Destination Queenstown

Forward Outlook

Methodology and frequently asked questions (FAQ)

Queenstown
NEW ZEALAND

Forward Outlook

Background

Destination Queenstown developed the Forward Outlook resource to indicate the potential levels of accommodation demand (occupancy) in Queenstown. This is based on collated information from multiple data sets covering commercial and non-commercial accommodation. The objective of the Forward Outlook resource is to assist with predicting when the region could be expecting busier times and help local tourism businesses like activities, attractions, retail, bars and restaurants to manage their operating days/hours, supply and staffing. Occupancy has been used as an index to indicate potential number of visitors in the region.

Frequency

The Forward Outlook is refreshed weekly on Thursdays by midday. This is posted on the Forward Outlook page of the Member Data and Insights Hub. Members also receive fortnightly email communications with the Forward Outlook's latest updates through data and insights communications. To sign up to either the Hub or to receive DQ email communications contact Member Services.

Methodology

The Forward Outlook resource uses several sources to derive an indication of accommodation demand in the district. It is weighted 90% on currently booked forward occupancy rates (split between commercial and non-commercial sources) and 10% on predictive forward booking data.

Forward Outlook sources

STR Forward STAR
Based on actual recorded occupancy on the books from a set of approximately 20 commercial hotel and motel properties in Queenstown.

This sources equates to approximately 3,600 available commercial rooms, around 51% of Queenstown's total hotel and motel capacity.

AirDNA MarketMinder
AirDNA MarketMinder determines potential occupancy rates for over 1,600 active short term rental properties in the central Queenstown area.

Methodology is based on a combination of scraped data from Airbnb and Vrbo and partner data from channel and property managers.

OTA Insights Market Insights
Market intelligence platform that monitors and captures potential booking intent. Indicates future demand that hasn't been booked yet.

Based on data from online travel agency (OTAs), global distribution systems (GDSs) and flight data.

Forward Outlook FAQ

Is the Forward Outlook based on the total room / property inventory or what is available to be booked?

The occupancy is based on what is marked as "available"/ able to be booked. For commercial properties, all rooms available for booking and for non-commercial properties it's based on the number of available properties listed on Airbnb or Vbro. So the occupancy rate is the percentage of available rooms/ properties rather than the full inventory of rooms available.

How representive are the sources used of the total accommodation capacity of Queenstown?

As of December 2022, the Forward Outlook resource represents around 51% of commercial unit stays (STR forward STAR data accounts for 3,641 rooms from 20 properties), and accounts for 1600 short term rental properties. The coverage is sufficient to see clear correlations between occupancy and increases to visitor population.

Why not run a predictive/ forecast model?

Currently the forward outlook is 90% based on actual "on the books" occupancy rates. Running a forecast/ predictive modelling can be very challenging, especially under volatile conditions. Until Queenstown as a destination starts seeing more stabilised market conditions (primarily booking lead times and conditions in the source markets) DQ will not investigate running a predictive forecasting model.

Can I download the raw data?

You can't directly download the data from the powerBI visual embedded on the Forward Outlook Page on the Data and Insights Hub. If you are interested in receiving the raw data please contact eilidhb@queenstownnz.nz or visit this link here.