

30 Day Forward Outlook for Queenstown

Published on Thursday 11 February 2021



Short term visitation

30 Day Forward Outlook

Overview

Destination Queenstown has developed a 30 day forward outlook chart indicating the current levels of accommodation occupancy in Queenstown. This is based on collated information from multiple data sets covering commercial and non-commercial accommodation. The 30 day forward outlook chart is weighted 80% on currently booked forward occupancy rates and 20% on predictive forward booking data.

The objective of this 30 day forward outlook chart is to assist local tourism businesses like activities, attractions, retail, bars and restaurants to manage their operating days/hours, supply and staffing in alignment with the forward outlook.

Frequency

DQ will publish the report at the end of the month for the upcoming 30 day period included in the Visitor Demand Mapping Resource. There will be weekly refreshes of the forward outlook chart which will be posted in the DQ Member (Visitor Demand Mapping) area of the DQ website. Click [HERE](#) to access previous outlooks.

Feedback

For feedback, more information or clarifications about the content below or if you are interested in supplying your accommodation's data toward the dataset please contact kirann@queenstownnz.nz.

Data Sources

DATA SOURCE



STR FORWARD
STAR



AIRDNA – FUTURE DEMAND
ANALYSIS

AIRDNA

INFORMATION



Based on real occupancy on the books from a set of 12 properties. Free to submit data if you are part of STR.

Forward looking occupancy rates (actuals) in a set of over 1,800 active alternative lodging properties in the wider Wakatipu basin.

DATA SOURCE



OTA
INSIGHTS

OTA INSIGHT

AIR
NEW ZEALAND

AIR NEW ZEALAND

INFORMATION



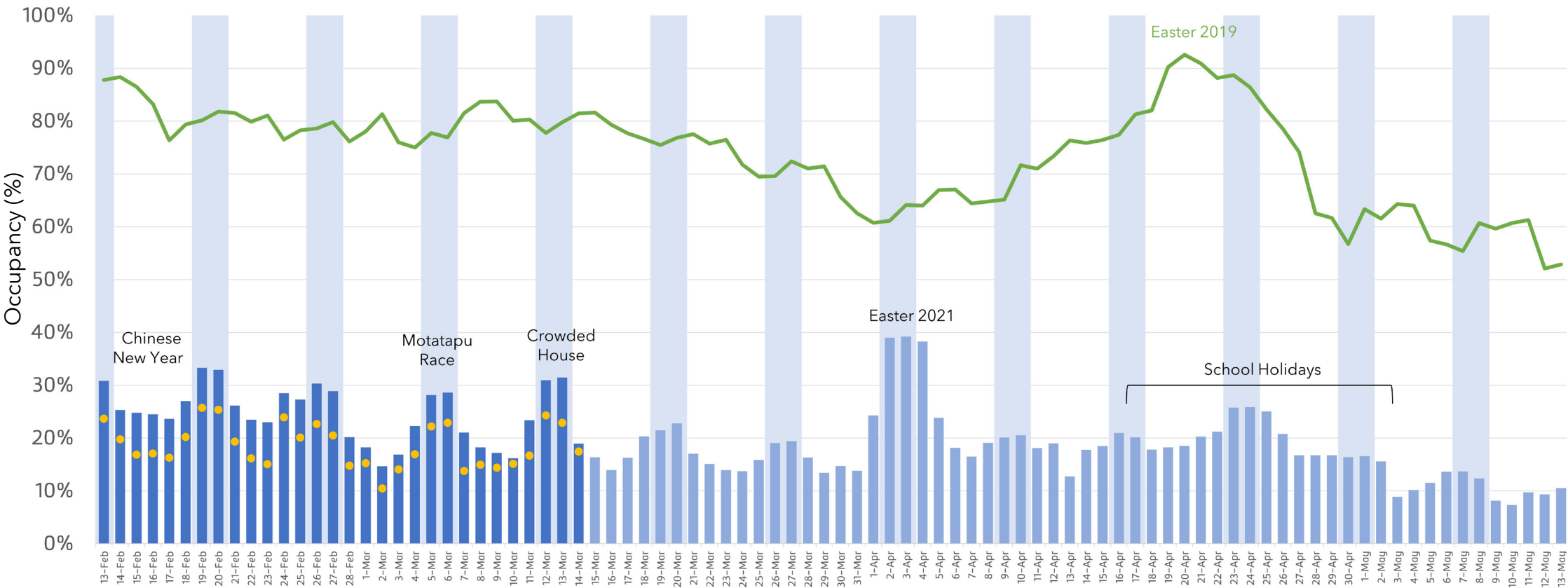
Market intelligence capturing booking intent in real time. Takes into account OTA, GDS, alternative lodgings. Gives a "heat" map.

Weekly seat capacity growth compared to same week last year. Share monthly.

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- Next 30 Days
- Following 60 Days
- Weekend (Friday/ Saturday)
- Pick up (from last publication)
- Historical (pre-COVID - 2019)



This edition published on Thursday 11 February 2021 indicates the current demand for the 30 day period 13 February 2021 to 14 March 2021 (plus the following 60 days). The next update will be on Friday 26 February for the following 30 days (plus 60 days) as part of the Visitor Demand Mapping resource.

Disclaimer: This tool represents only a potential scenario for what occupancy could look like over the coming period, it is not an actual forecast. This tool has been created solely for the use of Destination Queenstown Members, and is not for publication or dissemination.