

# Nine Month Forward Outlook for Queenstown

October 2023 - June 2024

# Nine Month Forward Outlook

## Overview

Destination Queenstown has developed a Nine Month Forward Outlook resource which indicates the current levels of accommodation occupancy in Queenstown. This is based on collated information from multiple data sets covering commercial and non-commercial accommodation. The Nine Month Forward Outlook resource is weighted predominantly on currently booked forward occupancy rates but also factors in predictive forward booking data.

The objective of this resource is to provide a view of potential occupancy levels for the coming nine months in Queenstown and guide decisions and suggestions for clients to come at a time when Queenstown will deliver optimal visitor experience.

## Frequency

The Nine Month Forward Outlook will be refreshed at the start of every month. Updates will be shared through our [Trade Newsletter](#) and [Bureau Remarks](#) communications and posted on the [what's new](#) page of the [Queenstown, NZ](#) website.

Disclaimer: This tool represents only a potential scenario for what occupancy could look like over the coming period, it is not an actual forecast. This tool has been created solely for the use of the Travel Trade and Business Event Industry and is not for publication or dissemination.

## Data Sources

### DATA SOURCE



### STR FORWARD STAR



### OTA INSIGHTS



### AIRDNA



### INFORMATION



Based on real occupancy on the books from a set of 18 properties (commercial).

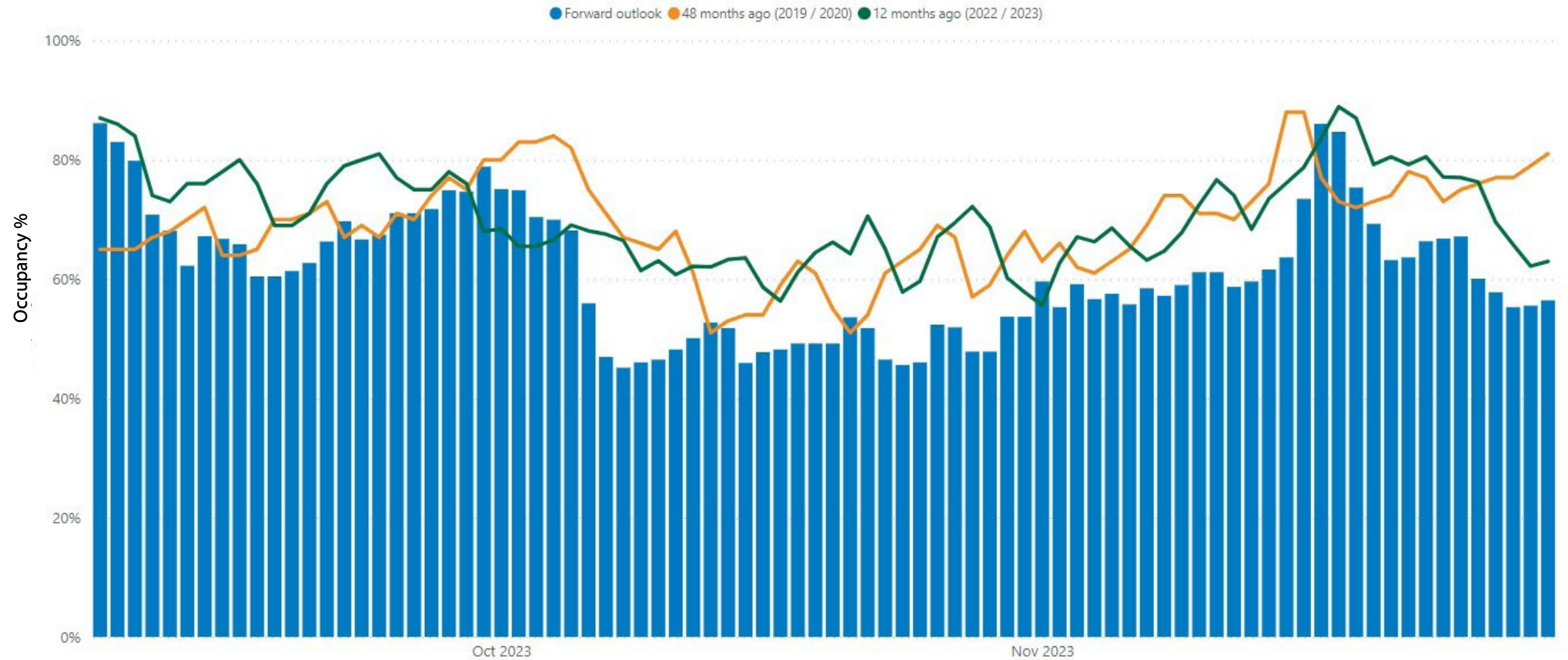
Market intelligence capturing booking intent in real time. Takes into account OTA, GDS, alternative lodgings.

