

Australian Sales & Marketing

Performance Indicators	
<p>At least maintain Australian visitor arrivals at 2007/08 levels (Source: IVA) and aim to match NZ inbound growth</p> <p>Online campaign in market once during the year</p>	<p>Result Achieved</p> <p>Status</p> <p>Comments Direct Australian arrivals have increased to Wellington for the year ended August 2008 by 5.3% (IVA).</p> <p>The Spring consumer campaign was in market from 15 August until 3 October. The campaign included TV (produced and aired free of charge by Tourism New Zealand) and online advertising. This was part of Tourism New Zealand's 'What's On' campaign. Results of this campaign will be available in Q2.</p> <p>A 42 Below viral campaign and competition was run as a joint venture with PWT. This was launched late September 2008</p>
<p>Airline capacity maintained at least at 2007/08 levels and negotiations advanced to grow capacity further</p>	<p>Result Partially Achieved</p> <p>Status Partially Achieved</p> <p>Comments Pacific Blue increased flights from Brisbane to Wellington from 3 to 5 weekly during the Quarter. Pacific Blue also announced that they would be increasing services by an additional 3 weekly flights in Q2.</p> <p>Air NZ and Qantas scheduling remains unchanged. Discussions continue with Wellington International Airport Limited concerning this.</p>
<p>12 trade familiarisations per year undertaken</p>	<p>Result Achieved</p> <p>Status</p> <p>Comments The below trade famils occurred for the quarter:</p> <ul style="list-style-type: none"> 6 x American Express travel consultants 3 x product staff from ANZCRO 8 x corporate travel agents via Heritage Hotels famil 2 x senior staff from Grand Pacific Tours
<p>60 sales visits to Australian wholesalers</p> <p>6 operators to participate in joint sales visits to wholesalers</p>	<p>Result On Target</p> <p>Status On Target</p> <p>Comments Attended Grand Pacific Tours conference and Kirra Tours 40th birthday celebrations both in August 2008.</p> <p>First market visit for the 2008/09 financial year planned in October 2008.</p>

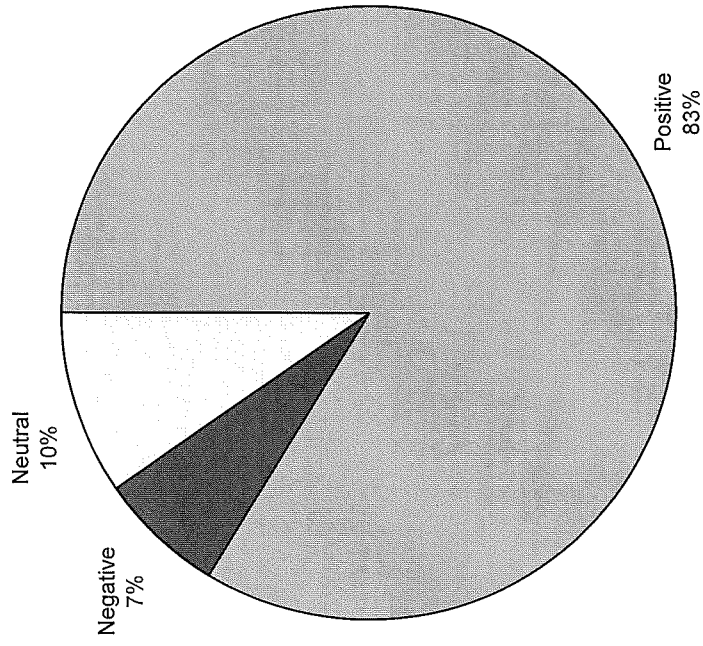
<p>40 media placements achieved reflecting positive tourism stories</p> <p>Perception research in Australia undertaken showing improved awareness</p>	<p>Result</p> <p>Status On Target</p> <p>Comments 28 positive media results for the quarter</p> <p>Research planned to take place May 2009</p>
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Communications

