

Nine Month Forward Outlook for Queenstown

August 2022 - April 2023



HOME OF
ADVENTURE

Nine Month Forward Outlook

Overview

Destination Queenstown has developed a Nine Month Forward Outlook resource which indicates 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 Nine Month Forward Outlook resource is weighted predominantly on currently booked forward occupancy rates but also factors in predictive forward booking data.

The objective of this resource is to provide a view of potential occupancy levels for the coming nine months in Queenstown and guide decisions and suggestions for clients to come at a time when Queenstown will deliver optimal visitor experience.

Frequency

The Nine Month Forward Outlook will be refreshed at the start of every month. Updates will be shared through our [Trade Remarks](#) and [Bureau Remarks](#) communications and posted on the [what's new](#) page of the [Queenstown, NZ](#) website.

Feedback

For feedback, more information or clarifications about the content below or if you are interested in supplying your accommodations data toward the dataset please contact [Kiran Nambiar](#).

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 This tool has been created solely for the use of the Travel Trade and Business Event Industry and is not for publication or dissemination.

Data Sources

DATA SOURCE



STR FORWARD STAR



OTA INSIGHTS



AIRDNA



INFORMATION



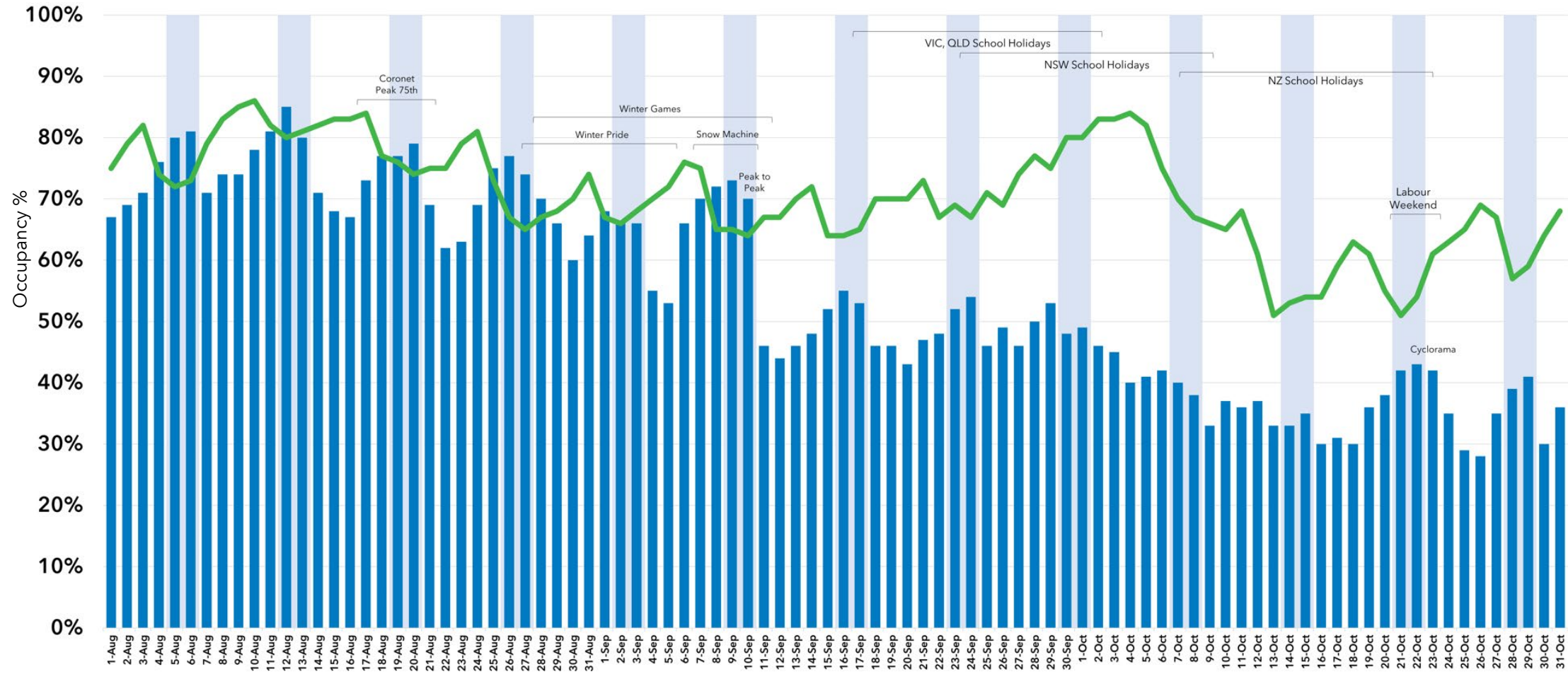
Based on real occupancy on the books from a set of 20 properties (commercial).

