

Data Source Guide

This guide provides information and update frequency for data sources used in the Data and Insights Hub.

Visitor

Visitation sources	Detail	Update frequency
Data Ventures	Visitor count estimates based on cell device counts 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 sources	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 sources	Detail	Update frequency
Marketview	Electronic card spend related to tourism expenditure. Further information.	Mid-month after month end
Experience sources	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

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Resident

Sources	Detail	Update frequency
Quality of Life	Annual survey which aims to understand residents' quality of life and experience living in the Queenstown Lakes district. Commissioned by QLDC.	Annually (March)
Views on Tourism	Annual survey which measures the sentiment toward tourism in the community. Commissioned by DQ and LWT.	Annually (March)

Environment

Sources	Detail	Update frequency
New Zealand Tourism Sustainability Commitment	Annual count of the number of Queenstown businesses participating in TIA's Tourism Sustainability Commitment. Further information.	Annually (March)
Sustainable Tourism Business Award (Qualmark)	Annual count of the number of Queenstown businesses holding gold, silver or bronze Sustainable Tourism Business awards or a 100% Pure New Zealand award as determined by Qualmark. Excludes any ITOs based in the region. Further information.	Annually (March)

Economic

Sources	Detail	Update frequency
Infometrics Regional Economic Profile	Measures related to Queenstown and Queenstown Lakes total GDP, tourism GDP and employment. Further information.	Annually (March)