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<p>10 campaign leveraging projects initiated</p> <p>8 major event leveraging projects initiated</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Result</th> <th style="text-align: left;">Status</th> </tr> </thead> <tbody> <tr> <td></td> <td>On target</td> </tr> <tr> <td colspan="2">Comments</td> </tr> <tr> <td colspan="2">One event leveraging project was initiated in the September quarter.</td> </tr> <tr> <td colspan="2">Positively Wellington Tourism hosted six media for the Montana World of Wearable Art Awards. These were the Taranaki Daily News, Wanganui Chronicle, AA Directions, Sunday Star Times, Hawkes Bay Today and the Manawatu Standard.</td> </tr> <tr> <td colspan="2">The Daily News piece has been published, other results for this hosting are expected in the next quarter.</td> </tr> <tr> <td colspan="2">We supported the launch of the Spoil Yourself in Wellington campaign, which generated 13 media stories across a range of media including <i>the DomPost</i>, <i>Herald</i>, <i>Stuff</i>, <i>TVNZ Breakfast</i> and <i>Inbusiness</i> magazine.</td> </tr> <tr> <td colspan="2">We also hosted <i>Kia Ora</i> magazine. This story is expected in November.</td> </tr> <tr> <td colspan="2">In this quarter hosted media published: <i>Weekend</i> magazine published a six-page story based on hosting in May 2008. This is circulated to around 50,000. <i>Pour L'Amour de Travel</i> published an 11-page story, <i>North and South</i> an eight-page story.</td> </tr> <tr> <td colspan="2">In this quarter we also hosted NZ Memories magazine, The Manawatu Standard and Four Corners.</td> </tr> </tbody> </table>	Result	Status		On target	Comments		One event leveraging project was initiated in the September quarter.		Positively Wellington Tourism hosted six media for the Montana World of Wearable Art Awards. These were the Taranaki Daily News, Wanganui Chronicle, AA Directions, Sunday Star Times, Hawkes Bay Today and the Manawatu Standard.		The Daily News piece has been published, other results for this hosting are expected in the next quarter.		We supported the launch of the Spoil Yourself in Wellington campaign, which generated 13 media stories across a range of media including <i>the DomPost</i> , <i>Herald</i> , <i>Stuff</i> , <i>TVNZ Breakfast</i> and <i>Inbusiness</i> magazine.		We also hosted <i>Kia Ora</i> magazine. This story is expected in November.		In this quarter hosted media published: <i>Weekend</i> magazine published a six-page story based on hosting in May 2008. This is circulated to around 50,000. <i>Pour L'Amour de Travel</i> published an 11-page story, <i>North and South</i> an eight-page story.		In this quarter we also hosted NZ Memories magazine, The Manawatu Standard and Four Corners.	
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	issues were positive.
20 stories in drive range promoting Wellington tourism	<p>Result Achieved</p> <p>Status On target</p> <p>Comments There were 23 stories in drive range promoting Wellington tourism</p>
12 issues of Positively Informed produced and distributed	<p>Result Achieved</p> <p>Status On target</p> <p>Comments 3 editions of Positively Informed e-newsletter were produced and distributed during the quarter.</p>
WellingtonNZ.com media sections updated fortnightly Generate 15 media results reflecting PWT's Online Strategy	<p>Result</p> <p>Status On target</p> <p>Comments Media sections of WellingtonNZ.com were updated fortnightly.</p> <p>No media stories reflecting the PWT Online Strategy have been generated this quarter, although it is not expected that coverage will be gained until Q3 & Q4 when website developments come to fruition.</p>

Nature of Media Coverage 2007/08



Convention Bureau

Performance Indicators	
<p>5% increase in domestic leads</p> <p>5% increase in international market leads</p>	<p>Result Status On target</p> <p>Comments</p> <p>96 vs 94 leads and referrals for the quarter.</p> <p>Association up 8%</p>
<p>Increase partner funding by 10% on 2007/8 levels.</p> <p>Number of partners to increase by 10% on 2007/8 levels.</p>	<p>Result Status On target</p> <p>Comments</p> <p>Partner funding increased from \$143,000 to \$168,000 (YTD). 17% increase.</p> <p>77 partners confirmed year to date. 79% increase.</p>
<p>Hold showcase event in Auckland</p> <p>Attend New Zealand-based trade shows MEETINGS</p> <p>Sales missions held in Melbourne, Canberra, Brisbane and Sydney with 15% increase in lead generation.</p>	<p>Result Status On target</p> <p>Comments</p> <p>The Auckland Showcase was held in August. 92 guests and 13 partners involved</p> <p>The Bureau attended MEETINGS held in Christchurch in July. 72 appointments achieved. 14 partners involved.</p> <p>Sales call to Sydney for Focus New Zealand function. 68 key Sydney contacts attended.</p> <p>Wellington Association Promotional Luncheon held in the Wellington Convention Centre on 11 September. 83 guests and 19 partners were involved.</p>

