

VISITOR INSIGHTS DASHBOARD

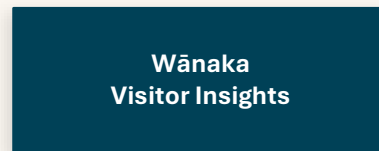
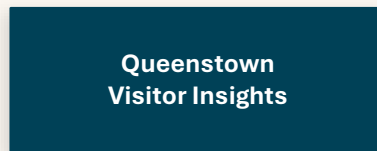
Quick-Start Guide

A single view of visitor activity data across Queenstown and Wānaka - covering nine sources, including publicly available data and privately purchased sources invested in by DQ and LWT.

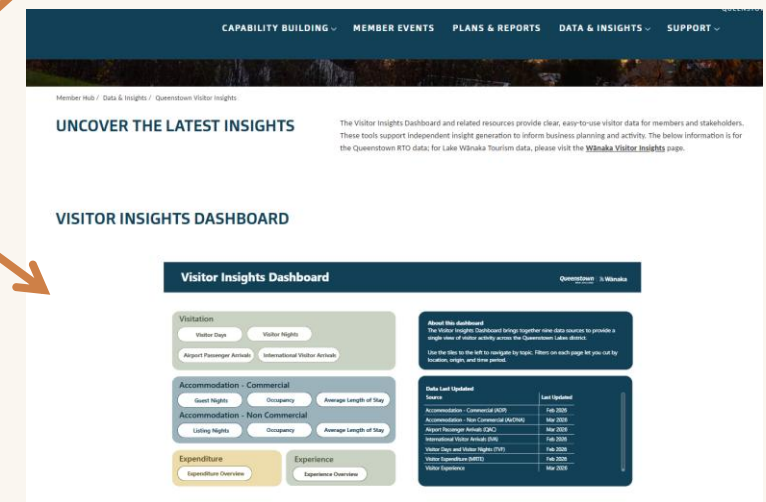
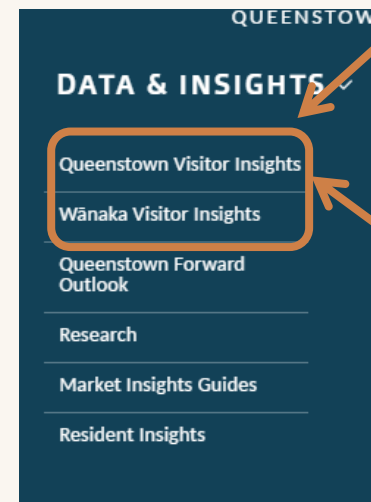
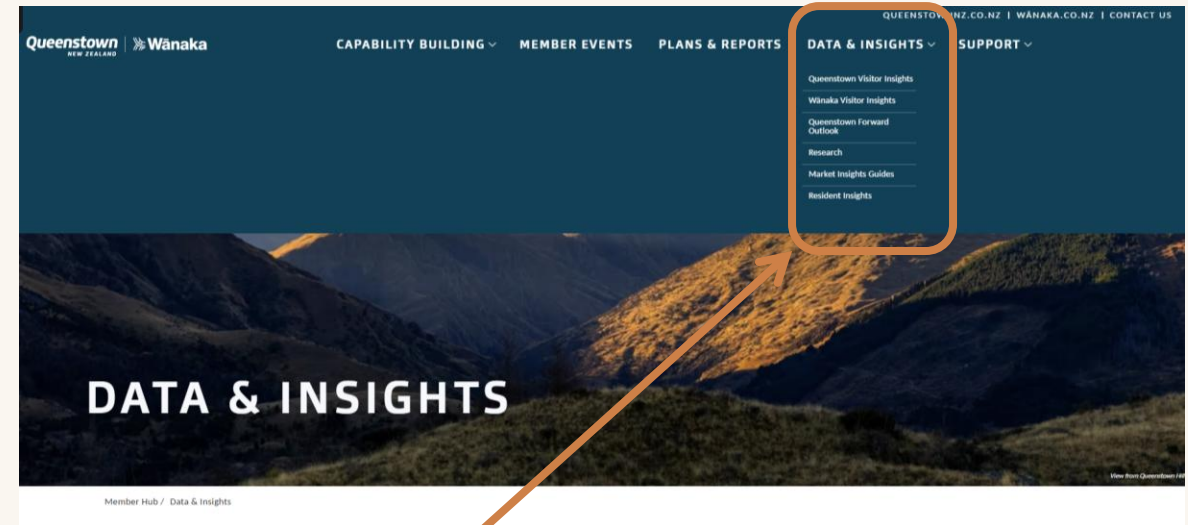


GETTING TO THE VISITOR INSIGHTS DASHBOARD

1. Go to the [DQ / LWT Member Hub](#).
2. Navigate to the Data and Insights section
3. Select either Queenstown Visitor Insights or Wānaka Visitor Insights



