



45 Day Forward Outlook For the West Coast

*Data from Monday 14 March 2022
Distributed Tuesday 15 March 2022*

WEST NEW ZEALAND
COAST[®]
UNTAMED NATURAL WILDERNESS

Short Term Visitation - 45 day Forward Outlook

Overview:

This edition published on Tuesday 15 March 2022 indicates the current demand for the 45 day period 15 March to 27 April 2022.

How to read the graph?

- Green bars: displays the market demand
- Orange dots: displays the variance in market demand vs 7 days ago

Objective:

Assist local wider tourism industry to get a better sense of the forward outlook, to plan and optimise their operations.

Frequency:

Weekly update to be posted online.

The next update will be on Tuesday 22 March 2022.

Feedback:

For more information, please contact [Geraldine Morisse](#).

Understanding the data:

Market demand looks at available hotels, rooms, rate types, and restrictions, in a particular area. Only 3, 4, and 5-star properties explicitly classified as "hotels" on OTAs are taken into consideration.

What type of data is taken into account?

- Availability (from OTAs)
- Events, holidays from past data
- Current search patterns: real time number of searches for availability in the market
- Alternative accommodation (AirBnB data)

What is Market Demand?

It's not hotel occupancy. Market demand provides a general sense of what is the anticipated consumer demand for a specific region.

Comparing currently available rooms with the total inventory, overlaying past events and current online searches, it creates a predictive model of the market demand.

It should be interpreted as an indicator of how many people have booked and how many people are currently considering travel for a set period.

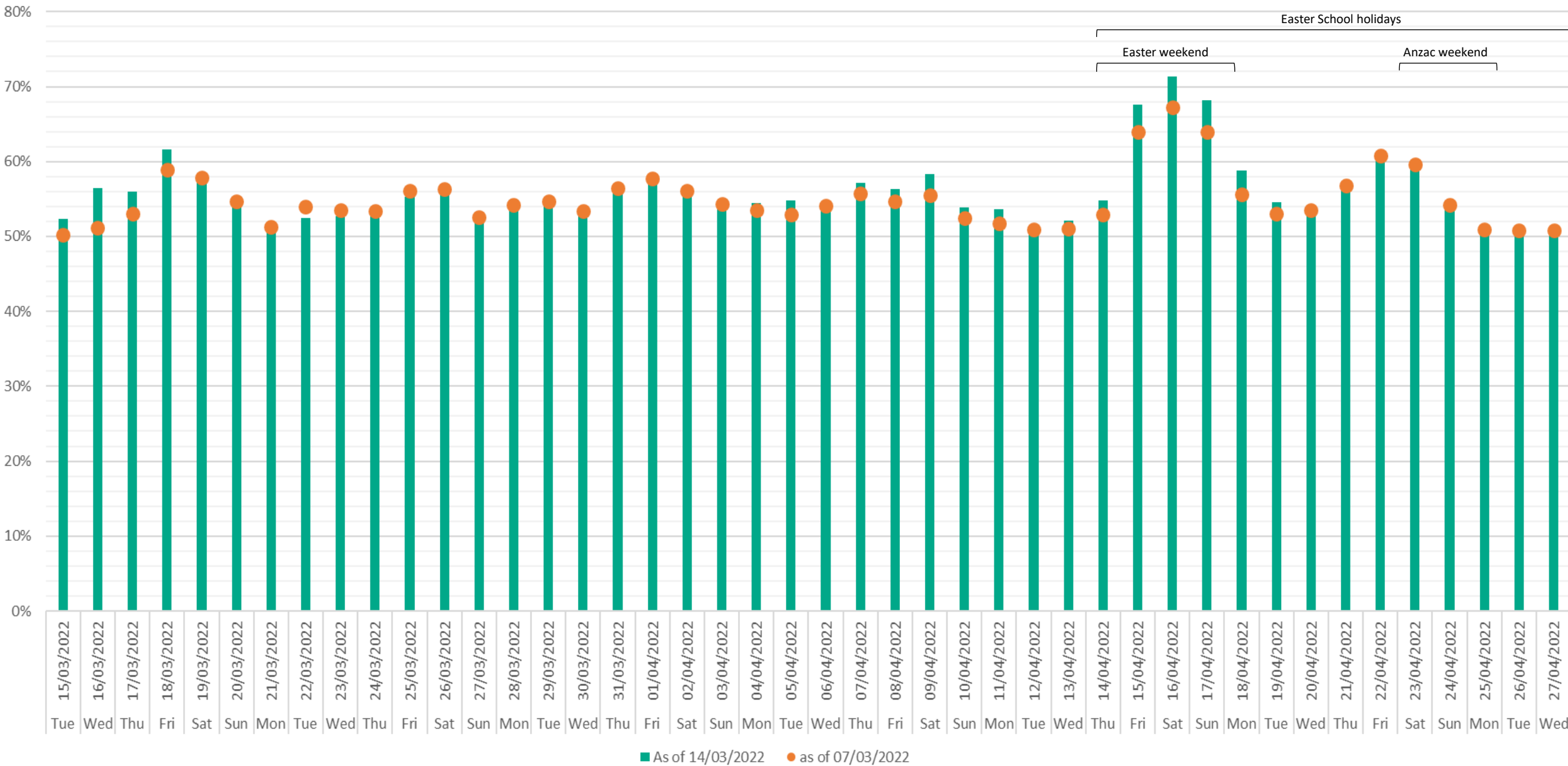




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Forward Market Demand - Next 45 days