<p>15 Australian decision makers familed</p> <p>60 New Zealand conference decision makers familed</p> <p>2 sales visits to Australia</p> <p>500 New Zealand sales calls made</p>	<p>Result</p> <p>Status On target</p> <p>Comments</p> <p>5 Australian decision makers' familed year to date. Five more are confirmed to attend the Wellington Conference and Events Expo in October</p> <p>22 New Zealand conference decision makers coming to attend the Wellington Conference and Events Expo in October</p> <p>One sales visit made to Sydney in August.</p> <p>124 sales calls made YTD</p>
<p>15 bids for major conferences</p> <p>10 major conferences confirmed with total economic impact of \$6 million</p>	<p>Result</p> <p>Status On target</p> <p>Comments</p> <p>2 bids were created this quarter,</p> <p>Three conferences confirmed worth \$1.9m confirmed YTD.</p>
<p>Undertake an average of 40 research calls per month</p>	<p>Result</p> <p>Status On target</p> <p>Comments</p> <p>107 research calls made YTD. (Average 35 per month)</p>

New Zealand Marketing

Performance Indicators											
<p>2% growth (visitor nights and numbers) above 2007/08 levels (Source: CAM)</p> <p>Weekend rooms sold in partner hotels 2% above 2007/08 levels (Source: Hotel Monitor)</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 style="text-align: center;">On target</td> </tr> <tr> <td colspan="2"> Comments</td> </tr> <tr> <td colspan="2"> The Commercial Accommodation Monitor (CAM) showed a 1.81% increase in total domestic visitor nights for June to August 2008 against the same period last year. The total domestic visitor nights for the year ended August 2008 increased 7.5% compared to the same period in 2007. </td> </tr> <tr> <td colspan="2"> Weekend rooms sold in partner hotels increased by 5.9% for July to September 2008 compared to the same period in 2007. </td> </tr> </table>	Result	Status		On target	 Comments		The Commercial Accommodation Monitor (CAM) showed a 1.81% increase in total domestic visitor nights for June to August 2008 against the same period last year. The total domestic visitor nights for the year ended August 2008 increased 7.5% compared to the same period in 2007.		Weekend rooms sold in partner hotels increased by 5.9% for July to September 2008 compared to the same period in 2007.	
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<p>Deliver marketing for the ticket sale and event phases of Montana World of WearableArt® Awards Show and the NZI Sevens</p>	<p>Result Status On target</p> <p>Comments Marketing for the ticketing phase of the NZI Sevens is complete with tickets selling out in a record time of less than 10 minutes. During the quarter nzisevens.co.nz was refreshed with a new design and interactive photo gallery, and the creative approach for the city excitement marketing was confirmed.</p> <p>The event phase of the Montana World of WearableArt® Awards Show 2008 has been delivered.</p>
<p>Significant input into event development</p>	<p>Result Status On target</p> <p>Comments Significant support was provided to the International Jazz Festival which will take place during March 2009. Discussions were also held with the organisers of the International Matariki Festival and Rugby World Cup 2011.</p>
<p>Joint market at least 7 key events (inc. WOW® and NZI Sevens) and produce 2 event calendars</p>	<p>Result Status On target</p> <p>Comments The event calendar profiling August to November 2008 was delivered in July to Auckland, Christchurch, Wellington City and region and the drive range.</p> <p>Two key events were joint-marketed in the last quarter - Te Papa's Our Space exhibition and the Montana World of WearableArt® Awards Show.</p>

<p>Re-launch the updated domestic campaign in July 2008</p>	<p>Result Status Achieved</p> <p>Comments The new domestic marketing campaign was successfully launched on July 21st.</p>
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Downtown