Market intelligence capturing booking intent in real time. Takes into account OTA, GDS, alternative lodgings.

Forward looking occupancy rates (actuals) in a set of over 1,300 active alternative lodging (non-commercial) properties in the Queenstown area.

Nine Month Forward Outlook August – October 2022

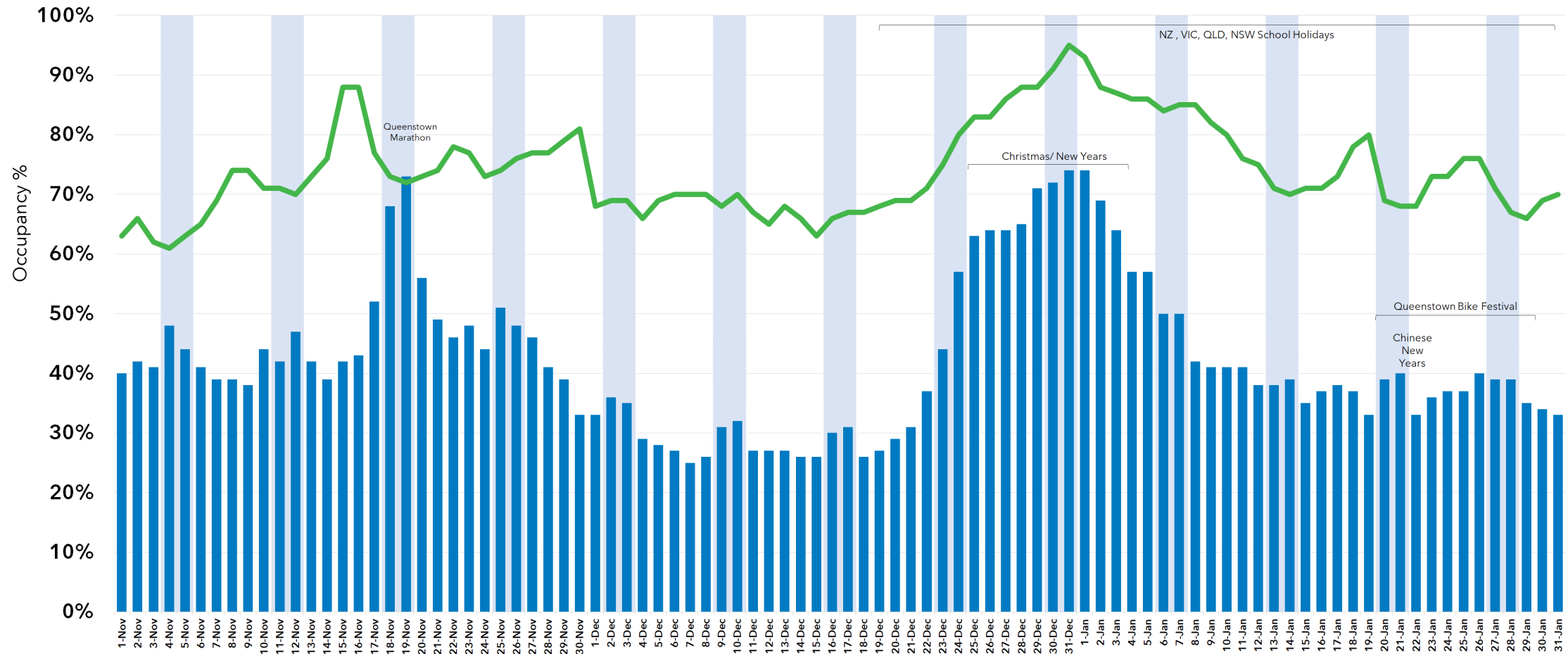
- Forward Outlook Occupancy
- Friday/ Saturday night
- 2019



