

Visitor Demand Mapping for Queenstown

Short term 90 day forward outlook & long term scenarios
Published on Friday 28 May 2021

Short term visitation

90 Day Forward Outlook

Overview

Destination Queenstown (DQ) 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

DQ will publish the report at the end of the month for the upcoming 90 day period included in the Visitor Demand Mapping Resource. There will be weekly refreshes of the forward outlook chart which will be posted in the DQ Member (Visitor Demand Mapping) area of the DQ website. 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 12 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

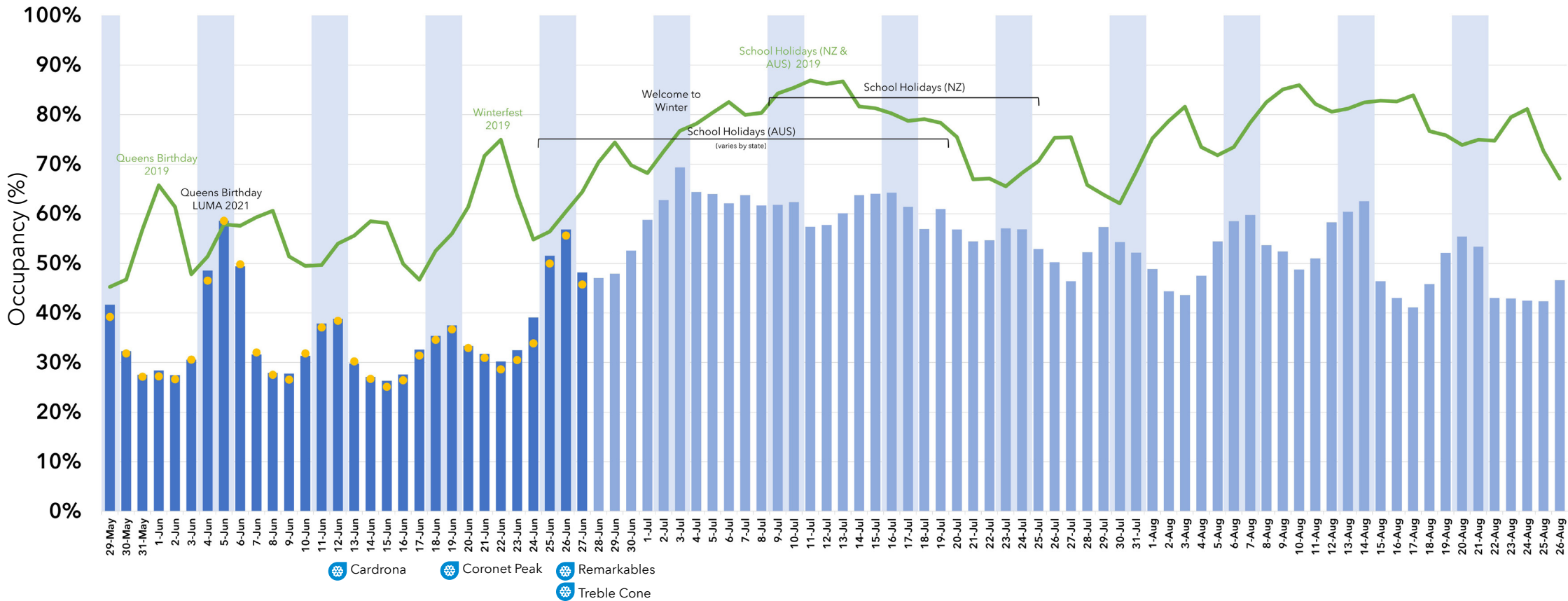


Market intelligence capturing booking intent in real time. Takes into account OTA, GDS, alternative lodgings. Gives a "heat" map.

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
- Pick up (from last publication)
- Historical (pre-COVID - 2019)
- ⊗ Ski Field Opens



This edition published on Friday 28 May 2021 indicates the current demand for the 90 day period 29 May 2021 to 26 August 2021. The next update will be on Friday 4 June for the following 90 days.

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.

Long term visitation

Visitor Demand Mapping

Future Long Term Demand Mapping Publications

Please note that Destination Queenstown (DQ) will no longer be publishing the timeframe and recovery graph as part of the long term demand mapping.

This content was first published on 14 May 2020 when our membership was coming out of New Zealand Alert Level Four and needed an evidence-based overview of potential scenarios of how visitor demand for Queenstown would re-start, set and scale.

