

Destination Queenstown

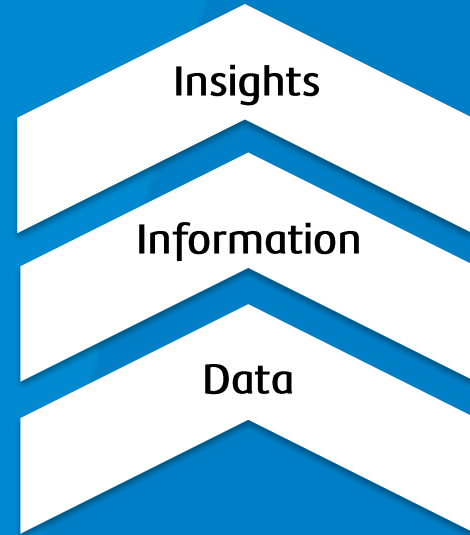
Member Data and Insights Hub

Member training session



Data and Insights

Data has the potential to transform organisations – as long as people are empowered to use it.



About



Purpose

The DQ Member Data and Insights Hub (the hub) provides members and stakeholders with easy-to-understand visitor economy related data, RTO led research and insights to guide business decisions and activity.

Structure

This hub is structured under four pillars:

Visitor	Resident
<ul style="list-style-type: none">• Visitation• Expenditure• Experience• Accommodation	<ul style="list-style-type: none">• Views on Tourism• Quality of Life (QLDC)
Environment*	Economic
<ul style="list-style-type: none">• Industry related commitments <small>*Content being evolved</small>	<ul style="list-style-type: none">• GDP• Employment

Plus:

- Forward Outlook,
- Insights & Research
- Help

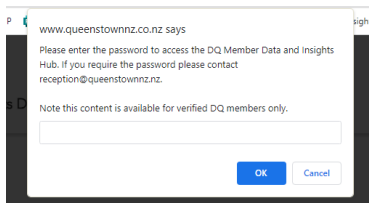
How to access the hub

QueenstownNZ.nz Members area

1. Go to </destination-queenstown-member-area/>
2. Under “Insights and Reports” select “Member Data and Insights Hub”



3. You will be prompted to enter a password. The password is **DQinsights23**



Data and Insights Email Communications

You can directly access the hub without a password by selecting any image/ prompt within Data and Insights Member emails.



Forward Outlook resource - 26 October 2023

Destination Queenstown's Forward Outlook resource indicates future potential levels of accommodation occupancy in Queenstown. The aim of this resource is to assist local tourism businesses in planning their operating days/hours, supply and staffing.

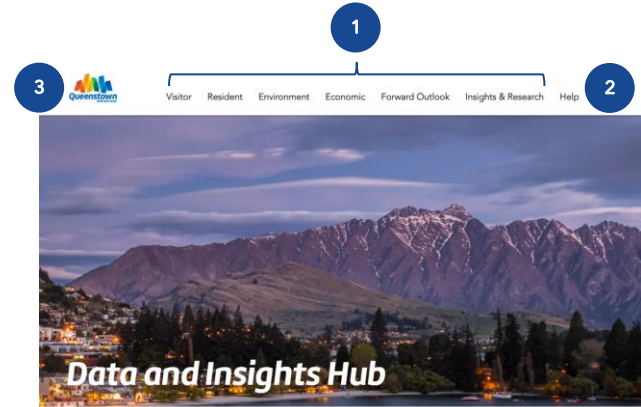
[View the latest Forward Outlook resource](#)

Visitor

Navigation

Welcome page

- 1 Navigation: quick links to the four pillars sections (Visitor, Resident, Environment, Economic), Forward Outlook, Insights & Research
- 2 Access to support and resources in relation to the hub - click "Help" in the top right corner
- 3 To return to the Homepage at any stage, click the Destination Queenstown logo in the top left corner



Welcome to Destination Queenstown's Data and Insights Hub

The Data and Insights Hub (Hub) is for Destination Queenstown (DQ) members and related Queenstown (DQ) stakeholders. It provides easy-to-understand tourism data and insights to guide decision-making and analysis.