Forward looking occupancy rates (actuals) in a set of over 1,300 active alternative lodging (non-commercial) properties in the Queenstown area.

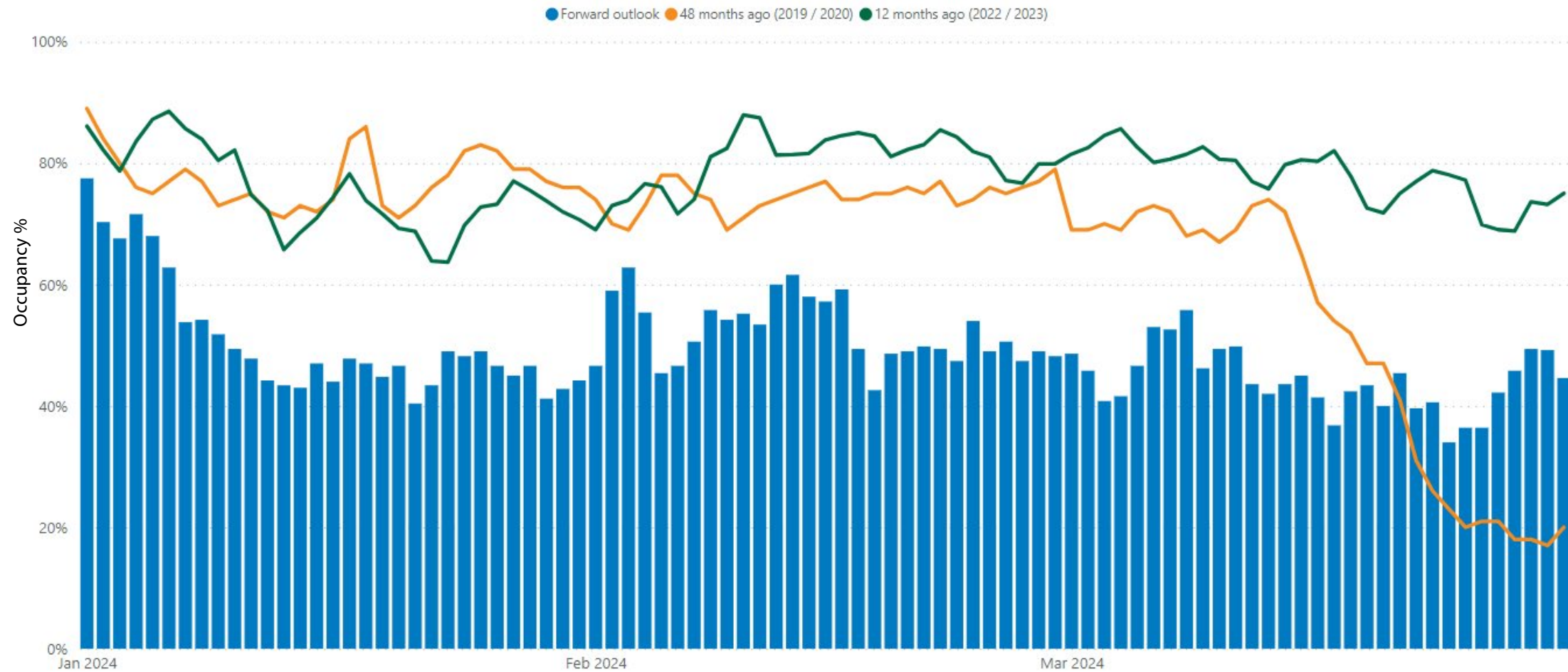


# Nine Month Forward Outlook

## October – December 2023

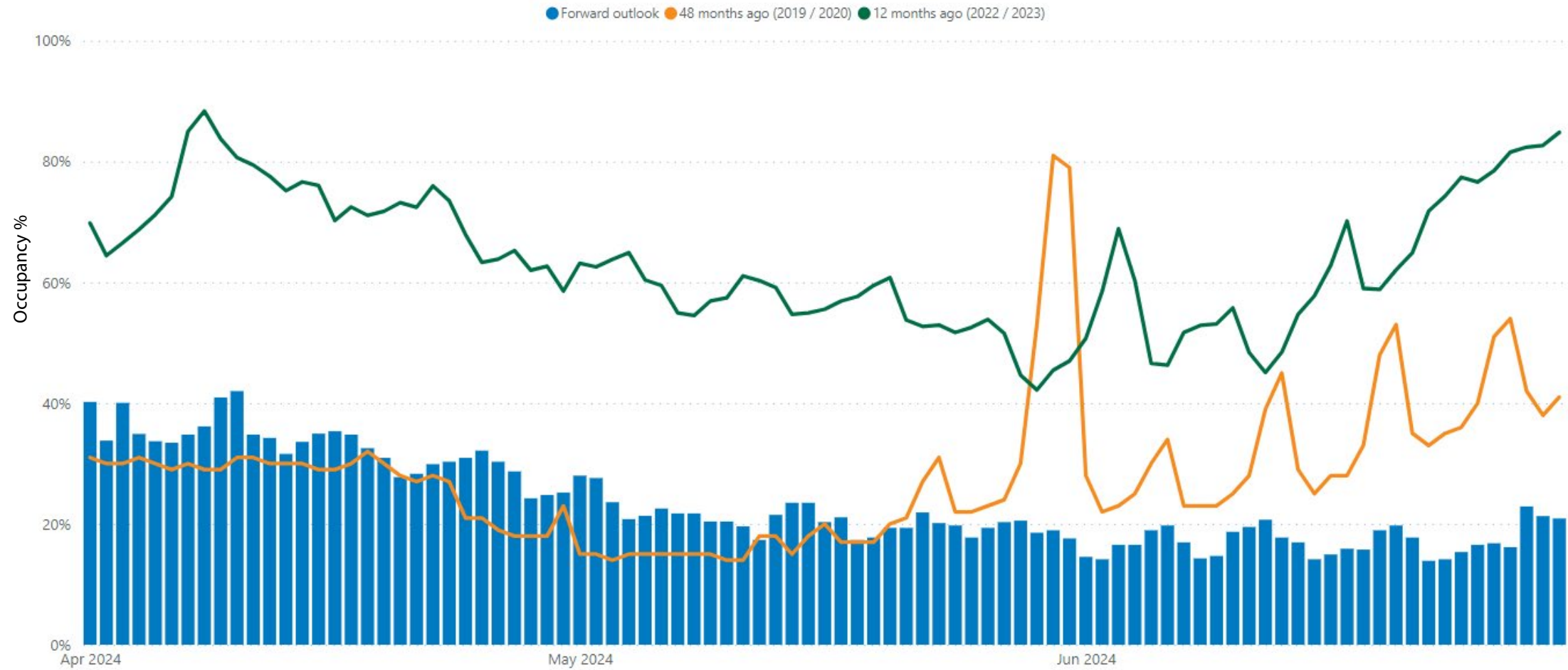


# Nine Month Forward Outlook January – March 2024



# Nine Month Forward Outlook

## April – June 2024



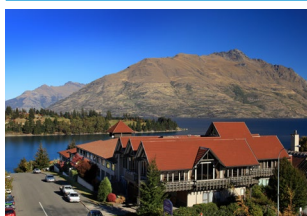
# Accommodation Data Contribution

There are 18 Queenstown properties contributing data towards the nine month forward outlook. If you want more details, click below or [contact the team](#) for the relevant sales contacts.

