

Nine Month Forward Outlook **for Queenstown**

August 2023 - April 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 This tool has been created solely for the use of the Travel Trade and Business Event Industry and is not for publication or dissemination.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



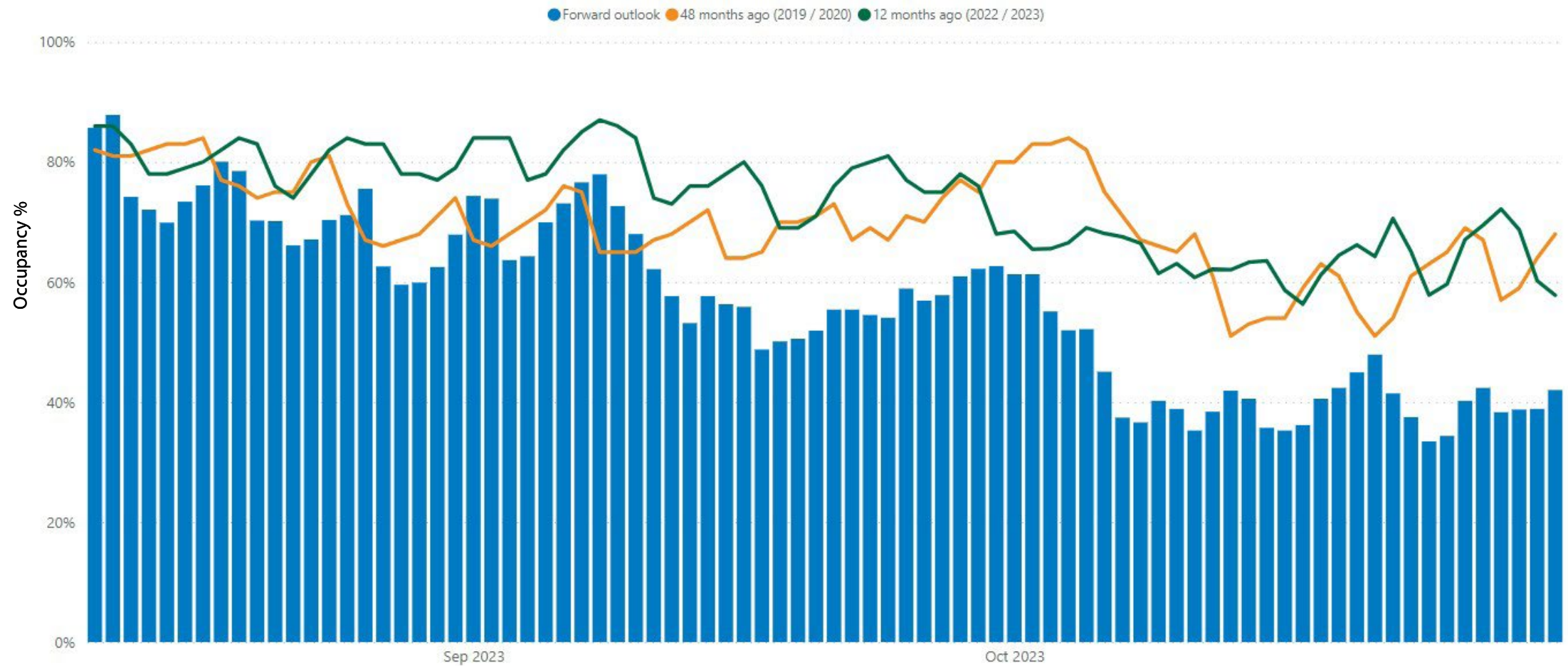
Based on real occupancy on the books from a set of 18 properties (commercial).

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.