The Hub provides data, insights, and information relating to tourism in Queenstown organised by Tourism Industry Aotearoa's (TIA) four pillars of the Tourism Sustainability Commitment: visitor, resident, community, environment, economic.

The sources include publicly available tourism data, DQ commissioned research and purchased data, and OJLDC metrics. The Research section encompasses research and Market Development Plans related to our key marketing segments.

If you have questions, comments, or would like to arrange Hub access for other staff members within your organisation, please contact [Eithne Blanche](#).



Visitor Data and Insights

Explore data and insights relating to the visitors who are welcomed to the Queenstown region. Information includes visitation, expenditure, experience, and accommodation.

[View Visitor Insights](#)



Resident Community Data and Insights

Explore tourism-related data and insights from the residents that call Queenstown home. Information includes sentiment and insights relating to the cultural and societal benefits of tourism in the region.

[View Resident Community Insights](#)



Environment Data and Insights

Explore local and national data and insights on the environment and the effects that tourism has on our surroundings.

[View Environment Insights](#)



Economic Data and Insights

Explore economy-related data and insights for the Queenstown and Queenstown Lakes region.

[View Economic Insights](#)



Forward Outlook Resource

The Forward Outlook resource indicates the current levels of accommodation occupancy to assist

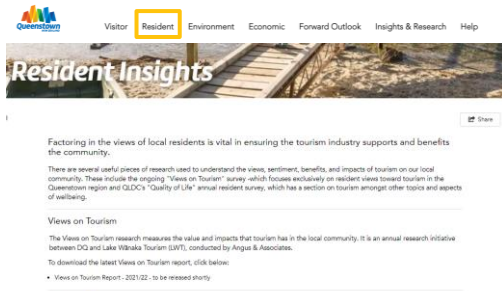
Navigation

Visitor

- PowerBI report including:
 - 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

Navigation

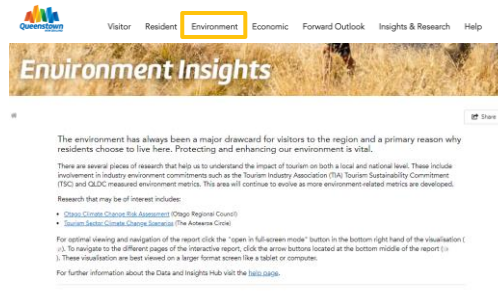
Access the following areas through the navigation at the top:



The screenshot shows the top navigation bar of the Queenstown website. The 'Resident' tab is highlighted with a yellow box. Below the navigation bar is a banner for 'Resident Insights' featuring a photo of a wooden walkway. The main content area includes a 'Share' button and a paragraph about factoring in the views of local residents. It also lists 'Views on Tourism' and 'Quality of Life' sections with links to download reports.

Resident

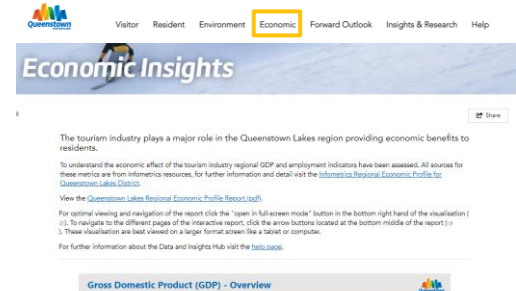
- Views on Tourism research
- Quality of Life research



The screenshot shows the top navigation bar of the Queenstown website. The 'Environment' tab is highlighted with a yellow box. Below the navigation bar is a banner for 'Environment Insights' featuring a photo of a field. The main content area includes a 'Share' button and a paragraph about the environment as a drawcard for visitors. It lists 'Research that may be of interest includes' with links to 'Climate Change Change Risk Assessment' and 'Sustainable Districts Climate Change Research'. It also provides instructions for optimal viewing and navigation of the report.

