

# DATA AND INSIGHTS 101

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DQ Data and Insights Introduction



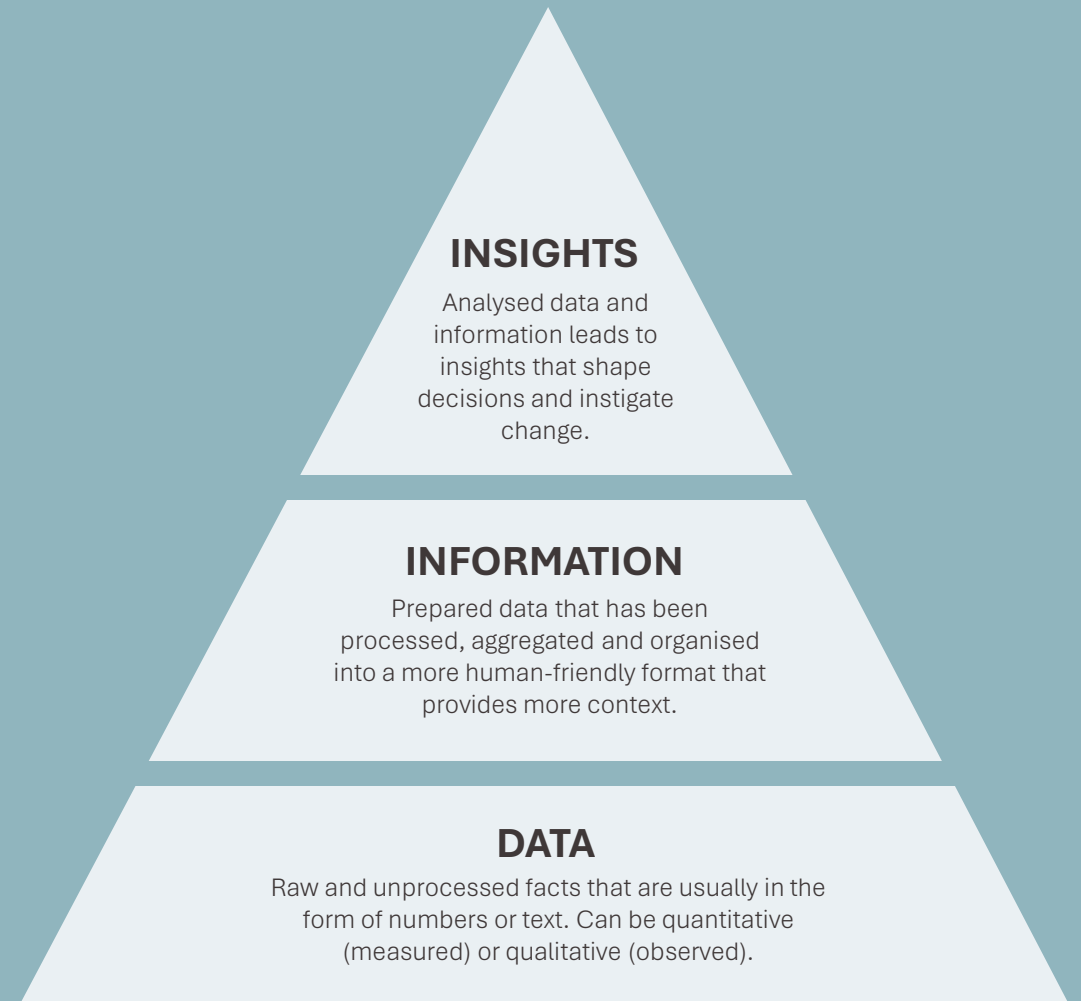
# ABOUT DQ DATA & INSIGHTS

Destination Queenstown (DQ) is the Regional Tourism Organisation responsible for both destination marketing and destination management in Queenstown.

Our role is to position Queenstown in both international and domestic markets and to work collaboratively with partners to deliver the region's destination management plan, focusing on regenerative tourism by 2030 and attracting 'high contributing' visitors.

The Data and Insights function at DQ provides support to enable the organisation to be data and insights led. It is responsible for qualitative and quantitative data interpretation and research gathering across the organisation, providing key insights that can be used by DQ to support strategic decision making and inform organisation and member activity.

The Data and Insights team are experts in all things data and research and providing insights and regular reports. The team deliver the Visitor Insights Dashboard and Visitor Experience Programme and stay abreast of industry trends and influences in the visitor economy.



