

DATA SOURCE GUIDE

THIS GUIDE PROVIDES INFORMATION AND UPDATE FREQUENCY FOR DATA SOURCES USED IN THE DESTINATION QUEENSTOWN LAKE WĀNAKA TOURISM VISITOR INSIGHTS DASHBOARD.

VISITOR INSIGHTS DASHBOARD NAME	DATA SOURCE NAME	DETAIL / ABOUT
Visitor Days / Visitor Nights	MBIE Tourism Volumes and Flows (TVF)	About: Estimated cumulative visitor day and night counts by month based on cellphone pings. Visitor days count peak daily volumes; visitor nights count overnight visitors between 11pm-6am. A visitor present for multiple days is counted multiple times. Key Notes: Counts are not unique visitors. Jan-Apr 2023 night counts are unavailable due to data quality issues. Updated ~4 weeks after month end. Further Information.
Airport Passenger Arrivals	Queenstown Airport Corporation (QAC) Passenger Movements	About: Passenger arrivals through Queenstown Airport split by domestic and international flight origin. Provides a direct measure of air-based visitor volumes into the district. Key Notes: Domestic/international refers to flight origin, not nationality. Does not distinguish between visitors and residents. Updated mid-month after month end. Further Information.
International Visitor Arrivals	Stats NZ International Visitor Arrivals (IVA)	About: International visitor arrivals through NZ border crossings, split by country of residency, purpose of visit, and arrival port (total NZ and Queenstown). Sourced from Stats NZ border data collections. Key Notes: Residency = country of residence for past 12 months. Updated ~6 weeks after month end. Further Information.
Commercial Accommodation	MBIE Accommodation Data Programme (ADP)	About: Commercial accommodation data covering guest nights, occupancy rate, and average length of stay. Combined with CAM data prior to September 2019. Covers hotels, motels, backpackers, campgrounds, and boutique properties. Key Notes: Occupancy = units occupied / total available units. ALoS = guest nights / guest arrivals. vs PY shows percentage point difference. Updated ~4 weeks after month end. Further Information.

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Non Commercial Accommodation	AirDNA	<p>About: Short-term rental data from platforms including Airbnb and Vrbo, covering listing nights, occupancy, and average length of stay. Provides visibility of non-commercial accommodation supply and demand.</p> <p>Key Notes: Listing nights = properties booked (not rooms/beds). ALoS is weighted by booked listing nights across destinations. vs PY shows percentage point difference. Updated mid-month after month end.</p> <p>Further Information.</p>
Visitor Expenditure	MBIE Monthly Regional Tourism Estimates (MRTE)	<p>About: Estimated total visitor-related expenditure in the district over time, including cash, electronic card, and online purchases. Provides a regional view of tourism's economic contribution.</p> <p>Key Notes: MRTEs are a modelled series, not direct measurement. Updated ~4 weeks after month end.</p> <p>Further Information.</p>
Visitor Experience	Queenstown and Wanaka Visitor Experience Survey (VEP), conducted by Angus and Associates	<p>About: Research commissioned by DQ and LWT providing insights into NPS, activities undertaken, locations visited, and intention to return. Queenstown data from January 2022; Wanaka from July 2023. Updated mid-month after quarter end.</p> <p>Key Notes: Data is provisional and unweighted. DQ and LWT reserve the right to adapt as advised by Angus and Associates. NPS measures likelihood to recommend the area to others. Updated quarterly.</p> <p>Further Information.</p>