

Forward outlook vs change from prior publication

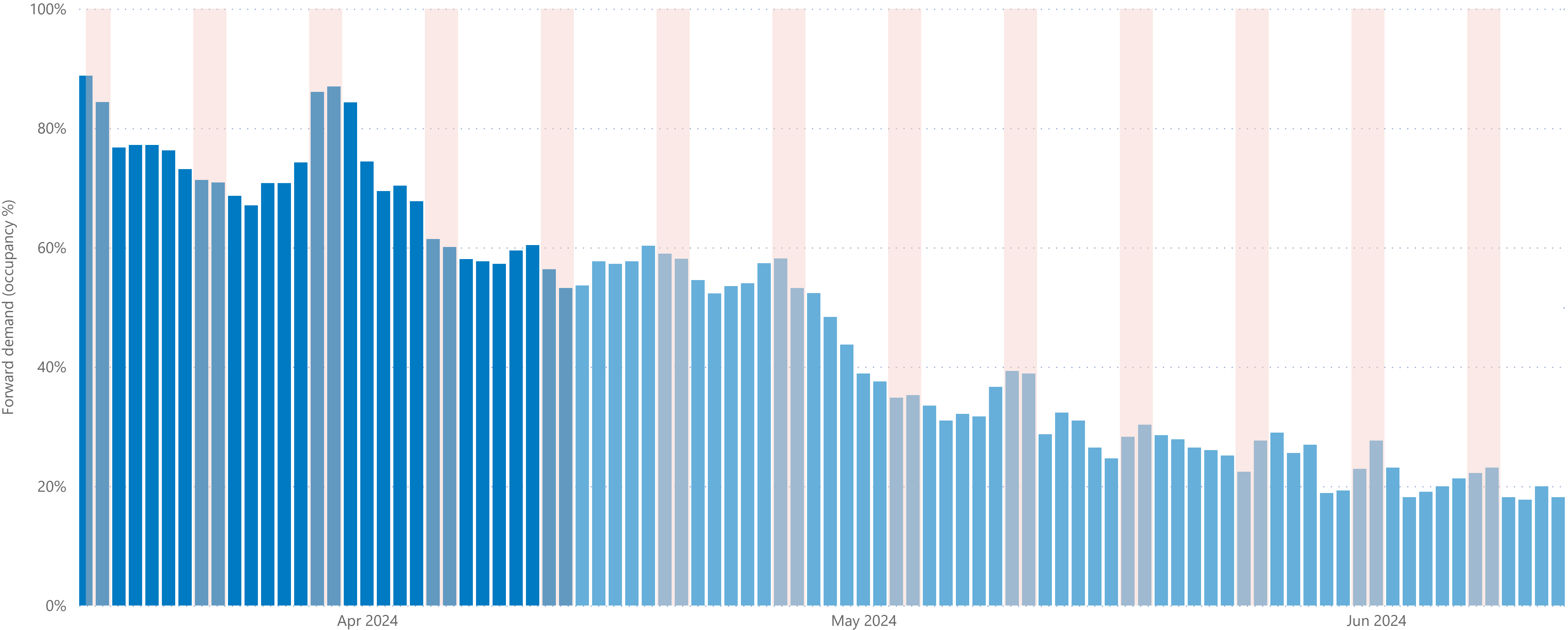


What does this chart show? This graph displays the forward outlook demand (occupancy %) (dark and light blue columns) and change from the prior publication the week prior (yellow line).

70%
Average occupancy (1-30 days)

35%
Average occupancy (31-90 days)

