

# *Destination Queenstown* **30 Day Forward Outlook Chart**

*Published 14 January 2021*



**HOME OF  
ADVENTURE**

# 30 Day Forward Outlook Chart

## Overview

- Destination Queenstown has developed a 30 day forward outlook chart indicating the current levels of accommodation occupancy in Queenstown. This is based on collated information from multiple data sets covering commercial and non-commercial accommodation. The 30 day forward outlook chart is weighted 70% on currently booked forward occupancy rates and 30% on predictive forward booking data.
- The objective of this 30 day forward outlook chart is to assist local tourism businesses like activities, attractions, retail, bars and restaurants to manage their operating days/hours, supply and staffing in alignment with the forward outlook.

## Frequency

- DQ will publish the report monthly for the upcoming 30 day period - published in the last week of each month. There will be a fortnightly refresh mid-month for the following 30 days.
- These reports are available in the DQ Member Area of the DQ website ([here](#))

# Data Sources

## DATA SOURCE



### STR FORWARD STAR



### AIRDNA – FUTURE DEMAND ANALYSIS



### OTA INSIGHTS



### AIR NEW ZEALAND



## INFORMATION



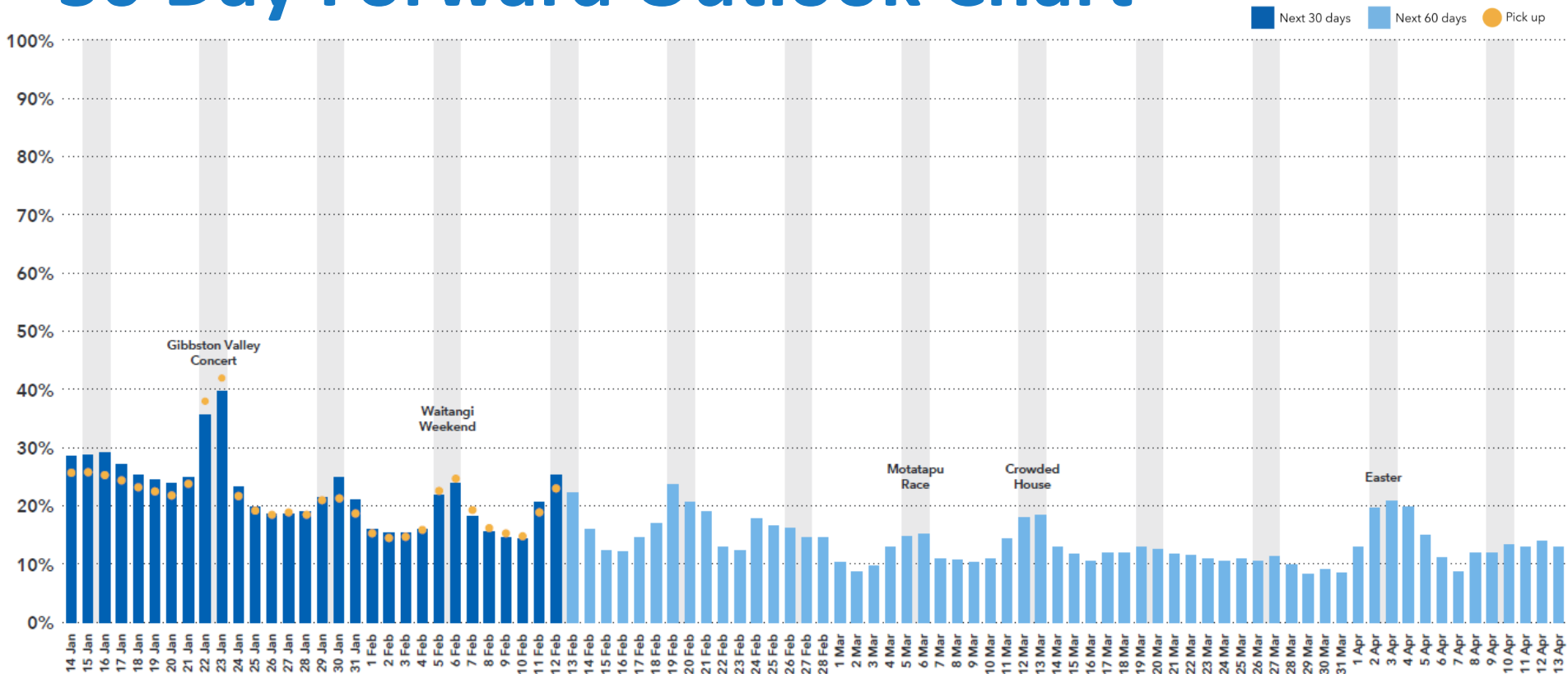
Based on real occupancy on the books from a set of 16 properties. Free to submit data if you are part of STR.

Forward looking occupancy rates (actuals) in a set of over 1,800 active alternative lodging properties in the wider Wakatipu basin.

Market intelligence capturing booking intent in real time. Takes into account OTA, GDS, alternative lodgings. Gives a "heat" map.

Weekly seat capacity growth compared to same week last year. Share monthly.

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This edition published on Thursday 14 January 2021 indicates the current demand for the 30 day period 14 January 2021 to 12 February 2021 (plus the following 60 days). The next update will be on Thursday 28 January for the following 30 days (plus 60 days)

Disclaimer: This tool represents only a potential scenario for what occupancy could look like over the coming period, it is not an actual forecast. This tool has been created solely for the use of Destination Queenstown Members, and is not for publication or dissemination.