

Partnership Wellington Trust Monitoring Sub-Committee Report September Quarter 2005

Executive Summary

General

Most significant KPIs remain on target apart from the Visitor Centre which is behind on its sales targets. There are no significant issues at this time that we need to bring to the Council's attention.

There have been a number of staff changes in the quarter. Areas where change is most significant are Visitor Centre Manager, Product Development Manager and Communications Manager.

International Situation

New Zealand Inbound Arrivals (IVA) show an 11.5% increase in the 12 months to December 2004. International Visitor Survey (IVS) figures show Wellington Visitor numbers increased by 10.7% in the same period. Visitor nights increased 13.3%.

The Australian market continues to show solid growth. IVA figures show Australian visitor arrivals to New Zealand are up 16.5% in the 12 months to March 2005. IVS figures show Australian visitor numbers to Wellington increased by 15.3% in the same period, and visitor nights were up 64%. There are indications that growth will slow out of Australia as a result of increasing travel costs, more aggressive domestic holiday marketing by Tourism Australia and individual states within Australia and other offshore destinations.

International passenger movements through Wellington Airport were up approximately 28.5% in the 12 months to March 2005 compared to the same period in 2004.

The international tourism industry continues to be impacted by global events such as terrorism, increased fuel costs and Bird Flu. Most analysts are predicting that international tourism will slow down in the next 18-36 months. Some commentators also believe that New Zealand is slipping in favour of destinations where there may be more value for money - Vietnam, Peru and Chile, for example. These issues, coupled with a high New Zealand dollar, are already putting pressure on inbound arrivals into New Zealand. Tourism New Zealand are now predicting inbound growth in the next 12 months to be a modest 1-5%.

Domestic Situation

Domestic guest nights in commercial accommodation were up 8.2% in the 12 months to year end August 2005. Domestic passenger movements through Wellington Airport were down 0.4% for year ending September 2005.

The Hotel Monitor indicates a 1.2% decline in weekday and 3% decline in weekend occupancy in the quarter. Available hotel accommodation capacity is up 13.6% on the same period in 2004.

Overall, the domestic market remains relatively stagnant with little growth forecast nationally. The main competition is coming from offshore destinations such as Australia, where the value proposition, the airline deals and the high value of the New Zealand dollar are motivating New Zealand consumers to travel offshore at greater rates than previous.

Key achievements in the September Quarter:

Successful re-launch of the domestic campaign – ‘Have a Love Affair with Wellington’.

Visits to WellingtonNZ.com 30% ahead of same quarter in 2004.

Partner funding secured at higher levels to 2004/05 financial year.

Review of Downtown marketing strategy following qualitative research.

Completed successful delivery of WOW marketing programme including the hosting of key international trade and media.

Launched Australian consumer marketing campaign and the continuation of the growth in Australian visitors to Wellington. Australian visitor night also have shown significant growth.

A continued increase in both domestic and international lead generation through the Convention Bureau.

Successful negotiation of National Regional Visitor Monitoring programme in partnership with five RTOs, Tourism New Zealand and the Ministry of Tourism.

Confirmation that on any given night an average of 23,000 people are staying in the Wellington region.

PWT hosted more media, professional conference organisers and trade in three months than we used to host in six months.

Issues in the Quarter

Trading issues at the Visitor Centre relating to accommodation arrangements made during the Lions Tour.

Lower than expected sales at the Visitor Information Centre. Only 73% of budget achieved in first quarter of financial year. Sales still remain ahead of the same quarter in 2004.

Higher than expected staff turnover.

Major Projects in the next quarter

Re-launch of Downtown campaign.

Delivery of marketing programme for AXA International Sevens.

Completion of Research Plan and actioning Research priorities.

Induction of new staff.

Preparation of the Visitor Centre for the upcoming season.

Preparation of the 2006/07 Business Plan.

Taking a lead advisory role in tourism elements of Wellington Regional Strategy.

Development of long haul air services plan.

Financial Report (Spreadsheets attached)

- Partnership Wellington Trust September 2005 Statement of Financial Position
- Partnership Wellington Trust September 2005 Quarter Statement of Financial Performance
- Wellington Visitor Information Centre September 2005 Quarter Statement of Financial Performance
- Partnership Wellington Trust September 2005 Quarter Statement of Cash Flows

Partnership Wellington Trust's financial performance for the September 2005 Quarter is a surplus of \$296,312 against a budgeted surplus of \$22,199 a variance of \$274,113.

