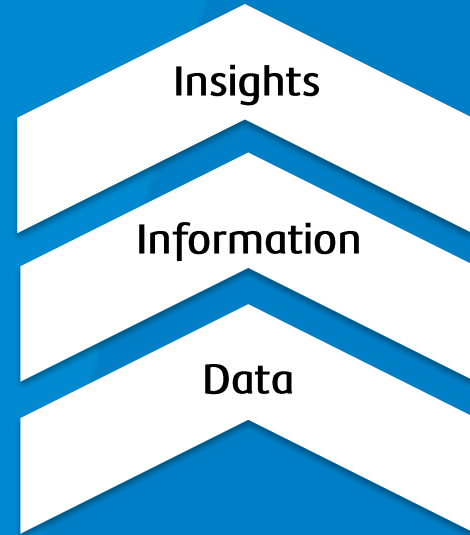*Destination Queenstown*

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.

Insights

Information

Data

Queenstown
NEW ZEALAND

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
• Visitation • Expenditure • Experience • Accommodation	• Views on Tourism • Quality of Life (QLDC)
Environment*	**Economic**
• Industry related commitments *Content being evolved	• GDP • Employment

Plus:
- Forward Outlook,
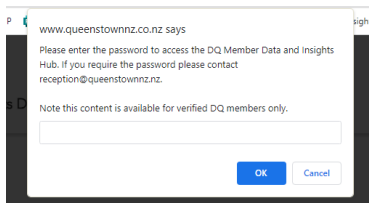- Insights & Research
- Help

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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
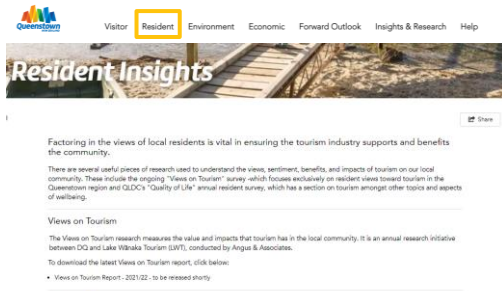
Navigation

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
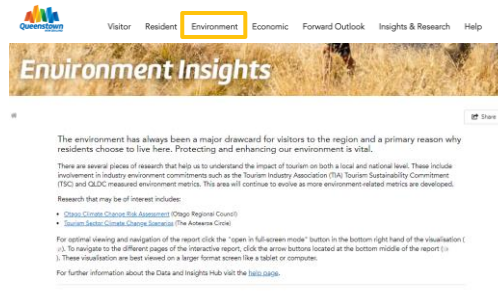- Raw data download link

Navigation

Access the following areas through the navigation at the top:

Resident
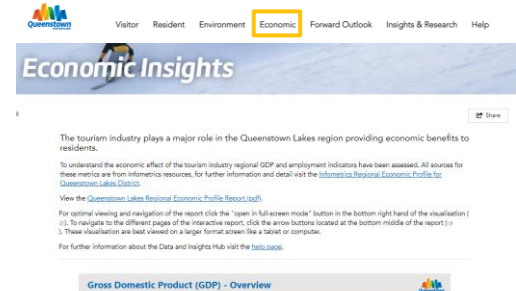
- Views on Tourism research

- Quality of Life research

Environment

- TIA TSC

- Qualmark holders

Economic

- GDP

- Employment

Navigation

Access the following areas through the navigation at the top:

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

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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

Home button

Monthly Summary

Filters

Important notes about the data source

Expand report to full screen (esc to exit)
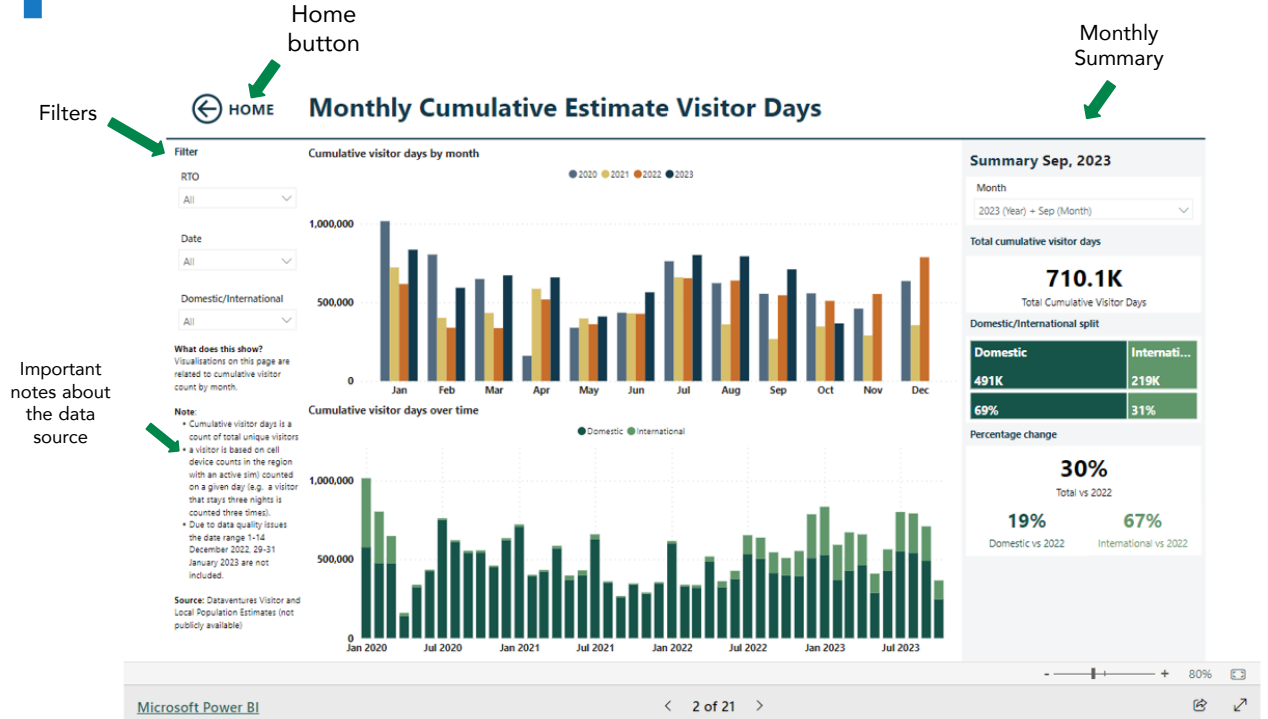
Applications/ uses

- 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?

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Future

- What would you like to see? Specific data sources, different layouts etc

- How could it be optimised further?