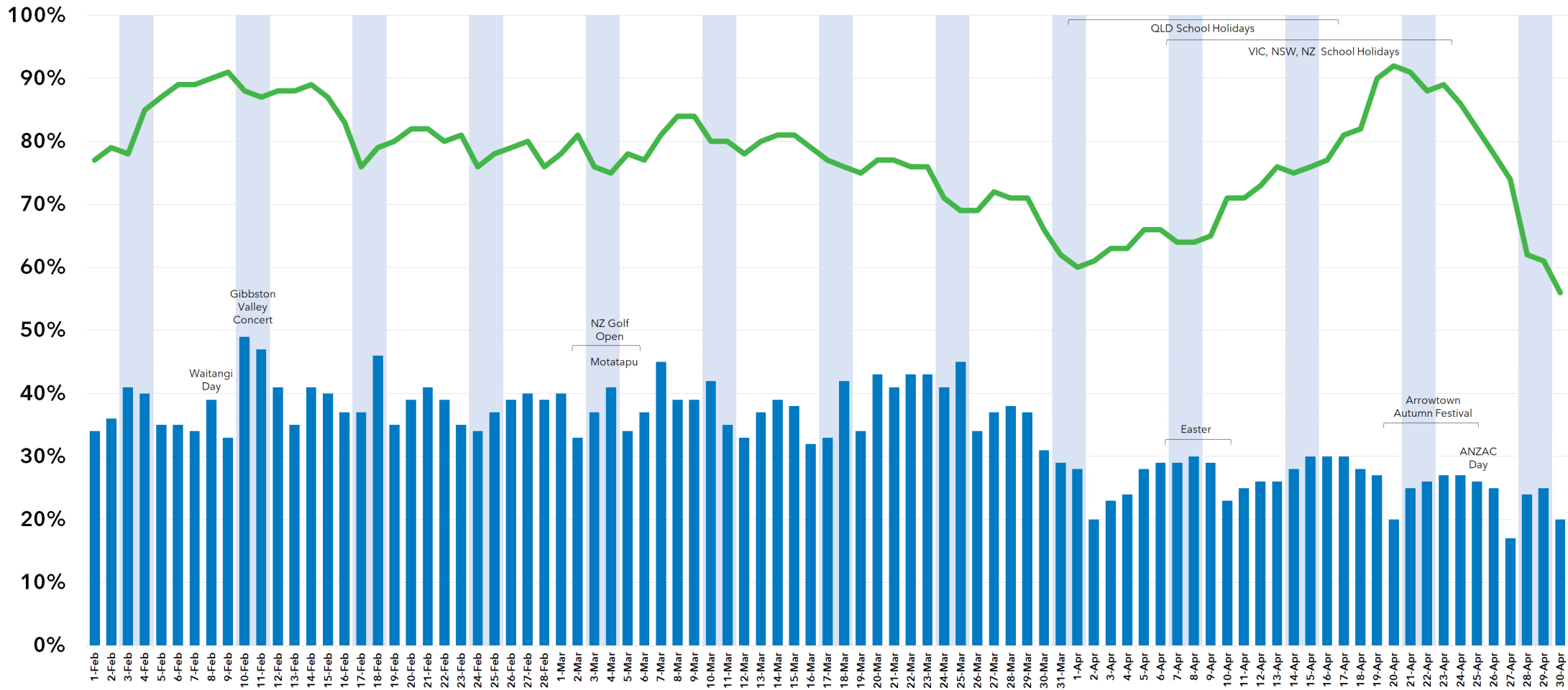
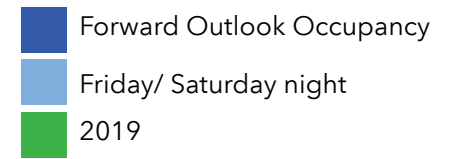
Nine Month Forward Outlook

November 2022–January 2023

- Forward Outlook Occupancy
- Friday/ Saturday night
- 2019



Nine Month Forward Outlook February – April 2023



Accommodation Data Contribution

There are 20 Queenstown properties contributing data towards the nine month forward outlook. If you want more details, click below or [contact the team](#) for the relevant sales contacts.

