Destination Queenstown

Member Data & Insight Hub Guide

May 2022

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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.

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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
- Visitation - Expenditure - Experience - Accommodation Results	- Views on Tourism - Quality of Life (QLDC)	- To be developed in consultation with QLDC	- 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

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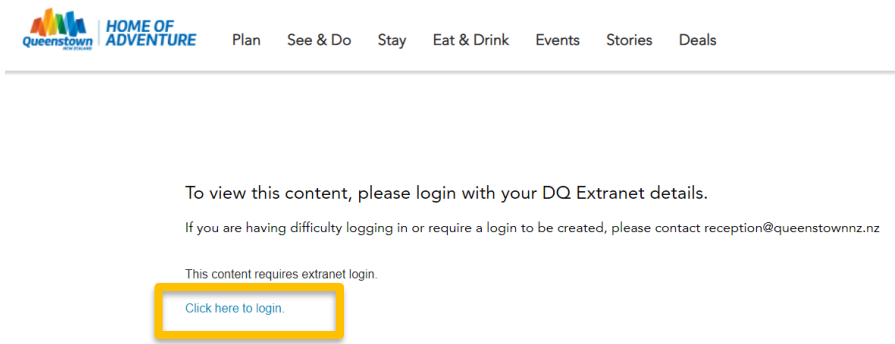
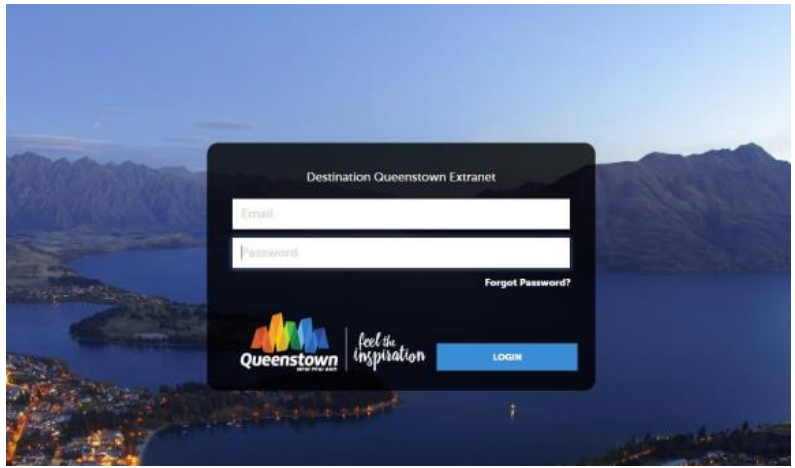
Accessing the hub

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.



