

VISITOR INSIGHTS NAVIGATION

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

Destination Queenstown Visitor Insights Dashboard

Helping you better understand visitor behaviour and trends

The Visitor Insights Dashboard provides members and stakeholders with easy-to-understand visitor-related data. With this, members and stakeholders should be able to draw their own insights to guide business decisions and activity.

The dashboard is created in collaboration with Lake Wānaka Tourism, so you can adjust filters to see either RTO's data and includes data from several sources, including publicly available and privately purchased tourism data, and Lake Wānaka Tourism and Destination Queenstown commissioned research.

DASHBOARD HOME

NAVIGATION

Select below options to be taken to the relevant page.

Visitation

Queenstown International Airport (Arrivals)

Passenger Arrivals →

International Visitor Arrivals (IVA)

International Visitor Arrivals (ZQN and NZ) →

Vistr (Visitor Count Estimates)

Monthly Cumulative Visitor Estimates →

Expenditure

Marketview Expenditure

Total Expenditure →

Domestic Expenditure →

International Expenditure →

Expenditure by Location →

Expenditure by Industry →

Experience

Visitor Experience

Net Promoter Score (NPS) →

Overall Experience →

Accommodation

Accommodation Data Programme (ADP) (commercial)

Guest Nights →

Occupancy Rate →

Length of Stay →

Property Type Insights →

AirDNA (short term rentals)