The total expenditure was under spent by \$307,839, which is a 16% variance on the budgeted total marketing expenditure of \$1,920,397 for the quarter.

A detailed breakdown of variances is provided in the financial performance section in this report.

Issues/Risks

There are no issues or risks that we need to bring to your attention.

The Trust has a six year rental agreement for its office space in Grand Plimmer Tower. The annual rental is \$94,600 + GST with two rights of renewal for three years at the Trust's discretion.

The Trust has a six-year rental agreement for its Visitor Centre office space in the WCC CAB Building, expiring in December 2006. The annual rental is \$91,500 + GST with two rights of renewal of three years each at the Trust's discretion.

Partnership Wellington Trust has two three-year leases on two cars that expire in April 2007 and July 2007. The annual cost of the leases are \$15,999 + GST.

Partnership Wellington also has a range of employment agreements with its employees.

Other Items

Nil

Statement of Financial Performance

The significant Income Variances for the September quarter are:

- Visitor Centre Income \$-235,258
- Partner Income \$-69,248
- Sundry Income \$65,376

Visitor Centre Income is under budget by \$235,258 due to

- Lower trading than expected.

Partner Income is under budget by \$69,248 due to

- Timing issues causing variation.

Sundry Income is over budget by \$5,376 due to

- Timing of the Convention Planner sales.

The significant expenditure variances for the September quarter are:

➤ Visitor Centre Direct Costs	\$199,520
➤ Australia	\$351,458
➤ Downtown	\$72,363
➤ Domestic Marketing	\$307,127

Visitor Centre Direct Costs are under budget by \$199,520 due to

- Reduced costs in line with reduced revenue.

Australia expenditure is under budget by \$351,458 due to

- Timing issues causing variation.

Downtown expenditure is over budget by \$72,363 due to

- Timing issues causing variation.

Domestic Marketing expenditure is over budget by \$307,127 due to

- Timing issues causing variation.

Statement of Financial Position

Total accumulated funds are currently \$504,223. Of these accumulated funds, \$196,528 is represented by fixed assets.

Cash at the bank and short-term deposits were \$1,664,184 as at 30 September 2005.

Accounts payable as at 30 September 2005 were \$377,157.

Statement of Cashflows

Attached.

Capital Expenditure

Capital expenditure of \$85,117 occurred during the September quarter. The capital items were:

Furniture	\$3,154
Leasehold Improvements	\$7,872
Computer Equipment	\$74,091

Signed: _____

Date:

Philip Shewell
Chairman Partnership Wellington Trust

Overheads and Governance

Performance Indicators	
2006/07 Business Plan produced by March 2006.	<p>Result</p> <p>Status To be actioned</p> <p>Comments First draft due with Wellington City Council on 14 November 2005. Focus will be on new initiatives.</p>
10 Board meetings held. 3 Audit Finance and Risk Subcommittee meetings held.	<p>Result</p> <p>Status On target</p> <p>Comments 3 Board meeting held to date. 1 Audit Finance and Risk Subcommittee meeting held to date.</p>
Audited accounts and annual plan produced within 60 days of 30 June 2005. Quarterly reports to WCC delivered on time.	<p>Result Achieved</p> <p>Status Completed</p> <p>Comments</p>
HR, Finance and IT policies and systems current and regularly reviewed.	<p>Result</p> <p>Status Ongoing</p> <p>Comments</p>
Overhead cost below budget or no more than 5% over budget.	<p>Result</p> <p>Status On target</p> <p>Comments</p>

i-SITE Visitor Centre/Customer Service Centre

Performance Indicators	
<p>5% growth in visitors to Centre.</p> <p>4,500 email enquiries responded to.</p> <p>\$300,000 online sales achieved.</p> <p>20,000 telephone enquiries responded to.</p> <p>\$664,000 telephone and email sales.</p>	<p>Result Status Behind target</p> <p>Comments</p> <p>3.9% growth in visitors to Centre</p> <p>1,925 email enquiries responded to.</p> <p>\$93,587 online (Bookrite) sales YTD.</p> <p>2887 telephone enquiries responded to.</p> <p>\$13,310 telephone and email sales YTD.</p>
<p>Customer satisfaction in peak season at 90% (rated very good or excellent).</p>	<p>Result Status To be actioned</p> <p>Comments</p>
<p>VIN expansion programme finalised: Airport, Civic Square, DOC.</p>	<p>Result Status On Hold</p> <p>Comments</p>
<p>Increase non-ticket revenue by 8%.</p> <p>Increase sales of Wellington only product by 10%.</p>	<p>Result Status Behind target</p> <p>Comments</p> <p>Non-ticket revenue sales down 5%, mainly due to rental income.</p> <p>Sales of Wellington only products are down almost 25% on last years sales.</p>
<p>Average sale of \$6 per visitor.</p> <p>\$250,000 revenue per FTE staff member.</p>	<p>Result Status Behind target</p> <p>Comments</p> <p>Average sale of \$5.13 per visitor.</p> <p>\$184,335 per FTE staff member.</p>

