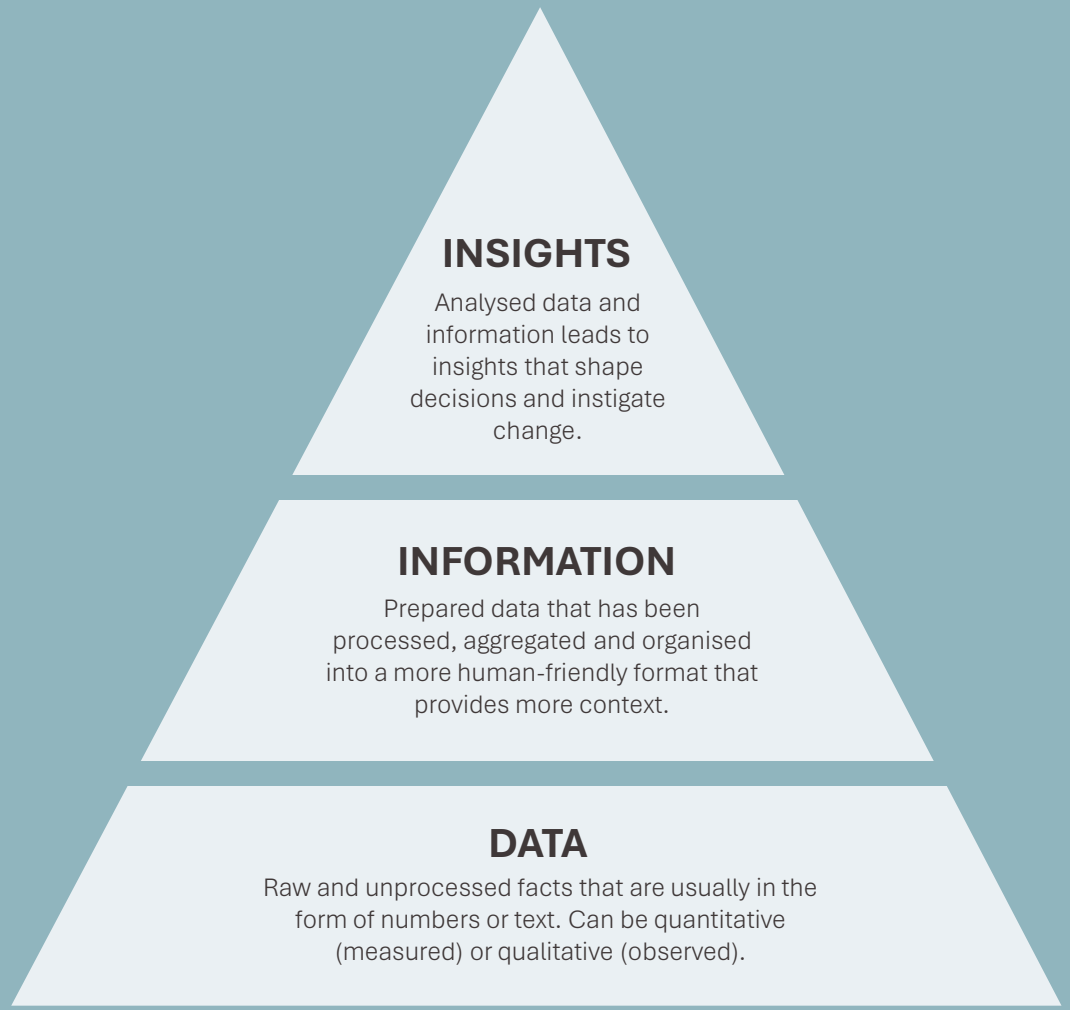
DATA &
INSIGHTS 101
Queenstown Lakes District Data and Insights Information
Wānaka
Queenstown
NEW ZEALAND

ABOUT DQ LWT DATA & INSIGHTS

Destination Queenstown (DQ) and Lake Wānaka Tourism (LWT) are the Regional Tourism Organisations (RTOs) responsible for both destination marketing and destination management in the Queenstown Lakes District.

Our role is to position Queenstown and Wānaka in 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 supports the organisation, RTO members, and wider stakeholders by providing qualitative and quantitative data interpretation and research. It generates insights to inform strategic decisions, enhance destination marketing and management, and identify key opportunities and challenges. The function also delivers destination performance analysis, and contributes to strategic planning, annual plans, and quarterly reporting.



DATA & INSIGHTS OBJECTIVES

1. Ensure timely and accurate access to relevant data and research through efficient design, management, collation and dissemination.
2. To empower informed decision-making across the organisation, membership and key stakeholders by providing timely and relevant data, resources and research.
3. Supporting leadership team with strategic planning, implementation and reporting.

