

# *Forward Outlook* **for Queenstown**

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November 2023 - May 2024



# Forward Outlook

## Overview

Destination Queenstown has developed a 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 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 six months in Queenstown and guide decisions and suggestions for clients to come at a time when Queenstown will deliver optimal visitor experience.

## Frequency

The 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 This tool has been created solely for the use of the Travel Trade and Business Event Industry and is not for publication or dissemination.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

AIRDNA

### INFORMATION



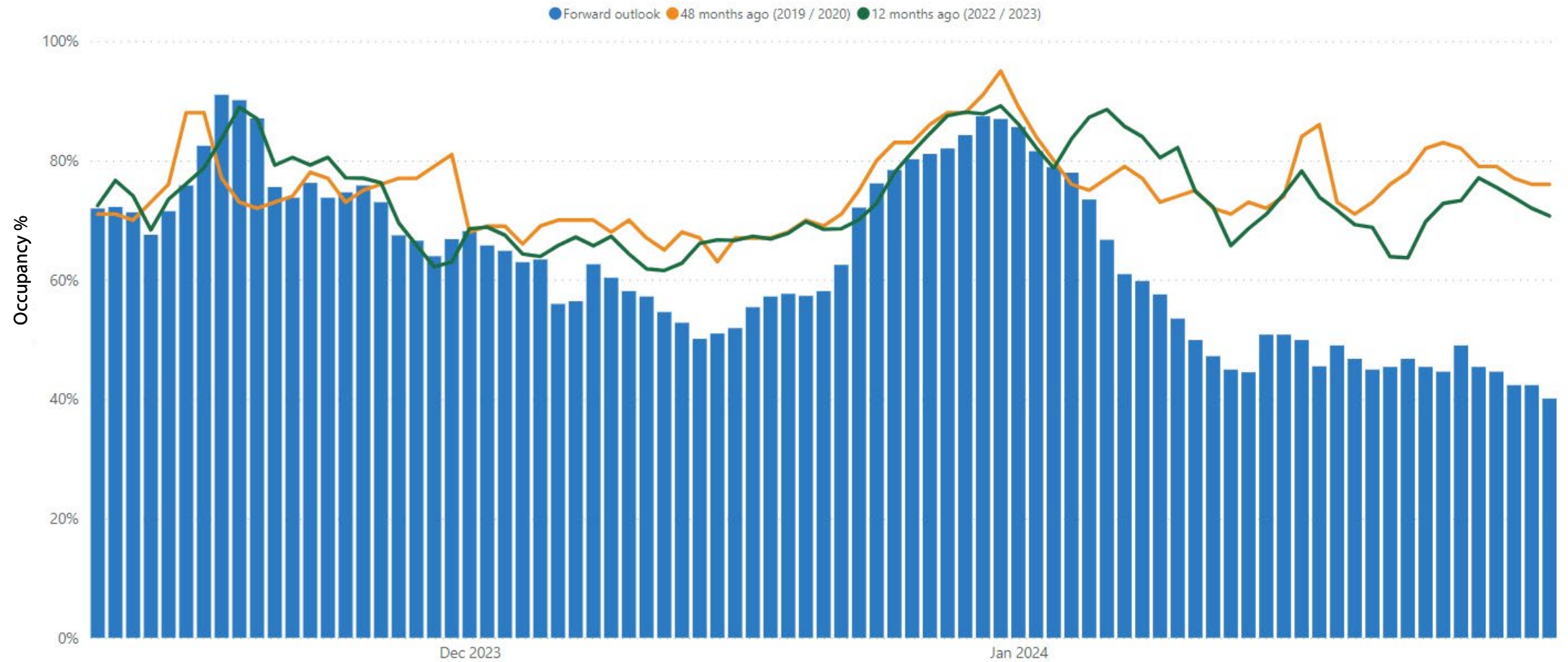
Based on real occupancy on the books from a set of 18 properties (commercial).

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.

