

Partnership Wellington Trust Monitoring Sub-Committee Report March Quarter 2007

Executive Summary

Overall performance against business plan remains strong.

Performance against budget indicates a surplus of \$61,690 against a budgeted deficit of \$189,462. A variance of \$251,152.

Key performance indicators are generally on target but the international market is down 0.6% year end December (International Visitor Survey) compared to a national result of a 4% increase (International Visitor Arrival data). Downtown retail sales are also slightly behind 2006 (0.5%).

UK market share grew from 11.40% to 11.90% in the year ending December 2006 compared to 2005.

US market share declined from 10.30% to 9.80% in the year ending December 2006 compared to 2005.

Australian market share went from 10.80% to 11.48% in the year ending December 2006 compared to 2005.

Total international market share was 10.02%. This is an increase from 9.80% in the same period in 2005.

It appears that the March quarter has been strong for most of Wellington's main international markets. We expect market shares to remain relatively stable for the March quarter. Positively Wellington Tourism is projecting that there will be solid growth in most international markets when data for the quarter becomes available in May.

In the 12 months to March, New Zealand (domestic visitor) nights increased 11.76%.

i-SITE revenue continues to grow ahead of budget in the nine months to March. Revenue is 10% ahead of budget and turnover is on target to exceed 2005/06 revenue by 15%.

The Long Haul Strategy continues to advance steadily with solid progress being made in discussions with airlines. One airline has engaged in more detailed negotiations that are likely to continue for some time. Marketing activity, particularly in the critical Asian markets has been extensive with China and Hong Kong being a focus. Technical and freight analysis continues. There is likely to be a budget underspend in this cost centre.

Key Performance Indicators

Measure	Frequency of measure	Target 2006/07	Current status
International market share (numbers and nights)*	Quarterly	Maintain market share in US, UK and Australian markets	US market: decrease 9.75% UK market: increase 11.93% Australia market: increase 11.48% (all figures at YE December 2006 and compared to the same period 2005)
International visitor numbers and nights	Monthly	Maintain 2005/06 numbers and nights	Numbers (people): decrease 0.63% Nights: decrease 7.38% (all figures at YE December 2006 and compared to the same period 2005)
New Zealand market visitor numbers and nights	Monthly	Domestic numbers and nights 1% above 2005/06	Nights increased 11.76% compared to the same period (YE February) 2006
Partner hotel occupancy (capacity aligned)	Monthly	1% above 2005/06	Total hotel rooms sold YE March 2007 increase 19.4% compared to 2006
Downtown market growth*	Quarterly	Maintain 2005/06 levels	Decreased 0.5% in 9 months to March 2007 compared to same period in 2006
i-SITE turnover	Quarterly	Maintain 2005/06 turnover	YTD turnover 15% ahead of same period in 2005/06

Note: Due to the Trust's reliance on time lagged national data we will aim to report on a quarterly in arrears basis in the measures marked (*) above.

Key achievements in the March 2007 quarter

- Strong performance of i-SITE. Revenue is 10% over budget and 15% up on the same period in 2006. Sales are ahead of budget largely due to online revenue being ahead of budget by 49%
- The continuation of Australian activity with the 'Wellington – the perfect mix' insert and ongoing television in New South Wales and Queensland as part of Tourism New Zealand's 'What's On' campaign
- Convention Bureau leads 25% ahead of the same quarter in 2006
- New Zealand visitor nights at year end March 11.76% ahead of 2006
- Delivering the marketing programme for the NZI Sevens
- 22% increase in visits to WellingtonNZ.com. Year to date this is up 22%
- Continued market development as part of the Long Haul Strategy
- Launch of texture.co.nz
- Continued negotiations in relation to i-SITE relocation

Major issues

- Downtown retail sales continue to show a decline on 2006, perhaps indicating a reduction in downtown competitiveness against other regional shopping centres
- Delay in launching weekend downtown parking programme due to partner timing
- Retaining staff in certain areas of the organisation, particularly the i-SITE, is proving challenging due to lower wage levels and more attractive wage offers in other sectors

Key activities for the June quarter

- Partnership renewal
- Finalising Statement of Trustee Intent; and Business Plan and Budget
- i-SITE relocation feasibility study
- Long Haul freight feasibility study, passenger study and ongoing negotiations with airlines
- Attracting talented staff to build an even more effective i-SITE team
- Launching the weekend parking campaign for downtown
- Refinement of team culture programme

Future considerations

- Staff turnover is increasing. Addressing the issues driving this is critical
- Most of Wellington's major international markets appear 'flat' (post March) after a busy peak season period
- Long Haul budgets are likely to be underspent. Ensuring these resources are available to meet our year obligations to potential airline and marketing partners is essential
- Hotel occupancies declining due to 15% more capacity in the market. Overall market is increasing however, but the decline in occupancy and subsequent yield could put pressure on our hotel partnerships.
- Fully understand costs and feasibility of developing new i-SITE
- Potential impact of Wellington Regional Strategy on Positively Wellington Tourism

Financial Report (spreadsheets attached)

- Partnership Wellington Trust March 2007 Statement of Financial Position
- Partnership Wellington Trust March 2007 Quarter Statement of Financial Performance
- Wellington Visitor Information Centre March 2007 Quarter Statement of Financial Performance
- Partnership Wellington Trust March 2007 Quarter Statement of Cash Flows

Partnership Wellington Trust's financial performance for the March 2007 quarter is a surplus of \$61,690 against a budgeted deficit of \$189,462, a variance of \$251,152.

