



Regional Tourism  
Organisations  
New Zealand

*RTONZ Online Marketing  
Capabilities Program*  
November 29-December 1, 2011



Regional Tourism  
Organisations  
New Zealand

# HOW SOCIAL IS YOUR RTO?

## Updated Report of Social Media Performance in New Zealand

Presented By  
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**Think! Social Media**

Think!

@GammetGuy

## WHY DID WE DO IT?

- Social media is growing at rapid pace and there are limited - if any - established criteria for measurements
- Questions about “Who is doing it best?” began to increase greatly
- No one else in the tourism industry has come forward with any type of measurement

## HOW DID WE DO IT?

- Developed a weighted set of criteria, beginning with 12-point algorithm that features 28 objects of measurement.
- Started with the idea to rank all the DMO's in the United States.
- Modified the study to measure all 50 states. Conducted the first study in July of 2009.

# WHAT WE MEASURED?

- Web Traffic: Quantcast, Google and Yahoo in-Links
- Social Media Outlets– Blogs, Twitter, Facebook, Flickr, YouTube, Geolocation
- Content sharing and review sites
- Mobile

## WHAT HAPPENED NEXT?

- The first US DMO study was released in July 2009 through one Twitter and Facebook posting
- It was virally passed along by followers and fans – the initial study was downloaded more than 750 times
- Inquires came in from numerous DMO's along with other consultants, bloggers & ad agencies.

## WHAT HAPPENED NEXT?

- In April of 2011, the first “How Social is Your RTO?” was conducted in April 2011
- We used a modified version of the approach we used in the US.

# THE REVISED REPORT – NOVEMBER 2011

- Improvement was about 20% improvement over April
- 21 of the 23 RTO's increased their scores
- A few have increased their scores close to 50%

**New Zealand – How Social is Your RTO?**

Tier 2 (\$250,000-\$500,000):

Rank Nov 2011	Rank April 2011	Destination	Quantcast	Social Media Icons	Google	Yahoo! Inlinks	Facebook	Twitter	Flickr	Geo-location	YouTube	Content Sharing	Blog	3rd Party Sites	Mobile Site	Totals Nov 2011	Totals April 2011
26	21	Central Otago	0	10	1	1	17	8	8	0	2	5	0	15	0	67	57
28	26	Fiordland	0	10	5	1	15	4	8	0	3	0	0	15	0	60	53
33	23	Ruapehu	0	10	1	1	14	9	1	0	0	0	11	8	0	55	56
35	34	Mt. Cook	0	10	3	1	11	4	1	0	0	5	0	0	0	35	19
36	35	Mackenzie	0	10	1	1	9	0	1	0	0	0	0	8	0	30	11

Tier 3 (\$500,000-\$1,000,000):

Rank Nov 2011	Rank April 2011	Destination	Quantcast	Social Media Icons	Google	Yahoo! Inlinks	Facebook	Twitter	Flickr	Geo-location	YouTube	Content Sharing	Blog	3rd Party Sites	Mobile Site	Totals Nov 2011	Totals April 2011
10	13	Lake Wanaka	0	10	5	1	36	12	8	0	2	5	0	15	0	94	80
16	15	Northland	0	10	5	1	14	7	8	0	10	5	11	15	0	86	79
23	NA	The Coromandel	0	10	3	1	25	6	8	0	2	0	11	7	0	73	NA
24	31	Hamilton/Waikato	3	10	3	1	15	8	8	5	2	5	0	8	0	68	46
24	23	Wairarapa	0	10	1	1	22	4	8	0	2	5	0	8	0	68	56
32	28	Marlborough	0	10	1	1	13	6	8	0	0	5	0	15	0	59	50
30	31	Waitaki	0	10	1	1	12	8	8	0	11	0	0	8	0	59	46

Tier 4 (\$1,000,000-\$2,000,000):

Rank Nov 2011	Rank April 2011	Destination	Quantcast	Social Media Icons	Google	Yahoo! Inlinks	Facebook	Twitter	Flickr	Geo-location	YouTube	Content Sharing	Blog	3rd Party Sites	Mobile Site	Totals Nov 2011	Totals April 2011
7	9	Dunedin	3	10	3	1	32	9	9	0	3	5	11	15	0	101	90
10	8	Taupo	0	10	1	1	23	9	8	0	6	5	11	15	5	94	92
14	13	Taranaki	0	10	3	1	36	11	8	0	2	5	0	15	0	91	80
19	26	Southland	0	10	3	1	17	4	8	0	2	5	20	15	0	83	53
21	19	Nelson	0	10	3	1	13	0	8	0	2	0	19	15	0	76	65
34	33	Bay of Plenty	3	10	5	1	9	4	1	0	3	0	0	7	0	43	43

Tier 5 (> \$2,000,000):