Environment

- TIA TSC
- Qualmark holders



The screenshot shows the top navigation bar of the Queenstown website. The 'Economic' tab is highlighted with a yellow box. Below the navigation bar is a banner for 'Economic Insights' featuring a photo of a person on a mountain. The main content area includes a 'Share' button and a paragraph about the tourism industry's role in the region. It lists 'To understand the economic effect of the tourism industry regional GDP and employment indicators have been assessed' and provides instructions for optimal viewing and navigation of the report.

Economic

- GDP
- Employment



Navigation

Access the following areas through the navigation at the top:

DQ has developed the Forward Outlook resource to indicate the current levels of accommodation occupancy in Queensland.

The aim of this resource is to assist local tourism businesses in managing their operating days/hours, supply and staffing. The Forward Outlook resource is weighted 90% on currently booked forward occupancy rates and 10% on predictive forward booking data. This resource is refreshed and posted on a weekly basis every Thursday by midday on this page.

Helpful resources

- [Forward Outlook resource background and FAQs](#)
- [Forward Outlook resource 'How to' video recording](#)

For optimal viewing and navigation of the report click the "open in full screen mode" button in the bottom right hand of the visualization (or, to navigate to the different pages of the interactive report, click the arrow buttons located at the bottom middle of the report (1)). These visualisations are best viewed on a larger format screen like a tablet or computer.

Forward outlook vs change from prior publication

71%	0.7%	57%
Change in occupancy	Change in occupancy	Change in occupancy

Insights and Research

This is where you will find key insights, market intelligence and trends. DQ carries out regular research to ensure our content and activity are relevant.

Monthly Data Snapshots

Each month, DQ presents trailer data on key visitor metrics gathered from DQ commissioned datasets.

- [Monthly Snapshot - September 2022](#)
- [Monthly Snapshot - August 2022](#)
- [Monthly Snapshot - July 2022](#)
- [Monthly Snapshot - June 2022](#)
- [Monthly Snapshot - May 2022](#)
- [Monthly Snapshot - April 2022](#)
- [Monthly Snapshot - March 2022](#)
- [Monthly Snapshot - February 2022](#)
- [Monthly Snapshot - January 2022](#)
- [Monthly Snapshot - December 2021](#)
- [Monthly Snapshot - November 2021](#)
- [Monthly Snapshot - October 2021](#)
- [Monthly Snapshot - September 2021](#)

Emerging Traveller Trends

Data and Insights Hub

Help Centre
Resources and Guides

The hub utilizes a combination of a Microsoft PowerBI interactive report embedded in the webpages and links to PDFs. PowerBI is an easy-to-use tool that works very similarly to other Microsoft products, like Excel. For further information, guides, and recordings about how to use the Visitor Insights Dashboard, please refer to the below resources.

How to use the Data and Insights Hub

Explains how to access the Data and Insights hub, its features and how to use PowerBI.

[How to Guide \(PDF\)](#)

[How to Access DQ](#)

Destination Queensland Member Data & Insights Hub

How to Guide

Forward Outlook

- DQ's Forward Outlook resource

Insights and Research

- Past Monthly Data Snapshot
- Emerging Traveller Trends research
- Activity Segment guides

Help

- Data Source guide
- How to guides
- Contact details

Sources

Visitation sources	Detail	Update frequency
Data Ventures	Visitor count estimates based on cell device counts in the district. Further information.	~7 days after month end
Queenstown Airport Passenger Arrivals	Passenger arrivals through Queenstown Airport. Further information.	Mid-month after month end
International Visitor Arrivals (IVA)	International visitor arrivals by country of residency, arrival port and purpose, gathered by Stats NZ. Further information.	~6 weeks after month end