The total expenditure was under spent by \$212,969 which is a 11% variance on the budgeted total expenditure of \$1,876,891 for the quarter.

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

A reforecast has been made for the year ended 30 June 2007. We are forecasting a deficit of \$270,400 for the year end. The reforecast is included in the Statement of Financial Performance which is attached.

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 Wellington City Council Civic Administration Building. We have renegotiated the lease on the current premises for a further two years to August 2009. The annual rent has been increased to \$100,370.92. We will continue our negotiations with Te Papa in relation to the possibility of the i-SITE Visitor Centre being located there in the future.

Partnership Wellington Trust has two three-year leases on two cars that expire in July 2007 and July 2009. The annual cost of the leases are \$15,526 + GST.

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

Other Items

Nil

Statement of Financial Performance

The significant Income Variances for the March quarter to original budget are:

Visitor Centre Income	\$161,569
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Statement of Cashflows

Attached

Capital Expenditure

Capital expenditure of \$96,385 occurred during the March quarter - year to date spend is \$155,665. (This includes website capitalisation which will be reclassified at year end to Intangible Assets as required by International Financial Reporting Standards). The capital items purchased were:

Visitor Centre Leasehold Improvements	\$ Nil
Overhead Furniture and Fittings and Phones	\$710
Visitor Centre Furniture and Fittings	\$11,196
Overhead IT	\$84,479

Signed: _____

Date:

Glenys Coughlan
Chairman
Partnership Wellington Trust

i-SITE Visitor Centre

Performance Indicators	
<p>Customer satisfaction at consistently high levels</p>	<p>Result Status Ongoing</p> <p>Comments The i-SITE are currently developing a monthly staff training programme to focus on improving customer service based on the Mystery Shopper reports and the newly instigated counter survey.</p> <p>Daily sales targets have been set for the team and monitoring and celebration of achievements is occurring.</p> <p>Mystery Shopper programme results showed an overall improvement in customer service.</p>
<p>Lead role in the i-SITE Visitor Centre development/review programme</p>	<p>Result Status Ongoing</p> <p>Comments An economic grant application has been submitted to Wellington City Council to provide funding for a feasibility study to be conducted in relation to the project. A decision on the grant application is due in early June 2007.</p> <p>The current lease at the existing site has been confirmed for a further two years.</p> <p>The i-SITE continues to entice other commercial opportunities to the premises – e.g. AA, Interactive NZ, Freephones NZ.</p>
<p>Increase sales of Wellington activities and attractions by 10%</p>	<p>Result Status On target</p> <p>Comments Attractions/Activities: 97% growth on March quarter last year.</p> <p>Accommodation: 16% growth on March quarter last year.</p>

<p>Turnover maintained at 2005/06 levels Small surplus produced</p>	<p>Result</p> <p>Status On target</p> <p>Comments Turnover for the quarter was \$1,292,566, up on the same period last year by \$127,912. This is an 11% increase.</p> <p>The result for the quarter was a profit of \$20,415 versus budgeted profit of \$ 17,143. Initiatives are underway to further increase revenue and decrease costs.</p>
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Arts and Education

Performance Indicators															
<p>25% of all Positively Wellington Tourism marketing promoting arts and culture</p>	<table border="0"> <tr> <td>Result</td> <td>Status</td> </tr> <tr> <td></td> <td>On target</td> </tr> <tr> <td colspan="2">Comments</td> </tr> <tr> <td colspan="2">All international marketing is focused around the four attributes; arts and culture, city excitement, urban nature and nationhood and heritage. All domestic marketing is focused entirely on arts and culture and city excitement.</td> </tr> <tr> <td colspan="2">Specific arts events are a permanent feature in all domestic marketing magazine and online advertising.</td> </tr> <tr> <td colspan="2">The Constable TVC while produced in the last financial year, did run for one week during July. This exhibition achieved in excess of 90,000 visitors putting it into the 'blockbuster' category.</td> </tr> <tr> <td colspan="2">The Egypt: Beyond the Tomb TVC aired in the last week of November and visitation is currently tracking 16.3% above the 99,828 with 19 days left to run.</td> </tr> </table>	Result	Status		On target	Comments		All international marketing is focused around the four attributes; arts and culture, city excitement, urban nature and nationhood and heritage. All domestic marketing is focused entirely on arts and culture and city excitement.		Specific arts events are a permanent feature in all domestic marketing magazine and online advertising.		The Constable TVC while produced in the last financial year, did run for one week during July. This exhibition achieved in excess of 90,000 visitors putting it into the 'blockbuster' category.		The Egypt: Beyond the Tomb TVC aired in the last week of November and visitation is currently tracking 16.3% above the 99,828 with 19 days left to run.	
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<p>Education Guide published and advertising budgets met</p>	<p>Result Achieved</p> <p>Status</p> <p>Comments The 2007 Education Guide has been published and was distributed to all schools in the first week of Term One. Advertising income of \$30,700 exceeded the target of \$26,300.</p>
<p>Arts Wellington self sufficient</p>	<p>Result Achieved</p> <p>Status</p> <p>Comments Arts Wellington has extended its lease of Positively Wellington Tourism office space and has become a self-funded entity. It is planning to hold another arts public event and is co-ordinating the Arts Monitor.</p>

