

# Data Source Guide

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

## Visitor

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