

Destination Queenstown

Member Data & Insight Hub Guide

May 2022



**HOME OF
ADVENTURE**

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Objective

To create one easy to use source for members and stakeholders to be able to access and easily interpret our paid and free to access visitor economy related data as well as DQ led research to draw their own insights to guide business decisions and activity.

DQ Data & Insights Hub

- The DQ Data & Insights Hub is password protected so only those with access to the DQ extranet can login. If you need a login set up contact reception@queenstownnz.nz.
- Combines data visualisations powered built with Microsoft PowerBI and additional tourism-related research completed by DQ and other organisations.
- Accessed through the [DQ members area](#) on the Queenstown, NZ website under the Insights and Reports section.
- Data is updated as soon as its available – see the [Data & Insights Hub Data Source Guide](#) for further details.

Hub Structure

The DIH site structured inline with TIA's Four Pillars of Sustainability as set out in the Tourism Sustainability Commitment:

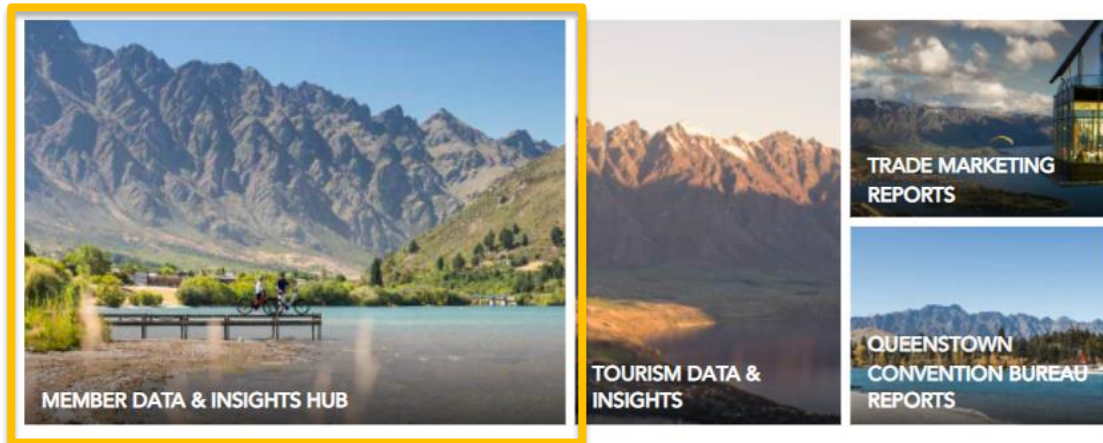
Visitor	Community	Environment	Economic
<ul style="list-style-type: none">- Visitation- Expenditure- Experience- Accommodation Results	<ul style="list-style-type: none">- Views on Tourism- Quality of Life (QLDC)	<ul style="list-style-type: none">- To be developed in consultation with QLDC	<ul style="list-style-type: none">- GDP- Employment- To be developed further in consultation with QLDC

There are also page dedicated to DQ led research (including the market development plans), the 90 day forward outlook and a help and about section.

Accessing the hub

1. Navigate to the DQ Members Area queenstownnz.co.nz/destination-queenstown-member-area/
2. Scroll to the Insights and Reports Banner and select the “Member Data and Insights Hub” tile

Insights and reports



Accessing the hub



HOME OF
ADVENTURE

Plan See & Do Stay Eat & Drink Events Stories Deals

3. This will direct to an extranet access page – select “click here to login” and enter your DQ extranet details (username and password) when prompted and click login.

4. This will direct you to the home page of the data and insights hub

To view this content, please login with your DQ Extranet details.

If you are having difficulty logging in or require a login to be created, please contact reception@queenstownnz.nz

This content requires extranet login.

[Click here to login.](#)


A login form for the Destination Queenstown Extranet. The form is overlaid on a scenic background image of Queenstown at dusk, showing a lake, mountains, and city lights. The form has a dark background with white text and input fields. It includes fields for "Email" and "Password", a "Forgot Password?" link, and a "LOGIN" button. The Queenstown logo and the slogan "feel the inspiration" are also visible at the bottom of the form.

