

Institution	2022-23 Target	YTD Visitor Numbers	% of Annual Target	Q1 Target	Q1 Visitor Numbers Achieved	% of Q1 Target
City Gallery Wellington	112,500	22,032	20%	25,000	22,032	88%
Wellington Museum	85,000	25,502	30%	20,000	25,502	128%
Capital E	71,000	15,310	22%	10,000	15,310	153%
Cable Car Museum	106,000	28,561	27%	20,000	28,561	143%
Space Place	40,000	8,397	21%	7,500	8,397	112%
Nairn Street Cottage	500	0	0%	0	0	-
<b>TOTAL</b>	<b>415,000</b>	<b>99,802</b>	<b>24%</b>	<b>82,500</b>	<b>99,802</b>	<b>121%</b>

QUARTER ONE – JULY, AUG, SEP

### Commentary on Variation Against Target

#### Operating Environment:

We operated under COVID-19 Alert Level ORANGE setting, with no restrictions on indoor or outdoor gatherings, until 12 September when the COVID-19 protection framework (traffic light system) was removed. We are now starting to see the slow return of international tourists to our sites.

#### Visitor Numbers:

Visitor numbers for Q1 exceeded our quarterly target (82,500) with 99,802 visits and 121% of the target met. This compares to Q1 of 2021-22, with 67,741 visits, and 67% of the quarterly target achieved (101,400) noting Wellington was under alert levels 4 and 3 lockdowns for much of this period.

Overall, we are seeing a positive trend upwards with most sites well exceeding quarterly targets. There is also an increase in visitor numbers at all sites compared to the same period last year.

- **City Gallery Wellington:** 1,055 tamariki visited with school groups over the quarter. Exhibition changeover was from 15 August with the new season opening on 30 September.
- **Wellington Museum** hosted the first large tour group since before COVID-19, with 140 international students over two days in July. 29 venue hire bookings took place during August, and in September we saw our biggest number of venue hire bookings ever!
- **Capital E** saw school bookings picking up with 26 groups through the digital studios during August alone. *Baby Rock & Rhyme* returned with four workshops in August, and 98 attendees.
- **Space Place:** Six Birthday parties and eight venue hire bookings took place during August, and in September 12 large group bookings, eight birthday parties and nine venue hires. Our Astronomy on Tap event in September sold out.
- **Cable Car Museum** was closed for annual maintenance (1-11 August). Visitation is up compared to the last two years, and the September numbers are approaching pre-COVID-19 levels.
- **Nairn Street Cottage** has been closed for the quarter. Some maintenance work was carried out in September to prepare for reopening.

### Highlights

- **City Gallery Wellington:** *Glen Hayward: Wish You Were Here* and *Matarau* brought in a steady stream of visitors to the Gallery. *Family Day* returned in July and *Open Late* was held in July and August; the latter with 383 attendees - the highest number this calendar year.
- **Wellington Museum:** *Wāhine Māori: The Art of Resistance* was installed in Te Wheke during August, with a high number of visitors coming specifically to see the exhibition. The sports display in The Attic has been revamped. *Night of Mange* was a sell-out programme with over 100 guests.
- **Capital E:** held a number of successful 'drop in' events at PlayHQ such as *Term Time* and *Mahuru Māori*.
- **Space Place:** High visitation in July with *Matariki Dawn* and *Ngā Tohunga Whakatere* planetarium shows. Two winter wellness events and three Sci-Fi Sunday events held over August.
- **Cable Car Museum:** Numbers are picking up as we see the return of international tourists.

## **July School Holidays**

The July School Holidays were busy at all sites. The Cable Car Museum had the busiest school holiday period since April 2021, and Capital E's PlayHQ hosted 2,058 visitors – the highest numbers of school holiday attendees for the site since July 2021. Capital E's upstairs spaces were fully booked with birthday party venue hires bringing in 242 people to an otherwise closed space. There were eight separate school holiday groups hosted at Space Place, and 5,536 visitors to Wellington Museum over the two-week period. Family Day at City Gallery Wellington was another success with 354 visitors.

### **Jo Arenhold, Senior Corporate Advisor**

*This paper has been approved for submission to Council by Dr Sarah Rusholme, Chief Executive.*