

# 90 Day Forward Outlook for Queenstown

*Published on Friday 16 July 2021*



# 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 receive fortnightly reminders through Special Remarks communications. 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 accommodations data toward the dataset please contact Kiran Nambiar.

### Data Sources

#### DATA SOURCE



STR FORWARD  
STAR



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



#### INFORMATION

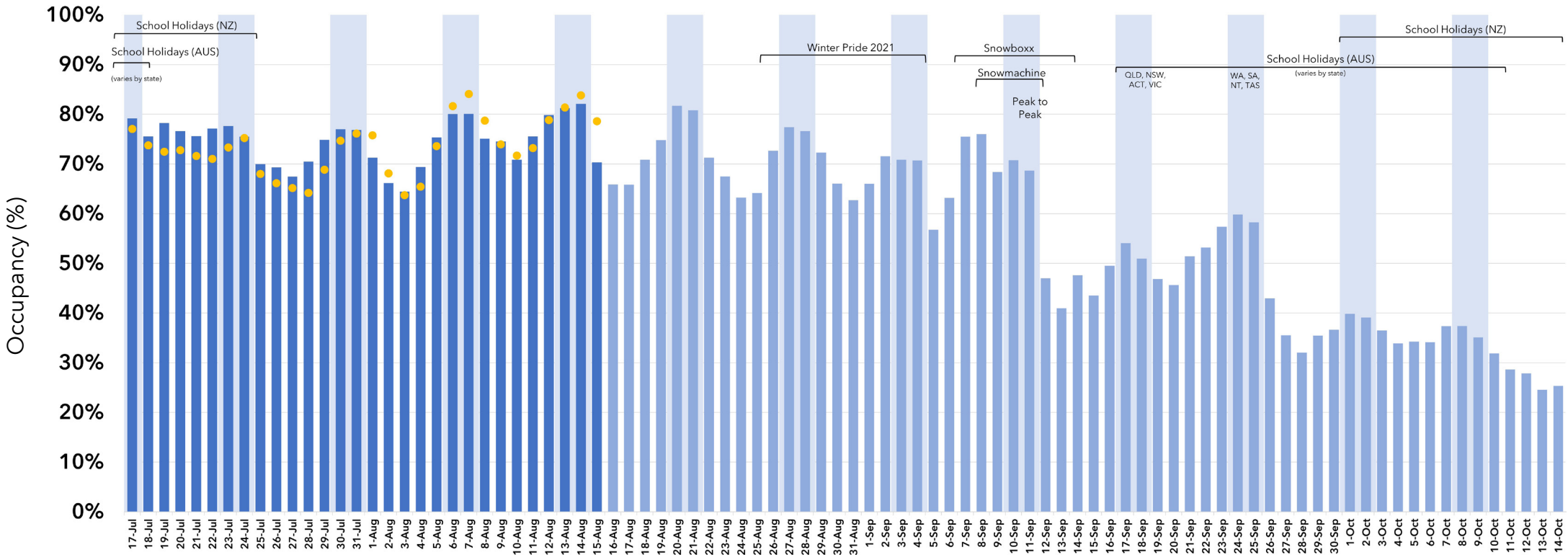


Market intelligence capturing booking intent in real time. Takes into account OTA, GDS, alternative lodgings. Gives a "heat" map.

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

# Short term visitation 90 Day Forward Outlook

- Next 30 Days
- Following 60 Days
- Weekend (Friday/ Saturday night)
- Pick up (from last publication)



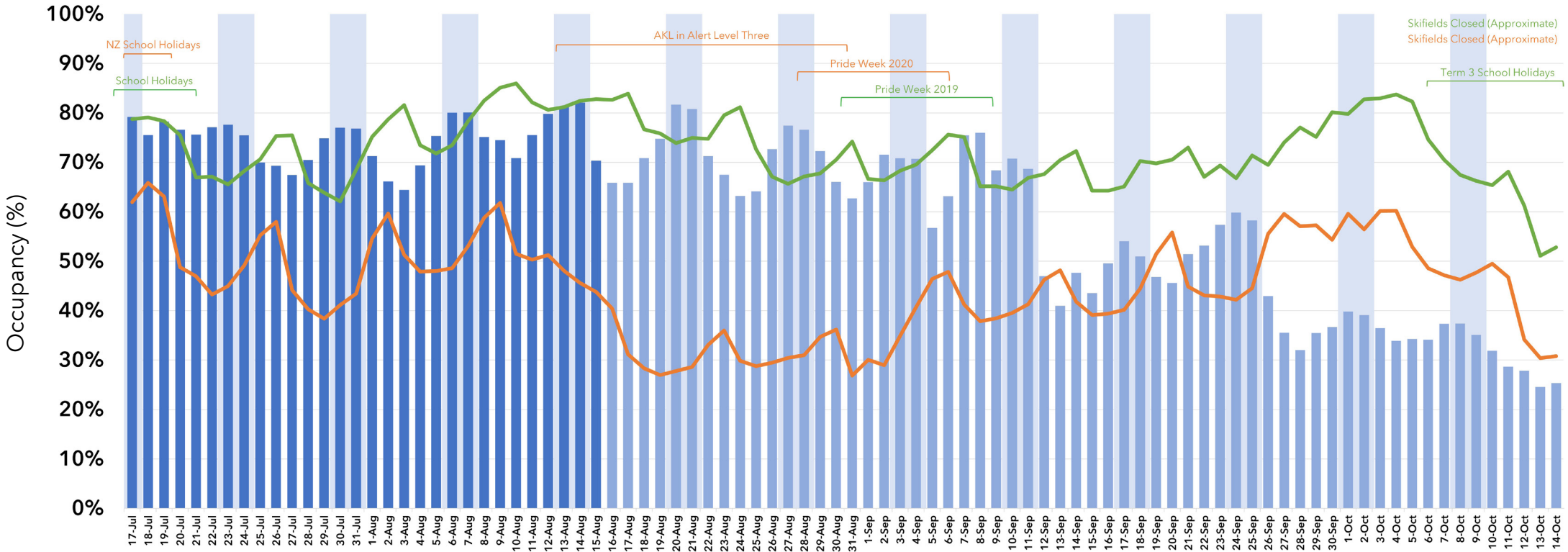
This edition published on Friday 16 July 2021 indicates the current demand for the 90 day period 17 July 2021 to 14 October 2021. This graph displays the forward outlook and pick up since the last publication marked by the yellow dots. The next update will be on Friday 23 July.

