

## Quarterly Review – Positively Wellington Tourism

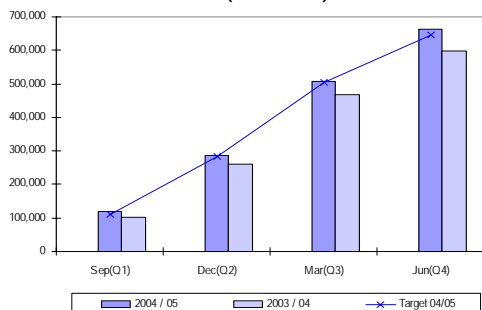
Positively Wellington Tourism has presented its report for the quarter ended 30 September 2005 for review. A summary of key findings is presented below and the full report is attached.

### Highlights: achievements

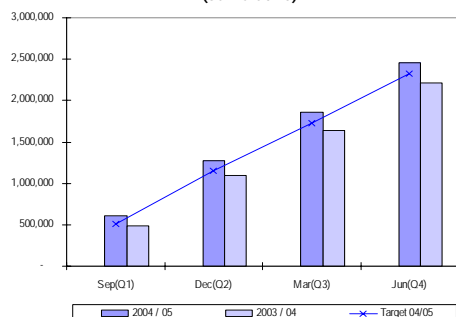
- NZ inbound visitor arrivals (IVA) show an increase of 4.0% in the year to September 2005 although the last quarter showed a slight decrease reflecting a flattening of domestic inbounds. The International Visitor Survey (IVS) for the year to March 2005 shows that Wellington visitor numbers increased by 10.7% and visitor nights increased by 17.0%.
- Australian visitors to Wellington increased by 16.5% for the 12 months to March 2005.
- Domestic guest nights in commercial accommodation up 8.2% in the 12 months to August 2005.
- The results noted above are the latest available due to the time lag in collecting and reporting these data sets.

### Performance

International Commercial Visitor Nights to Wellington (cumulative)



Retail spend \$ per quarter (cumulative)



### Macro Key Performance Indicators

The following KPI's have been reported by the company

Measure	Annual Target	Quarter Actual	Quarter Target
Regional Econ Growth for Tourism Sector	8.0%	n/a	2.0%
Number of Visitors – International	10.0%	n/a	2.0%
Number of Visitor Nights – Domestic	3.0%	n/a	0.7%
Number of Visitor Nights – International	10.0%	n/a	2.0%
Weekend occupancy growth in partner hotels	3.0%	n/a	0.7%
Australian visitor night growth	15.0%	n/a	3.4%

The graphs above are for the year ended 30 June 2005; September 2005 quarter figures are not yet available. The KPI measures are similarly not yet available for the first quarter, due to the time lag in collection and reporting.

Contact officer: Michael Hesp

### Activities during the quarter

- The domestic campaign "Have a love affair with Wellington" was successfully re-launched.
- World of Wearable Arts Show marketing campaign led to the season being a sell-out with two extra shows added.
- A number of staff resignations occurred during the quarter and these are being worked through with some resulting vacancies already filled.

### Financial Commentary

- Visitor Centre revenue is 73% of budget but cost of sales has been managed so that gross margin % is in line with budget. The shortfall in Visitor Centre revenue is a combination of an optimistic budget, a soft late winter season.
- This shortfall is mostly offset by sundry income (sales of Convention Planners) over budget so that overall revenue (net of Visitor Centre COS) is 98% of budget.
- There was significant underspend in three programs (Australia, Downtown and Domestic Marketing) so that the net surplus of \$296,000, well ahead of budget. These underspends are timing differences only and the year end result is still expected to be breakeven (as budgeted)
- The significant cash deposit (\$1.6m) results from having received 50% of the WCC grant in July and the program underspends.

### Statement of Financial Performance

For the quarter ended 30 September 2005

\$'000	Q1 Actual	Q1 Budget	YTD Actual	YTD Budget	FY Budget
Income	1,909	1,943	1,909	1,943	6,402
Expenditure	1,613	1,920	1,613	1,920	6,403
Operating surplus	296	22	296	22	(1)

Operating margin 15% 1% 15% 1% 0%

NB: Income is gross surplus from trading net of COGS

### Statement of Financial Position

As at 30 September 2005

\$'000	YTD Actual	2004/05 Actual	FY Budget
Current assets	1,864	1,056	875
Non-current assets	196	147	114
Current liabilities	1,557	995	721
Non-current liabilities	-	-	-
Equity	504	208	268

Current ratio 1.2 : 1 1.1 : 1 1.2 : 1  
Equity ratio 24% 17% 27%

### Statement of Cash Flows

For the quarter ended 30 September 2005

\$'000	YTD Actual	2004/05 Actual	FY Budget
Operating	948	(1)	152
Investing	(88)	(80)	(105)
Financing	-	-	-
Net	860	(81)	47
Closing balance	1,664	804	635

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

## 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 programme for Wellington, including Greater Wellington 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	
Website	<a href="http://www.wellingtonnz.com">www.wellingtonnz.com</a>	
Type of entity	Council-settled Trust	
LGA designation	CCO	
By reason of Council interest	Board control: all trustees appointed by Council	
Type of interest	\$4.116m Operating Grant	