● Forward outlook (1-30 days) ● Forward outlook (31-90 days) ● Weekend

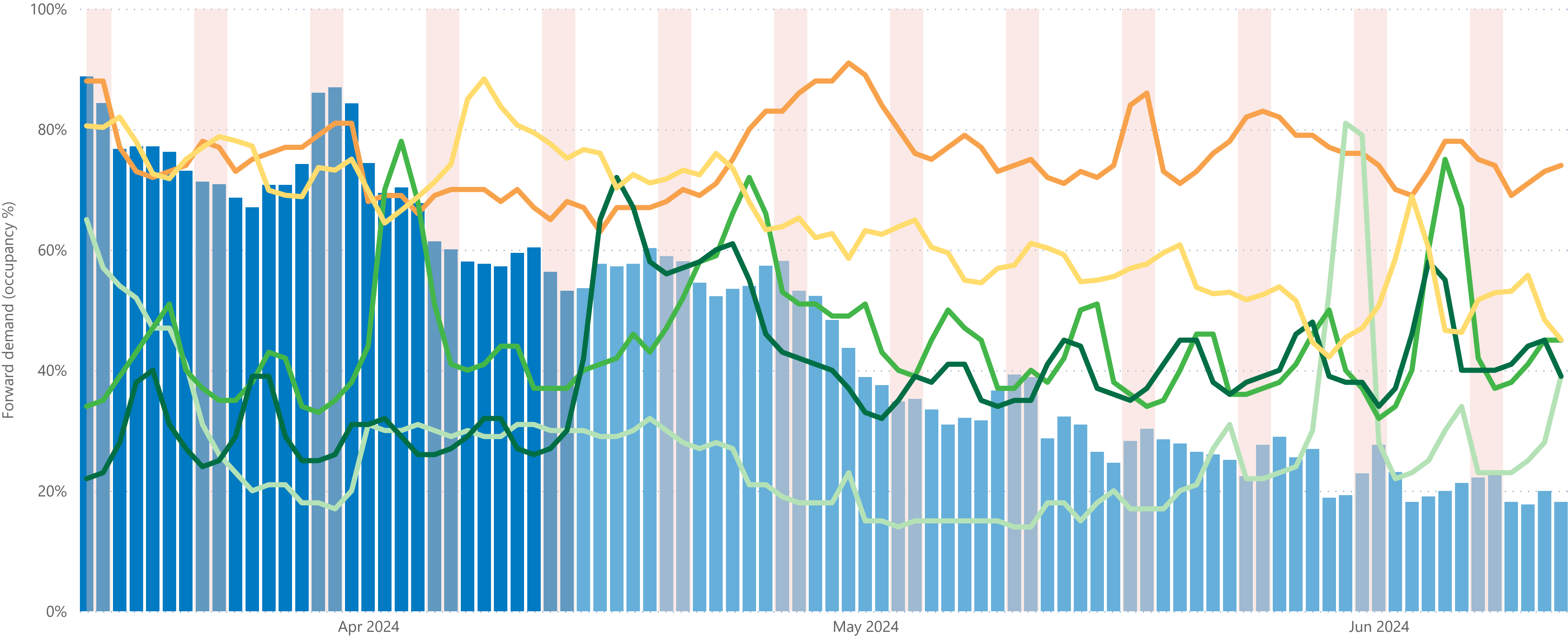


Forward outlook vs historic final recorded occupancy



What does this chart show? This graph displays prior years recorded occupancy which is an average of STR and AirDNA final recorded occupancy compared to forward outlook demand (occupancy %).

● Forward outlook (1- 30 days) ● Forward outlook (31- 90 days) ● 2019 ● 2020 ● 2021 ● 2022 ● 2023 ● Weekend



Forward outlook - STR (commercial)



What does this chart show? This graph displays on the books recorded future occupancy from STR (occupancy %) (green bars) and pick up since the prior week (yellow line). STR Forward STAR represents ~2,000 available commercial rooms, which is around 48% of Queenstown's hotel capacity.