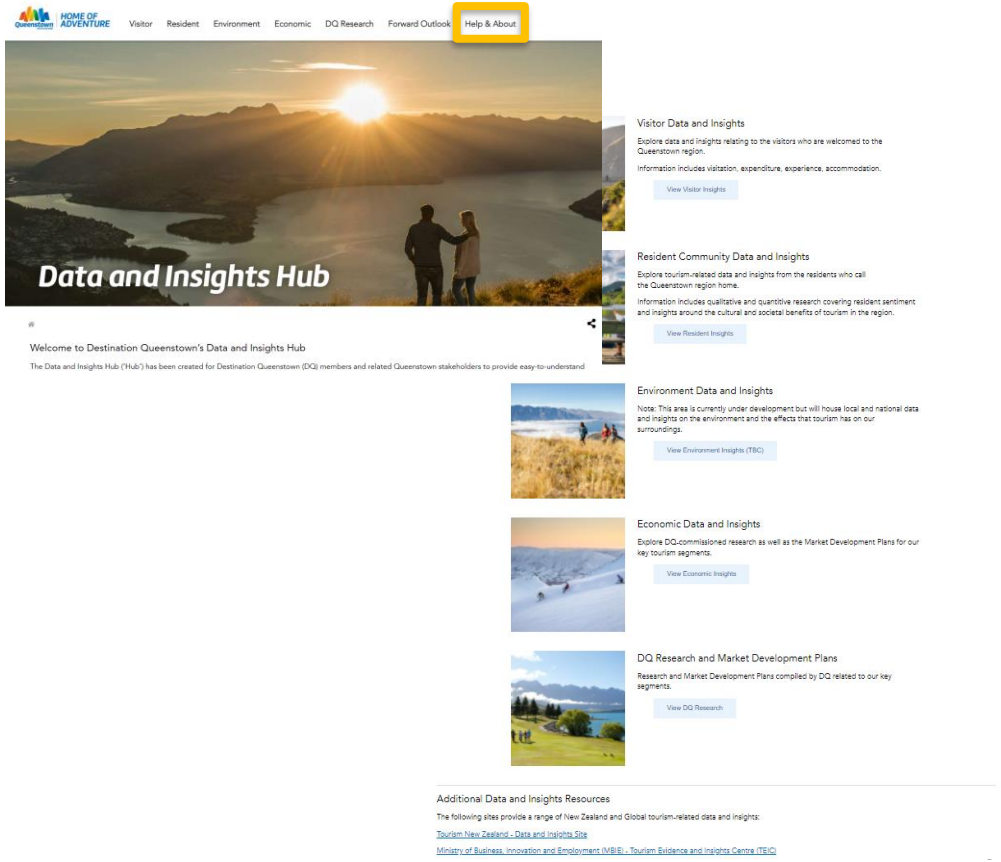
4. This will direct you to the home page of the data and insights hub



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.



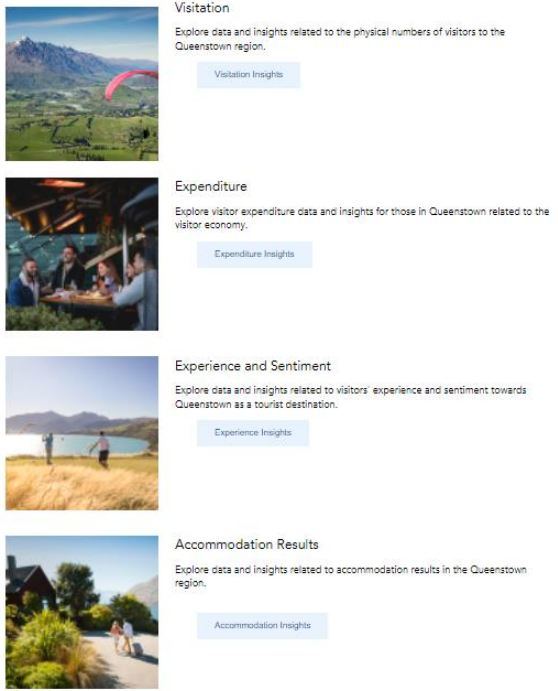
Navigating the hub

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



Navigating the hub

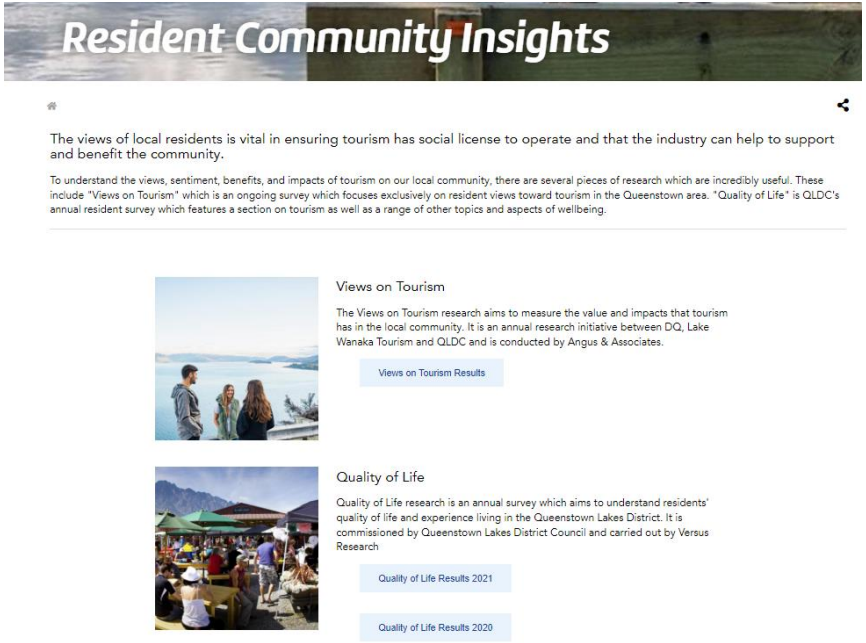
Visitor Data & Insights pages content (cont.):