Australian Sales & Marketing

Performance Indicators																							
<p>Deliver spring and autumn campaign in Sydney and Brisbane</p> <p>Secure \$300,000 partner funding</p> <p>Secure \$100,000 in contra support</p>	<table border="1"> <thead> <tr> <th>Result</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td></td> <td>On target</td> </tr> <tr> <td colspan="2">Comments</td> </tr> <tr> <td colspan="2">\$350,000 secured in partner funding.</td> </tr> <tr> <td colspan="2">Tourism New Zealand's contra is in addition to this and is worth \$250,000 including design and production and media rebates.</td> </tr> <tr> <td colspan="2">The autumn campaign 'Wellington – the Perfect Mix' was in the Australian market from March 2007 and will continue through until the end of April.</td> </tr> <tr> <td colspan="2">A 15 second Wellington TVC was on air during March in New South Wales and Queensland from 4 – 17 March. Online activity was in market over the same time period.</td> </tr> <tr> <td colspan="2">Over 1 million magazine inserts were distributed in New South Wales, Queensland and Victoria in Sunday newspaper and lifestyle magazines.</td> </tr> <tr> <td colspan="2">Positively Wellington Tourism secured \$40,000 for JV marketing with an airline. Online activity was in Queensland during the last two weeks of March. Magazine inserts plus online activity will run through the month of April.</td> </tr> <tr> <td colspan="2">The 'Wellington – the Perfect Mix' campaign was used by two airlines and was run in conjunction with Tourism New Zealand's 'What's On' campaign.</td> </tr> <tr> <td colspan="2">The dedicated Australian version of WellingtonNZ.com was updated to highlight the 'Perfect Mix' campaign plus promote packages and tactical deals.</td> </tr> </tbody> </table>	Result	Status		On target	Comments		\$350,000 secured in partner funding.		Tourism New Zealand's contra is in addition to this and is worth \$250,000 including design and production and media rebates.		The autumn campaign 'Wellington – the Perfect Mix' was in the Australian market from March 2007 and will continue through until the end of April.		A 15 second Wellington TVC was on air during March in New South Wales and Queensland from 4 – 17 March. Online activity was in market over the same time period.		Over 1 million magazine inserts were distributed in New South Wales, Queensland and Victoria in Sunday newspaper and lifestyle magazines.		Positively Wellington Tourism secured \$40,000 for JV marketing with an airline. Online activity was in Queensland during the last two weeks of March. Magazine inserts plus online activity will run through the month of April.		The 'Wellington – the Perfect Mix' campaign was used by two airlines and was run in conjunction with Tourism New Zealand's 'What's On' campaign.		The dedicated Australian version of WellingtonNZ.com was updated to highlight the 'Perfect Mix' campaign plus promote packages and tactical deals.	
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<p>30 media placements</p> <p>Host 10 trade famils</p>	<p>Result</p> <p>Status On target</p> <p>Comments Hosted and familed 11 Australian media (two at Cuba Street Carnival and one at the Sevens). YTD 22 media have been hosted.</p> <p>YTD 30 media results have been achieved.</p> <p>Hosted and familed 11 New South Wales Jetset Travelworld agents through Kirra Tours. YTD three inbound tour operators, six wholesalers and 15 agents have been hosted.</p>
<p>Maintain market share in Australian market</p>	<p>Result</p> <p>Status On target</p> <p>Comments International Visitor Arrivals figures showed visitors to Wellington from Australia grew by 3.3% year ending February 2007 (port of entry).</p> <p>The Commercial Accommodation Monitor shows that guest nights from Australian visitors increased by 12.3% in the quarter October to December 2006.</p> <p>According to the IVS Wellington has seen a slight decrease in its share of Australian visitors. Wellington's market share at year end December 2006 was 11.48% compared to 10.81% for the same period in the previous year.</p>