Research

Performance Indicators									
<p>Manage annual domestic market research programme.</p> <ul style="list-style-type: none"> • Domestic Travel Survey • Forecasts • Hotel Monitor • Commercial Accommodation Monitor • Domestic Visitor Profile • VFR Monitor • Regional Visitor Monitoring Programme • Retail Trade Statistics • Downtown Wellington • Domestic Campaign Evaluation 	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Result</td> <td style="width: 50%;">Status</td> </tr> <tr> <td></td> <td>Ongoing</td> </tr> <tr> <td colspan="2">Comments</td> </tr> <tr> <td colspan="2"> <p>PWT has managed the results and relationships related to all domestic market research. We have actively contributed to the development of the Regional Visitor Monitoring Programme in partnership with 5 other RTOs, the Ministry of Tourism (TMT) and Tourism New Zealand.</p> <p>The domestic market research programme was reviewed in June. The VFR Monitor and Domestic Visitor Profile will now be produced quarterly to align with other surveys and reporting dates.</p> </td> </tr> </table>	Result	Status		Ongoing	Comments		<p>PWT has managed the results and relationships related to all domestic market research. We have actively contributed to the development of the Regional Visitor Monitoring Programme in partnership with 5 other RTOs, the Ministry of Tourism (TMT) and Tourism New Zealand.</p> <p>The domestic market research programme was reviewed in June. The VFR Monitor and Domestic Visitor Profile will now be produced quarterly to align with other surveys and reporting dates.</p>	
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<p>Contribute to improvement and delivery of national tourism data</p>	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Result</td> <td style="width: 50%;">Status</td> </tr> <tr> <td></td> <td>Ongoing</td> </tr> <tr> <td colspan="2">Comments</td> </tr> <tr> <td colspan="2"> <p>PWT is a member of the International Visitor Survey and Domestic Visitor Survey stakeholder groups that meet on a quarterly basis.</p> <p>PWT provided extensive comment and recommendations to TMT on the usability of the Tourism Research Council New Zealand website.</p> </td> </tr> </table>	Result	Status		Ongoing	Comments		<p>PWT is a member of the International Visitor Survey and Domestic Visitor Survey stakeholder groups that meet on a quarterly basis.</p> <p>PWT provided extensive comment and recommendations to TMT on the usability of the Tourism Research Council New Zealand website.</p>	
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<p>Undertake annual Visitor Centre Survey by April 2006.</p>	<p>Result</p> <p>Status On hold</p> <p>Comments Due to a review of its research programme, PWT will no longer be undertaking the annual Visitor Centre Survey. Some of the information will now be collected through the Regional Visitor Monitoring Programme commencing in October 2005. We intend to develop a more detailed research programme for the Visitor Centre including a more in-depth visitor satisfaction survey, a mystery shopper programme, purchase analysis and a measurement of Wellington resident awareness of the i-SITE.</p>
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International Marketing

Performance Indicators	
<p>Grow US visitor nights by 5%</p> <p>Grow UK visitor nights by 10%</p> <p>Increase Wellington's profile in wholesale brochures by 5%</p>	<p>Result Status On target</p> <p>Comments Year end March 2005, US visitor nights up 11.6% and UK night up 14.4% on same period.</p> <p>Brochure monitor will be complete as soon as this season's brochures are released and this will be reported on in the next quarter.</p>
<p>Visit 15 Inbound Tour Operators in Auckland</p>	<p>Result Status On target</p> <p>Comments Six Inbound Tour Operators were hosted during WOW.</p>
<p>Visit 60 US wholesalers</p> <p>Visit 40 UK wholesalers</p> <p>Train 250 front line staff in UK</p> <p>Train 300 front line staff in US</p>	<p>Result Status Not actioned</p> <p>Comments US and UK activity not planned until March due to wholesalers not able to see RTOs during busy period October to March.</p>
<p>Host 10 trade famils</p> <p>Host 20 World of WearableArt™ Awards media</p> <p>Achieve 50 media placements through IMP & Travmedia</p>	<p>Result Status On target</p> <p>Comments 16 media were hosted during WOW mainly from Asian countries. An additional 4 media were hosted through Tourism New Zealand's International Media Programme during the quarter.</p> <p>Two trade famils hosted this quarter: Air NZ Tahitian Travel Agents 7/9 September, Antipodes Travel & Virtuoso Agents from Mexico 16/18 September.</p> <p>We have had seven media placements this quarter through IMP. Twenty international media were hosted in the region during the quarter.</p>