A year later, this uncertainty has reduced tremendously and there isn't the same need for the monthly update on how we see demand coming back.

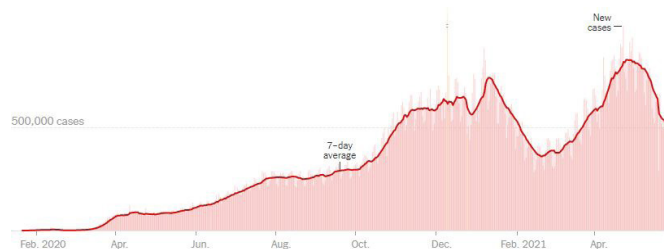
COVID-19 Situation

At the time of publishing, there have been 168.0 million confirmed cases of COVID-19 globally.

Since our last update, COVID-19 case numbers have been declining (in the last 14 days alone, reported case numbers have declined by 32%).

It also appears that India has reached its peak - at the start of May over 400,000 cases were reported daily and now an average of 240,000 cases are being reported daily. These figures are to be used with caution though as it is possible that numbers may have been under reported. South America is currently the continent with the highest rates of new infections. Uruguay, Argentina, Paraguay and Chile are all in the Top 10 in recent cases per 100,000 residents.

Daily Global new cases & 7 day average



Vaccine

There are 92 vaccines in clinical evaluation with 27 approaching the final phases of testing (large scale efficacy tests in human candidates). For additional information about vaccine development and approvals, click [HERE](#) to view the New York Times Coronavirus Vaccine Tracker.

New Zealand has agreements in place with four suppliers for vaccines. The vaccines are:

- Pfizer: 10 million doses, approved by Medsafe
- Janssen Pharmaceutica: 5 million doses
- Novavax: 10.72 million doses
- AstraZeneca: 3.8 million doses

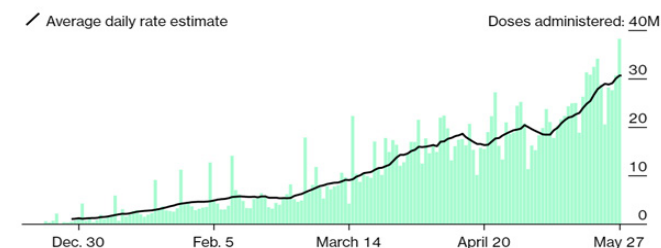
For further information about each of the vaccines that New Zealand will have access to, click [HERE](#).

Vaccine Roll Out

Since our last update, the number of vaccines administered globally has more than doubled. Over 1.78 billion doses have been administered in 176 countries, according to data collected by Bloomberg. On average, the global vaccination rate is roughly 30.6 million doses a day. This equates to enough doses to cover 11.2% of the global population. However, the distribution of vaccines so far has been lopsided - with the highest income countries getting vaccinated more than 30 times faster than the lowest income countries.

For Bloomberg's full breakdown of vaccination progress, vaccine contracts in place for each country click [HERE](#).

Global Vaccinations Administered



Long term visitation

Visitor Demand Mapping

Global Vaccination Campaign

Top 10 countries in vaccination progress

Countries	Doses administered	Enough for % of people
Global Total	1,780,214,473	-
New Zealand	562,149	5.7%
Australia	3,906,668	7.7%
Mainland China	566,723,000	20.2%
U.S.	290,724,607	45.3%
EU	234,306,627	26.4%
India	205,451,902	7.5%
Brazil	64,033,156	15.2%
U.K.	62,658,639	46.9%
Germany	47,358,842	28.5%
France	34,886,265	26.9%
Italy	32,582,895	27.0%
Turkey	28,533,115	17.2%

New Zealand Roll Out

New Zealand has administered a total of 562,149 doses. This includes 371,043 first doses and 191,106 second doses.

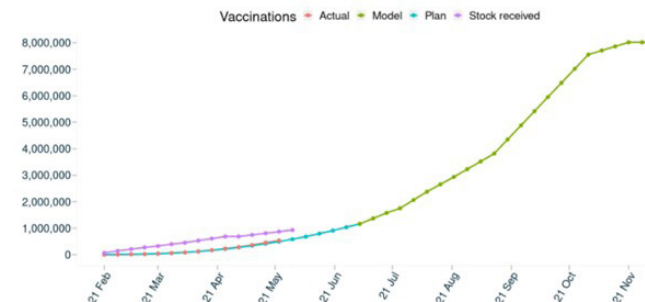
The roll-out for group three (priority population) has around 1.7 million people who are now eligible for the vaccination as of 28 May. This follows clarification around what qualifies as "underlying health conditions".