Destination Queenstown Extranet

Email:

Password:

[Forgot Password?](#)

 *feel the inspiration*

Navigating the hub

Homepage content:

- explanation of what you will find on the site
- links to the four pillars data and insights pages and the DQ research page
- Links to additional resources
- For more support and resources about using the Hub click the “Help & About” in the top right hand.

The screenshot shows the homepage of the Destination Queenstown Data and Insights Hub. At the top left is the 'HOME OF ADVENTURE' logo. The navigation menu includes 'Visitor', 'Resident', 'Environment', 'Economic', 'DQ Research', 'Forward Outlook', and 'Help & About' (highlighted with a yellow box). The main header features a large image of a sunset over a lake with two people in the foreground, and the text 'Data and Insights Hub'. Below this is a welcome message: 'Welcome to Destination Queenstown's Data and Insights Hub' and 'The Data and Insights Hub (Hub) has been created for Destination Queenstown (DQ) members and related Queenstown stakeholders to provide easy-to-understand'. The page is organized into four main sections, each with a representative image and a 'View' button: 'Visitor Data and Insights' (with a 'View Visitor Insights' button), 'Resident Community Data and Insights' (with a 'View Resident Insights' button), 'Environment Data and Insights' (with a 'View Environment Insights (TBC)' button), and 'Economic Data and Insights' (with a 'View Economic Insights' button). A fifth section, 'DQ Research and Market Development Plans', includes a 'View DQ Research' button. At the bottom, there is a section for 'Additional Data and Insights Resources' with links to 'Tourism New Zealand - Data and Insights Site' and 'Ministry of Business, Innovation and Employment (MBIE) - Tourism Evidence and Insights Centre (TEIC)'.

Queenstown HOME OF ADVENTURE Visitor Resident Environment Economic DQ Research Forward Outlook Help & About

Data and Insights Hub

Welcome to Destination Queenstown's Data and Insights Hub

The Data and Insights Hub (Hub) has been created for Destination Queenstown (DQ) members and related Queenstown stakeholders to provide easy-to-understand

Visitor Data and Insights

Explore data and insights relating to the visitors who are welcomed to the Queenstown region.

Information includes visitation, expenditure, experience, accommodation.

[View Visitor Insights](#)

Resident Community Data and Insights

Explore tourism-related data and insights from the residents who call the Queenstown region home.

Information includes qualitative and quantitative research covering resident sentiment and insights around the cultural and societal benefits of tourism in the region.

[View Resident Insights](#)

Environment Data and Insights

Note: This area is currently under development but will house local and national data and insights on the environment and the effects that tourism has on our surroundings.

[View Environment Insights \(TBC\)](#)

Economic Data and Insights

Explore DQ-commissioned research as well as the Market Development Plans for our key tourism segments.

[View Economic Insights](#)

DQ Research and Market Development Plans

Research and Market Development Plans compiled by DQ related to our key segments.

[View DQ Research](#)

Additional Data and Insights Resources

The following sites provide a range of New Zealand and Global tourism-related data and insights:

- [Tourism New Zealand - Data and Insights Site](#)
- [Ministry of Business, Innovation and Employment \(MBIE\) - Tourism Evidence and Insights Centre \(TEIC\)](#)

Navigating the hub

Visitor Data & Insights pages content:

For the visitor pillar there is a secondary layer of navigation to enable finding the right data quickly

Content is categorised by:

- Visitation
- Expenditure
- Experience & sentiment
- Accommodation results



Visitation

Explore data and insights related to the physical numbers of visitors to the Queenstown region.

[Visitation Insights](#)



Expenditure

Explore visitor expenditure data and insights for those in Queenstown related to the visitor economy.