Communications

Performance Indicators	Result	Status
10 campaign leveraging projects initiated		On target
8 major event leveraging projects initiated	<p>Comments</p> <p>Seven campaign leveraging projects have been initiated YTD. Three campaign leveraging projects were initiated in the March 2007 quarter. These were:</p> <p>Positively Wellington Tourism supported a 10 page feature in New Zealand travel magazine <i>onHoliday</i>. The feature appears in the current autumn edition, and includes a front cover shot of Wellington, editorial, photos, a competition and pull-out Wellington map.</p> <p>PR support was extended to a story in the <i>New Zealand Herald's Viva</i> magazine, which focused on Wellington shops, cafes and restaurants to visit during the Cuba Street Carnival.</p> <p>Positively Wellington Tourism also wrote a story for NZGirl website about a 'girls' weekend in Wellington'. The story was part of a larger feature on Wellington, which ran during March.</p> <p>Seven major event leveraging projects have been initiated year to date. Extensive PR support was given to the Cuba Street Carnival in the March 2007 quarter:</p> <p>Positively Wellington Tourism hosted six media for the event - the <i>Sunday Star Times</i>, <i>Christchurch Press</i>, <i>Rip it Up</i>, <i>Manawatu Standard</i>, <i>Hawke's Bay Today</i> and <i>Wairarapa Times Age</i>. Eight stories have resulted from this hosting, with one more expected. All stories were positive.</p>	

<p>Media profile of Positively Wellington Tourism and Wellington tourism issues 5% above 2005/06 levels</p>	<p>Result</p> <p>Status On target</p> <p>Comments The March 2007 quarter generated 575 media clippings. This compared to 518 in the same quarter last year.</p> <p>Year to date media clippings stand at 1,817. The same period for the previous year was 1,727.</p> <p>78% of all media coverage in the March 2007 quarter was positive, 12% neutral and 10% negative. Events such as the NZI Sevens and Cuba Street Carnival contributed to positive coverage. Negative coverage was generated around topics such as the investigation into the ferry accident and Wellington transport infrastructure issues.</p>
<p>15 stories in drive range promoting Wellington tourism</p>	<p>Result</p> <p>Status On target</p> <p>Comments Three media in the 1 – 5 hour drive range were targeted for the Cuba Street Carnival hosting.</p> <p>These media were <i>Hawke's Bay Today</i>, <i>Manawatu Standard</i> and <i>Wairarapa Times Age</i>, and five stories resulted from the hosting.</p> <p>14 stories have been generated in drive range media YTD.</p>
<p>12 issues of Positively Informed produced and distributed</p>	<p>Result</p> <p>Status On target</p> <p>Comments Nine issues of Positively Informed have been produced and distributed, YTD. Three issues were produced during the March quarter.</p>
<p>WellingtonNZ.com media sections updated fortnightly</p>	<p>Result</p> <p>Status On target</p> <p>Comments Media sections of WellingtonNZ.com were updated fortnightly during the March quarter.</p>

Convention Bureau

Performance Indicators	
<p>8% increase in domestic leads</p> <p>4% increase in corporate conference market</p>	<p>Result Status On target</p> <p>Comments The January - March quarter showed strong growth in leads. YTD domestic leads are 25% ahead of last year (215 vs. 171) and international leads are 32% up for the YTD (41 vs. 31).</p>
<p>Hold showcase event in Auckland in conjunction with IMG</p> <p>Attend New Zealand based trade shows</p> <p>Sales missions held in Melbourne and Sydney with 5% increase in delegate attendance</p>	<p>Result Status On target</p> <p>Comments The Convention Bureau is promoting its services and partners at the Positively Wellington Tourism Trade Day in Auckland on 3 May in conjunction with the International Marketing Group.</p> <p>The Convention Bureau and five of its partners attended AIME tradeshow in Melbourne in February.</p> <p>Sales calls were undertaken in Melbourne in conjunction with the Convention Bureau attendance at AIME and in Canberra following the tradeshow.</p>
<p>20 NZ famils</p> <p>8 Australian famils</p> <p>2 sales visits to Australia</p> <p>500 sales calls in total</p>	<p>Result Status On target</p> <p>Comments 25 Auckland based clients attended the 'Wellington in the Spotlight' Famil 18-20 April 2007.</p> <p>Two domestic famils and one international famil were undertaken in the quarter taking the total number of famils YTD to 18 domestic and 13 Australian.</p> <p>87 sales calls were made in the quarter. 361 sales calls have been made YTD. 58 Australian and 303 New Zealand.</p>

<p>Partner funding increase to \$130,000</p> <p>Joint venture income increase to \$88,000</p> <p>8 domestic sales visits in New Zealand</p>	<p>Result</p> <p>Status On target</p> <p>Comments Partner funding of \$128,000 achieved.</p> <p>Joint venture budget total revised as \$40k income project was cancelled after discussions with the Bureau Steering Council. \$40k joint venture funding has been secured YTD.</p> <p>Two sales calls were made, one each to Auckland and Christchurch in the quarter covering 20 calls. Five domestic sales visits YTD, with a total of 46 calls made.</p>
<p>15 bids for major conferences</p> <p>10% increase in association leads</p> <p>10 major conferences confirmed with total economic impact of \$8 million</p>	<p>Result</p> <p>Status On target</p> <p>Comments Two bids were submitted in the quarter. Seven bids have been submitted YTD. Two other bids are under development.</p> <p>Planned calls in Australia in May have been curtailed in favour of focusing on generating more from the local Association market. 74 leads have been generated for the Association market YTD, compared with 62 last year.</p> <p>37 pieces of business worth in excess of \$12 million have been secured YTD, of which over \$1.5 million were secured in the January quarter.</p>

