90 Day Forward Outlook
for Queenstown

Published on Friday 15 October 2021

Queenstown
NEW ZEALAND | **HOME OF ADVENTURE**

Short term visitation
90 Day Forward Outlook

Overview

Destination Queenstown has developed a 90 day forward outlook chart indicating 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 90 day forward outlook chart is weighted 80% on currently booked forward occupancy rates and 20% on predictive forward booking data.

The objective of this 90 day forward outlook chart is to assist local tourism businesses like activities, attractions, retail, bars and restaurants to manage their operating days/hours, supply and staffing in alignment with the forward outlook.

Frequency

There are weekly refreshes of the forward outlook chart which will be posted in the DQ Member (Visitor Demand Mapping) area of the DQ website. Members will recieve fortnightly reminders through Special Remarks communicaitons. Click HERE to access previous outlooks.

Feedback

For feedback, more information or clarifications about the content below or if you are interested in supplying your accomodations data toward the dataset please contact Kiran Nambiar.

Data Sources

DATA SOURCE 🔍

STR FORWARD STAR
str

AIRDNA – FUTURE DEMAND ANALYSIS
AIRDNA

INFORMATION ⓘ

Based on real occupancy on the books from a set of 15 properties. Free to submit data if you are part of STR.

Forward looking occupancy rates (actuals) in a set of over 1,800 active alternative lodging properties in the wider Wakatipu basin.

DATA SOURCE 🔍

OTA INSIGHTS
OTA INSIGHT

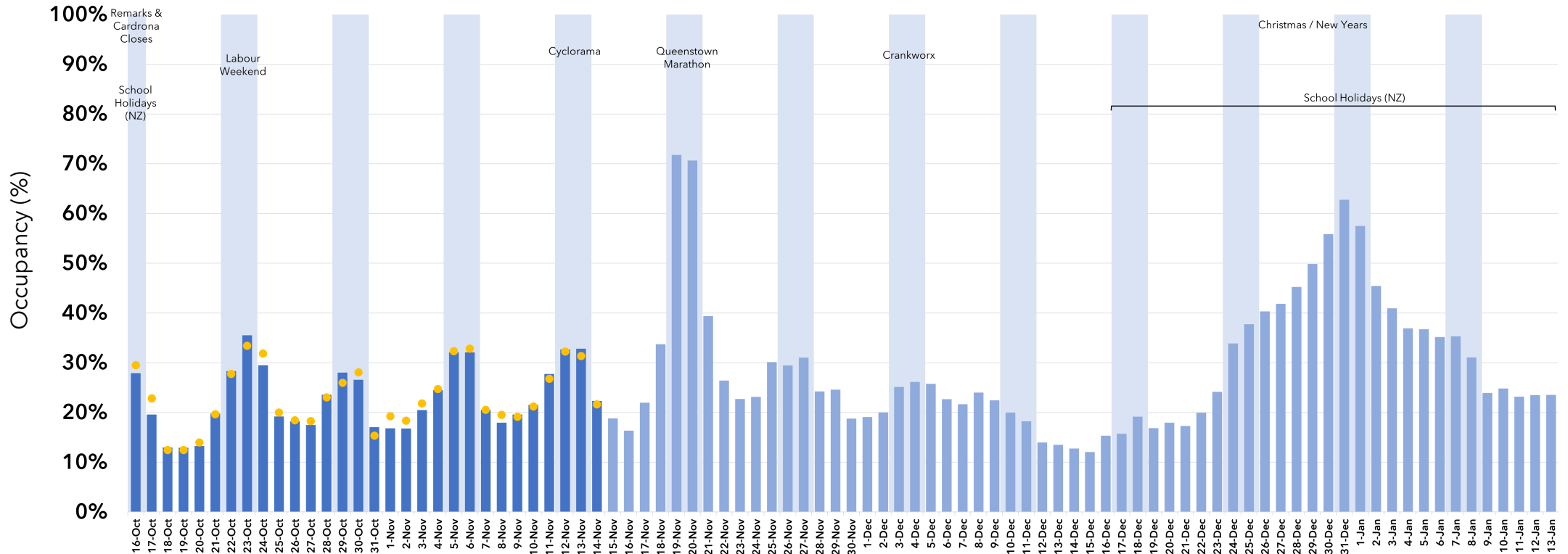**QUEENSTOWN INTERNATIONAL AIRPORT**
QUEENSTOWN airport

INFORMATION ⓘ

Market intelligence capturing booking intent in real time. Takes into account OTA, GDS, alternative lodgings. Gives a "heat" map.

Weekly seat capacity growth compared to same week last year. Updated monthly.

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Legend:
- Next 30 Days (dark blue)
- Following 60 Days (light blue)
- Weekend (Friday/ Saturday night) (grey)
- Pick up (from last publication) (yellow dot)

Occupancy (%) — Y-axis: 0%, 10%, 20%, 30%, 40%, 50%, 60%, 70%, 80%, 90%, 100%

Chart annotations:
- Remarks & Cardrona Closes
- School Holidays (NZ)
- Labour Weekend
- Cyclorama
- Queenstown Marathon
- Crankworx
- Christmas / New Years
- School Holidays (NZ)