4. Scroll down and you will see a Visitor Insights Dashboard with a PowerBI visualisation embedded



USING THE VISITOR INSIGHTS DASHBOARD

FOUR CATEGORIES, ONE DASHBOARD

| | | | |
|--|--|--|---|
| <p>01</p> <p>Visitation</p> <p>Visitor counts and airport arrivals</p> | <p>02</p> <p>Accommodation</p> <p>Guest nights and occupancy - commercial and non-commercial</p> | <p>03</p> <p>Expenditure</p> <p>Total, domestic, and international spending trends</p> | <p>04</p> <p>Experience</p> <p>Net Promoter Score (NPS) and visitor experience insights</p> |
|--|--|--|---|

MOVING AROUND

- Topic tiles are on the left-hand side of the Home page. Click any tile to open that data page.
- Click the HOME button (top left) to return to the navigation page at any time.
- The navigation page also shows when each data source was last refreshed.

Visitor Insights Dashboard

Queenstown Wānaka

Visitation

Visitor Days Visitor Nights

Airport Passenger Arrivals International Visitor Arrivals

Accommodation - Commercial

Guest Nights Occupancy Average Length of Stay

Accommodation - Non Commercial

Listing Nights Occupancy Average Length of Stay

Expenditure **Experience**

Expenditure Overview Experience Overview

About this dashboard

The Visitor Insights Dashboard brings together nine data sources to provide a single view of visitor activity across the Queenstown Lakes district.

Use the tiles to the left to navigate by topic. Filters on each page let you cut by location, origin, and time period.

Data Last Updated

| Source | Last Updated |
|---|--------------|
| Accommodation - Commercial (ADP) | Feb 2026 |
| Accommodation - Non Commercial (AirDNA) | Mar 2026 |
| Airport Passenger Arrivals (QAC) | Mar 2026 |
| International Visitor Arrivals (IVA) | Feb 2026 |
| Visitor Days and Visitor Nights (TVF) | Feb 2026 |
| Visitor Expenditure (MRTF) | Feb 2026 |
| Visitor Experience | Mar 2026 |

← HOME **Monthly Cumulative Visitor Estimates (Night)**

Location: Origin: Time:

February 2026 summary

Filter > 2026 (Year) + Febr...

687.2K Total Visitor Nights **6%** vs PY

183.6K Domestic Visitor Nights **-7%** vs PY

503.6K International Visitor Nights **12%** vs PY

Key insights

In February 2026, the region recorded 687,200 visitor nights, a 6.1% increase vs the same period last year (vs PY). International visitors accounted for 503,600 nights (73% of total visitor nights), while domestic visitors contributed 183,600 days, 27% of total visitor nights.

Cumulative Visitor Nights by Month - Queenstown RTO

Cumulative Visitor Nights Overtime (Domestic / International) - Queenstown RTO

What do these charts show? Cumulative visitor nights estimated counts by month based on cellphone "pings".

Note: Visitor night count estimates refers to an average of visitor volumes (not unique visitors) within a given geography between 11:00pm and 6:00am. Cumulative visitor nights are the total number of overnight visitors counted over a month. For example, a visitor in the region for three nights is counted three times. Due to data quality issues specific periods / months are not available, namely January 2023 - April 2023.

Source: MBIE Tourism Volumes and Flows. [Further information](#)

USING FILTERS

Filters can be used to refine and select specific views of the available data. Filters are in the sand-coloured bar at the top of each page.

Note: available filters vary by page and data resolution.

LOCATION

Click the location icon to toggle. Blue icon = selected. Click Select All to show both regions combined.

TIMEFRAME

KPI cards default to the most recent month. Use the filter dropdown to select a specific month or compare multiple periods.

ORIGIN

Filter by Domestic or International visitors.



READING THE DATA

KPI / SUMMARY CARDS

Default to the most recent month. Use the filter dropdown to select or compare multiple periods. Shows current value plus change vs prior year.

TOP BAR CHART — MONTH-ON-MONTH

Compares the same month across years. Year shown in the legend — makes it easy to benchmark e.g. February 2026 vs February 2025.

BOTTOM CHART — TREND OVER TIME

Shows the long-run trend, split by domestic and international. Use this to understand whether current performance is above or below the historical pattern.

KEY INSIGHTS & SOURCE NOTES

Key Insights panel on the right of each page. Bottom of page: chart description, data caveats, and source name.



GETTING THE MOST FROM THE DASHBOARD



DOWNLOAD RAW DATA

Need the numbers for your own reports? Use the Data download section below the dashboard to open the data in Excel.



SCREEN SIZE MATTERS

Charts look best on a tablet or computer. On mobile, some charts may appear squashed - zoom or switch devices.



FULL SCREEN MODE

Click the Full Screen icon in the bottom right of the report for a much better reading experience.



CHECK DATA FRESHNESS

The nav page shows when each source was last updated. Always check this before quoting figures externally.

FURTHER QUESTIONS OR WANT TO LEARN MORE?

Contact DQ LWT Data and Insights Manager, Eilidh Blanchard (eilidhb@queenstown-wanaka.nz)

