Destination Queenstown
30 Day Forward Outlook Chart

Published 29 October 2020

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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 monthly for the upcoming 30 day period - published in the last week of each month. There will be a fortnightly refresh mid-month for the following 30 days.

- These reports are available in the DQ Member Area of the DQ website (here) and update reminders will be featured in the Fortnightly Remarks.

Data Sources

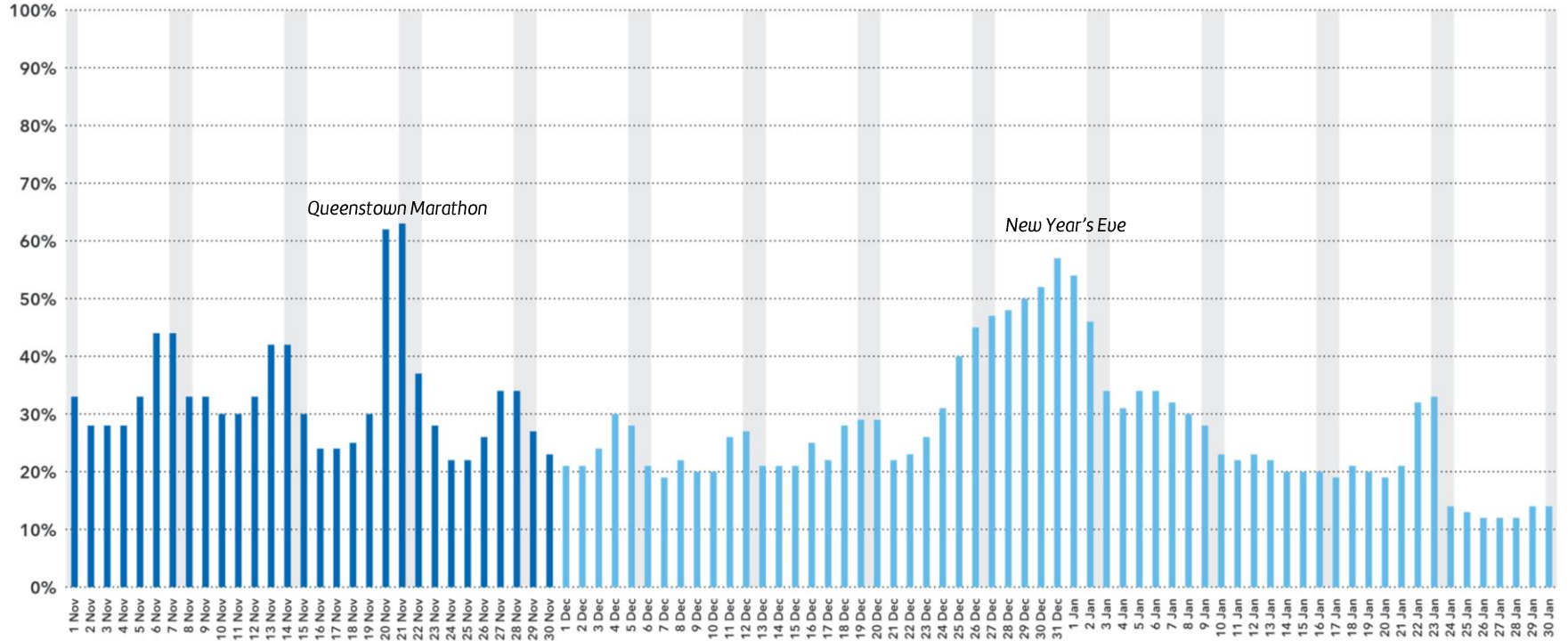|	STR FORWARD STAR	AIRDNA – FUTURE DEMAND ANALYSIS	OTA INSIGHTS	AIR NEW ZEALAND
DATA SOURCE 🔍	str	AIRDNA	OTA INSIGHT	AIR NEW ZEALAND
INFORMATION ℹ	Based on real occupancy on the books from a set of 12 properties. Free to submit data if you are part of STR.	Forward looking occupancy rates (actuals) in a set of over 1,800 active alternative lodging properties in the wider Wakatipu basin.	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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This edition published on Thursday 29 October 2020 indicates the current demand for the period 1 November 2020 to 30 November 2020 (plus following 60 days). The next update will be on Friday 13 November for the following 30 days (plus 60 days)