor (Australian Financial Review).

To set the scene for 2015 media pitches, 50 target media were sent a gift from 'One out of the box', featuring Flight Coffee, a Leeds St Bakery salted caramel cookie and a Christmas card featuring the Wellington Advent Calendar illustration. Tongue-in-cheek personalised messages were written, telling the journalists to expect to hear from our 'sweet little city' soon.





- **International**

There were nine international media stories on Wellington in the quarter that were influenced by PWT activity. Major hosting results included stories by Christopher Wakling for The Independent and The Independent on Sunday and Lee Ryder for Newcastle Evening Chronicle.

### **Corporate Communications**

There were 43 media stories about Positively Wellington Tourism and the Wellington tourism industry in the quarter. The quarter's coverage had a cumulative audience of 1,634,626 and an advertising space rate of \$54,015. Coverage highlights included :

- 2014/15 cruise ship season
- The establishment of WREDA
- The Middle of Middle-earth Costume Trail

During the quarter PWT also gave good balance to coverage of:

- The Mt Victoria tree swing accident
- Interislander ferry reliability concerns

Our annual highlights video was also produced and launched to partners at our industry function. [Absolutely Positively Promoting Wellington](#) covers off some of the year's most iconic projects, including The Capital pop up city, the Wellington Story Video Series, the It's Never Just a Weekend When It's in Wellington, event campaigns, the Vampire's Guide to Wellington, Wellington Has Things and the re-launch of WellingtonNZ.com

## **Events & Partnership**

### **Business Events**

Business Events Wellington (BEW) attended the PCO (Professional Conference Organisers) conference in Canberra in November as part of a CINZ and TNZ collective. BEW hosted a private dinner at this event with the Hon. Chris Seed for 15 key delegates who are looking to bring their next conferences to New Zealand.

BEW recorded 36 large leads (150 pax or above) and confirmed 3 large business events in this quarter worth approx. \$152,000 to the Wellington economy. BEW hosted 22 potential clients during the quarter.

In the latest CAS (Convention Activity Survey) data, Wellington still rates as the second largest region for conference delegate days. However, with new convention centres planned for Canterbury, Queenstown and Auckland, it is likely that we will see more conference activity heading to the South Island.

### **Number of Delegates - July to December 2014**

<b>Region</b>	<b>Sum of Conference/Convention delegates</b>	<b>Sum of Conference/Convention delegate days</b>	<b>Sum of Total delegate days</b>
Auckland	96,970	151,974	463,362
Hamilton & Waikato	11,473	20,570	127,011
Bay of Plenty	5,829	10,214	55,705
Rotorua	9,927	23,358	38,820
Taupo	4,427	9,514	19,196
Hawkes Bay	1,233	2,744	21,291
Manawatu	11,776	23,557	109,316
<b>Wellington</b>	<b>37,628</b>	<b>76,638</b>	<b>199,562</b>
Marlborough	1,232	5,941	13,264
Nelson	2,161	4,580	79,505
Christchurch & Canterbury	11,479	26,689	135,872
Dunedin	4,355	11,988	38,119
Queenstown	5,725	15,132	30,368
<b>Grand Total</b>	<b>204,213</b>	<b>382,897</b>	<b>1,331,389</b>

## Consumer Events

The events team have worked closely with a range of stakeholders and particularly the City Council Events team creating detailed plans and programmes for events over the summer and through 2015.

## World of WearableArt – September/October

Now in its 26<sup>th</sup> year, the World of WearableArt Awards Show sold more than 53,000 tickets to the 15 shows held in 2014, which was 13% more than 2013. The expansion of the show also contributed to a 9.6% increase for guest nights in Wellington in October.

11 million audience were reached through PWT's channels via consumers and media results



Post Details

Reported data may be delayed up to 30 minutes.

Absolutely Positively Wellington added 3 new photos.  
October 7 at 4:52pm

(COMPETITION) Just spotted a bunch of rugby league superstars at Oriental Bay. Want to win the ball they signed? Comment below who you think will make it to the Four Nations final in Wellington to be in to win: [bit.ly/1pJFJm](http://bit.ly/1pJFJm)

142,272	People Reached	
1,796	Likes, Comments & Shares	
1,342	526	816
Likes	On Post	On Shares
414	306	108
Comments	On Post	On Shares
40	38	2
Shares	On Post	On Shares
18,124	Post Clicks	
3,852	103	14,169
Photo Views	Link Clicks	Other Clicks (i)
NEGATIVE FEEDBACK		
20	Hide Post	
0	Report as Spam	
6	Hide All Posts	
1	Unlike Page	

142,272 people reached

\$102.24 Left

Like · Comment · Share 526 301 38

## Four Nations League Final - November

November saw Wellington host the Four Nations League Final between New Zealand and Australia. With only a week's notice of which teams would play, the event was well supported with an attendance in excess of 20,000 people. A PWT social post promoting the event received some of the highest engagement with over 140,000 people reached.