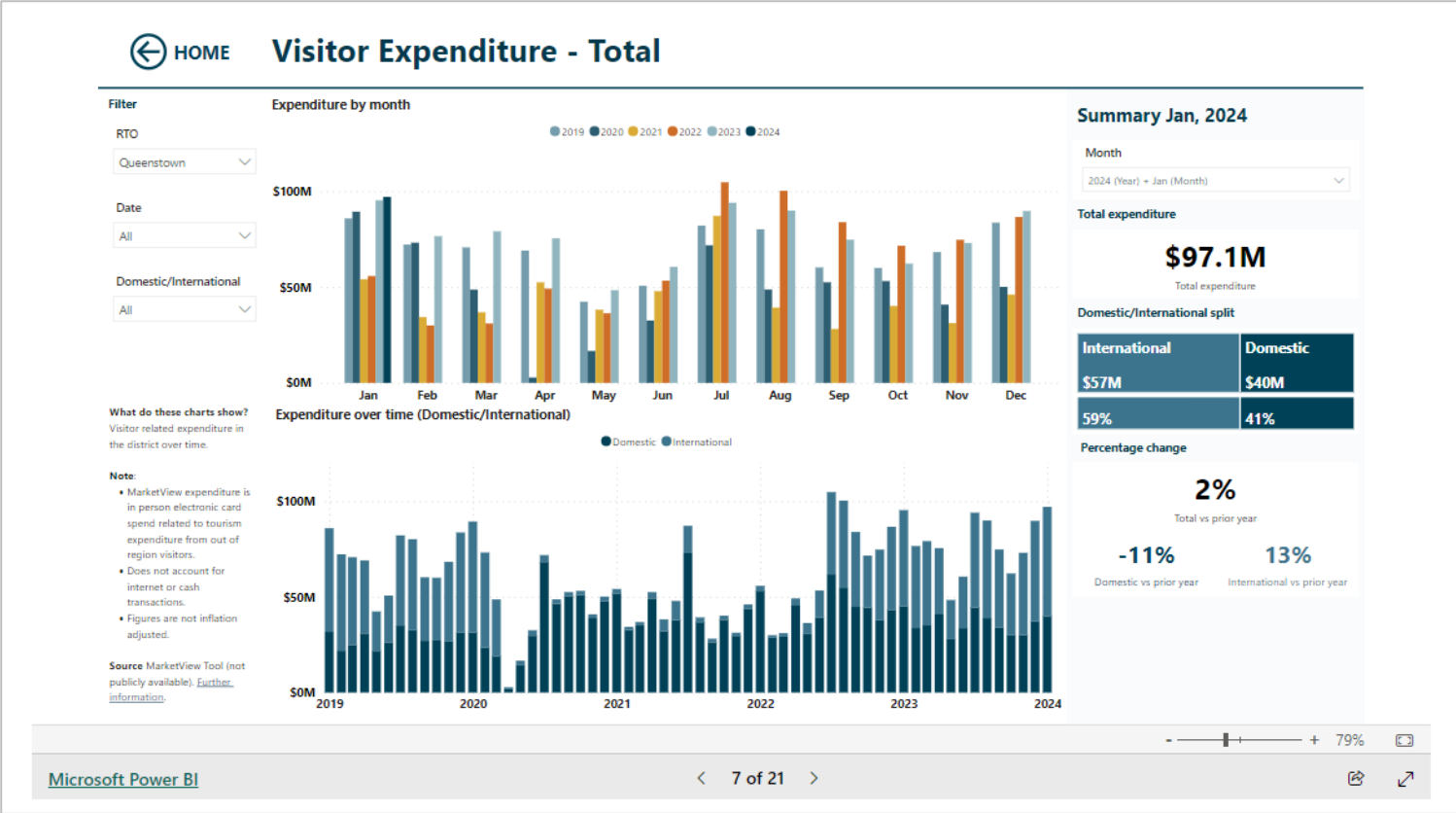
# DATA AND INSIGHTS HUB

The Data and Insights Hub is for Destination Queenstown (DQ) members and related Queenstown stakeholders. It provides easy-to-understand tourism data and insights to guide decision-making and analysis.

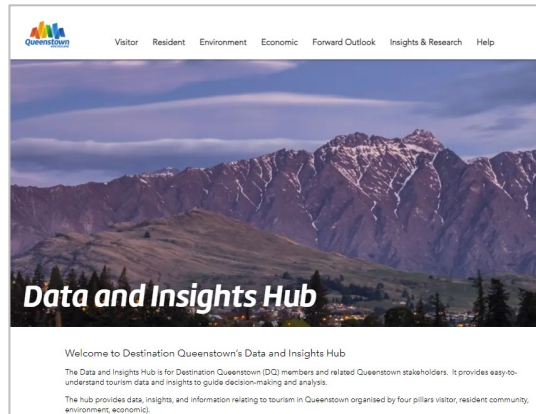
It provides data, insights, and information about tourism in Queenstown organised through four pillars (visitor, resident community, environment, economic) and the forward outlook.