**Copthorne Lakeview**



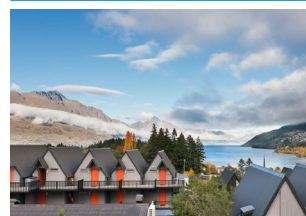
**Copthorne Lakefront**



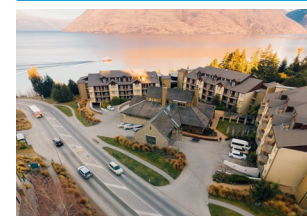
**Crowne Plaza Queenstown**



**Heartland Hotel Queenstown**



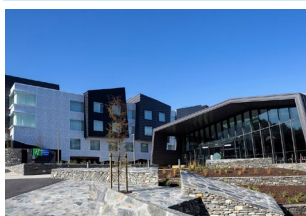
**Heritage Queenstown**



**Hilton Resort & Spa**



**Holiday Inn Express & Suites**



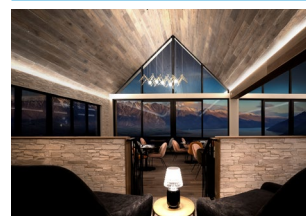
**Holiday Inn Frankton Road**



**Holiday Inn Remarkables Park**



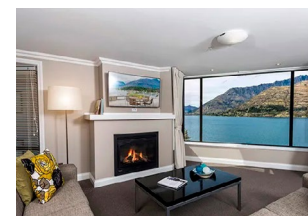
**Kamana Lakehouse**



**Millennium Queenstown**



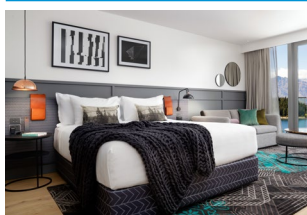
**Oaks Shores Resort**



**Oaks Club Suites**



**QT Queenstown**



**Rydges Lakeland Resort**



**Scenic Suites Queenstown**



**The Central Private – Naumi**



**The Dairy Private – Naumi**





# Meet the Business Development Team

## About Us



The Destination Queenstown Business Development team work closely with all travel trade and business events to help promote Queenstown, New Zealand.

When it comes to selling Queenstown, NZ to the world, the Business Development team knows the importance of understanding the destination so that you can build itineraries and events confidently and dream weave travel experiences that are tailored to your business and client's specific needs.

If you need support with telling our story, organising your event or incentive or selling Queenstown the Home of Adventure to the world, you can contact us below or head to our website and learn more about the Destination Queenstown [Travel Trade](#) and [Queenstown Convention Bureau](#) teams.



### Linda McIntosh

Trade Marketing Manager

T: +64 3 441 0700 ext. 209

M: +64 27 2647 533

E: [lindam@queenstownNZ.nz](mailto:lindam@queenstownNZ.nz)



### Tracy Cui

Business Development Manager - Asia

T: +64 3 441 0700 ext. 202

M: +64 21 2461 828

E: [tracyc@queenstownNZ.nz](mailto:tracyc@queenstownNZ.nz)



### Rose Wood

Business Development Executive

T: +64 3 441 0700 ext. 218

M: +64 27 467 6878

E: [rosew@queenstownNZ.nz](mailto:rosew@queenstownNZ.nz)



### Sarah McDonald

Queenstown Convention Bureau  
Manager

T: +64 3 441 0700 ext. 213

M: +64 27 4488 030

E: [sarahm@queenstownNZ.nz](mailto:sarahm@queenstownNZ.nz)



### Jessica Langelaan

Queenstown Convention Bureau  
Account Manager

T: +64 3 441 0700 ext. 216

M: +64 20 4191 6773

E: [jessl@queenstownNZ.nz](mailto:jessl@queenstownNZ.nz)



### Luisa Cardona

Business Development Executive

T: +64 3 441 0700 ext. 208

M: +64 22 4126 622

E: [luisac@queenstownNZ.nz](mailto:luisac@queenstownNZ.nz)

# Business Development Resources

## Travel Trade



### Newsletter Sign Up

Sign up for our newsletter and stay up to date with what's happening in Queenstown, the Home of Adventure.

### Travel Trade Website

Find up to date information on Queenstown products, accommodation, and other resources.

### Join our Facebook Group

Keep in touch and learn all about the latest products and destination updates in our Facebook Group.

### Subscribe to our YouTube

Keep up to date with our YouTube channel including webinars, trainings, fams and product updates.

## Queenstown Convention Bureau



### Newsletter Sign Up

Sign up for our newsletter and stay up to date Queenstown business events, new products, venues, accommodation and our latest developments.

### Queenstown Convention Bureau Website

Find up to date information on Queenstown products, accommodation, and other resources.

### Follow us on LinkedIn

Stay connected and up to date with the Queenstown Convention Bureau, our activity and what is happening in the industry.

### Download our Meet Queenstown Guide

Information and planning guide with events in Queenstown, venues and services, accommodation, and activities