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VISITOR INSIGHTS DASHBOARD

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

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

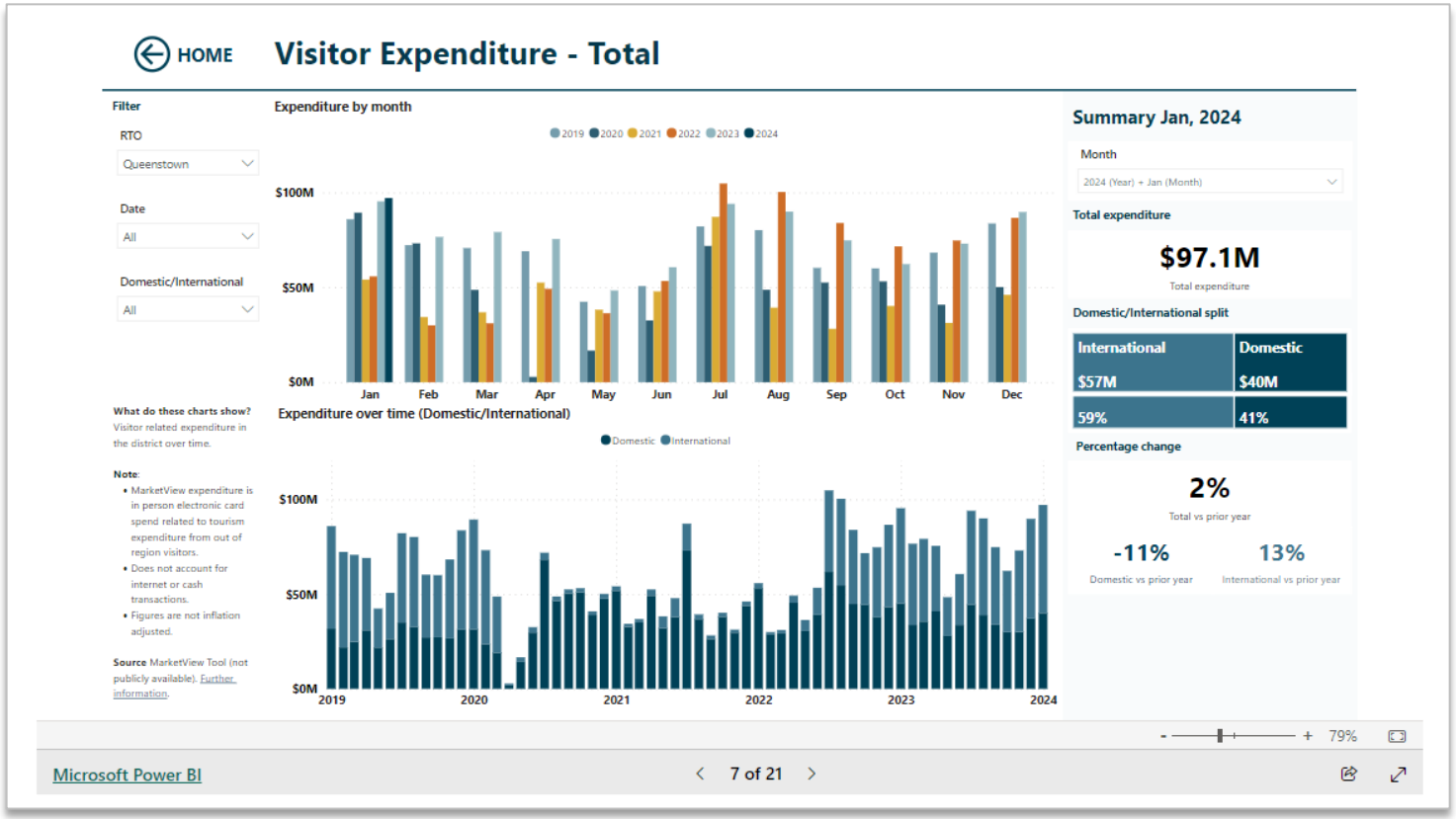
The sources include publicly available tourism data, DQ and LWT commissioned research and purchased data.

The dashboard utilises a combination of a Microsoft PowerBI interactive report embedded in the webpages and links to PDFs. PowerBI is an easy-to-use tool that works very similarly to other Microsoft products, like Excel.