The sources include publicly available tourism data, DQ commissioned research, purchased data, and QLDC metrics.

The hub utilises a combination of a Microsoft PowerBI interactive report embedded in the webpages and links to PDF's. PowerBI is an easy-to-use tool that works very similarly to other Microsoft products, like excel. [Access the hub here.](#)



# OUTPUTS AND RESOURCES

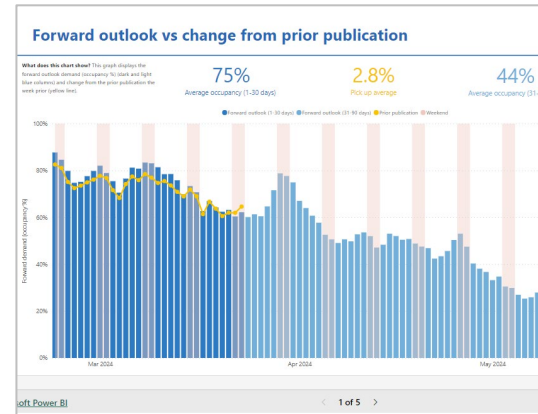


## Data & Insights Hub

Provides easy-to-understand tourism data and insights to guide decision-making and analysis.

Centralises a range of data sources into one easy to use set of visualisations and refreshes as soon as data sources are released.

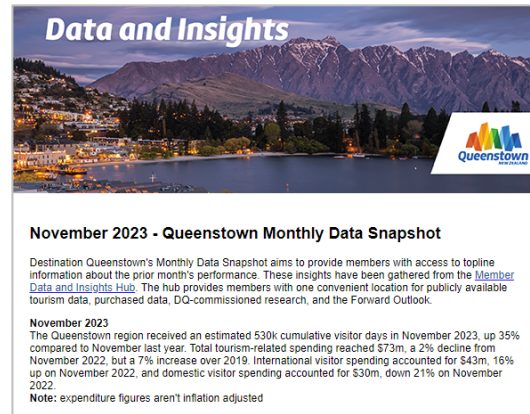
Access the hub [here](#).



## Forward Outlook

Provides indications of the current levels of accommodation occupancy in Queenstown.

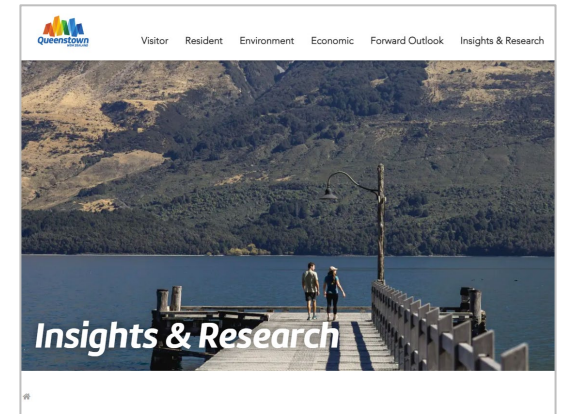
The Forward Outlook resource is weighted 90% on currently booked forward occupancy rates and 10% on predictive forward booking data. Refreshes weekly on Thursday by midday. [Sign up](#) to receive the fortnightly comms.



## Monthly Data Snapshots

Provides a topline summary of information about the prior month's performance.

These insights have been gathered from the [Member Data and Insights Hub](#). [Sign up](#) to receive the monthly comms.



## Insights & Research

Provides links to any research or insights compiled by DQ. Includes prior monthly data snapshots, Emerging Traveller Trends, as well as links to other third-party data and insights resources.

Access Insights & Research [here](#).

# DATA SOURCES

Destination Queenstown utilise a range of both publicly available and privately purchased data sources to provide timely and useful insights to the DQ team and members.

## EXPENDITURE

- Marketview: Electronic card spend related to tourism expenditure

## VISITATION

- Queenstown Airport Passenger Arrivals: Passenger arrivals through Queenstown Airport
- International Visitor Arrivals (IVA): International visitor arrivals by country of residency, arrival port and purpose, gathered by Stats NZ
- Data Ventures: Visitor count estimates based on cell device counts in the district

## ACCOMMODATION

- Accommodation Data Programme (ADP): Commercial accommodation data gathered by MBIE, combined with CAM prior to September 2019
- AirDNA: Non-commercial (alternative or short stay rental) accommodation

## EXPERIENCE

- Visitor Experience Survey: Research programme commissioned by DQ and LWT and facilitated by Angus & Associates, providing insights into how visitors think, feel and act