<p>Reproduce motivational brochure</p> <p>Further develop the travel trade section of WellingtonNZ.com</p>	<p>Result</p> <p>Status On target</p> <p>Comments Reproduction of motivational brochure is planned for fourth quarter to be distributed pre TRENZ.</p> <p>Trade section of WellingtonNZ.com was updated in July to include a download of the new Wellington Trade Directory. New wine and food itinerary added also.</p>
<p>Participate in joint sales visits with IMG partners</p>	<p>Result</p> <p>Status On target</p> <p>Comments Joint sales mission to Australia 29 August to 2 September with six IMG members.</p> <p>JV with Duxton Hotel Wellington in Tahiti to present to travel agents during NZ week. Organised by Air NZ and PWT was represented by Duxton Hotel's Director of Sales.</p>

Internet

Performance Indicators	
15% growth in website visits.	<p>Result: Status: Achieved</p> <p>Comments: Total unique visits for the quarter were 386,198. August and September best months on record. This is a 30% increase on the same quarter in 2004.</p>
100% of operators have website listing updated.	<p>Result: Status: Continuing</p> <p>Comments: 99% of Accommodation providers had their listings updated in September. Rest of site will be in March 06.</p>
Full online marketing campaign including search engines, e-newsletters and other mediums planned and implemented.	<p>Result Status Not achieved.</p> <p>Comments: Budget was reallocated to within New Zealand and International Marketing cost centres. Change of focus with the new domestic campaign.</p>
Evaluate feasibility of Intranet site. Ensure there is staff "buy in" of project.	<p>Result Status Continuing.</p> <p>Comments Intranets from other organisations evaluated. Possible technology solutions and costs researched. Project to commence in 2006.</p>
Help generate \$300,000 worth of revenue via Online bookings.	<p>Result Status Achieved</p> <p>Comments: WellingtonNZ.com quarter sales total \$96,643.26 ex GST. Total sales through Bookrite were \$154,723 ex GST.</p>

Domestic

Performance Indicators	
Annual average domestic visitation growth of 5% per annum	<p>Result Status Ongoing</p> <p>Comments Domestic Visitor Nights between July 2005 and August 2005 increased 8.9% compared to the same period last year (Commercial Accommodation Monitor). This shows excellent growth compared to the rest of New Zealand, where visitor nights increased by 1.6% over the same period.</p>
3% growth in weekend occupancy rates of partner hotels (measured by the Hotel Monitor)	<p>Result Status On target</p> <p>Comments Weekend Hotel Occupancy between July 2005 and September 2005 was 62.1% compared to 58.5% in the same period last year. There has been 12 percent capacity growth over this time.</p>
NZ Marketing Campaign in the market for 11 out of 12 months with planned TARP's, frequency and reach achieved	<p>Result Status On Target</p> <p>Comments The NZ marketing campaign will be in the market for 11 out of 12 months given the current activity plan. Planned tarps and reach for television activity were exceeded from July to September while planned frequency was achieved.</p>
Maintain and grow partner funding	<p>Result Status On Target/Achieved</p> <p>Comments Campaign funding from hotel partners was increased by 32% for this financial year while Te Papa and Air New Zealand funding levels were maintained.</p>
At least 5 media stories reflecting campaign messages reported in national media	<p>Result Status Ongoing</p> <p>Comments The new domestic campaign launch generated newspaper stories in the Weekend Herald, Wanganui Chronicle, Wairarapa Times Age and the Timaru Herald. TV3 also profiled the new campaign during the 6pm News. Six domestic media were hosted in Wellington during September for World of WearableArt™ – these results will come through in the next quarterly report.</p>