Performance Indicators					
<p>Downtown weekend visitation 2% above 2007/08 levels (Source: BNZ MarketView)</p> <p>Downtown weekend sales 2% above 2007/08 levels (Source: BNZ MarketView)</p>	<table border="1"> <thead> <tr> <th>Result</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td></td> <td>Behind target</td> </tr> </tbody> </table> <p>Comments Weekend visitation in downtown Wellington for July to September 2008 was down 7.5% compared with the same period in 2007.</p> <p>Weekend spending in downtown Wellington for July to September 2008 was down 9.1% compared with the same period in 2007.</p> <p>As predicted both weekend spending and visitation were down for the first quarter. The contracting economy has seen reduced spending due to rising living costs, falling housing and financial wealth, and lower job security. In addition turmoil in global financial markets helped to drive domestic consumer confidence to a 10-year low.</p>	Result	Status		Behind target
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<p>Weekend car parking occupancy 10% above 2007/08 levels (Source: Wilson Parking)</p>	<table border="1"> <thead> <tr> <th>Result</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td></td> <td>On target</td> </tr> </tbody> </table> <p>Comments Due to reporting constraints, year on year comparison results are currently only available for 5 of the 8 car parks involved in the program.</p> <p>During the quarter, the 5 car parks for which results are available surpassed the target of increasing average occupancy levels 10% above 2007/08 levels, and 3 were more than 50% above 2007/08 levels.</p>	Result	Status		On target
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	On target				

<p>Increase the KNOW database to 15,000</p> <p>KNOW e-news distributed fortnightly</p>	<p>Result</p> <p>Status On target</p> <p>Comments At the end of September the KNOW database was 9,424.</p> <p>KNOW e-news was distributed fortnightly throughout the quarter.</p> <p>During the quarter a new strategy for the KNOW program was developed. The strategy involves multiple distribution channels for the KNOW content – not just the e-newsletter. During the second quarter the implementation of this strategy will begin and will include the scoping of a KNOW Wellington mobile internet site, partnerships and content feeds with websites such as metservice.co.nz and stuff.co.nz, and social media applications.</p> <p>A new look KNOW e-newsletter will also be launched during October.</p>
<p>The <i>Fashion Map</i> and the <i>Arts Map</i> integrated into WellingtonNZ.com and the <i>Downtown Year Planner</i> produced</p>	<p>Result</p> <p>Status On target</p> <p>Comments The 2009 <i>Downtown Year Planner</i> will be produced and distributed during December.</p> <p>Plans are in place to integrate the <i>Fashion</i> and <i>Arts Map</i> content into WellingtonNZ.com following a review of the structure of WellingtonNZ.com. The integration of the content is planned to take place during quarters three and four.</p>

International Marketing

Performance Indicators	
<p>Partner funding within 10% of 2007/08 levels</p> <p>Number of partners within 5% of 2007/08</p>	<p>Result Status On target</p> <p>Comments</p> <p>Kapiti District Council did not renew their commitment to the Wellington and Wairarapa International Marketing Alliance for 2008/09, withdrawing to concentrate on domestic tourism promotion. PWT was advised of this at the commencement of the financial year.</p> <p>International Marketing Group partner numbers and funding has been achieved at the same level as 2007/08.</p>
<p>40 sales calls to Inbound Tour Operators (IBO)</p> <p>Train 350 frontline staff from key markets</p> <p>Sales calls to 100 decision makers in key offshore markets</p>	<p>Result Status On target</p> <p>Comments</p> <p>Five IBO sales calls were undertaken this quarter.</p> <p>Two Tourism New Zealand-initiated events took place in this quarter. Ten North American Product Manager appointments were held during the USA IMA Workshop in July plus ten Training Manager appointments. At the UK & Europe Product Workshop there were 26 UK and 16 Dutch, Scandinavian and German Product Manager appointments. This event also comprised two training days for UK staff. Six Product Manager appointments and sales calls were undertaken in Copenhagen.</p> <p>IBO Sales Calls year to date: 5 Frontline Staff trained year to date: 127 Decision maker sales calls year to date: 48</p>
<p>Undertake i-SITE frontline famil to Wellington</p> <p>Increase Wellington's profile at key touchpoints throughout New Zealand.</p> <p>Increase Wellington coverage in US & UK brochures, websites and guidebooks.</p>	<p>Result Status On target</p> <p>Comments</p> <p>The UK and North American brochure review projects have resulted in updated and increased coverage for the region in wholesaler brochures. Interim results will be reported on in Q2 once new travel season brochures have been received.</p>
<p>Further develop the travel trade section of WellingtonNZ.com</p> <p>Distribute 4 e-updates to trade</p> <p>Distribute 8 e-updates to media</p>	<p>Result Status On target</p> <p>Comments</p> <p>4 media newsletters were distributed this quarter.</p>

