

DATA SOURCE GUIDE

This guide provides information and update frequency for data sources used in the Destination Queenstown Lake Wānaka Tourism Visitor Insights Dashboard.

Visitation	Detail	Update frequency
Vistr Visitor Volume Estimates (VVE)	Visitor daily count estimates refers to peak daily visitor volumes based on cell device “pings” in the district. Further information.	~7 days after month end
Queenstown Airport Passenger Arrivals	Passenger arrivals through Queenstown Airport. Further information.	Mid-month after month end
International Visitor Arrivals (IVA)	International visitor arrivals by country of residency, arrival port and purpose, gathered by Stats NZ. Further information.	~6 weeks after month end
Accommodation	Detail	Update frequency
Accommodation Data Programme (ADP)	Commercial accommodation data gathered by MBIE, combined with CAM prior to September 2019. Further information.	~6 weeks after month end
AirDNA	Non-commercial (alternative or short stay rental) accommodation. Further information.	Mid-month after month end
Expenditure	Detail	Update frequency
Marketview	Electronic card spend related to tourism expenditure. Further information.	Mid-month after month end
Experience	Detail	Update frequency
Visitor Experience Survey	Research programme commissioned by DQ and LWT and facilitated by Angus & Associates, providing insights into how visitors think, feel and act. Further information.	Mid-month after quarter end