This week, a change in dates for group four (general population) vaccinations has been announced. These will now start at the end of July. The Ministry of Health has stated this is not a delay, rather a part of the expected overlap between group three and group

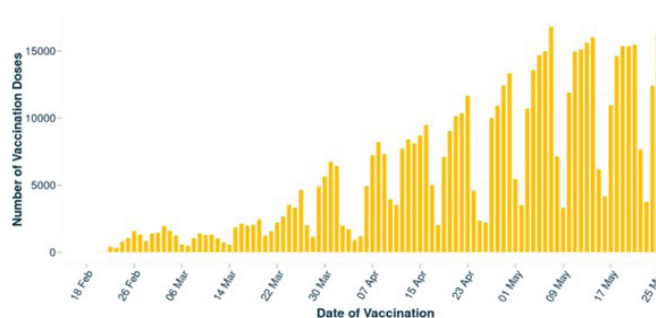
four. Delays in supply of the Pfizer vaccine was given for the reason in the revision of the time frames.

It appears that the Ministry of Health has shifted its projections forward and they expect 8,000,000 vaccines to be administered by the start of October. For further details about the progress of New Zealand's vaccine roll out, click [HERE](#).

NZ Cumulative planned and projected doses



NZ Vaccinations Administered by Day



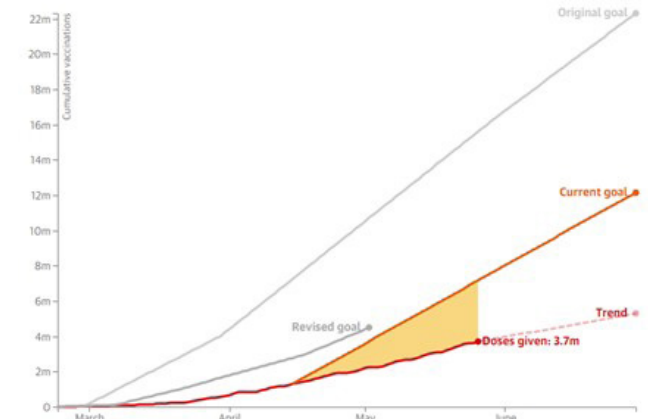
Australia Roll Out

Australia remains in a similar situation to New Zealand with supply constraints slowing vaccination progress. At the time of publishing, 3.7 million doses have been administered across the country.

In contrast to New Zealand, Australia set tighter timeframe targets for their vaccine roll-out. They had planned to administer 4 million doses by end of March followed by the entire population by October.

The Guardian has started a COVID Data Tracker for Australia. Please click [HERE](#) to view.

AU Cumulative planned, projected and actual doses administered



Long term visitation

Visitor Demand Mapping

Update Future Long Term Demand Mapping Publications

Please note that Destination Queenstown (DQ) will no longer be publishing the long term visitor demand mapping in this current format.

This content was first published on 14 May 2020 when our membership was coming out of New Zealand Alert Level Four and needed an evidence-based overview of potential scenarios of how visitor demand for Queenstown would re-start, set and scale.

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Timeline

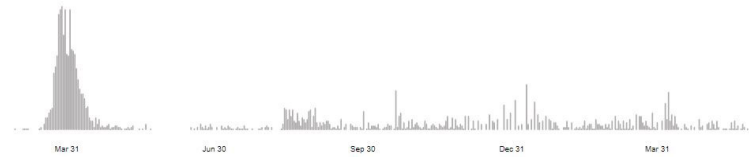
MARKETS	CONSERVATIVE	MID	OPTIMISTIC
HORIZON 1			
Regional Market, New Zealand Domestic Market	OPEN	OPEN	OPEN
HORIZON 2			
Trans-Tasman Australia	OPEN	OPEN	OPEN
HORIZON 3			
Long Haul Markets	MAR 2022	FEB 2022	JAN 2022

Long term visitation

Visitor Demand Mapping – COVID cases (WHO)