Copthorne Lakeview



Copthorne Lakefront



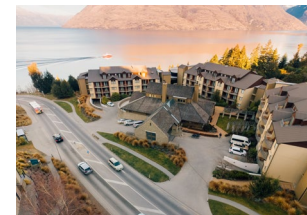
Crowne Plaza Queenstown



Heartland Hotel Queenstown



Heritage Queenstown



Hilton Resort & Spa



Holiday Inn Express & Suites



Holiday Inn Frankton Road



Holiday Inn Remarkables Park



Kamana Lakehouse



La Quinta (LQ) Queenstown



Millennium Queenstown



Oaks Shores Resort



Oaks Club Suites



QT Queenstown



Ramada Queenstown Central



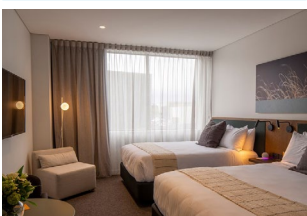
Rydges Lakeland Resort



Scenic Suites Queenstown



Sudima Queenstown Five Mile



The Rees



Meet the Business Development Team

About Us



The Destination Queenstown Business Development team work closely with all travel trade and business events to help promote Queenstown, New Zealand.

When it comes to selling Queenstown, NZ to the world, the Business Development team knows the importance of understanding the destination so that you can build itineraries and events confidently and dream weave travel experiences that are tailored to your business and client's specific needs. If you need support with telling our story, organising your event or incentive or selling Queenstown the Home of Adventure to the world, you can contact us below or head to our website and learn more about the Destination Queenstown [Travel Trade](#) and [Queenstown Convention Bureau](#) teams.



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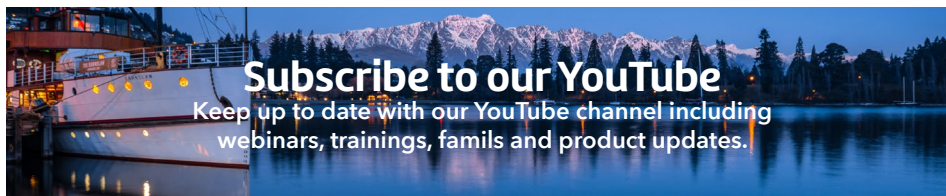
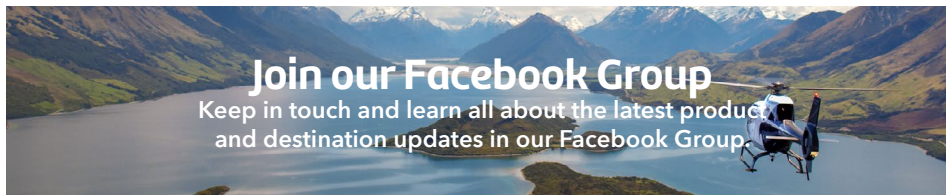
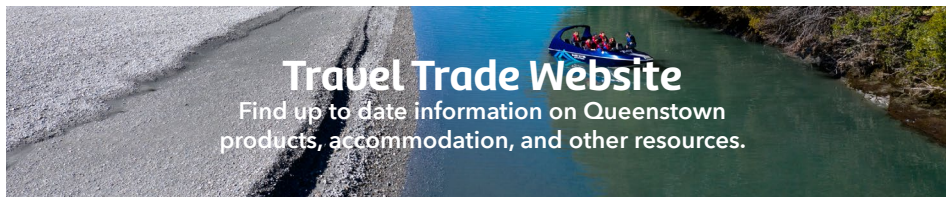
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Business Development Resources

Travel Trade



Queenstown Convention Bureau

