## Data Source Guide

This guide provides information and update frequency for data sources used in the 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 |