# Forward Outlook

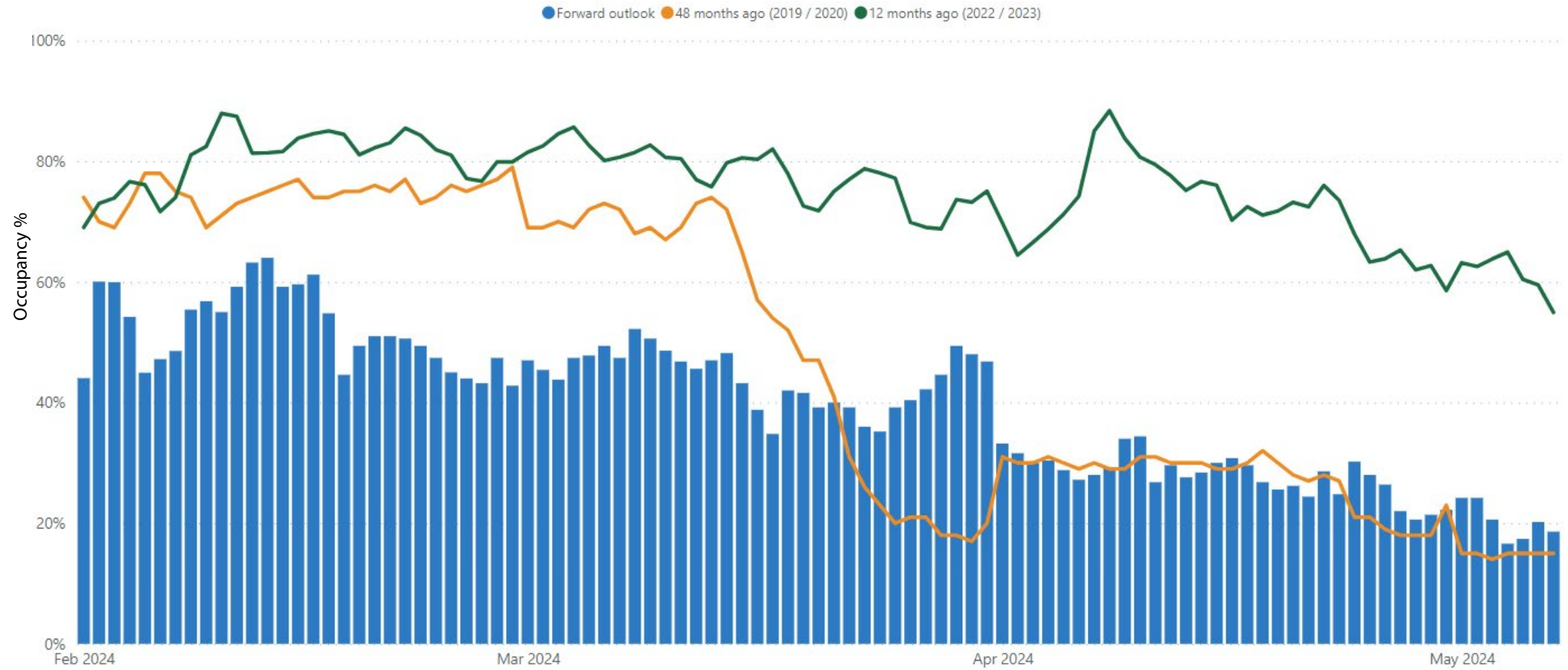
## November 2023 – January 2024





# Forward Outlook

## February – May 2024



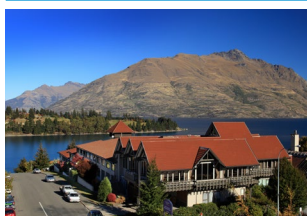
# Accommodation Data Contribution

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

**Copthorne Lakeview**



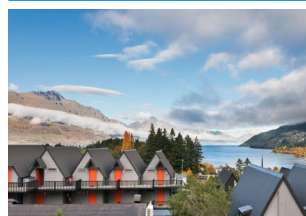
**Copthorne Lakefront**



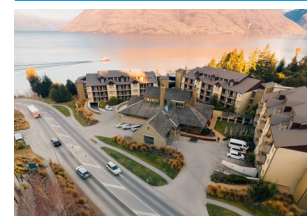
**Crowne Plaza Queenstown**



**Heartland Hotel Queenstown**



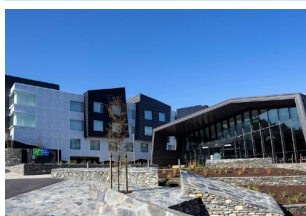
**Heritage Queenstown**



**Hilton Resort & Spa**



**Holiday Inn Express & Suites**



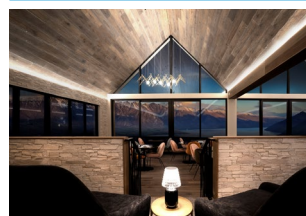
**Holiday Inn Frankton Road**



**Holiday Inn Remarkables Park**



**Kamana Lakehouse**



**Millennium Queenstown**



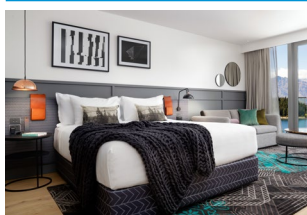
**Oaks Shores Resort**



**Oaks Club Suites**



**QT Queenstown**



**Ryldges 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 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.



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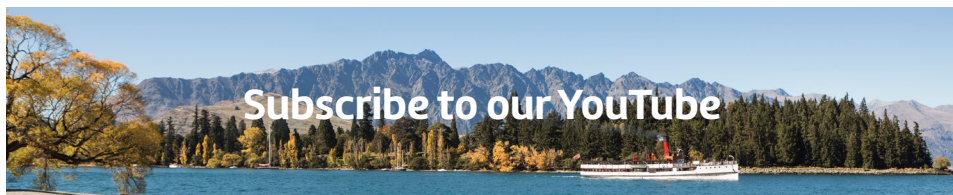
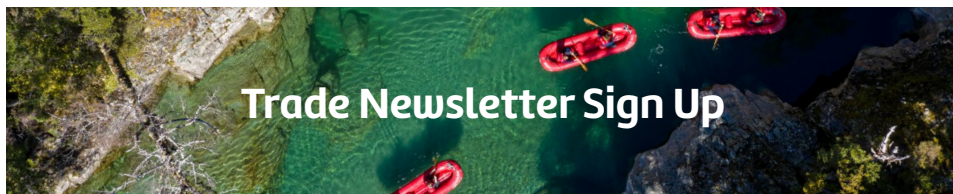
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# Business Development Resources

## Travel Trade



## Queenstown Convention Bureau