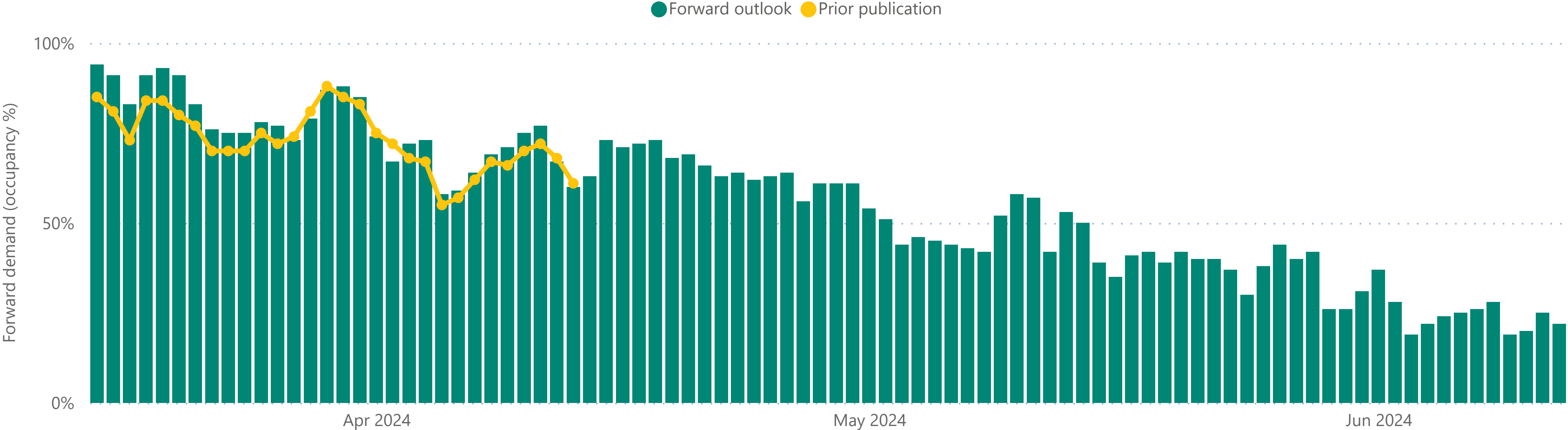
77%

Average occupancy (1-30 days)

45%

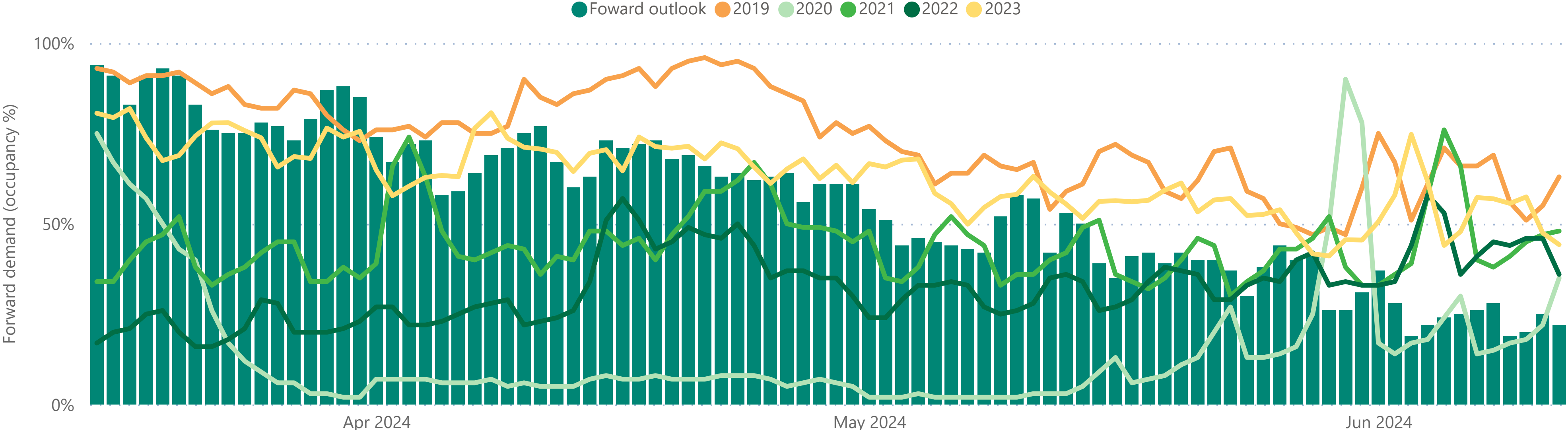
Average occupancy (31-90 days)

Forward outlook vs change from prior publication



What does this chart show? This graph displays STR's prior years recorded occupancy (2019, 2020, 2021, 2022) compared to current on the books recorded future occupancy (occupancy %) (green bars).

Forward outlook vs historic final recorded occupancy



Forward outlook - AirDNA (non-commercial)



What does this chart show? This graph displays future occupancy rates (occupancy %) (purple bars) and pick up since the prior week marked by the yellow dots. AirDNA is based on 1,600 active short term rental properties in the central Queenstown area.