[Expenditure Insights](#)



Experience and Sentiment

Explore data and insights related to visitors' experience and sentiment towards Queenstown as a tourist destination.

[Experience Insights](#)



Accommodation Results

Explore data and insights related to accommodation results in the Queenstown region.

[Accommodation Insights](#)

Navigating the hub

Visitor Data & Insights pages content (cont.):

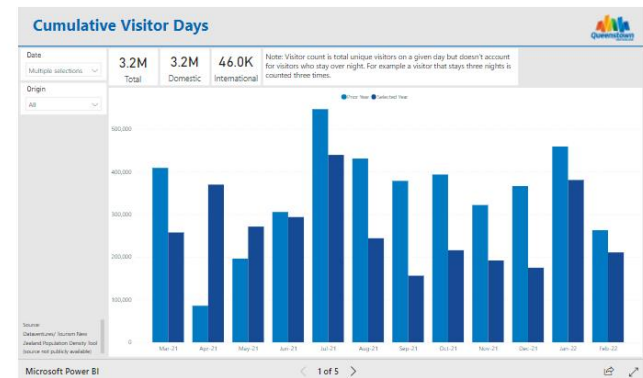
- Introduction to the content and data/ research sources
- PowerBI report visualisation

Visitor Insights

Visitation Insights

These interactive reports show visitation metrics to the Queenstown region. The sources used include Dataventures and Tourism New Zealand's population density tool (not publicly available), Queenstown International Airport's Passenger Movement statistics, and Stats NZ's International Visitor Arrival data.

To navigate the interactive report, click the arrow buttons located at the bottom middle of the report graphic. For further information about how the Hub works, click [here](#).



The data sets, insights, and related resources have been created for use by Destination Queenstown and its membership base only. They are not for publication or dissemination without consulting Destination Queenstown prior.

Navigating the hub

“Resident Data & Insights” content:

- Introduction to the content and data/ research sources
- Views on Tourism research
- Quality of Life research



The views of local residents is vital in ensuring tourism has social license to operate and that the industry can help to support and benefit the community.

To understand the views, sentiment, benefits, and impacts of tourism on our local community, there are several pieces of research which are incredibly useful. These include "Views on Tourism" which is an ongoing survey which focuses exclusively on resident views toward tourism in the Queenstown area. "Quality of Life" is QLDC's annual resident survey which features a section on tourism as well as a range of other topics and aspects of wellbeing.



Views on Tourism

The Views on Tourism research aims to measure the value and impacts that tourism has in the local community. It is an annual research initiative between DQ, Lake Wanaka Tourism and QLDC and is conducted by Angus & Associates.

[Views on Tourism Results](#)



Quality of Life

Quality of Life research is an annual survey which aims to understand residents' quality of life and experience living in the Queenstown Lakes District. It is commissioned by Queenstown Lakes District Council and carried out by Versus Research

[Quality of Life Results 2021](#)

[Quality of Life Results 2020](#)

Navigating the hub

“Environment Data & Insights” content:

- Introduction to the content and data/ research sources
- PowerBI report visualisation – national level
- Currently underdevelopment in collaboration with QLDC

**Under
development**

Navigating the hub

“Economic Data & Insights” content:

- Introduction to the content and data/ research sources
- PowerBI report visualisation



Navigating the hub

“Destination Queenstown Research” content:

- Passion Point Segment Guides – being developed over FY22-23
- Market Development Plans



Destination Queenstown Research

Destination Queenstown Research and Market Development Plans

DQ carries out regular research for each of our key segments or passion points to ensure our content and activity is relevant for the audience. DQ is also working through creating holistic market development plans for each of our key segments.

Destination Queenstown Passion Point Segment Research

DQ follows a targeted market segment approach based on key drivers with the aim of attracting visitors who best benefit our destination and our host community. The leisure market has ten segments and the business/groups market has three.

Leisure: Ski enthusiast, winter lover, trail shredder, biking explorers, golf buddies, outdoor explorers, adrenaline seekers, luxury indulgers, family adventures, and food and drink lovers.