New Zealand Marketing: Domestic Campaign

Performance Indicators	
<p>1% growth (visitor nights and numbers)</p> <p>1% growth in partner hotel occupancy (capacity aligned)</p>	<p>Result Status Exceeding target</p> <p>Comments Domestic visitor nights at year end January 2007 increased 12.3% year on year. (Commercial Accommodation Monitor).</p> <p>Average occupancy of partner hotels for the quarter ended March 2007 decreased 2.7% year on year due to the significant increase in hotel room capacity.</p>
<p>1% increase in VFR nights</p>	<p>Result Status Below target</p> <p>Comments VFR nights for the quarter ended March 2007 decreased 22% compared to the same period the previous year. This is likely to be due to 2007 being the New Zealand International Festival of the Arts off-year.</p>
<p>15% growth in online sales via WellingtonNZ.com</p>	<p>Result Status Exceeding target</p> <p>Comments WellingtonNZ.com sales for the quarter ended December total \$174,162.68 (ex GST). This is up 35% year on year.</p> <p>YTD sales total \$606,137.41. This is an increase of 70% year on year.</p>
<p>Maintain partner funding</p>	<p>Result Status On target</p> <p>Comments All partners were re-signed for the 2006/07 financial year, resulting in total partner income of \$644,000. The Holiday Inn came on board in January, putting partner income ahead of last year.</p>

<p>Deliver marketing for the ticket sale and event phases of Montana World of WearableArt™ Awards Show and the New Zealand International Sevens</p>	<p>Result</p> <p>Status On target</p> <p>Comments Marketing for the ticketing and city excitement phases of the NZI Sevens including the management of the official sevens website is complete. Tickets sold out in record time once again.</p> <p>The event phase of the Montana World of WearableArt® Awards Show 2006 has been delivered. Ticketing activity for the 2007 event is also complete and included television, online, magazine, event calendar and newspaper executions. Ticket sales are tracking a solid 10% ahead of the same time in 2006.</p>
<p>Significant input into event development</p>	<p>Result</p> <p>Status On target</p> <p>Comments Positively Wellington Tourism continues to participate in the Events Review which was initiated by Wellington City Council in November.</p>
<p>Joint market at least 5 key events and produce 2 event calendars</p>	<p>Result</p> <p>Status On target</p> <p>Comments Event Calendars profiling the four months August to November and February to May were delivered to Auckland, Christchurch and the drive range, as well as Wellington city and region during July and January respectively.</p> <p>Recent research has shown that outside of Wellington these event calendars have an 87% retention rate with 26% very likely and 50% likely to travel to Wellington as a result.</p> <p>The events that have been marketed to date include;</p> <ol style="list-style-type: none"> 1. Constable 2. Brew NZ 3. Sam Taylor Wood 4. Golden Oldies World Rugby Festival 5. Egypt: Beyond the Tomb 6. Cuba Street Carnival 7. Wellington Fringe Festival 8. NZI Sevens 9. Vodafone X*Air 10. Asia Pacific Festival 11. Capital E National Arts Festival 12. Meridian Energy Summer City 13. Rebel Sport Super 14 Rugby Season

14. Telecom Prospect 2007: New Art New Zealand
15. The Graduate
16. Armageddon
17. NZ Symphony Orchestra 2007 Season
18. World Cinema Showcase
19. Royal NZ Ballet: Meridian Energy Season of Swan Lake
20. Toi Te Papa Art of the Nation
21. Othello
22. Menopause the Musical
23. Montana World of WearableArt Awards Show

Constable's performance as a visitor draw card outperformed all expectations and visitation to Egypt: Beyond the Tomb is currently 100,841 which is 16.3% ahead of target.

