

DATA AND INSIGHTS 101

DQ Data and Insights Introduction



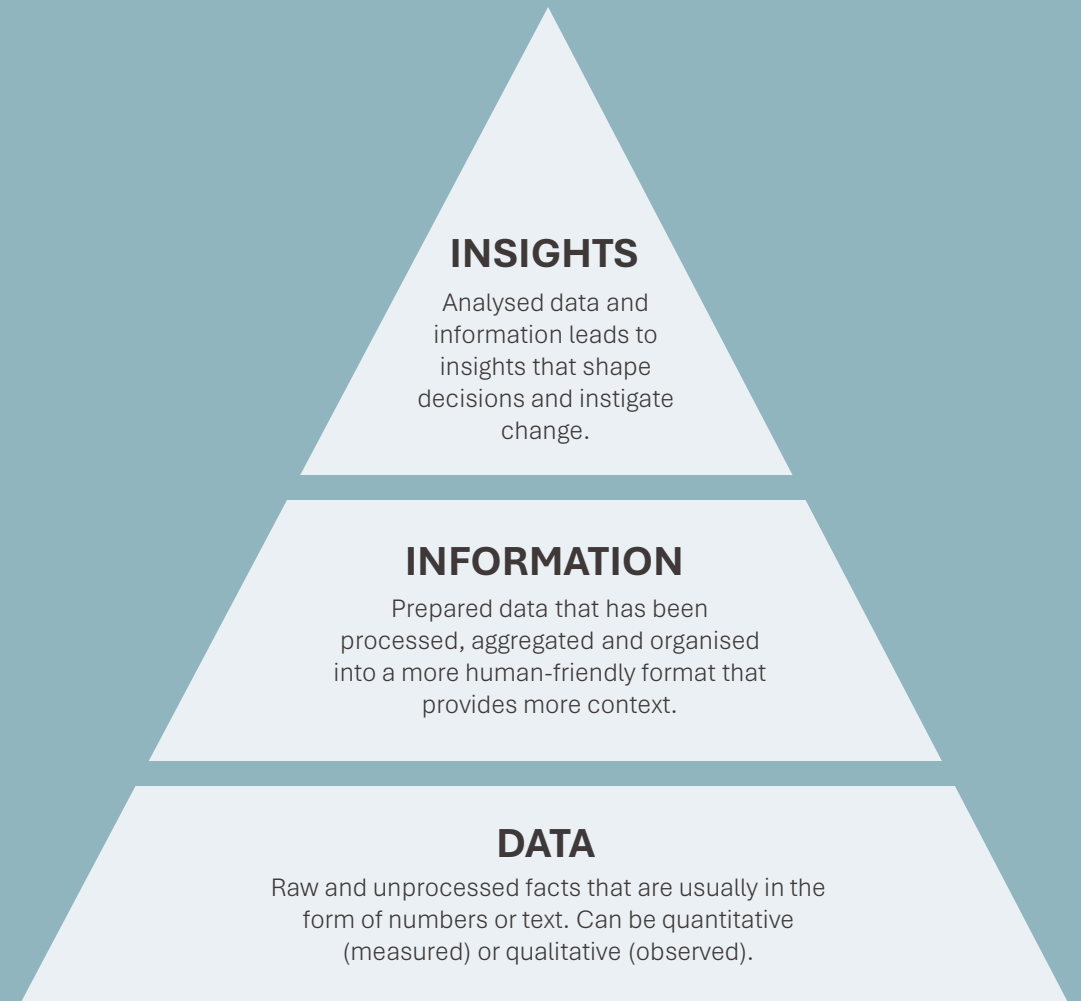
ABOUT DQ DATA & INSIGHTS

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.