X-axis dates: 16-Oct, 17-Oct, 18-Oct, 19-Oct, 20-Oct, 21-Oct, 22-Oct, 23-Oct, 24-Oct, 25-Oct, 26-Oct, 27-Oct, 28-Oct, 29-Oct, 30-Oct, 31-Oct, 1-Nov, 2-Nov, 3-Nov, 4-Nov, 5-Nov, 6-Nov, 7-Nov, 8-Nov, 9-Nov, 10-Nov, 11-Nov, 12-Nov, 13-Nov, 14-Nov, 15-Nov, 16-Nov, 17-Nov, 18-Nov, 19-Nov, 20-Nov, 21-Nov, 22-Nov, 23-Nov, 24-Nov, 25-Nov, 26-Nov, 27-Nov, 28-Nov, 29-Nov, 30-Nov, 1-Dec, 2-Dec, 3-Dec, 4-Dec, 5-Dec, 6-Dec, 7-Dec, 8-Dec, 9-Dec, 10-Dec, 11-Dec, 12-Dec, 13-Dec, 14-Dec, 15-Dec, 16-Dec, 17-Dec, 18-Dec, 19-Dec, 20-Dec, 21-Dec, 22-Dec, 23-Dec, 24-Dec, 25-Dec, 26-Dec, 27-Dec, 28-Dec, 29-Dec, 30-Dec, 31-Dec, 1-Jan, 2-Jan, 3-Jan, 4-Jan, 5-Jan, 6-Jan, 7-Jan, 8-Jan, 9-Jan, 10-Jan, 11-Jan, 12-Jan, 13-Jan

This edition published on Friday 15 October 2021 indicates the current demand for the 90 day period 16 October 2021 to 13 January 2022. This graph displays the forward outlook and pick up since the last publication (8 October 2021) marked by the yellow dots. The next update will be on Friday 22 Ocotber.

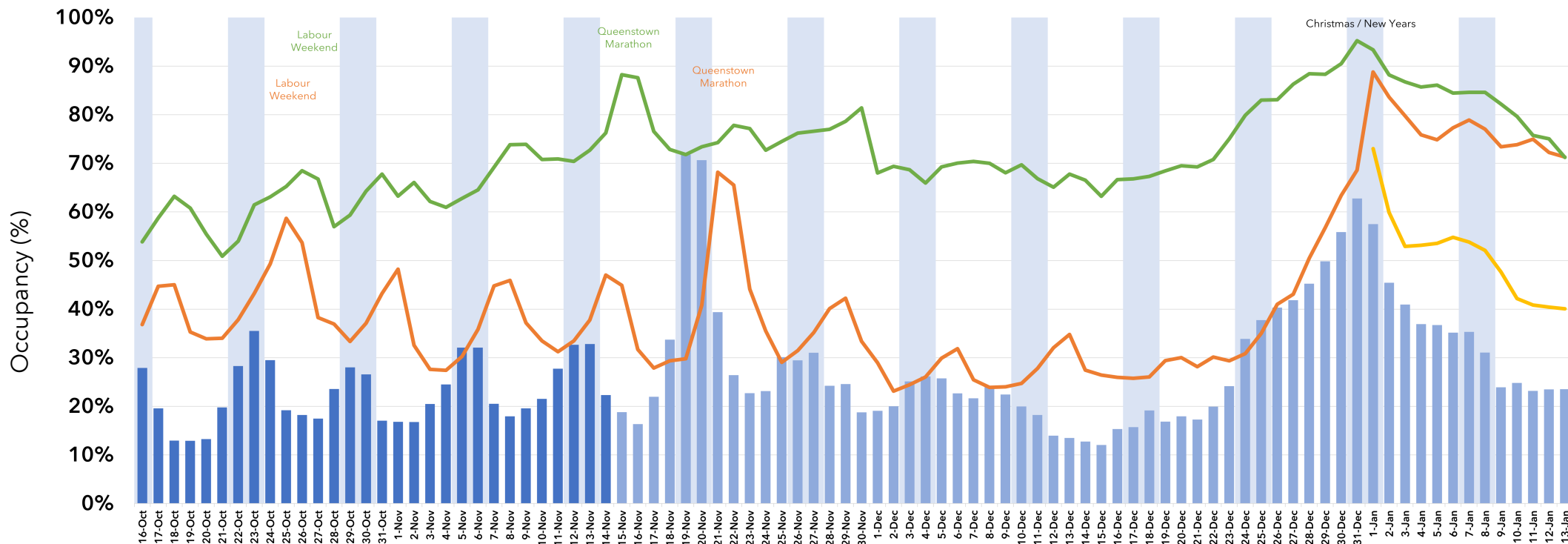**Outlook charts through COVID-19 Alert Levels:**
DQ will continue to publish this resource through all COVID-19 Alert Levels for consistency and to assist our members as much as possible with forward planning. As the COVID situation can rapidly change, please note that we do not expect the immediate Short Term Demand to accurately reflect the evolving situation and Forward Outlook Occupancy will be overstated due to:
- **Commercial data**: There is a time lag for this information as STR data isn't collated until Tuesday UK time.
- **Non-commercial data:** There are various factors which are skewing data from AirDNA. These include people making their properties unbookable, or owners moving into their holiday properties during lockdown.
- **Last-minute cancellations:** Some holidaymakers are holding off on cancelling their bookings in case Alert Levels change before their travel date.

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 Destination Queenstown Members, and is not for publication or dissemination.

Short term visitation
Forward Outlook vs Prior Years Final Recorded Occupancy

This edition published on Friday 15 October 2021 indicates the current demand for the 90 day period 16 October 2021 to 13 January 2022. This graph displays prior years recorded occupancy which is an average of STR and AirDNA final recorded occupancy compared to current 2021 & 2022 Forward Outlook Occupancy. The green line indicates 2019 occupancy, orange line indicates 2020 occupancy and the yellow line indicates 2021 occupancy. The next update will be on Friday 22 October.

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