	1 trade newsletter was distributed this quarter.
<p>Host 2 famils for Inbound Tour Operator staff</p> <p>Host 1 product buyer famil</p> <p>Host 15 wholesale or retail trade famils</p>	<p>Result Status</p> <p style="text-align: right;">On target</p> <p>Comments</p> <p>Five trade famils were hosted this quarter.</p> <p>There has been one Inbound Tour Operator famil with five product buyers hosted during WOW, including two of the cruise shore excursion buyers from Just Blue and ID Tours.</p> <p>Five wholesale or retail famils held year to date. Leads from the UK Product Workshop resulted in two excellent famils with agents from high end sellers Kuoni and Audley Travel visiting the city during the quarter.</p>
<p>Produce 2009 <i>Wellington Regional Visitor Guide</i></p> <p>Achieve 70 editorial media placements</p>	<p>Result Status</p> <p style="text-align: right;">On target</p> <p>Comments</p> <p>Production of the 2009 Wellington Regional Visitor Guide is underway and due for delivery at the end of November 2008.</p> <p>Several international media famils hosted in this quarter but due to WOW straddling September and October 2008, results will be reported on in full at the end of Q2.</p>

Online & IT

Performance Indicators	
To develop a UGC application on WellingtonNZ.com, eg a forum for users and potential visitors	<p>Result Status On Target</p> <p>Comments Background work has commenced on the integration of user generated content from a provider such as Trip Advisor. It is expected that this will be delivered in Q4.</p>
40% growth in visitors to WellingtonNZ.com	<p>Result Status Below target</p> <p>Comments Visits to WellingtonNZ.com this quarter were 264,826 – up 17% from last quarter.</p>
Achieve online sales of at least \$1.4 million and enhanced online booking system that is fully operational	<p>Result Status Below target</p> <p>Comments Online Sales for Q1 were \$141,230. This is most likely due to a combination of the economic slowdown New Zealand is experiencing, and an outdated booking system which we are soon to replace.</p>
Maintain top 3 position in indicator search engines (via organic search- Wellington accommodation, Wellington events, Wellington shopping, Wellington restaurants) (Source: Google, Yahoo, MSN).	<p>Result Status On target</p> <p>Comments All terms are first or second on Google, Yahoo, and MSN except for 'Wellington Restaurants' which is fifth on Google and seventh on Yahoo.</p>
Develop at least 3 social media applications	<p>Result Status On target</p> <p>Comments 1 social media application was delivered in Q1. This was a 'Google Gadget'.</p> <p>The role of the Gadget is distribution of content. It is a website outside a website that sits in banner display advertising space. Our Google Gadget enables users to view:</p> <ul style="list-style-type: none"> - the Spoil Yourself TV commercial - more than 20 images of Wellington - videos of the NZI Sevens, WOW, Te Papa's Our Space exhibition and our Wellington promo DVD <p>a Google map of Wellington that highlights our 22 partner hotels along with the ability to click through to book.</p>

Long Haul

Performance Indicators	
<p>Funding within 5% of 2007/08 levels</p> <p>Retain at least 6 funding partners</p>	<p>Result Achieved</p> <p>Comments 6 funding partners have been retained at the same funding level as last year – Councils and WIAL.</p>
<p>Deliver on Long Haul Strategy as agreed by funding partners</p>	<p>Result Ongoing</p> <p>Comments A continued delay in the delivery of the Boeing 787 has pushed out the expected date of flight operation. An Economic Impact Study is due for completion in Q2 to determine the economic benefit and return to Wellington region of daily direct flights to/from an Asian port to Wellington.</p> <p>WILA is to attend the World Route conference in October 2008 as a follow up to meetings held at Routes Asia in April 2008.</p>
<p>Aim to be in negotiation with 2 airlines by the end of 2008/09 financial year.</p>	<p>Result Ongoing</p> <p>Comments All airlines met with indicated that they would not be in a position to confirm any new routes until they were in receipt of their new aircraft from 2010 onwards. This reiterated the need for Wellington to maintain ongoing dialogue with the airlines, to ensure that 'destination Wellington' was firmly in their consideration.</p>
<p>Strategy review completed and modified strategy implemented if required. Deliver on strategy as agreed by funding partners.</p> <p>Undertake a minimum of 10 trade and airline sales calls to key Asia wholesalers.</p> <p>Attend Kiwi Link Asia.</p>	<p>Result Ongoing</p> <p>Comments PWT will attend Kiwi Link Asia in Shanghai in October 2008.</p>