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

Navigating the hub

“Resident Data & Insights” content:

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



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Navigating the hub

“Environment Data & Insights” content:

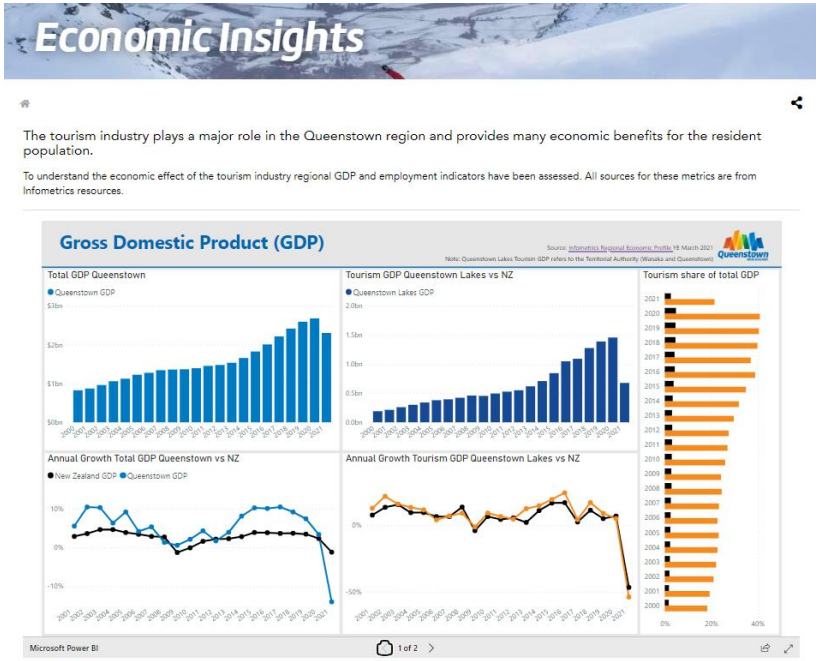
- Introduction to the content and data/ research sources
- PowerBI report visualisation – national level
- Currently underdevelopment in collaboration with QLDC

Under development

Navigating the hub

“Economic Data & Insights” content:

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



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Navigating the hub

“Destination Queenstown Research” content:

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

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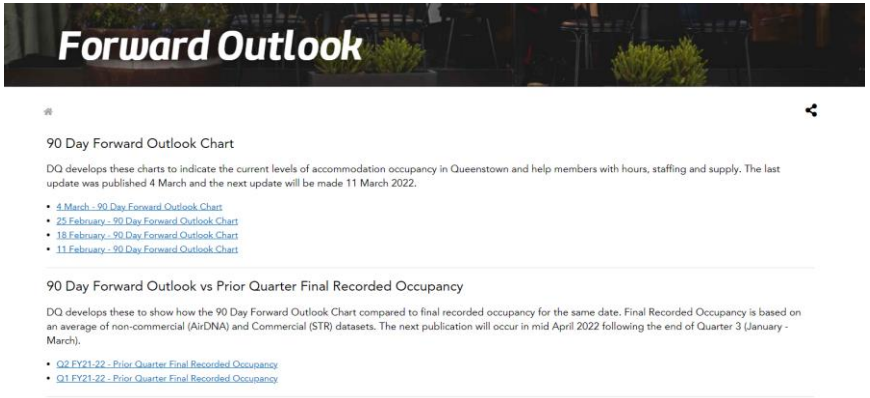
Navigating the hub

