

Lake Wānaka Tourism and Destination Queenstown

Visitor Insights Dashboard

How to Guide

About

Purpose

The Visitor Insights Dashboard provides members and stakeholders with easy-to-understand visitor economy data, RTO led research, and insights to guide business decisions and activity.

Background

Lake Wānaka Tourism (LWT) has created this in collaboration with Destination Queenstown, in line with Queenstown Lakes' Destination Management Plan *Travel to a Thriving Future*, as part of foundation project 3: Data and Measurement Framework.



How to access the Visitor Insights Dashboard

Lakewanaka.co.nz members area

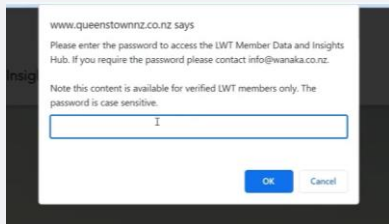
1. Go to lakewanaka.co.nz/members/.
2. Under **Data & research** select the **Lake Wānaka Visitor Insights Dashboard** link.

Current members

Data & research

Get access the Lake Wanaka Tourism Visitor Insights Dashboard where you can find easy-to-understand visitor-related data and RTO-led research. If you require the password please contact info@wanaka.co.nz, note this is for LWT members only.

3. You will be prompted to enter a password. The password is **LWTinsights23**.



A screenshot of a password prompt dialog box. The text inside the dialog reads: "www.queenstownnz.co.nz says", "Please enter the password to access the LWT Member Data and Insights Hub. If you require the password please contact info@wanaka.co.nz.", and "Note this content is available for verified LWT members only. The password is case sensitive." Below the text is a single-line text input field with a cursor. At the bottom of the dialog are two buttons: "OK" and "Cancel".

Quarterly Member Insights Communications


Starting from January 2023, LWT Members can directly access the Visitor Insights Dashboard without a password by selecting any image or prompt in Quarterly Member Insights communications.

Visitor Insights Dashboard Content

There are three areas in the Visitor Insights Dashboard, which can be accessed from the navigation menu at the top of the page

Visitor Insights Dashboard

Provides insights for members and stakeholders to guide business decisions built on PowerBI.



Lake Wānaka Tourism Visitor Insights Dashboard

The Visitor Insights Dashboard provides members and stakeholders with easy-to-understand visitor-related data and RTO-led research. 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 Destination Queenstown, 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.

For more information about the datasets used, please visit the [help page](#). If you have any questions or comments, please contact either [Molly Hooge](#) at Lake Wānaka Tourism or [Eilish Blanchard](#), Data and Insights Analyst at Destination Queenstown.

HOME

ABOUT
This tool has been created by House Destination Queenstown and Lake Wānaka Tourism. Data sources are subject to change without notice.

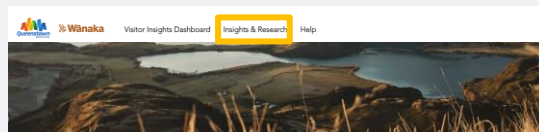
Quick tips
- Click on the information you want to see from the navigation options.
- This will take you to the relevant page.

NAVIGATION
Select below options to be taken to the relevant page.

Visitor Insights	Experience
Dashboard: Visitor Count	Global Experience
Summary: Quarterly Visitor Count	Key Performance Indicators (KPIs)
Summary: Quarterly Visitor Count	Quarterly Experience

Insights & Research

Insights, market intelligence, and trends created from regular research by DQ and LWT.



Insights & Research

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

Wānaka Quarterly Data Snapshots

At the end of each quarter LWT members will be sent a communication with a summary of the past quarter's data metrics and insights. Links to previous LWT Quarterly Data Snapshots can be found below.

- Quarterly Data Snapshot (June - September 2023)

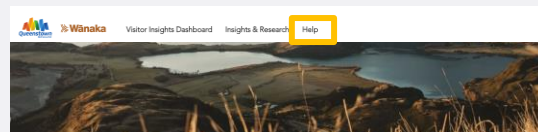
Emerging Traveller Trends

Emerging Traveller Trends is an independent piece of research that explores how travellers' expectations, desires and demands have shifted due to factors including the pandemic, climate change and geopolitical situations.

- Emerging Traveller Trends Summary
- Emerging Traveller Trends Full Research

Help

Support including video tutorials, information about the data sources, and contact information.



Help & About


Resources and Guides

The Visitor Insights Dashboard utilises a combination of a Microsoft PowerBI interactive report embedded in the webpages and links to PDF's. 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 Visitor Insights Dashboard