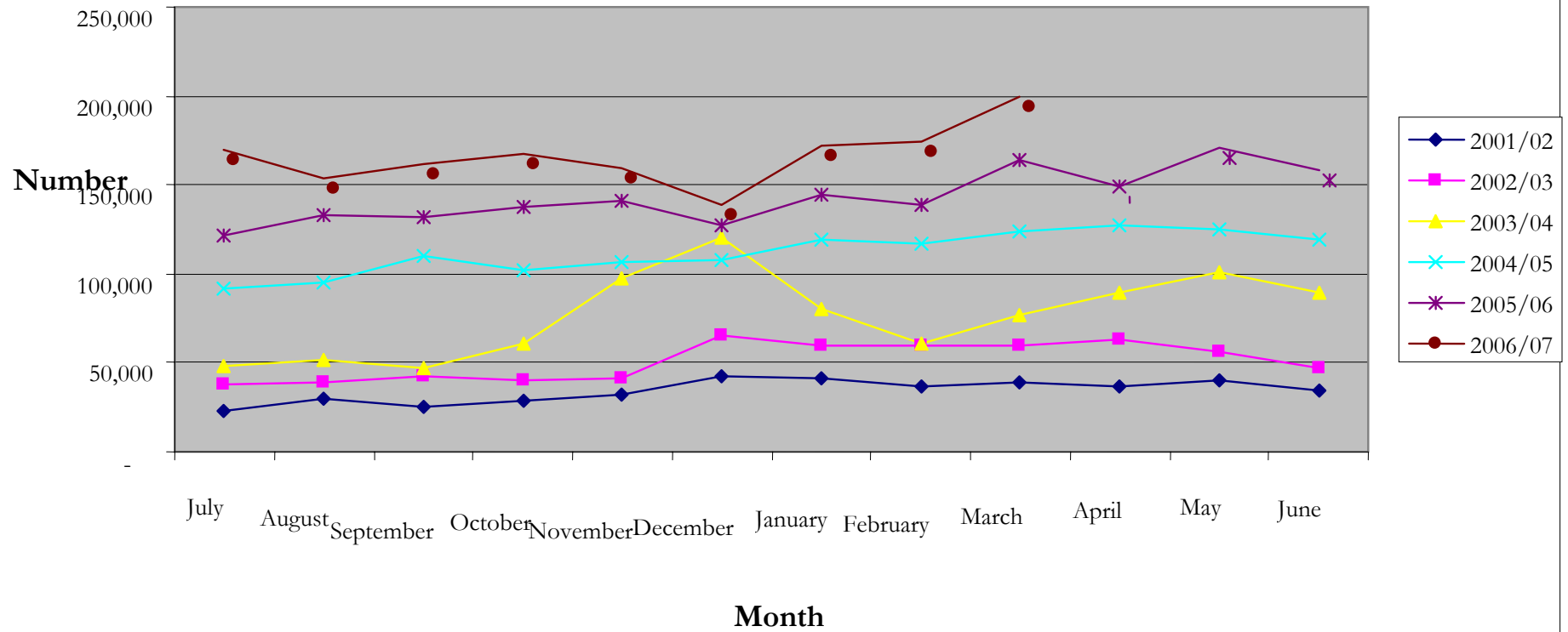
	<p>The content management of the site is currently changing to include editorial input from a team of contributors on an ongoing basis rather than a single editor.</p>
<p>The Fashion Map and the Downtown Year Planner published and advertising budgets met</p>	<p>Result</p> <p>Status On target</p> <p>Comments The 2007 Year Planner has been produced and distributed.</p> <p>Work on The Fashion Map is underway and production on schedule for July.</p>

<p>Visit 60 US wholesalers</p> <p>Visit 40 UK wholesalers</p> <p>Train 250 frontline staff in UK</p> <p>Train 300 frontline staff in US</p>	<p>Result</p> <p>Status On target</p> <p>Comments 40 UK wholesalers YTD 0 US wholesalers YTD 176 UK and European frontliners YTD</p> <p>Tourism New Zealand has cancelled plans to run a Kiwi Link UK in 2006/07 year so the target of 250 UK frontliners may not be met.</p> <p>The majority of North American activity will take place in April around Kiwi Link USA.</p> <p>TRENTZ will take place in Rotorua in May. Positively Wellington Tourism will have two appointment streams and anticipates around 75 appointments with key product buyers over the three day appointment series.</p> <p>Positively Wellington Tourism had a substantial presence at Frontliner Training Asia in February plus a series of calls in China, reported on separately in the Long Haul Quarterly Report.</p>
<p>Host 10 trade famils</p> <p>Host 20 media for the Montana World of WearableArt™ Awards Show (WOW®)</p> <p>Achieve 50 media placements through Tourism New Zealand's International Media Programme (IMP) and Travmedia</p>	<p>Result</p> <p>Status Achieved</p> <p>Comments Nine trade famils YTD have been hosted.</p> <p>Montana World of WearableArt™ Awards show hosting target met in the first quarter.</p> <p>Six North American product buyers, airline sales staff and wholesale agents were hosted in the region as part of Tourism New Zealand's Seasons of Discovery famil. The feedback from this group on their famil experience has been excellent. They were also the winners of the group presentation section held with all 40 Discovery agents in Auckland at the end of the famil series.</p> <p>Over 20 product buyers are scheduled to visit Wellington pre or post-TRENTZ 2007, presenting a significant opportunity.</p> <p>Thirteen IMP files were hosted in the March quarter including the BBC and Time Out magazine from the UK, USA Today from America and World Film Report from China. This brings the YTD total to 52 files.</p>

