

# VISITOR INSIGHTS DASHBOARD

On the visitor insights page you will find an embedded PowerBI report.

In the report you will find:

- Home page
- Visitation
- Expenditure
- Experience
- Accommodation results

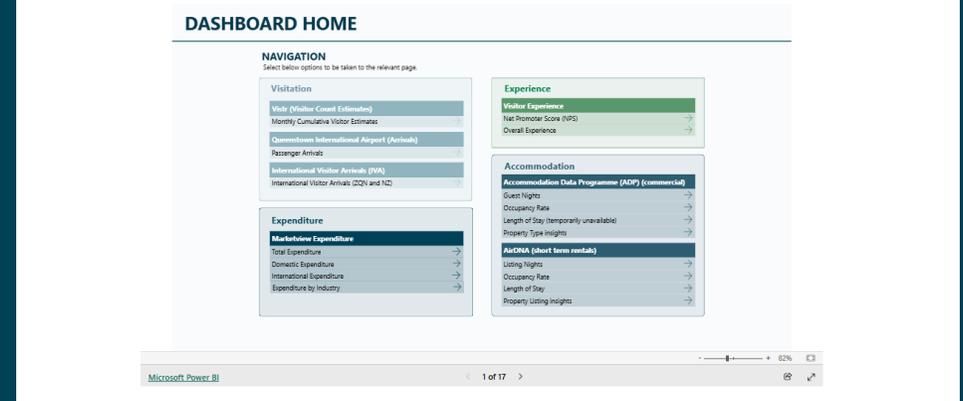
For best viewing expand the PowerBI visualisation to full screen.

Using the navigation page click the information you want to view, click the home button to return to the home page.

Raw data download link.

Helping you better understand visitor behaviour and trends

The Visitor Insights Dashboard and related resources provide clear, easy-to-use visitor data for members and stakeholders. These tools support independent insight generation to inform business planning and activity. The below information is for the Queenstown RTO data; for Lake Wānaka Tourism data, please visit the Wānaka Visitor Insights page.



# POWER BI TIPS

- Visualisations are displayed in PowerBI providing one easy to use location for visitor metrics
- PowerBI is a Microsoft product with similar features to excel (e.g. filters) which user can alter to manipulate the data
- Key features are noted on the opposite image

Home button

Filters

Important notes about the data source

Monthly Summary

Expand report to full screen (esc to exit)