Listing Nights →

Occupancy Rate →

Length of Stay →

Property Listing Insights →

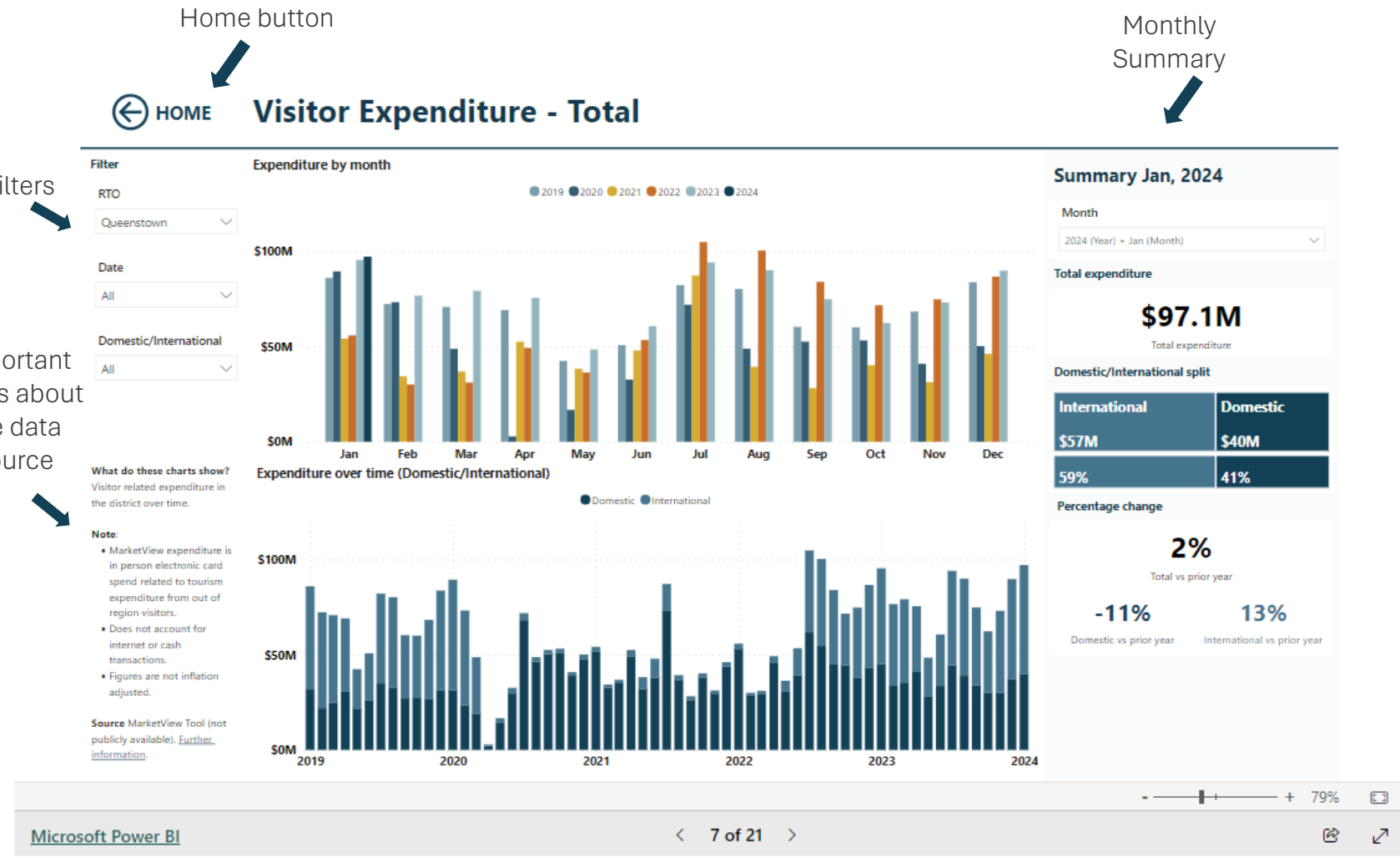
Data Download

The majority of data used in the Visitor Insights Dashboard is publicly available, we have centralised the various sources in the below Excel file housed in a publically accessible OneDrive link to allow members to download the data and create their own copy.

Download the publically available data used in the Visitor Insights Dashboard

POWERBI 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

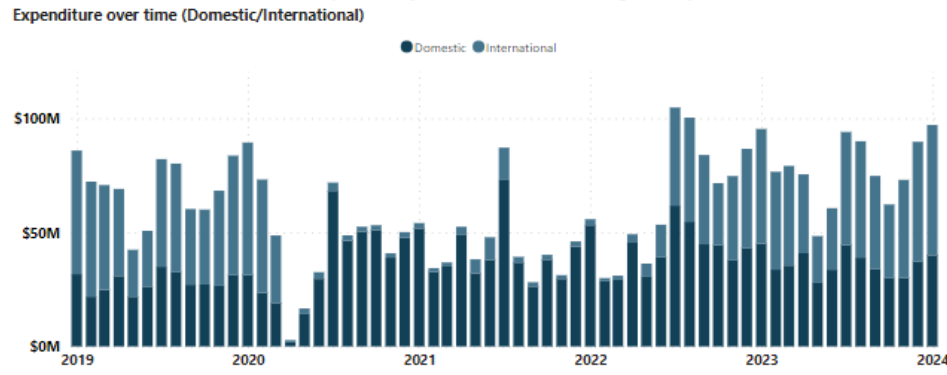
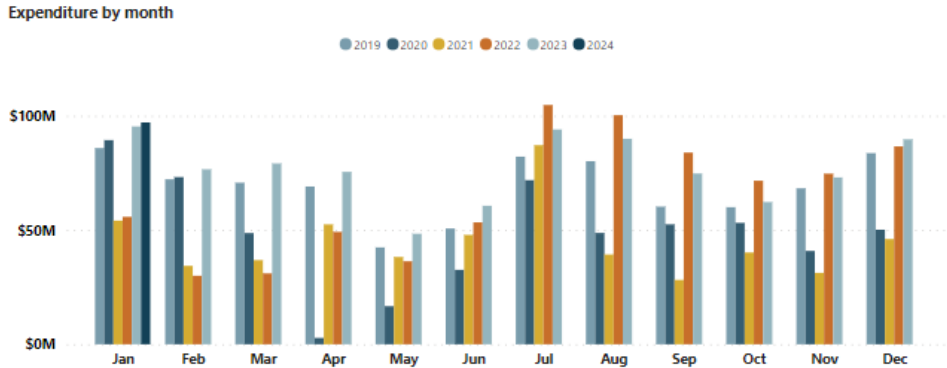
Visitor Expenditure - Total

Filter

RTO
Queenstown

Date
All

Domestic/International
All



Summary Jan, 2024

Month
2024 (Year) + Jan (Month)

Total expenditure

\$97.1M
Total expenditure

Domestic/International split

| International | Domestic |
|---------------|----------|
| \$57M | \$40M |
| 59% | 41% |

Percentage change

2%
Total vs prior year

-11% 13%
Domestic vs prior year International vs prior year

What do these charts show?
Visitor related expenditure in the district over time.

Note:

- MarketView expenditure is in person electronic card spend related to tourism expenditure from out of region visitors.
- Does not account for internet or cash transactions.
- Figures are not inflation adjusted.

Source MarketView Tool (not publicly available). [Further information.](#)

79%