## Hobbit Costume Trail – November - March

To celebrate the release of the final movie in the Hobbit trilogy, Sir Peter Jackson (Wingnut Films) loaned the city 22 costumes worn in the trilogy, to form a Costume Trail throughout key locations around Wellington. A Costume trail map was produced for locals and visitors to the region which has been spotted all

## **Digital Marketing**

### **WellingtonNZ.com**

Traffic to WellingtonNZ.com saw a 28% increase compared to Quarter 1. This was primarily driven by December's record breaking result of 389,887 visits, up 21% on the previous monthly record set in December 2014, and was a result of a successful Christmas campaign.

Of note, is the continued increase in mobile traffic to WellingtonNZ.com. While this has previously been sitting consistently between 22-26% of all traffic to the site, in Quarter 2 it tipped the 30% mark.

In terms of highest viewed content on WellingtonNZ.com, two 'Sights and Activities' editorial pieces topped the chart; 'Wellington's Top 10 Things To Do' received 49,842 views while 'Best Things To Do For Free' received 16,951 highlighting the importance of creating content that provides recommendations for visitors to the city.

Several key development projects have commenced in Quarter 2. An online resource toolkit is underway, aimed with providing a hub for businesses, agents, education providers and media to access the images, videos and assets they require in order to tell Wellington's story on our behalf. This is expected to launch within Quarter 3.

#### **Top 10 Wellington must dos**

There's so much to see and do in the coolest little capital, so to get you started, here's our list of the top 10 must dos when you visit Wellington.



##### **Discover our stories at Te Papa**

The national museum of New Zealand, Te Papa, is fascinating and fun for curious minds of any age. The exhibits are innovative and interactive, telling stories of New Zealand's unique geological, biological, cultural and social history in new and exciting ways. By the way - general admission is free (some touring exhibitions have an entry fee).

Check out some of Wellington's many other museums and galleries.



##### **Enjoy 360-degree views from the top of Mount Victoria**

Get a panoramic view of city and harbor, and a great photo opportunity at the Mount Victoria Lookout. Watch the ferries sailing in through the harbor and aircraft taking off from Wellington Airport. You can drive all the way up, or walk through the town belt gateway. Grab some fish and chips and sit on the grass as the sun goes down and the lights come up.



##### **Taste your way around the city**

Wellington is said to have more bars and restaurants per capita than New York City, and with rich farmland to the north and ocean's bounty to the south, those restaurants are spectacularly good. We're also known as the craft beer capital, and as for our coffee...it's legendary.



##### **Ride the historic Wellington Cable Car**

The Cable Car is a Wellington icon. It runs from Lambton Quay up to Kellieburn, where at the top there's a lookout, the Cable Car Museum, and Green Observatory. With interactive displays, a state-of-the-art digital planetarium and historic telescopes, it's a virtual voyage to the stars. Come back down to earth (and the city) through the beautiful Botanic Gardens.

## **Downtown Marketing**

### **Wondrous Wellington Advent Calendar**

Quarter 2 saw the launch of the 5<sup>th</sup> annual [Wondrous Wellington Advent Calendar](#) on 1 December.

As well as celebrating and profiling our city, the Wondrous Wellington Advent Calendar is about connecting people with downtown Wellington's retailers, hospitality businesses and attractions in a fun and festive way. Each day in the lead up to Christmas, a treat from a local business was revealed, hidden within an animated Wellington illustration.

The 2014 edition of the Advent Calendar saw 239,103 visits, and was primarily responsible for the highest ever traffic month for WellingtonNZ.com. A huge 91,244 vouchers were emailed to users, up 50% from 2013's result of 60,590, and the hashtag #WellingtonAdvent was trending across New Zealand on Twitter.

This year, emphasis was placed on having an even split between retail, hospitality and attraction offers, and proved popular with users. While full redemption rates are still being calculated, initial feedback from partners has been overwhelming positive.

RUBY (high end retailer in Old Bank Arcade) received \$9,000 worth of business as a direct response from their Advent Calendar offer of 'spend \$250, receive \$50 off':

"We're really happy with the results and would love to participate next year. We had a total of 36 vouchers redeemed, with a minimum spend of \$250, which we were really pleased with".