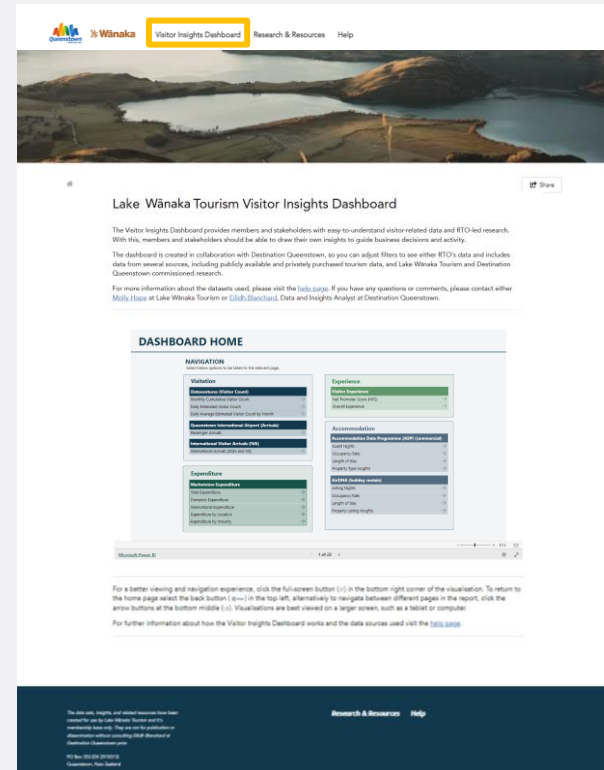
Explains how to access the Visitor Insights Dashboard, its features and how to use PowerBI.

[How to Guide](#)



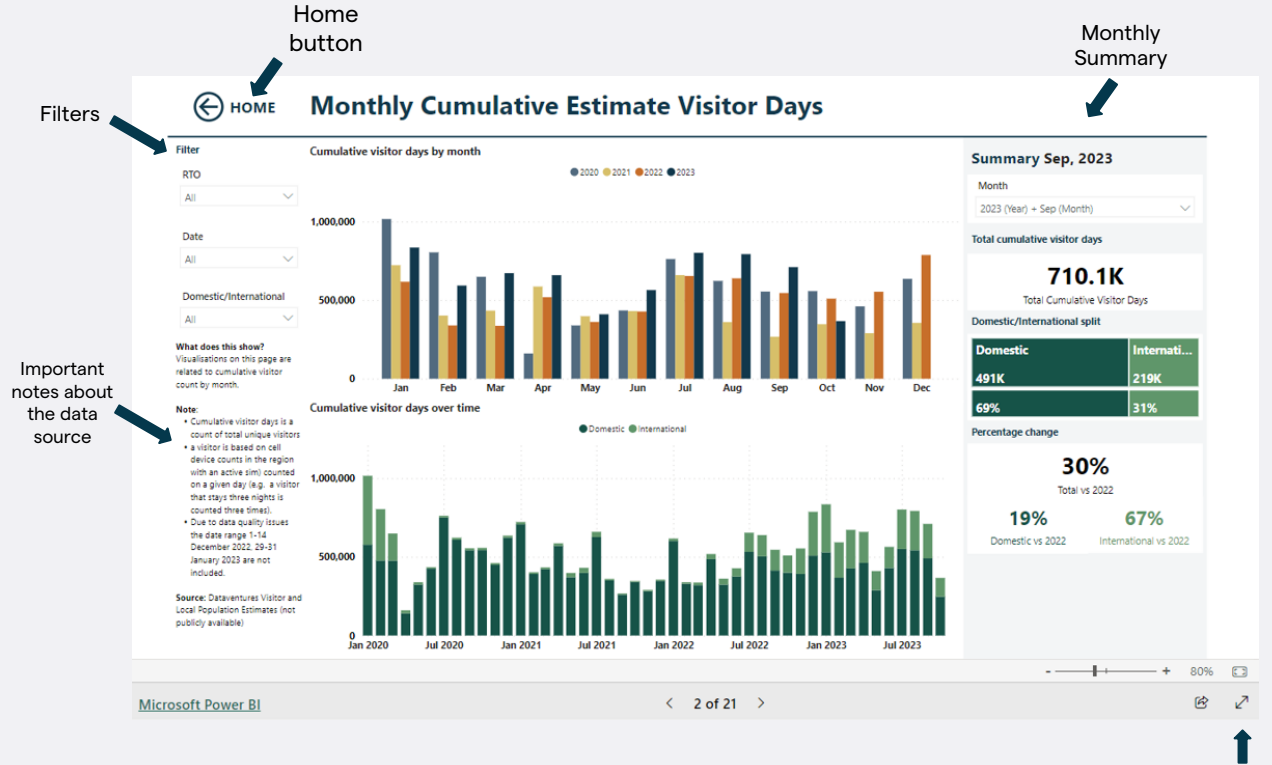
Visitor Insights Dashboard

- PowerBI report includes:
 - Home page
 - Visitation
 - Expenditure
 - Experience and sentiment
 - 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



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



FAQs

How do I access the Visitor Insights Dashboard?

Access at lakewanaka.co.nz/members/ under Data & Research or through LWT Quarterly Data Snapshot Member emails.

Can I download the data from the Visitor Insights Dashboard?

Yes! You can access an Excel document underneath the PowerBI visualisation and then file and save as to download the data or connect directly.

Where does the data come from?

The data comes from a combination of publicly available and privately purchased data sources, you can find out more about these sources [here](#).

Who do I contact for more information about this?

Contact [Molly Hope](#) from Lake Wānaka Tourism or [Eilidh Blanchard](#), Data and Insights Analyst at DQ.