

## Quarterly Review – Positively Wellington Tourism

Positively Wellington Tourism has presented its report for the quarter ended 31 December 2004 for review. A summary of key findings is presented below and the full report is attached.

### Highlights: achievements

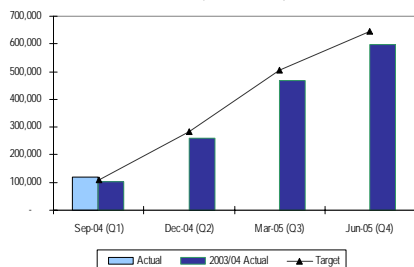
- NZ inbound visitor arrivals up 12% in the 12 months to September 2004, with international visitors to Wellington up 10%. Australian visitors to Wellington up 20% in the same period.
- Domestic guest nights in commercial accommodation up 7% in the 12 months to November 2004. Hotel occupancy increased by 1.4% in the period.
- PWT has continued to be involved in planning a range of events, including the World of Wearable Art, V8 Supercars, Global Challenge, and Neil Diamond.

### Activities during the quarter

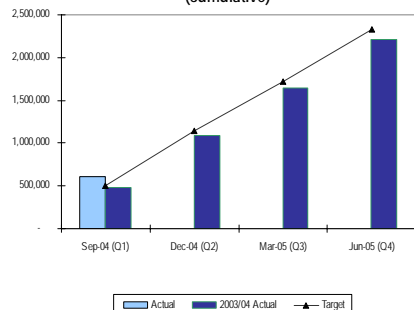
- One million visitors to [www.WellingtonNZ.com](http://www.WellingtonNZ.com) website in the 12 months to December.
- Delivery of the Australian Road show and the UK and Japan Kiwilink Road shows.
- Support for key product development opportunities such as the Karori Wildlife Sanctuary, Marine Education Centre and Cable Car Precinct.
- Formation of a new marketing alliance involving Regional Wellington, Wairarapa, and PWT.

### Performance

Proxy Performance Measure  
International Commercial Visitor Nights to Wellington  
(cumulative)



Proxy Performance Measure  
Retail spend \$ per quarter  
(cumulative)



### Macro Key Performance Indicators

The following KPI's have been reported by the company

Measure	Annual Target	Quarter Target	Quarter Actual
Regional Econ Growth for Tourism Sector	10%	N/A	N/A
Number of Visitors – Domestic	695,000	N/A	N/A
Number of Visitors – International	584,000	N/A	N/A
Number of Visitor Nights – Domestic	1,548,000	N/A	N/A
Number of Visitor Nights – International	4,000,000	N/A	N/A

The Domestic targets cannot be confirmed until the Domestic Travel Survey is available. Also, the results for the above are not yet available and proxy measures will be used to assess the performance of PWT (please see graphs above).

### Financial Commentary

- Overall the quarter was slightly below plan, and \$254k ahead of plan YTD as a result of lower than planned expenses in the first six months.
- Operating income is slightly ahead of budget, with Visitor centre sales 28% ahead of budget but offset by the reduction of partner income following the decision by CentreStage partners to draw on Centre Stage reserves. This reduction is also offset by reduced Centre Stage expenditure.
- Variances in a number of expense items are due to timing issues.
- The reserves of the Trust continue to diminish as a result of planned cashflow deficits. The cash position takes account of the 50% of the operational grant from WCC. The remainder will be paid 1 January 2005.

### Statement of Financial Performance

For the quarter ended 31 December 2004

\$'000	Q2 Actual	Q2 Budget	YTD Actual	YTD Budget	FY Budget
Income	1,340	1,329	2,777	2,869	5,538
Expenditure	1,408	1,370	2,628	2,974	5,647
Operating surplus	(68)	(41)	148	(105)	(109)

Operating margin -5% -3% 5% -4% -2%  
NB: Income is gross surplus from trading net of COGS

### Statement of Financial Position

As at 31 December 2004

\$'000	YTD Actual	2002/03 Actual	FY Budget
Current assets	1,144	-	-
Non-current assets	176	-	-
Current liabilities	780	-	-
Non-current liabilities	-	-	-
Equity	540	-	-

Current ratio 1.46 : 1 - -  
Equity ratio 41% - -

### Statement of Cash Flows

For the quarter ended 31 December 2004

\$'000	YTD Actual	2002/03 Actual	FY Budget
Operating	(801)	-	-
Investing	(41)	-	-
Financing	-	-	-
Net	(842)	-	-
Closing balance	1,004	-	-

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

Contact officer:

Amarjit Younger

## Profile - Positively Wellington Tourism

Positively Wellington Tourism is Wellington's official tourism organisation. It is a charitable trust, funded by [Wellington City Council](#).



PWT markets Wellington as New Zealand's ultimate urban destination. Positively Wellington Tourism has identified arts, education, events, sports and venues, food, beverage and retail as the city's six "sectors of excellence".

PWT runs the successful "Positively Wellington weekends" campaign within New Zealand. PWT is the key stakeholder in the [Centre Stage of New Zealand](#) international marketing brand for Wellington, Greater Wellington, Nelson, Marlborough and the Wairarapa.

Positively Wellington Tourism's Convention Bureau targets people who would like to hold their meetings in Wellington. The Wellington Visitor Information Centre helps visitors once they are in the city, as well as those who visit our city online.

As well as working with Wellington City Council, PWT works with the private sector in our goal to create economic and social benefit for Wellington City.

### Entity Data

Established	1997	
Board	Phillip Shewell (Chair) Cr Andy Foster Janine Gould Ian Fitzgerald Peter Lawson Ian Wells Nicki Stewart Jennie Langley	<i>Term expires:</i> 31 Dec 06 Oct 07 31 Dec 06 31 Dec 05 31 Dec 05 31 Dec 07 31 Dec 07 31 Dec 07
CEO	Tim Cossar	
Balance date	30 June	
Number of FTE staff	30.00	
Website	<a href="http://www.wellingtonnz.com">www.wellingtonnz.com</a>	
Type of entity	Council-settled Trust	
LGA designation	CCO	
By reason of	Board control: all trustees appointed by Council	
Council interest	\$3.611m	
Type of interest	Operating Grant	