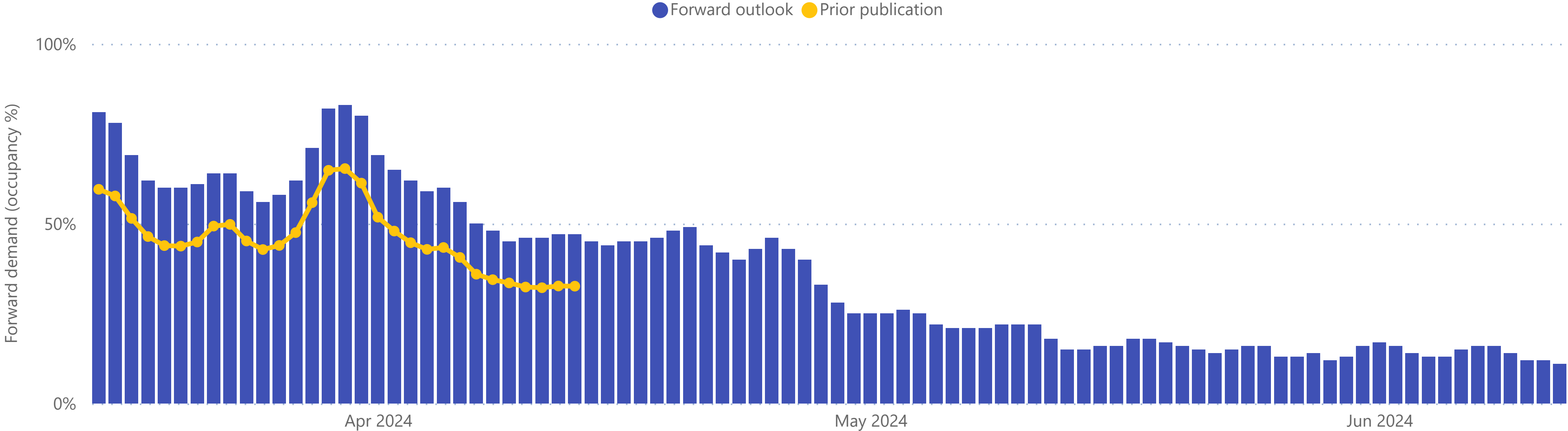
62%

Average occupancy (1-30 days)

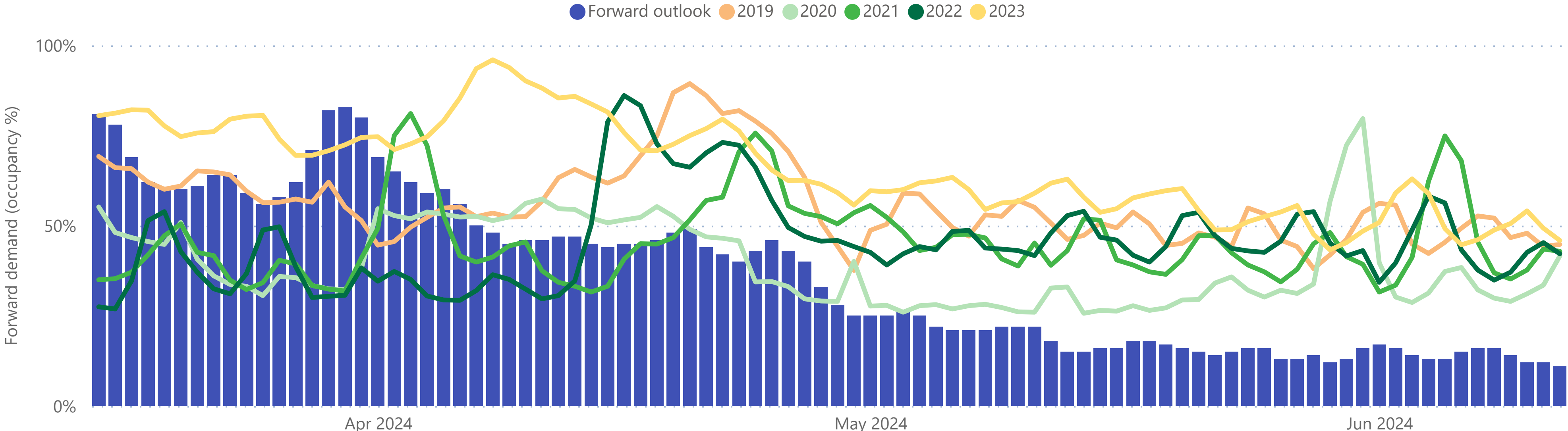
24%

Average occupancy (following 60 days)

Forward outlook vs change from prior publication



Forward outlook vs historic final recorded occupancy



What does this chart show? This graph displays future occupancy rates (occupancy %) (purple bars) compared to AirDNA's prior years recorded occupancy (2019, 2020, 2021, 2022).