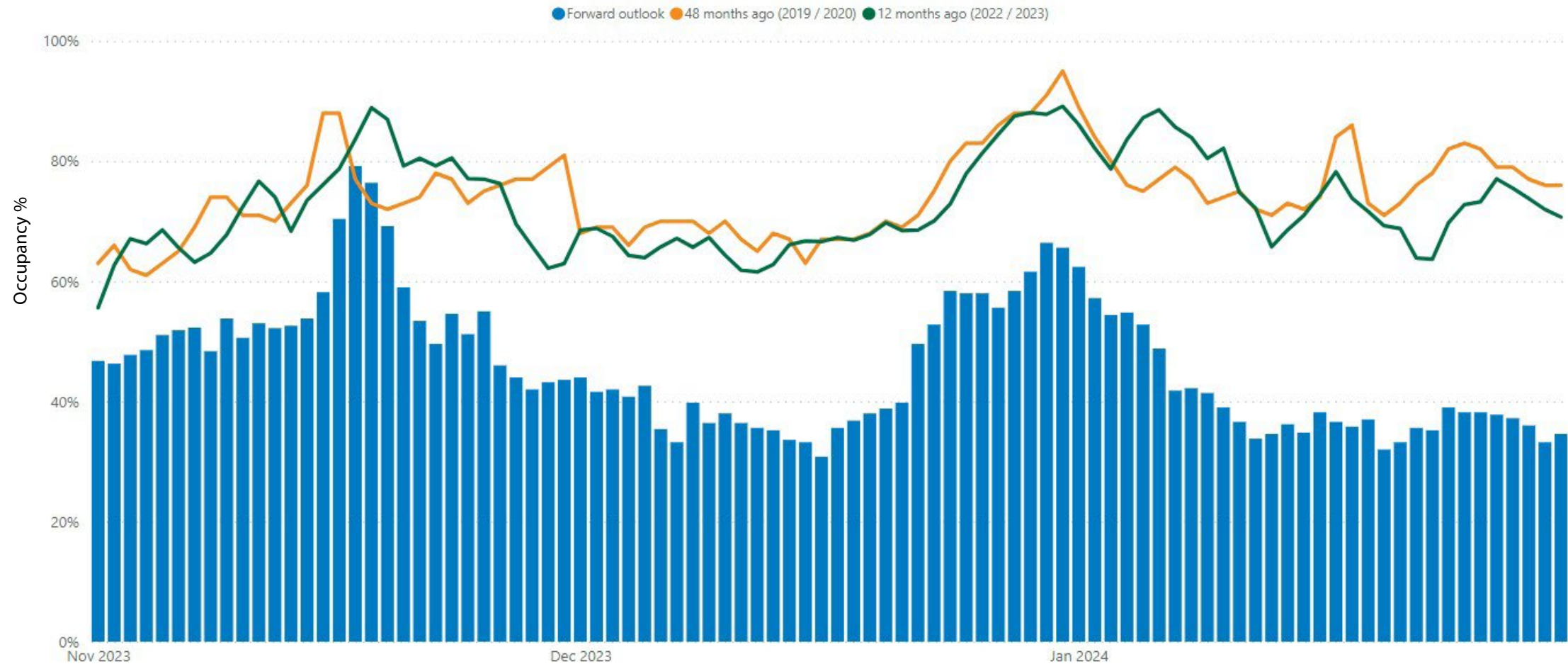
Nine Month Forward Outlook

August – October 2023

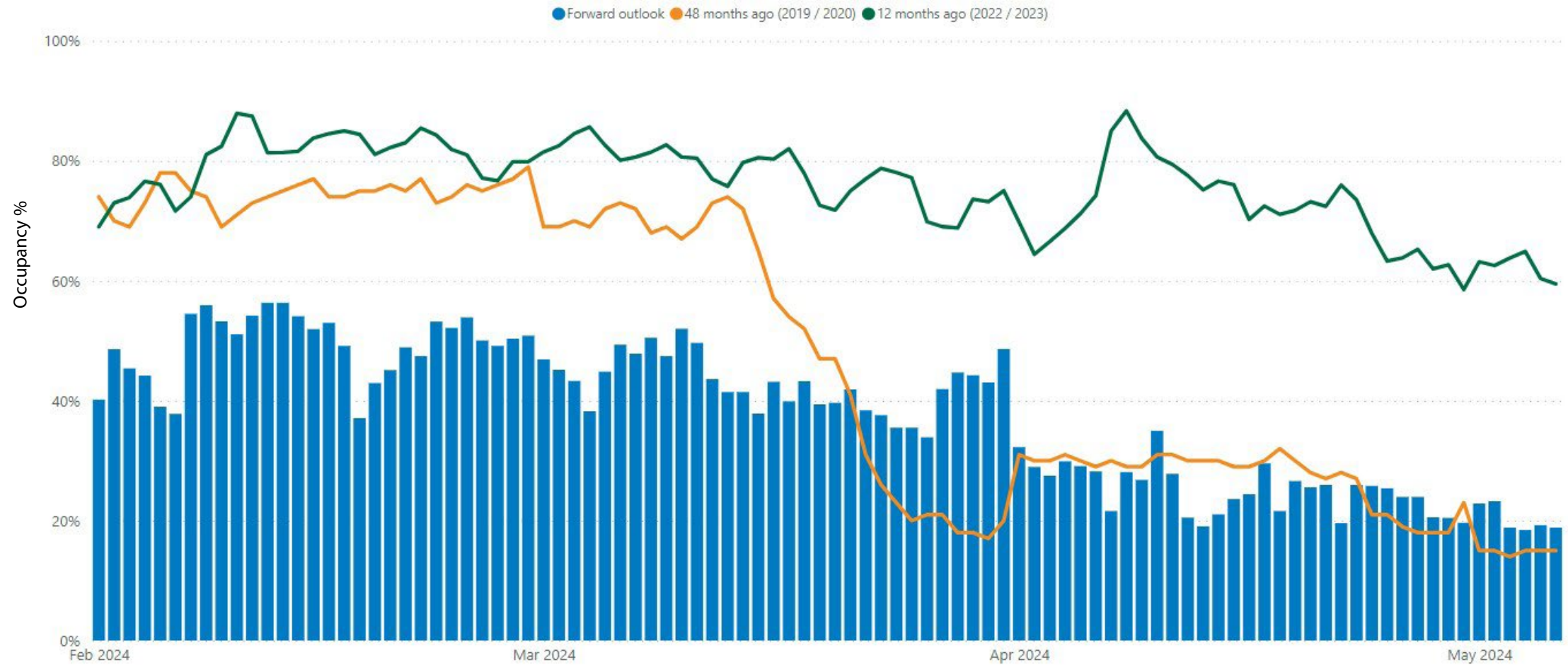


Nine Month Forward Outlook

November 2023 – January 2024



Nine Month Forward Outlook February – April 2024



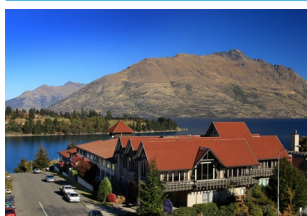
Accommodation Data Contribution

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



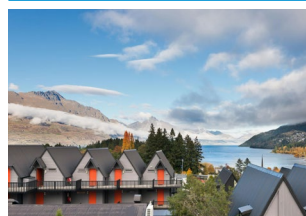
Copthorne Lakefront



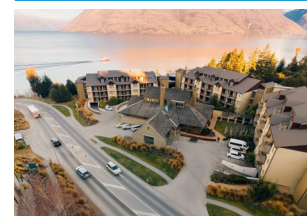
Crowne Plaza Queenstown



Heartland Hotel Queenstown



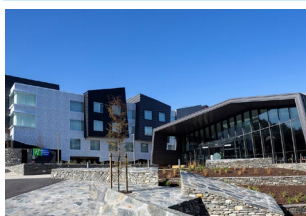
Heritage Queenstown



Hilton Resort & Spa



Holiday Inn Express & Suites



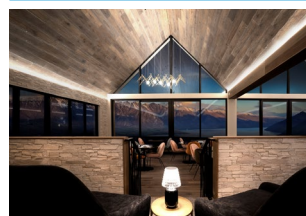
Holiday Inn Frankton Road



Holiday Inn Remarkables Park



Kamana Lakehouse



Millennium Queenstown



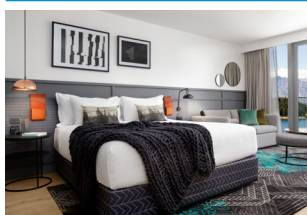
Oaks Shores Resort



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.



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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