The Little Waffle Shop were busy making 4,678 waffles as a result of their 2 for 1 waffles offer.

"We had 2339 redemptions, so times that by 2 and you have the total amount of waffles sold. This accounted for approximately 25% of our total sales over the period!"



## **Travel Trade Marketing**

### **Australia**

Positively Wellington Tourism visited key trade on sales calls in December 2014 along with Interislander and Destination Marlborough. Ten decision maker appointments were held and 53 frontline agents trained in Sydney, Brisbane, Gold Coast and Melbourne. The declining purchasing power of the Australian dollar should encourage Australians to holiday closer to home and Australian travel sellers are very positive about Wellington, with Cruise, Coach and Independent travel all performing well.

In October, Tourism New Zealand hosted 247 frontline agents on their largest ever famil held, spread across New Zealand. Wellington hosted 47 agents and then partnered with Wairarapa and Hawke's Bay at the Training Day held in Auckland to train the entire contingent. Our regional session was interactive and a real hit with the agents.

Wellington became part of the South Island – temporarily – when PWT was invited to join the South Island regions to train Perth agents during October. Wellington promoted itineraries which encouraged Western Australians to fly into Christchurch on the recently introduced Air New Zealand Perth-Christchurch route and then tour northwards before flying out of WIAL. We also partnered with Air New Zealand's training team in three webinars before the final Hobbit release and supported the airline and Tourism New Zealand's with Middle Earth goodie bags at trade screenings of The Hobbit: Battle of the Five Armies before the Australian premiere in December.

### **Asia**

PWT represented the Wellington & Wairarapa region at Tourism New Zealand's KiwiLink China and Frontline Training event in November. A total of 315 agents were trained in Hong Kong, Guangzhou, Beijing and Shanghai and 90 Product Manager appointments were held. A record number of New Zealand companies participated in the event, demonstrating the growing importance of the China market throughout New Zealand.

### **Rest of World**

In October, a pre-season cruise meeting with presentations from Cruise NZ and a ground handler was attended by more than 100 Wellington businesses and City Ambassadors. This was the highest attendance nationwide, demonstrating the importance and interest in cruise from local tourism operators and retailers. Follow up visits were under-taken with eight inbound tour operators who deal with the China and India markets to follow up on KiwiLink appointments held in those source markets.

Famil activity was exceptionally high in Q2, with agents hosted from India, China, Australia, Singapore, Canada and Japan as well as an early scoping visit from Lions Rugby Travel UK.

In total, PWT met with 108 decision makers, trained 645 frontline agents and hosted 154 travel sellers in Wellington during Q2.



## **Wellington i-SITE Visitor Information Centre**

The redevelopment of the ex café area completed, providing a light filled, informative space with stools and high tables to encourage visitors to linger and engage in promotion of the regional product. One part of the area promotes film tourism and includes a large Gandalf statue and image-rich content detailing the story of the Miramar Group, a map of film locations around Wellington and showcases film tourism product. The Department of Conservation area promotes the local island sanctuaries, marine reserves and forest parks in the region as places to learn about conservation, history, nature through adventure, fun and relaxation.



The Portico removal project began in November providing challenges around identifying the Centre location, access areas and noise. Unsurprisingly this confusion reflected to a decline in sales and actual visitor numbers through the centre. Additionally the high foot count recorded on both doors as locals have accessed Civic Square and Wakefield Street through the Visitor Centre has meant measurement of revenue per foot count and transactions has not been meaningful.

Positive results were gained from the Visitor Research Survey conducted over four weeks in November and December. The mission was to measure customer satisfaction against key performance indicators and gather visitor and market information. 62.5% of visitors rated their overall visitor satisfaction experience 10/10 compared with 55.8% the previous year and 91.2% rated this same category between 8-10/10 compared with the previous year of 81.8%. Consultant's product knowledge and expertise also saw a positive result from 2013 with the 8-10/10 rating increasing from 79.9% to 89.7%.

Four new summer crew joined the team to work over the cruise and high season. The new consultants all study tourism at Victoria University and were all recruited from the Wellington City Ambassador programme where they worked on a volunteer basis the previous cruise season.

The 2014/15 Cruise season began in October, and up until December 29 ships were hosted, with PWT operating shuttles on 11 of these days. Ambassadors attended product update tours as additional training at Te Papa, Museum of City & Sea and Carter Observatory, and also completed guided tours of Lower Hutt (organised with support from Hutt City), Close Encounters and guided walks of Wellington Zoo and Wellington City Scenic Tours.