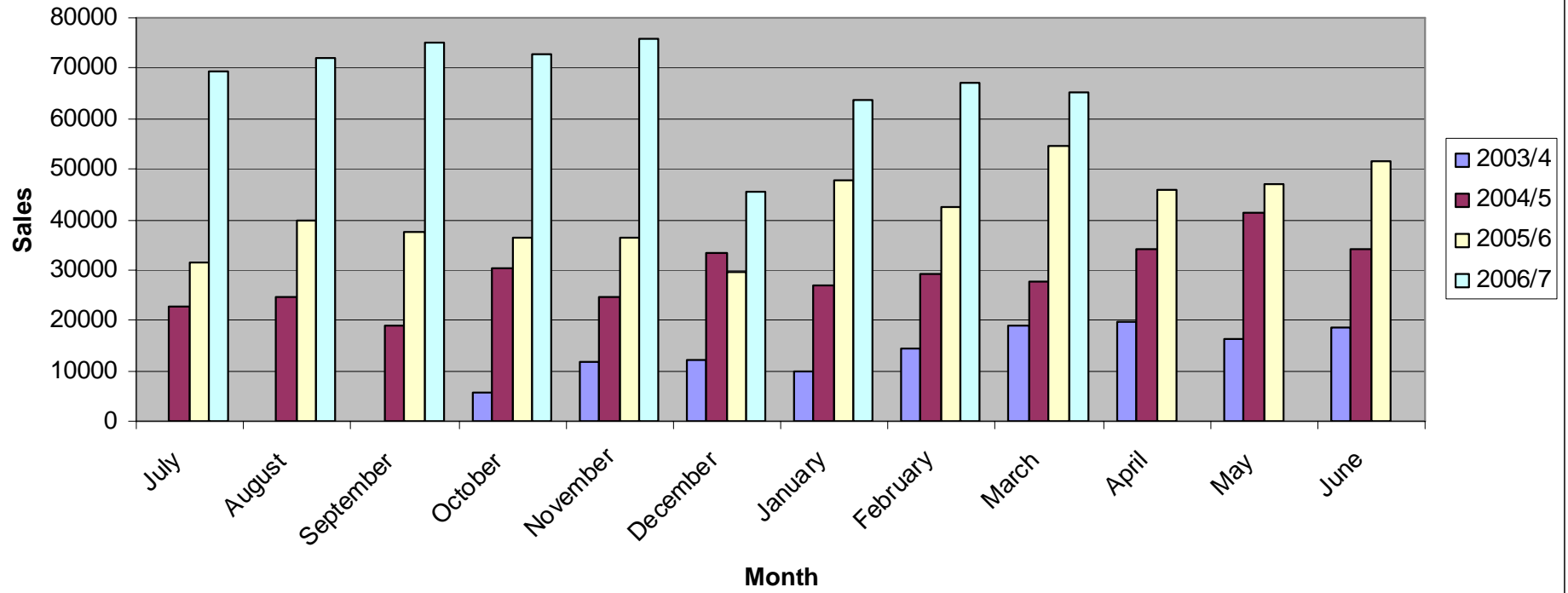
Online & IT

Performance Indicators											
<p>15% growth in website visits</p>	<table border="0"> <tr> <td>Result</td> <td>Status</td> </tr> <tr> <td></td> <td>Ahead of target</td> </tr> <tr> <td colspan="2">Comments</td> </tr> <tr> <td colspan="2">Total visits for the quarter were 544,998. This is a 22% increase on the same quarter in 2006.</td> </tr> <tr> <td colspan="2">YTD there has been 1,495,957 visits to WellingtonNZ.com. This is 21% up on this time last year.</td> </tr> </table>	Result	Status		Ahead of target	Comments		Total visits for the quarter were 544,998. This is a 22% increase on the same quarter in 2006.		YTD there has been 1,495,957 visits to WellingtonNZ.com. This is 21% up on this time last year.	
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WellingtonNZ.com Visits



Bookrite Web Sales Month on Month



Long Haul

Performance Indicators																							
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<p>Build business case with airlines</p> <p>Develop collateral and communication plan to support business case</p>	<p>Result</p> <p>Status On target</p> <p>Comments A business and technical case has been developed and meetings have been held with all the airlines on the initial target list. Discussions are continuing with a number of airlines, with progress being made.</p> <p>Research has begun into freight potential. It is expected this will be completed within the next four months.</p> <p>Chinese collateral has been developed.</p>
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Product Development

Performance Indicators	
Result	Status
Support the development of at least two major new visitor attractions	Ongoing
Advance the development of the Karori Sanctuary and the Marine Education Centre	<p>Comments</p> <p>Positively Wellington Tourism has actively supported the Marine Education Centre proposal through the submission process. The Marine Education Centre was granted resource consent for its proposal in October 2006, however this has since been appealed and is before the Environment Court. Positively Wellington Tourism is currently awaiting the outcome.</p>
Viability of cultural tourism product determined	<p>Positively Wellington Tourism has assisted Karori Sanctuary with their applications to the Environmental & Cultural Committee (Lottery Grants Board) and the Significant Community Based Projects Fund (Department of Internal Affairs). The outcome of these applications is awaited.</p>
Close working relationship with the Cable Car and Government precinct cluster	<p>Positively Wellington Tourism has been working closely with Te Papa in determining the viability of a cultural tourism product. Te Papa subsequently launched Taonga MataOra in March – a commissionable cultural product.</p> <p>Positively Wellington Tourism has worked with Carter Observatory towards its redevelopment business case. Carter Observatory's refurbishment is set to start in June following its recent funding grants (\$5.2m).</p> <p>Work continues on the development of the Cable Car Tourism precinct. Wellington Cable Car is about to bring its operations in-house and PWT will be working closely with them to ensure a strong tourism operations focus.</p> <p>Positively Wellington Tourism has been engaging with commercial stakeholders to discuss/develop the viability of a market-changing film/creativity exhibition/museum in Wellington.</p>