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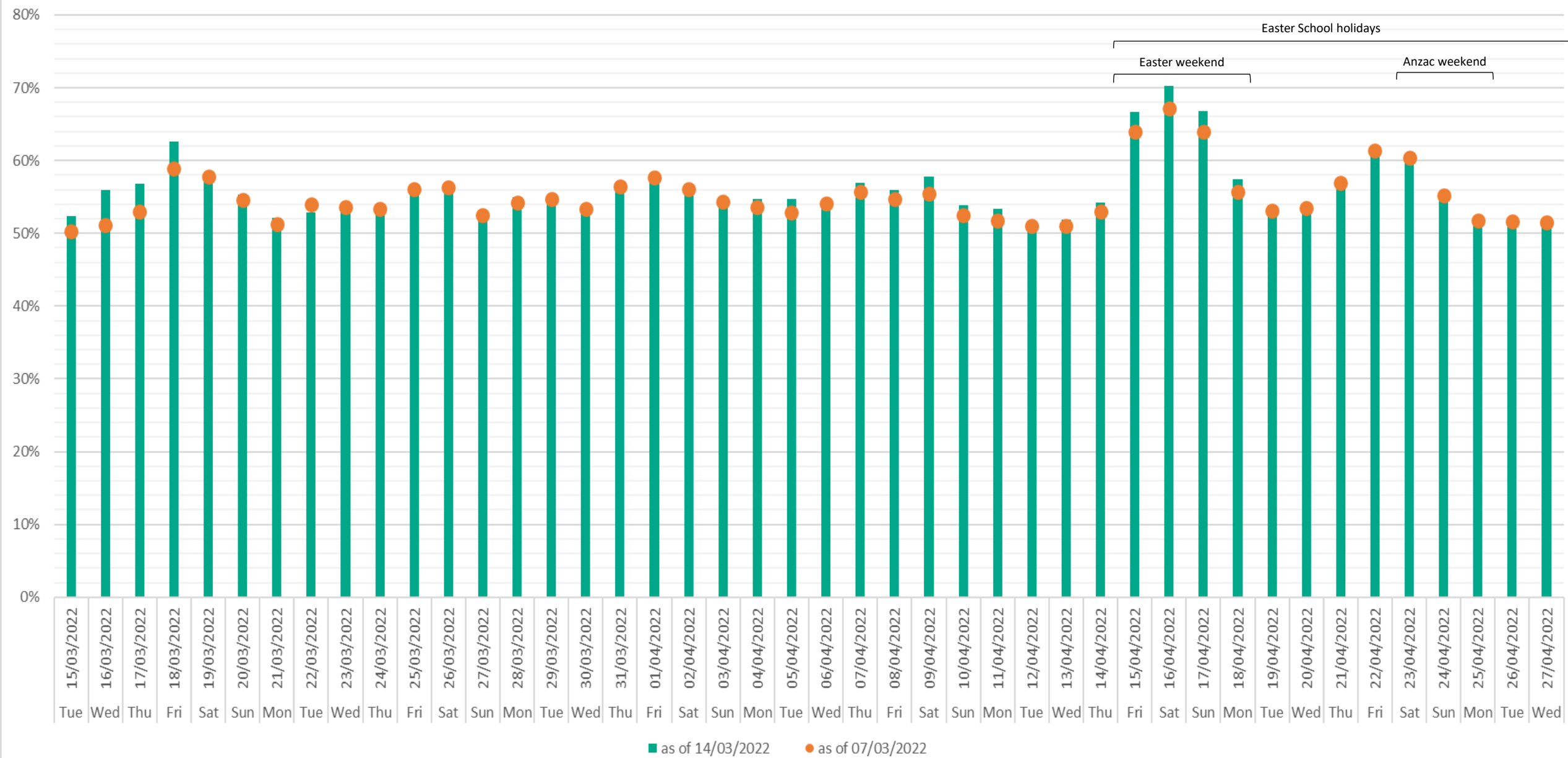




Hokitika & Greymouth

Forward Market Demand - Next 45 days

Greymouth & Hokitika





Glacier Country

Forward Market Demand - Next 45 days

Glacier Country