Events: business events (conference, incentives), weddings

Market Development Plans

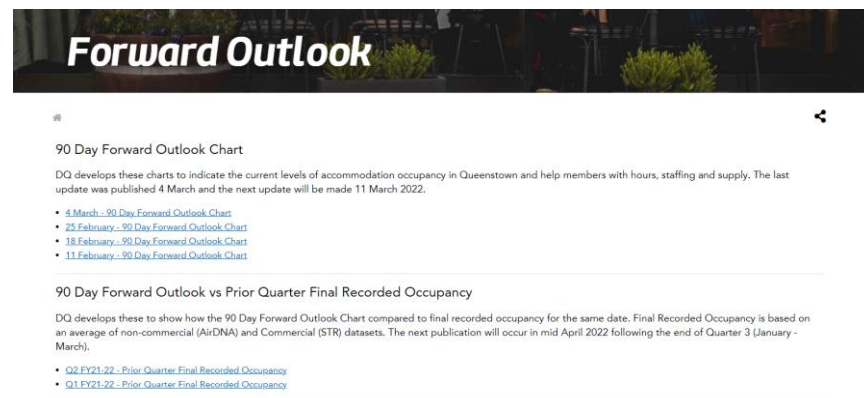
We have been creating market development plans (MDPs) to support, promote, and maximise key segments. This segmented approach dovetails with the district's Destination Management Plan, [Regenerative Tourism by 2030](#). As these MDPs are an ongoing piece of work, we will add to the list below as each one is finalised.

- [Biking Market Development Plan](#)
- [Food and Drink Market Development Plan](#)

Navigating the hub

“Forward Outlook” content:

- 90 Day Forward Outlook resources
- 90 Day Forward Outlook vs Prior Quarter Final Recorded Occupancy
- Visitor Demand Mapping (historic)



Forward Outlook

90 Day Forward Outlook Chart

DQ develops these charts to indicate the current levels of accommodation occupancy in Queenstown and help members with hours, staffing and supply. The last update was published 4 March and the next update will be made 11 March 2022.

- [4 March - 90 Day Forward Outlook Chart](#)
- [25 February - 90 Day Forward Outlook Chart](#)
- [18 February - 90 Day Forward Outlook Chart](#)
- [11 February - 90 Day Forward Outlook Chart](#)

90 Day Forward Outlook vs Prior Quarter Final Recorded Occupancy

DQ develops these to show how the 90 Day Forward Outlook Chart compared to final recorded occupancy for the same date. Final Recorded Occupancy is based on an average of non-commercial (AirDNA) and Commercial (STR) datasets. The next publication will occur in mid April 2022 following the end of Quarter 3 (January - March).

- [Q2 FY21-22 - Prior Quarter Final Recorded Occupancy](#)
- [Q1 FY21-22 - Prior Quarter Final Recorded Occupancy](#)

Navigating the hub

“Help & About” content:

- Hub training guide and recording
- Data & Insights Hub Data Source Guide
- Contact details

Interacting with PowerBI visualisations

Summary data for the period selected



★ Important feature

FAQ's

Can I download the underlying/ raw data in the PowerBI visualisations?

No - due to the structure and cleaning of getting the data the raw version of data, and legal restraints for some purchased data sources. Any data source which is downloadable has the link in the “source” bottom left of the report page, or if you want access to any raw data contact the [Eilidh Blanchard](#) to discuss.

How can I get staff members access to the Hub if they don't have extranet logins?

Contact [member services](#) to have a login set up.

Contact



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Glossary

% ▲ - Percentage change (▲ is delta or change in economics)

LY - last year

QIA - Queenstown International Airport

IVA - international visitor arrivals

ADP - Accommodation Data Programme

Occ - Occupancy

ALS - Average Length of Stay

TECT - Tourism Electronic Card Spend

MV - Marketview

TSI - tourism sentiment index