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.

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## Forward Outlook vs Prior Years Final Recorded Occupancy

- Next 30 Days
- Following 60 Days
- Weekend (Friday/ Saturday night)
- Historical (2020 comparison)
- Historical (2019 comparison)



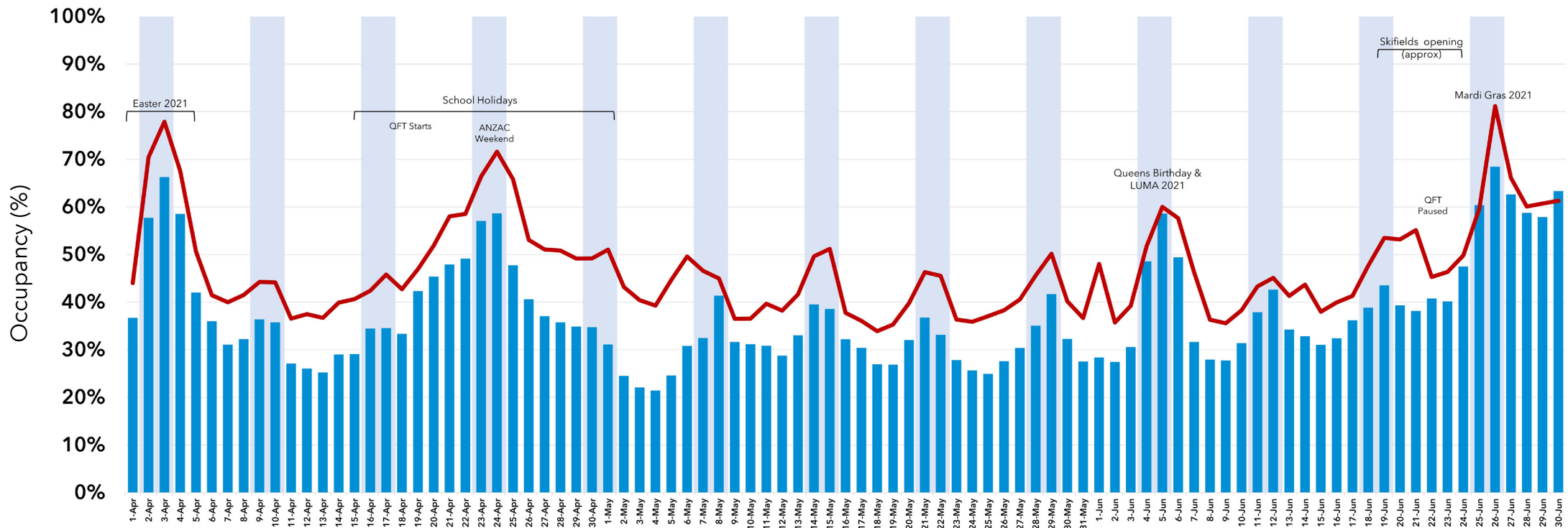
This edition published on Friday 16 July 2021 indicates the current demand for the 90 day period 17 July 2021 to 14 October 2021. This graph displays prior years recorded occupancy which is an average of STR and AirDNA final recorded occupancy compared to current 2021 Forward Outlook Occupancy. The green line indicates 2019 occupancy and orange line indicates 2020 occupancy. The next update will be on Friday 23 July.

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## Forward Outlook vs Prior Quarter Final Recorded Occupancy

- Published in Forward Outlook
- Weekend (Friday/ Saturday night)
- Final Recorded Occupancy (AirDNA & STR)



This edition published on Friday 16 July 2021 of the Forward Outlook vs Prior Quarters Final Recorded Occupancy chart indicates what was published by Destination Queenstown in 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 October 2021 following the end of Quarter 1 (July - September).

Disclaimer: Its important to factor in late booking trends, changing consumer behaviours and variances between datasets when looking at the difference between the Forward Outlook and Recorded Occupancy differences.

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