Forward outlook vs historic final recorded occupancy

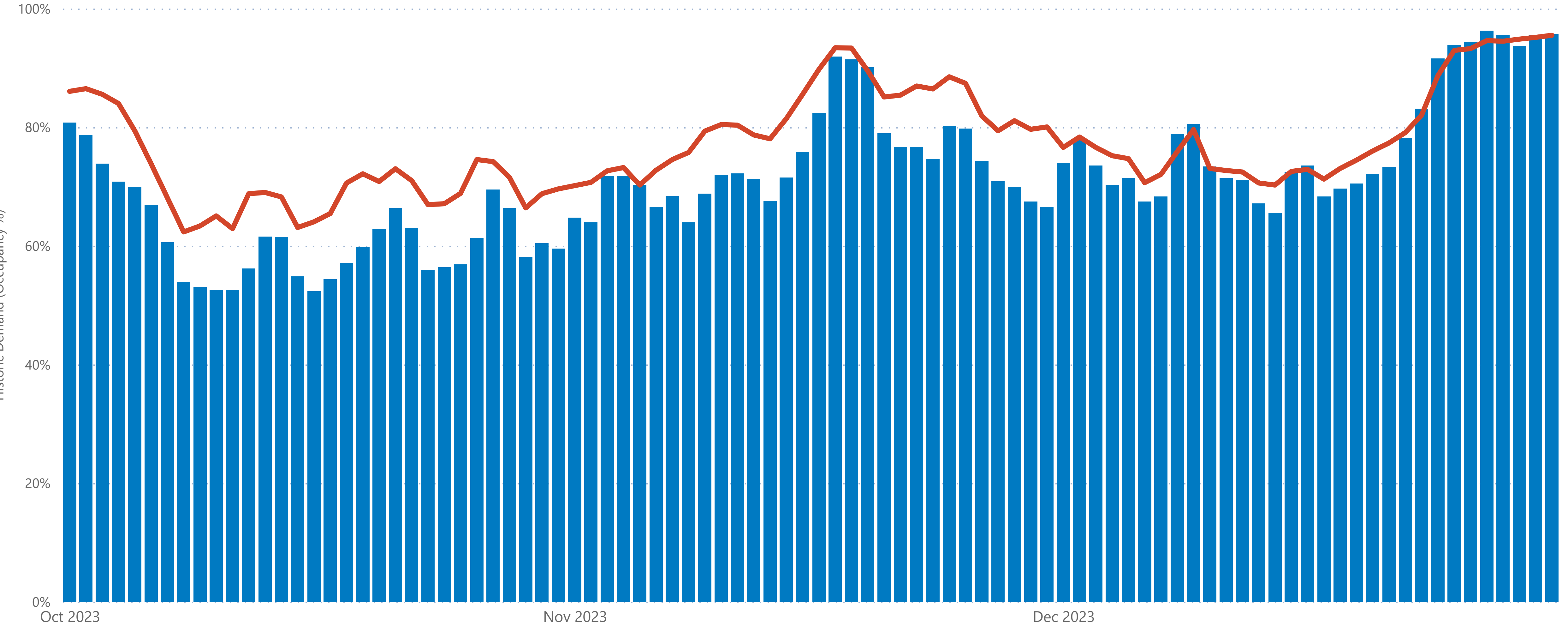


Month
Multiple selections

What does this chart show? This graph indicates what was published by Destination Queenstown in the Forward Outlook resource (blue bars) compared to final recorded occupancy for the same date (red line). Final recorded occupancy is based on an average of noncommercial (AirDNA) and commercial (STR) datasets

-8%
% difference (recorded vs published)

● Published in forward outlook ● Final recorded occupancy



Queenstown Forward Outlook



Month
All

What does this chart show? This graph displays the forward outlook demand (occupancy %) (dark columns) and the lines represent actual recorded occupancy levels. The orange is 2020, the green is 2023.
How to use this chart? To change the month use the month selection filter on the left, this will allow you to look at a time period in closer detail, hover over specific dates to see if any events are on that might be driving increased demand.