Access the Visitor Insights Dashboard

LWT Members

DQ Members



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DATA SOURCES

Destination Queenstown and Lake Wānaka Tourism utilise a range of both publicly available and privately purchased data sources to provide timely and useful insights to the DQ and LWT 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

Learn More

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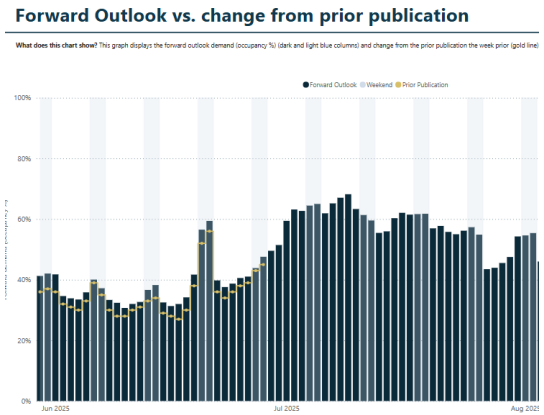
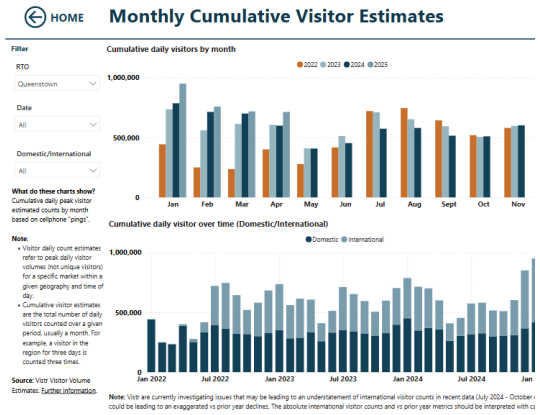
MEMBER RESOURCES



FORWARD OUTLOOK

Provides indications of the current levels of accommodation occupancy in Queenstown. Refreshes weekly on Thursday by midday.

Sign up to receive the fortnightly comms (DQ only).



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.

LWT Members | DQ Members

DATA & INSIGHTS SNAPSHOTS

Provides a topline summary of information about the prior month or quarters performance. These insights have been gathered from the Visitor Insights dashboard.

Sign up to receive the monthly comms.

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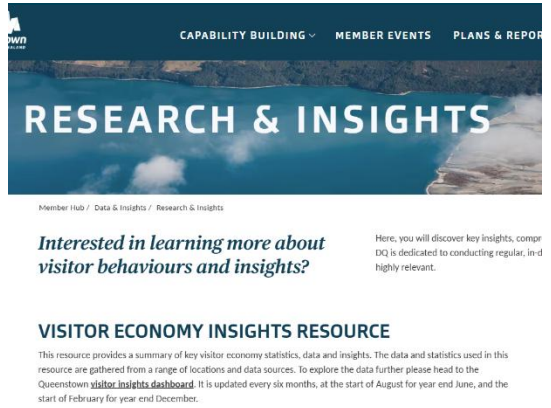

INSIGHTS & RESEARCH PAGE

Provides links to research and insights compiled by the RTOs. Includes prior data snapshots, Emerging Traveller Trends, as well as links to other data and insights resources.

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MEMBER RESOURCES

VISITOR ECONOMY INSIGHTS RESOURCE

Provides a summary of key visitor economy statistics, data and insights. The data and statistics used in this resource are gathered from a range of locations and data sources.

LWT YE December 2024 Summary

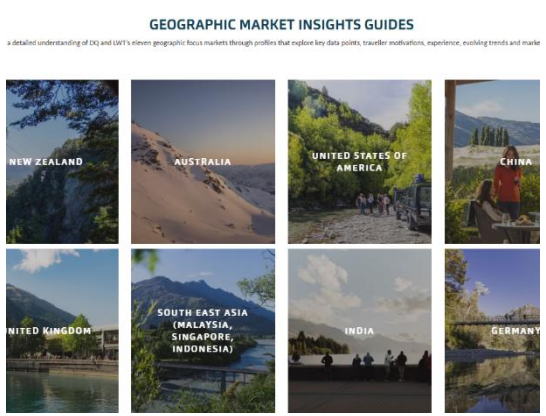
DQ YE December 2024 Summary

VISITOR EXPERIENCE RESEARCH

The Queenstown Lakes' Visitor Experience Survey seeks to better understand visitor expectations, experiences and behaviours while in the region.

LWT YE December 2024 Summary

DQ YE December 2024 Summary



MARKET INSIGHTS GUIDES

Provide useful insights into visitors from the RTOs' key focus markets. Each guide includes up-to-date information on visitor behaviours, current trends, and what travellers are seeking to experience both in the Queenstown Lakes district and wider New Zealand.

Read more.

EMERGING TRAVEL TRENDS AND INDUSTRY SHIFTS

Provides a comprehensive summary of key traveller-driven trends emerging in the tourism industry, alongside an in-depth analysis of broader industry shifts expected to grow in significance in both the near and long term.

Read more.

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