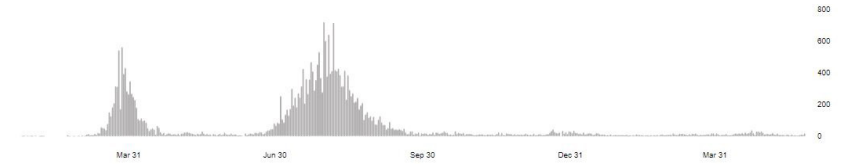
New Zealand

2,314
confirmed cases



Australia

30,048
confirmed cases



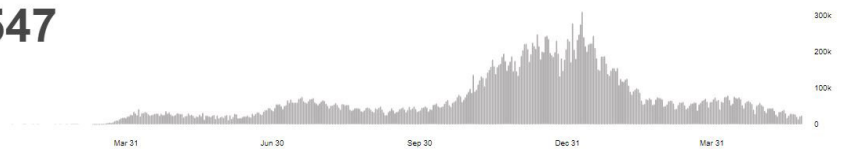
China

109,016
confirmed cases



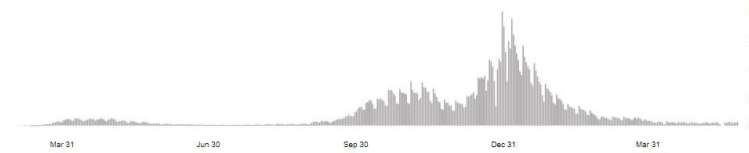
United States

32,844,547
confirmed cases



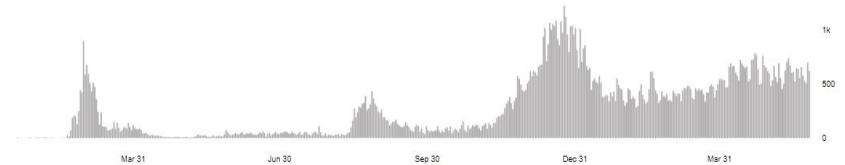
United Kingdom

4,470,301
confirmed cases



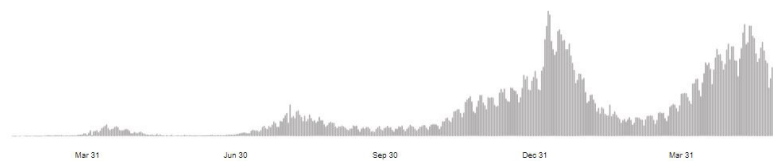
South Korea

138,311
confirmed cases



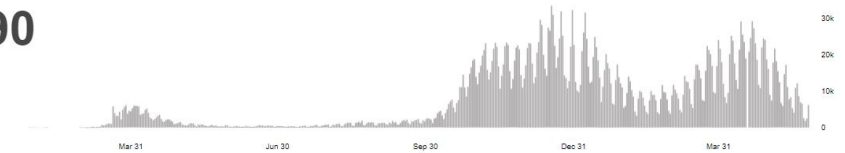
Japan

729,853
confirmed cases



Germany

3,662,490
confirmed cases



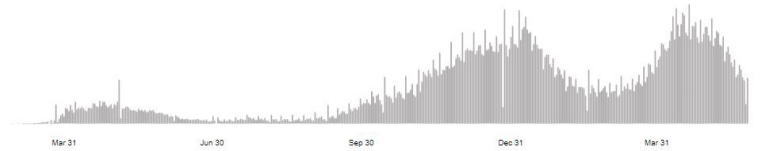
Long term visitation

Visitor Demand Mapping – COVID cases (WHO)

Canada

1,365,516

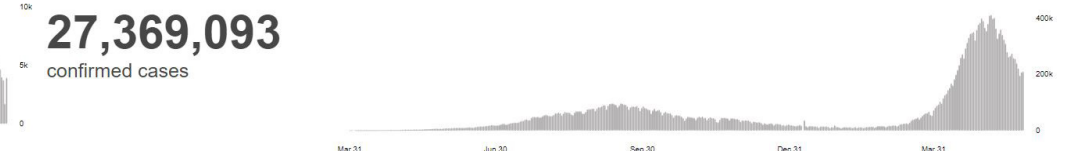
confirmed cases



India

27,369,093

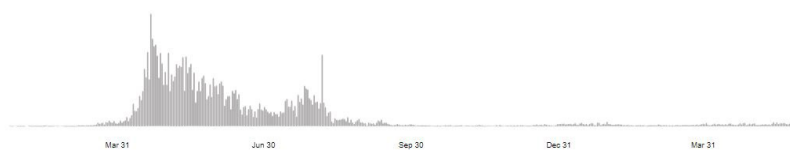
confirmed cases



Singapore

61,916

confirmed cases



Global

168,040,871

confirmed cases