Overheads and Governance

Performance Indicators											
<p>2009/10 <i>Business Plan</i> produced by March 2009</p> <p>HR, Finance and IT policies and systems up to date</p>	<table border="0"> <tr> <td style="vertical-align: top;">Result</td> <td style="vertical-align: top;">Status</td> </tr> <tr> <td></td> <td style="text-align: center;">In Progress</td> </tr> <tr> <td colspan="2">Comments</td> </tr> <tr> <td colspan="2">The 2008/09 <i>Business Plan</i> will be completed and submitted to Wellington City Council on time.</td> </tr> <tr> <td colspan="2">Policies are currently being reviewed and updated.</td> </tr> </table>	Result	Status		In Progress	Comments		The 2008/09 <i>Business Plan</i> will be completed and submitted to Wellington City Council on time.		Policies are currently being reviewed and updated.	
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<p>11 Board meetings held</p> <p>2 Audit Finance and Risk Subcommittee meetings held</p>	<table border="0"> <tr> <td style="vertical-align: top;">Result</td> <td style="vertical-align: top;">Status</td> </tr> <tr> <td></td> <td style="text-align: center;">On Target</td> </tr> <tr> <td colspan="2">Comments</td> </tr> <tr> <td colspan="2">3 Board Meetings have been held this financial year.</td> </tr> <tr> <td colspan="2">1 Audit and Risk Committee meeting has been held this financial year.</td> </tr> </table>	Result	Status		On Target	Comments		3 Board Meetings have been held this financial year.		1 Audit and Risk Committee meeting has been held this financial year.	
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<p>Audited accounts and the <i>Annual Report</i> produced within 60 days of 30 June 2008</p> <p>Quarterly reports to Wellington City Council delivered on time</p>	<table border="0"> <tr> <td style="vertical-align: top;">Result</td> <td style="vertical-align: top;">Status</td> </tr> <tr> <td></td> <td style="text-align: center;">In progress</td> </tr> <tr> <td colspan="2">Comments</td> </tr> <tr> <td colspan="2">Audited accounts and the <i>Annual Report</i> have been completed within 60 days of year end.</td> </tr> <tr> <td colspan="2">Quarterly reports will be delivered to Wellington City Council on time.</td> </tr> </table>	Result	Status		In progress	Comments		Audited accounts and the <i>Annual Report</i> have been completed within 60 days of year end.		Quarterly reports will be delivered to Wellington City Council on time.	
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<p>Overhead cost below budget or no more than 5% over budget</p> <p>New funding and revenue opportunities initiated.</p>	<table border="0"> <tr> <td style="vertical-align: top;">Result</td> <td style="vertical-align: top;">Status</td> </tr> <tr> <td></td> <td style="text-align: center;">On Target</td> </tr> <tr> <td colspan="2">Comments</td> </tr> <tr> <td colspan="2">The overhead budget is currently underspent by \$31K. This is mostly due to savings in telecommunications as a result of our new telephone system \$6K and savings in depreciation of \$14K as a result of the timing of capital expenditure purchases.</td> </tr> </table>	Result	Status		On Target	Comments		The overhead budget is currently underspent by \$31K. This is mostly due to savings in telecommunications as a result of our new telephone system \$6K and savings in depreciation of \$14K as a result of the timing of capital expenditure purchases.			
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Product Development

Performance Indicators	
<p>Monitor and advocate for the continual improvement of tourism related infrastructure</p>	<p>Result Achieved</p> <p>Comments Positively Wellington Tourism continued to advocate for the development of Wellington's tourism infrastructure. Projects include new campervan parks, signage and accessibility infrastructure.</p> <p>We continued to work closely with the Cable Car Tourism Precinct Working Group, towards the improvement of that precinct's infrastructure and signage.</p> <p>We also worked closely with both CentrePort and Wellington City Council toward the improvement of cruise-related infrastructure. Particularly cruise passenger transportation services.</p>
<p>Help advance the development of the Karori Sanctuary and the Marine Education Centre and other significant attractions</p>	<p>Result Achieved</p> <p>Comments The development of Karori Sanctuary (KS) new Visitor and Education Centre is well underway. We continued to provide support to this important product, from a visitor experience perspective. It is due to open in late 2009.</p> <p>We continue to play a lead role in supporting the redevelopment of Carter Observatory. Positively Wellington Tourism is also on the Carter Observatory Advisory Board. Opening of the upgraded observatory is currently unknown. Fundraising is required in order to purchase a new digital planetarium. Without a planetarium the Observatory will not be opened.</p> <p>The future of the proposed Wellington Marine Education Centre is still uncertain. The Wellington Marine Education Centre Trust is currently considering the option of locating the Centre at a new site. We continue to support this proposal.</p>
<p>Market and funding feasibility for a purpose-build convention centre fully understood</p>	<p>Result Partially Achieved</p> <p>Comments A large-scale convention centre remains a priority for Wellington's conference market. We have continued to work with the Wellington Convention Centre and the wider industry to further development plans, particularly around possible funding scenarios.</p>

