

Destination Queenstown

Data & Insights Hub Data Source Guide

May 2022



**HOME OF
ADVENTURE**

Visitor

Visitation	Detail	Purchase/ Public	Update frequency
Dataventures	Daily visitor count – by recording cellphone data (domestic or international)	Private	3-5 days after the month ends
Queenstown Airport Arrivals	Passenger arrivals through Queenstown Airport (recorded by flight scheduling data)	Public	Mid month after completed month
International Visitor Arrivals (IVA)	International Visitor Arrivals (by country, arrival port, purpose)	Public	~ 6 weeks after completed month
Accommodation	Detail	Purchase/ Public	Update frequency
Accommodation Data Programme (ADP)	Commercial accommodation data gathered by MBIE	Public	~ 6 weeks after completed month
AirDNA	Non-commercial (alternative or short stay rental) accommodation purchased from AirDNA (most data is from AirBNB, approximately 1300 listings)	Purchased	Mid month after completed month
Expenditure	Detail	Purchase/ Public	Update frequency
Tourism Electronic Card Spend (TECT)	Electronic card spend related to tourism expenditure	Public	~ 6 weeks after completed month
Marketview	Electronic card spend related to tourism expenditure – but at a more detailed level including region of origin and spend sublocation and available faster than TECT	Purchased	Mid month after completed month

Visitor (cont.)

Experience	Detail	Purchase/ Public	Release frequency
Tourism Sentiment Index	consolidated measure of a destination's ability to generate positive word of mouth about its tourism offering based on online conversations	Purchased	3-5 days after the month ends
Plus the Visitor Insights Programme (visitor perception and visitor experience) completed quarterly – updated end of month after the quarter ends			

Resident

Resident	Detail	Purchase/ Public	Update frequency
Quality of Life Survey	Annual survey which aims to understand residents' quality of life and experience living in the Queenstown Lakes District. It is commissioned by Queenstown Lakes District Council and carried out by Versus Research	Public	Annually – March (TBC)
Views on Tourism	The Views on Tourism research aims to measure the value and impacts that tourism has in the local community. It is an annual research initiative between DQ, Lake Wanaka Tourism and QLDC and is conducted by Angus & Associates.	Public	Annually – March

Environment

Environment	Detail	Purchase/ Public	Update frequency
Currently Underdevelopment			

Economic

GDP & Employment	Detail	Purchase/ Public	Update frequency
Infometrics Regional Economic Profile	Queenstown GDP, Queenstown Lakes (Queenstown and Wanaka) tourism GDP Queenstown employment, Queenstown Lakes (Queenstown and Wanaka) tourism employment	Public	Annually - May