Sources

Accommodation sources	Detail	Update frequency
Accommodation Data Programme (ADP)	Commercial accommodation data gathered by MBIE, combined with CAM prior to September 2019. Further information.	~6 weeks after month end
AirDNA	Non-commercial (alternative or short stay rental) accommodation. Further information.	Mid-month after month end

Sources

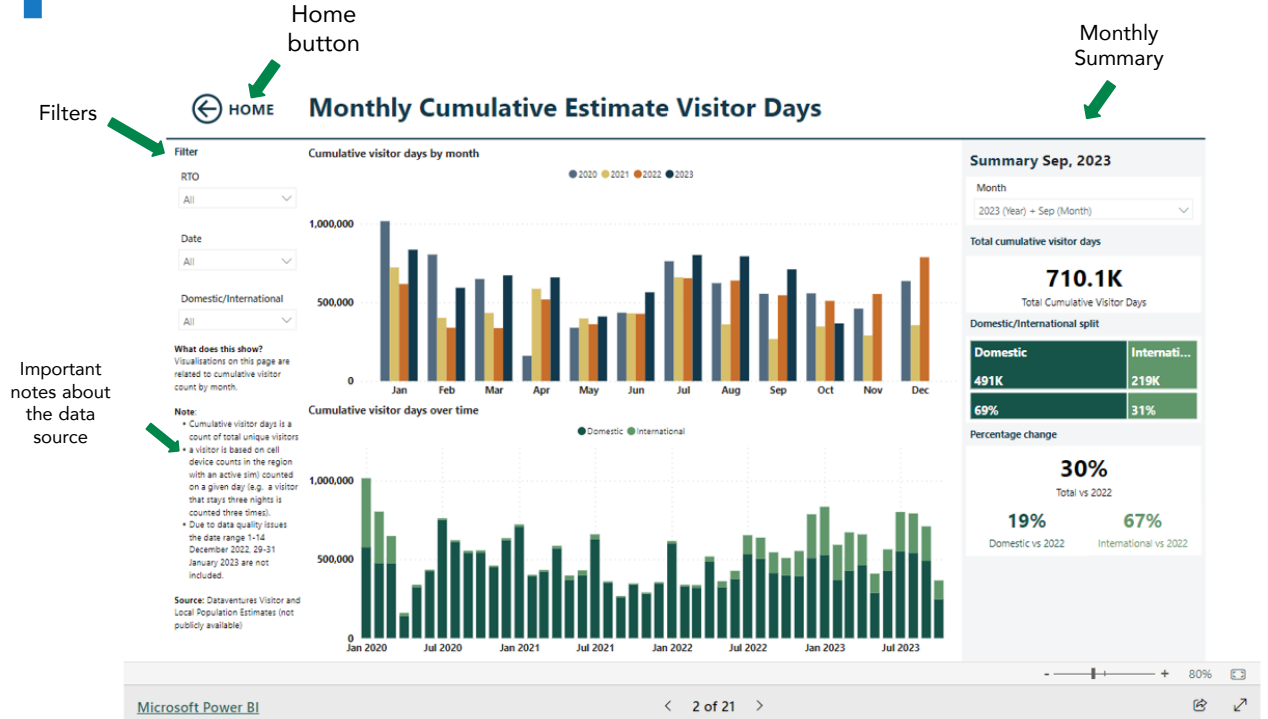
Expenditure sources	Detail	Update frequency
Marketview	Electronic card spend related to tourism expenditure. Further information .	Mid-month after month end

Sources

Experience sources	Detail	Update frequency
Visitor Experience Survey	Research programme commissioned by DQ and LWT and facilitated by Angus & Associates, providing insights into how visitors think, feel and act. Further information.	Mid-month after quarter end

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



Applications/ uses

- RTO
 - Answer media and member requests
 - Benchmark/ KPI our activity
 - Understand trends in the destination
 - Informs strategic plans/ pass to stakeholders
 - Share with members (via dashboard and member comms)
- How do you use it/ where could you use it?

Future

- What would you like to see? Specific data sources, different layouts etc
- How could it be optimised further?