30 Day Forward Outlook
for Queenstown

Published on Friday 19 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 70% on currently booked forward occupancy rates and 30% 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 accomodations data toward the dataset please contact kirann@

queenstownnz.nz.

Data Sources

	STR FORWARD STAR	AIRDNA – FUTURE DEMAND ANALYSIS
DATA SOURCE 🔍	str	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.

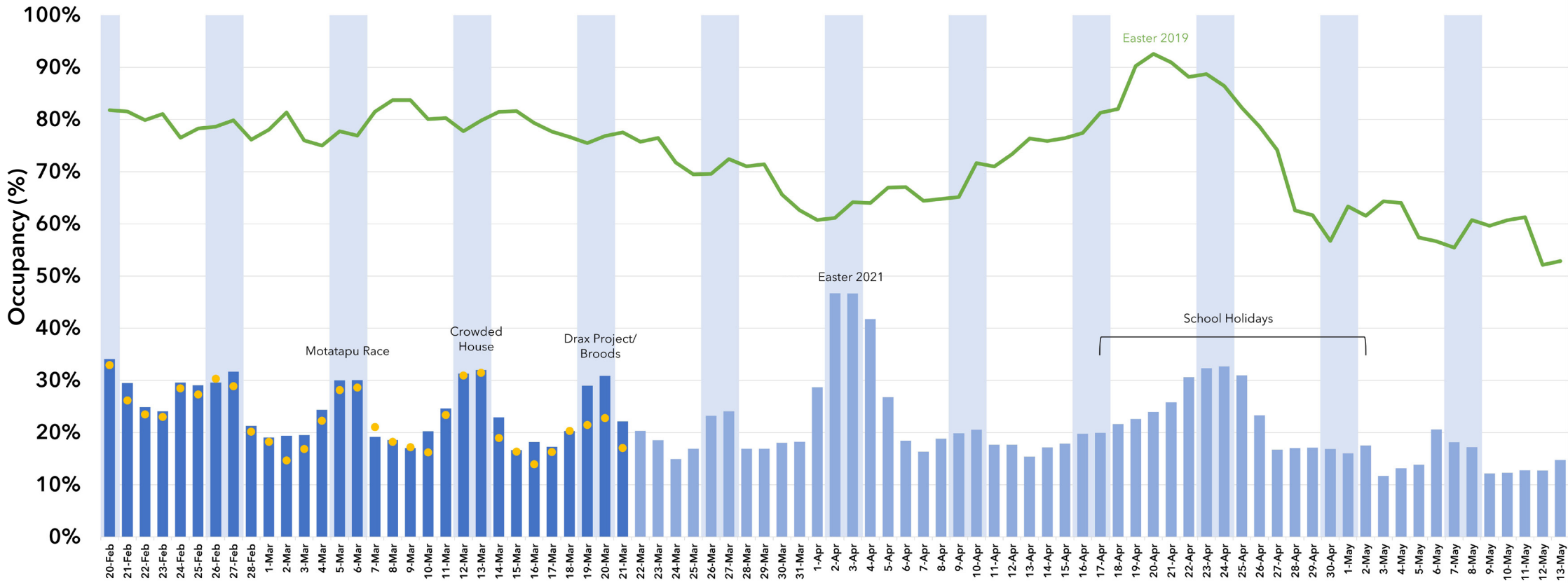|	OTA INSIGHTS	AIR NEW ZEALAND
DATA SOURCE 🔍	OTA INSIGHT	AIR NEW ZEALAND
INFORMATION ⓘ	Market intelligence capturing booking intent in real time. Takes into account OTA, GDS, alternative lodgings. Gives a "heat" map.	Weekly seat capacity growth compared to same week last year. Share monthly.

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

Occupancy (%) — axis from 0% to 100%

Chart annotations:
- Easter 2019
- Easter 2021
- School Holidays
- Motatapu Race
- Crowded House
- Drax Project/ Broods

X-axis dates: 20-Feb, 21-Feb, 22-Feb, 23-Feb, 24-Feb, 25-Feb, 26-Feb, 27-Feb, 28-Feb, 1-Mar, 2-Mar, 3-Mar, 4-Mar, 5-Mar, 6-Mar, 7-Mar, 8-Mar, 9-Mar, 10-Mar, 11-Mar, 12-Mar, 13-Mar, 14-Mar, 15-Mar, 16-Mar, 17-Mar, 18-Mar, 19-Mar, 20-Mar, 21-Mar, 22-Mar, 23-Mar, 24-Mar, 25-Mar, 26-Mar, 27-Mar, 28-Mar, 29-Mar, 30-Mar, 31-Mar, 1-Apr, 2-Apr, 3-Apr, 4-Apr, 5-Apr, 6-Apr, 7-Apr, 8-Apr, 9-Apr, 10-Apr, 11-Apr, 12-Apr, 13-Apr, 14-Apr, 15-Apr, 16-Apr, 17-Apr, 18-Apr, 19-Apr, 20-Apr, 21-Apr, 22-Apr, 23-Apr, 24-Apr, 25-Apr, 26-Apr, 27-Apr, 28-Apr, 29-Apr, 30-Apr, 1-May, 2-May, 3-May, 4-May, 5-May, 6-May, 7-May, 8-May, 9-May, 10-May, 11-May, 12-May, 13-May

This edition published on Friday 19 February 2021 indicates the current demand for the 30 day period 20 February 2021 to 21 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.