VISITOR INSIGHTS DASHBOARD

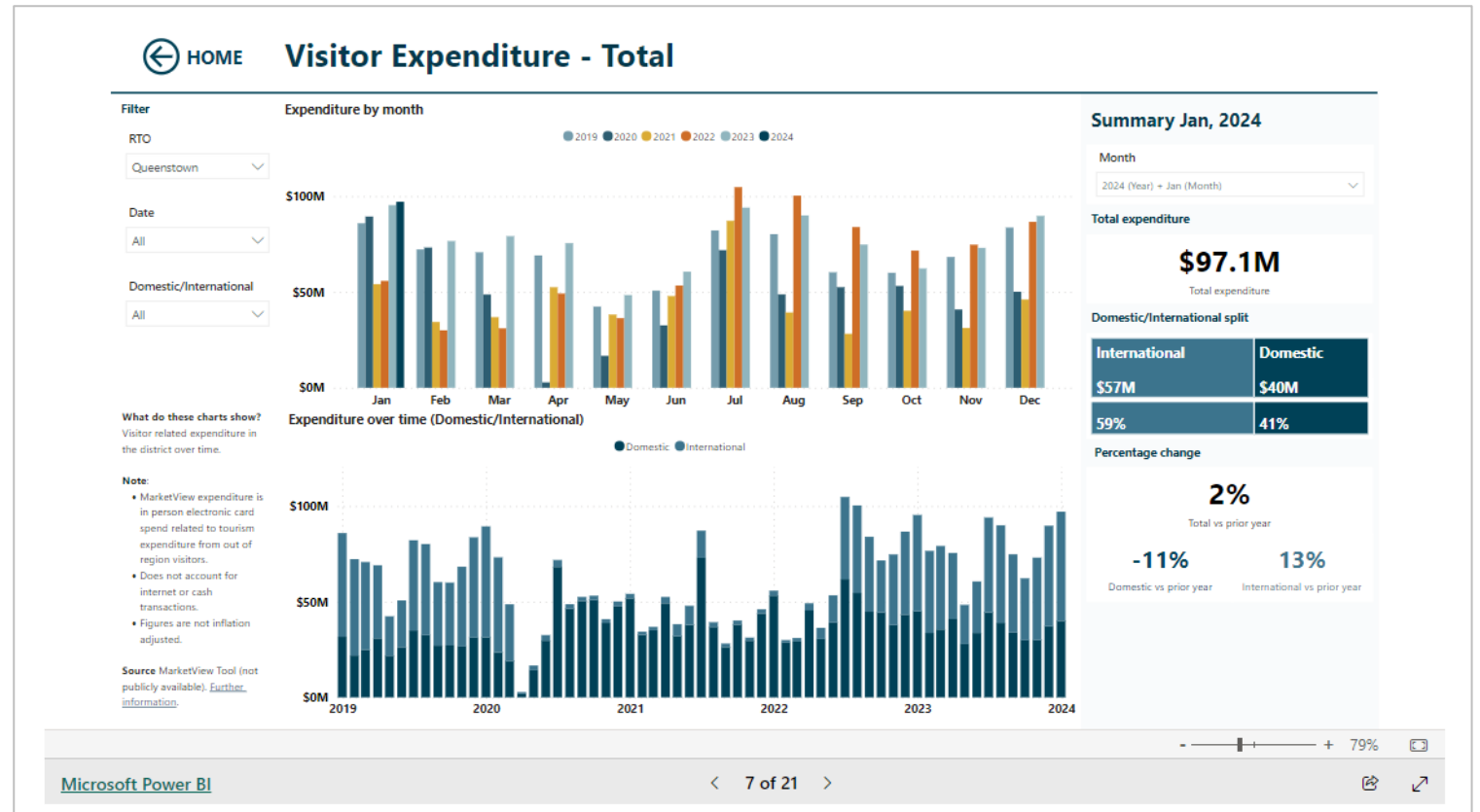
The Member Visitor Insights Dashboard to provides our members and stakeholders with easy access to visitor economy-related data and DQ-led research.

With this, our members and stakeholders should be able to draw their own insights to guide business decisions and activity.

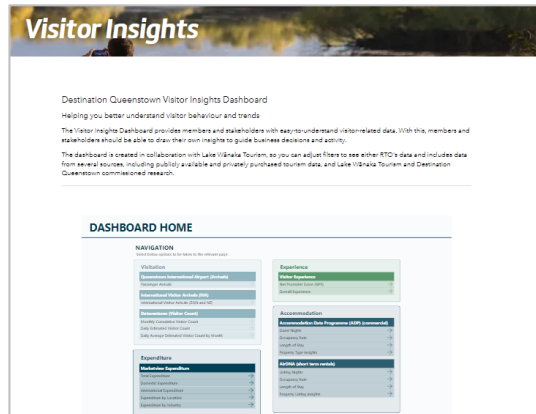
The sources include publicly available tourism data, DQ commissioned research, purchased data, and QLDC metrics.

The dashboard 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 [Visitor Insights Dashboard](#).

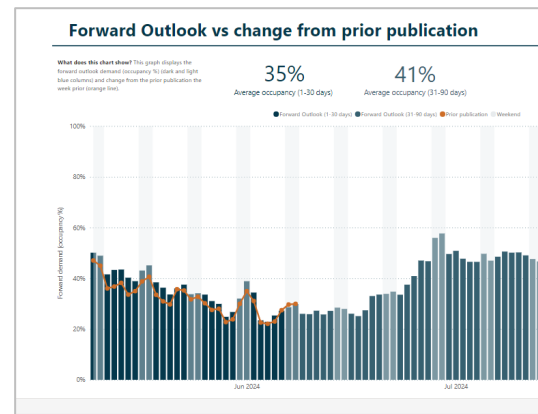


OUTPUTS AND RESOURCES



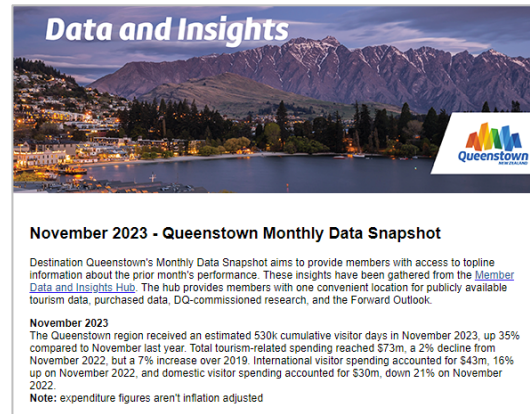
Visitor Insights Dashboard

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 dashboard [here](#).



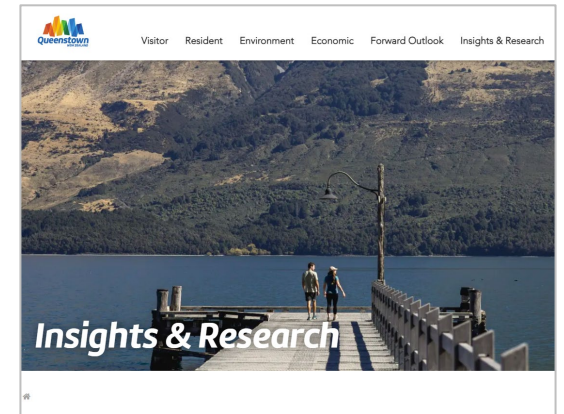
Forward Outlook

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 [Visitor Insights dashboard](#). [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