<p>Take a lead role in the development of the tourism component of the Wellington Regional Strategy</p>	<p>Result</p> <p>Status Ongoing</p> <p>Comments Positively Wellington Tourism actively contributed to the development of the tourism component of the Wellington Regional Strategy and is continuing to do so on an ongoing basis.</p> <p>Positively Wellington Tourism is engaged extensively in the Wellington Regional Strategy process as it relates to tourism and branding. The development of the Long Haul Strategy and associated presentations was a focus during the year.</p> <p>Positively Wellington Tourism has compiled a comprehensive Product Development Plan, which sets out the pathway and priorities for product development until 2011. This has a strong link with the Wellington Regional Strategy and Positively Wellington Tourism's role in developing Wellington's product and infrastructure components of the tourism sector.</p>
<p>Work with Positively Wellington Business, New Zealand Trade and Enterprise and others to identify investment opportunities in Wellington tourism</p>	<p>Result</p> <p>Status Ongoing</p> <p>Comments Positively Wellington Tourism has been investigating the funding options available to the region, with a focus on New Zealand Trade and Enterprise's Major Regional Initiative programme. The Minister of Economic Development will be announcing changes to the programme in the next quarter (April). Furthermore, the administrative agent for the programme in the Wellington region is Positively Wellington Business which will also be incorporated into the new regional economic development agency. Positively Wellington Tourism is monitoring this situation.</p>
<p>Assist in the prioritisation and research of the development of Convention Centre/Indoor Stadium</p> <p>Market feasibility for purpose built convention centre determined</p>	<p>Result</p> <p>Status Ongoing</p> <p>Comments McDermott Millar presented the results on the Economic Impact Assessment of Myeloma Haematology Conference which was jointly commissioned by Positively Wellington Tourism and the Wellington Convention Centre. This report was commissioned with the objective of incorporating the evidence into the long term investment plans for a new convention centre.</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 • Visiting Friends and Relatives (VFR) Monitor • Regional Visitor Monitoring Programme (RVM) • Retail Trade Statistics • Downtown Wellington • Domestic Campaign Evaluation 	<p>Result</p> <p>Status Ongoing</p> <p>Comments Positively Wellington Tourism continues to manage the results and relationships related to its research programme.</p> <p>The first full year of the Regional Visitor Monitor (RVM) has been completed. Analysis will now focus on Wellington's performance (conducted on a quarter on quarter basis) as opposed to comparing results to the national benchmark.</p> <p>Following on from some variable results from the RVM, Positively Wellington Tourism has undertaken research for two specific areas of concern – tourism signage and campervan parking. Once completed, these papers will be presented to Wellington City Council to discuss findings, as well as the possible solutions/remedies.</p> <p>Positively Wellington Tourism has been working with McDermott Miller to devise a tourism attraction investment and market demand evaluation model. The aim of this is to accurately map the projected demand for new and upgraded visitor attractions in Wellington. The need for this model arose out of the frustration that Positively Wellington Tourism has been experiencing in not having an accurate system to understand, and therefore project, what certain attractions would attract in terms of visitor numbers. This is a significant project and will be undertaken on an ongoing basis.</p> <p>The Wellington Attraction and Activities Monitor is now well underway and has been operating since December. This monitor seeks to track the performance of Wellington's attraction market against other datasets.</p>

<p>Manage annual international market research programme</p> <ul style="list-style-type: none"> • International Visitor Survey • International Visitor Arrivals • Commercial Accommodation Monitor • RVM Programme • Australian campaign set up and evaluation 	<p>Result</p> <p>Status Ongoing</p> <p>Comments Positively Wellington Tourism manages the international dataset and communicates this data through tourism 'snapshots' to internal staff on a regular basis.</p> <p>Positively Wellington Tourism is currently undertaking campaign evaluation research into Wellington's component of the joint venture Australian 'What's On' consumer campaign.</p>
<p>Contribute to improvement and delivery of national tourism data</p>	<p>Result</p> <p>Status Ongoing</p> <p>Comments Positively Wellington Tourism continually prompts the Ministry of Tourism to deliver datasets on time.</p> <p>The Ministry of Tourism is constantly advised when the dataset contains glitches.</p> <p>Positively Wellington Tourism contributes to improvement of RVM methodology through workshops.</p> <p>Positively Wellington Tourism is a member of the International Visitor Survey and Domestic Visitor Survey stakeholder groups that meet on a quarterly basis to discuss status and possible improvements to these datasets.</p> <p>Positively Wellington Tourism, in conjunction with McDermott Miller, is in the initial stages of establishing a model by which to test market demand for new or upgraded visitor attractions.</p>
<p>Construct and implement Mystery Shopper and training programmes at the i-SITE Visitor Centre</p>	<p>Result</p> <p>Status Ongoing</p> <p>Comments Refer i-SITE report.</p>