Downtown

Performance Indicators	
Maintain the private sector cash contribution at \$90,000 and maximise the in kind contribution	<p>Result Status Ongoing</p> <p>Comments This target was set based on Wellington Combined Taxis Ltd being a campaign partner to the value of \$60,000 and this contract was not renewed. New Partner Income of \$20,000 from downtown bars, cafes and boutiques has been generated to date for this financial year for a new below the line initiative designed to market the lesser known stores, bars and night-time venues in downtown to locals and visitors. This is the first time we have managed successfully to engage bars into a joint marketing campaign.</p>
Maintain or grow Wellington City retail market share of Wellington region (as per information from Statistics NZ)	<p>Result Status On target</p> <p>Comments Total retail sales in Wellington City in July 2005 increased 1.6% from July 2004 (Statistics New Zealand).</p>
Spending with Retailing, Drinking and Eating Out Outlets in Downtown Wellington increase year on year by 3%	<p>Result Status Ongoing</p> <p>Comments This data will be presented in the new quarterly report.</p>
Increase target market awareness of the Downtown marketing campaign by 5%	<p>Result Status Ongoing</p> <p>Comments Work on a new two-pronged campaign strategy, targeting visitors and locals is well underway. Local target market awareness will be measured later in the financial year after the new campaign strategy is implemented.</p>
The Fashion Map and Year planner published and advertising budgets being met	<p>Result Status Ongoing</p> <p>Comments Work on the 2006 Year planner is underway. It will be delivered to downtown businesses and PWT partners in mid December.</p>

Events and Events Marketing

Performance Indicators	
Joint market at least 5 key events as part of the NZ marketing campaign	<p>Result Status On target</p> <p>Comments Events promoted in the 05/06 financial year to date:</p> <ol style="list-style-type: none"> 1. BrewNZ 2. WOW (city excitement phase) <p>Work is underway on AXA NZ International Sevens and WWE (World Wrestling Entertainment).</p>
Deliver marketing for both the ticketing and the event phases of the Montana World of WearableArt™ Awards Show	<p>Result Status On target</p> <p>Comments The city excitement phase of WOW was delivered in September. Work is underway on the ticketing phase for WOW 2006. The PWT ticketing campaign for the 2005 event ensured tickets sold out and two more shows were added.</p>
Deliver the full marketing programme of the AXA NZ International Sevens Tournament and assist with the co-ordination of the Street parade, In Stadia Entertainment, mayoral reception, on field presentations and the Event programme	<p>Result Status On target</p> <p>Comments PWT responsibilities have changed to include all ticketing and city excitement marketing, development and delivery of the official tournament website, management of the Street Parade and In Stadia Entertainment. Work is well underway on this.</p>
Maintain significant input into the development of the Event Calendar and the event decision making process	<p>Result Status Ongoing</p> <p>Comments The 2006 events calendar is looking strong, starting with the Volvo Ocean Race, AXA NZ International Rugby Sevens and NZ Festival of Arts, and continuing with a strong rugby calendar and the World of WearableArt™ Awards Show.</p> <p>Negotiations are still underway on a number of events to boost this calendar further.</p>

VFR

Performance Indicators	
NZ Marketing campaign in local/regional market at least 8 months of the year	<p>Result Status Ongoing</p> <p>Comments</p> <p>The NZ marketing campaign will be in the market for 11 out of 12 months given the current activity plan.</p>
Grow VFR market by 3%	<p>Result Status Ongoing</p> <p>Comments</p> <p>The data for this quarter is due within the next week.</p>
Leverage WCC marketing to ensure VFR messages are incorporated in WCC publications	<p>Result Status Ongoing</p> <p>Comments</p> <p>An Event Calendar covering September, October, November and December was distributed in August. PWT funded distribution to Auckland, Christchurch and within the drive range while WCC funded distribution with Wellington City and Wellington region. A second Event Calendar covering February, March, April and May is currently under production. PWT and WCC will also joint fund the distribution of this.</p>
3 media stories reflecting Visiting Friends and Relatives campaign messages reported in regional media.	<p>Result Status Ongoing</p> <p>Comments</p> <p>Nothing to report at this stage.</p>