<p>One commissionable product developed from repackaging existing products</p>	<p>Result Partially Achieved</p> <p>Comments The development of the Cable Car Tourism Precinct into a commissionable product is still ongoing. Funding and resources have been invested in the development of Carter Observatory and have slowed progress of the precinct's development.</p>
<p>1 to 2 investment groups having completed feasibility studies on niche accommodation developments</p>	<p>Result Achieved</p> <p>Comments We continued to provide data and engage with commercial stakeholders investigating the feasibility of investing in hotel opportunities. Unfortunately for commercial reasons these parties cannot be identified.</p> <p>We continue to assist the Watermark Boutique Hotel in its development. It is proposed to open in late 2009.</p>
<p>Tourism Strategy updated and action items within it initiated</p>	

Research

Performance Indicators	
Produce and communicate Hotel Monitor, CAM, WAAM and other statistics monthly	<p>Result Achieved</p> <p>Comments We continue to manage and communicate the core datasets within our research programme. However, due to the unreliability of the dataset we are provided with, we do not report on or communicate the Domestic Travel Survey.</p>
Deliver annual domestic market research programme quarterly	<p>Result Achieved</p> <p>Comments We continue to analyse and communicate the domestic market datasets. The Commercial Accommodation Monitor (CAM), WAAM and Hotel Monitor are communicated monthly.</p> <p>The BNZ MarketView Domestic and Downtown reports are communicated quarterly.</p>
Deliver annual international market research programme quarterly	<p>Result Partially Achieved</p> <p>Comments Positively Wellington Tourism continues to analyse and communicate the international market datasets on an ongoing basis, particularly the International Visitor Survey (IVS), Regional Visitor Monitor and CAM.</p> <p>We continue to engage with The Ministry of Tourism regarding to improvements to the IVS.</p>
Improvement of national tourism statistics to help Positively Wellington Tourism with more effective decision making	<p>Result Achieved</p> <p>Comments We have continued to engage with the Ministry of Tourism, with the aim of seeking more accurate datasets that are relevant to Wellington's tourism industry. In particular Positively Wellington Tourism is represented on the IVS and DTS stakeholder groups.</p>
Manage i-SITE research needs	<p>Result Achieved</p> <p>Comments No specific research needs were identified during this quarter.</p>

Visitor Centre

Performance Indicators	
Grow revenue by at least 6%	<p>Result Not Achieved</p> <p>Comments Sales were 15% behind sales for 2007/08 quarter and 5% behind 08/09 budget</p>
Customer satisfaction at consistently high levels of 90%	<p>Result Not Achieved</p> <p>Comments The i-SITE was targeted in late September with Mystery Shopper Programmes.</p> <p>The results were a 81% satisfaction level for i-SITE service, 80% for phone enquiries and 88% for email enquiries.</p>
Report on relocation and operational feasibility of new or upgraded centre by July 2008	<p>Result Ongoing</p> <p>Comments The i-SITE relocation project is ongoing. Architect concept drawings are complete, and the business case has been completed.</p>
<p>Increase sales of Wellington activities and attractions by 10%</p> <p>Break even financial result achieved</p> <p>Help grow online revenue to \$1.4m</p> <p>Visitors to i-SITE maintained at least at 2007/08 levels</p>	<p>Result Not Achieved</p> <p>Comments Wellington region accommodation sales are 9% ahead for the quarter compared to last year and ahead of 08/09 budget by 36%. This is attributed to strong sales during July school holidays and the WOW event.</p> <p>Wellington attraction sales are 43% behind results for last year and 19% behind budget for 08/09.</p> <p>Last year - 83,889 This year - 77,418 (down 7.7%)</p>