“Forward Outlook” content:

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



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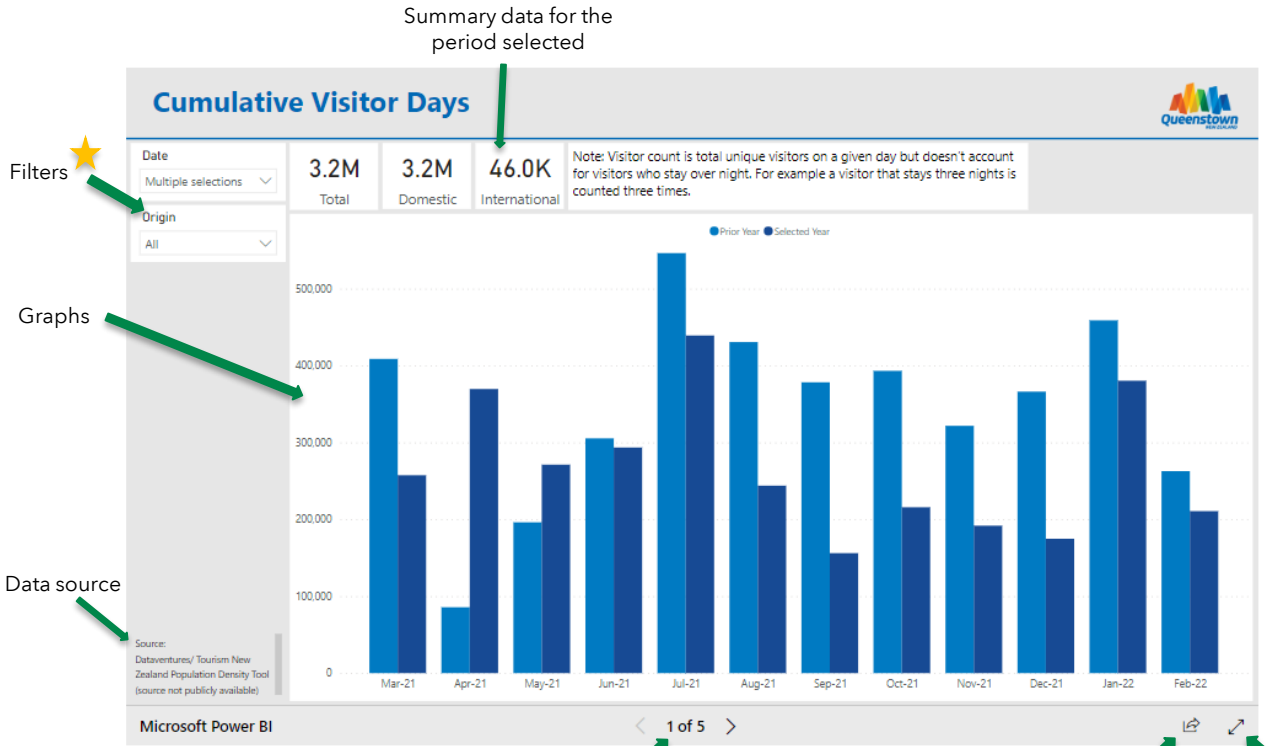
Navigating the hub

“Help & About” content:

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

Interacting with PowerBI visualisations



Important feature

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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

Eilidh Blanchard (Data and Insights Analyst)

E: eilidhb@queenstownnz.nz

P: 027 432 4330

Marg Taylor (Reception/ Member Services)

E: reception@queenstownnz.nz

P: 03 441 0700

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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

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