Arts and Education

Performance Indicators	
25% of all PWT marketing promotes arts and culture	<p>Result Status On target</p> <p>Comments All international marketing is focussed around four attributes: arts and culture, city excitement, urban nature and nationhood and heritage. All domestic marketing is focussed entirely on arts and culture and city excitement.</p> <p>It is therefore highly probable that arts and culture will feature in <i>at least</i> 25% of all PWT marketing. World of WearableArt™ television advertising will take place in February; Te Papa television advertising took place in September, and is scheduled again for February and April. There is also significant arts and culture content in the Event Calendar distributed to Auckland, Christchurch, the drive range, Wellington City and Wellington region.</p>
Research shows arts and culture as a key driver for visitation to Wellington	<p>Result Status Ongoing</p> <p>Comments Research is planned for later in the year.</p>
The Arts Map is distributed to appropriate venues throughout the city	<p>Result Status On target</p> <p>Comments The Arts Map is distributed in approximately 35 sites, such as Wellington Airport, arts organisations, partner hotels, the i-SITE Visitor Centre, ferry terminals and cruise ships. Approximately 12,000 have been distributed from July to September.</p>
The Education Guide published and advertising budgets met	<p>Result Status On target</p> <p>Comments Work is currently underway on The Education Guide 2006 which will be distributed in February. This year's revenue target is \$29,000.</p>
Arts Wellington formed and operating	<p>Result Status On target</p> <p>Comments Arts Wellington is well established and has more than 20 members. It is planning to organise a city-wide arts event in April/May 2006.</p>

Product Development

Performance Indicators	
Support the development of at least two major new visitor attractions.	<p>Result Status Ongoing</p> <p>Comments</p> <p>PWT supported Karori Wildlife Sanctuary with tourism advice as it prepares to apply for funding from the Significant Community Based Projects Fund. PWT also provided a reference to support KWS's nomination in the First Choice Responsible Tourism Awards 2005.</p> <p>Te Papa recently completed a feasibility study for an evening attraction. In response to this, PWT is currently developing a concept paper for an attraction based on either 'the Story of New Zealand' or 'the Legends of Maui' that we will discuss with Te Papa.</p>
Take a lead role in the development of the tourism component of the Wellington Regional Strategy	<p>Result Status Ongoing</p> <p>Comments</p> <p>PWT actively contributed to the development of the tourism component of the WRS Growth Framework Discussion Document. PWT provided a submission to the WRS forum on the Growth Framework and advocated that national agencies and local operators contribute – there was a strong uptake by the tourism sector. In our submission, we have offered to take a lead advisory role in the development of the tourism action area. This project has now become a priority in the product development area in this financial year.</p>
Work with Positively Wellington Business, NZ Trade & Enterprise and others to identify investment opportunities in Wellington tourism	<p>Result Status To be actioned</p> <p>Comments</p>
Assist in the prioritisation and research of the development of Convention Centre/Indoor Sport Stadium.	<p>Result Status In progress</p> <p>Comments</p> <p>PWT will be working with WCC on the possibility of undertaking a market feasibility study for a purpose built convention centre.</p> <p>WCC is reviewing costs and options in relation to the indoor sport stadium.</p>

Convention Bureau

Performance Indicators	
<p>10% increase in domestic leads 5% increase in international leads</p>	<p>Result Status On target</p> <p>Comments 41% growth in domestic leads. 300% growth in international leads. This is as a result of a strong sales focus over the past 12 months and increasing interest in Wellington.</p>
<p>Hold Showcase event in Auckland Attend New Zealand based trade shows Showcase events in Melbourne and Sydney with 10% increase in delegate attendance</p>	<p>Result Status On target</p> <p>Comments In line with the focus on sales, the Auckland Showcase has been changed into a Sales Blitz which is scheduled for later in the year.</p> <p>Meetings 2005 attended in Auckland in July and 10 leads were generated.</p> <p>Sales Blitz organised with five partners supporting. They are occurring in late October in Sydney, Melbourne and Brisbane.</p>
<p>4 NZ famils 2 Australian famils 2 sales visits to Australia 500 sales calls in total</p>	<p>Result Status On target</p> <p>Comments Two domestic famils undertaken to date. 14 buyers hosted from Auckland around Wellington Expo in October. Australian Sales Blitz with partners in October 2005. 163 sales calls to date.</p>
<p>Partner funding increase to \$120,000 Joint venture income increase to \$104,000 8 domestic sales visits in NZ</p>	<p>Result Status On target</p> <p>Comments 42 partners confirmed, contributing \$118,000 income. JVs are still in development. Planner sales are slightly behind target, however the print deadline has been extended to increase sales revenue. One sales visit to Auckland and one to Christchurch achieved.</p>
<p>15 bids for major conferences 10% increase in association leads 10 major conferences confirmed</p>	<p>Result Status On target</p> <p>Comments 1 bid submitted. Three others under development. 3 major conferences confirmed, valued at \$3.2m</p>