Rank Nov 2011	Rank April 2011	Destination	Quantcast	Social Media Icons	Google	Yahoo! Inlinks	Facebook	Twitter	Flickr	Geo-location	YouTube	Content Sharing	Blog	3rd Party Sites	Mobile Site	Totals Nov 2011	Totals April 2011
1	1	Auckland	3	10	3	4	31	18	12	0	14	5	11	15	5	131	128
5	2	Wellington	0	10	5	4	33	18	13	0	8	0	0	15	5	111	120
6	5	Rotorua	3	10	3	1	31	11	9	5	9	5	0	15	5	107	104
10	10	Christchurch/Canterbury	0	10	5	1	22	13	8	0	4	5	11	15	0	94	89
13	21	Queenstown	0	10	3	1	9	4	8	0	2	0	0	15	5	93	57

### North America (US & Canada) – How Social is Your DMO?

#### PEER GROUP: Smaller CVBs (to compare against RTOs Tier 2):

Rank Nov 2011	Rank April 2011	Destination	Quantcast	Social Media Icons	Google	Yahoo! Inlinks	Facebook	Twitter	Flickr	Geo-location	YouTube	Content Sharing	Blog	3rd Party Sites	Mobile Site	Nov 2011 Totals	April 2011 Totals
20	15	Bradenton	3	10	3	1	17	11	1	0	4	5	10	15	0	80	79
27	29	Charlotte Harbor	3	10	5	1	14	9	1	0	2	0	19	0	0	64	48
28	25	Juneau	3	10	5	1	18	4	3	0	3	5	0	8	0	60	55
30	29	St. Tammany	3	10	5	1	13	4	1	0	2	5	0	15	0	59	48

#### PEER GROUP: Medium Sized CVBs & Small Provinces/States (to compare against RTO Tiers 3 & 4):

Rank Nov 2011	Rank April 2011	Destination	Quantcast	Social Media Icons	Google	Yahoo! Inlinks	Facebook	Twitter	Flickr	Geo-location	YouTube	Content Sharing	Blog	3rd Party Sites	Mobile Site	Nov 2011 Totals	April 2011 Totals
4	3	New Brunswick	3	10	5	1	37	13	11	0	17	5	0	15	0	117	110
8	17	St. Augustine	3	10	1	1	39	7	9	0	10	5	0	8	5	98	78
15	11	Naples/Marco Island	3	10	3	1	15	9	8	0	7	5	11	15	0	87	87
18	12	Grand Junction	3	10	5	1	25	4	8	0	3	5	0	15	5	84	81

#### PEER GROUP: Larger Sized CVB & Smaller States/Provinces (to compare against RTO Tier 5):

Rank Nov 2011	Rank April 2011	Destination	Quantcast	Social Media Icons	Google	Yahoo! Inlinks	Facebook	Twitter	Flickr	Geo-location	YouTube	Content Sharing	Blog	3rd Party Sites	Mobile Site	Nov 2011 Totals	April 2011 Totals
2	4	Chicago	3	10	5	1	22	27	17	5	14	5	0	15	0	124	108
2	6	San Antonio	3	10	5	4	27	20	13	5	14	5	0	15	5	124	102
9	7	Prince Edward Island	3	10	5	6	26	11	1	0	14	5	0	8	5	95	95
16	20	St. Petersburg	3	10	5	1	40	13	7	0	7	0	0	0	0	86	61



### Welcome to Taranaki.

With Taranaki's epic surf, spectacular gardens, great events, legendary mountain and countless outdoor and cultural adventures it's easy to see why the region prides itself on being a destination 'like no other'. This site features up to date information on the region and its many attraction, event and accommodation options. Enjoy your visit.

Taranaki Wednesday 30 November 2011

	<b>Max: 21°C</b>	Thu 18°C	Fri 22°C	
	<b>Min: 13°C</b>	13°C	16°C	



**Home of epic surf** Destination  
Surf Highway 45 wraps around the Taranaki coast, leading to countless surf breaks



### Taranaki Showcase



**Taranaki's Must Do Experiences**  
While you're in Taranaki make sure you don't miss Taranaki's Top 50 Must Do experiences and attractions – as voted by the locals.



**Getting Here and Around**  
Half way between Auckland and Wellington on the North Island's West Coast, Taranaki is only a short flight or a spectacularly scenic drive away.



**Book Your Taranaki Accommodation**  
From remote country retreats to stylish urban apartments, Taranaki offers it all. You can now book your Taranaki accommodation through this site.



**TaranakiTalk** - the free newsletter  
Get the latest News / Events directly in your E-Mailbox [subscribe](#)

### Taranaki Media Gallery



Experience more of Taranaki [images](#) [videos](#) [downloads](#)



### What's On

**Dancing through the Decades**  
Dig out the flares, grab the shoulder pads and get ready to party with the party band of the century - the Sound Workshop! Doors ...

[continue reading](#) [more events](#)

### Arts in the Park

- Egmont Lions Christmas Parade
- Altered Image Studio & Friends Market Day

### Popular Pages

- Request Visitor Brochures
- Climate and Weather
- i-SITE Visitor Centres



Taranaki - like no other [click to play](#)

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### Taranaki - like no other



Have you climbed to the top of Paritutu Rock? What about to see the moon rise?

Photo: Daniel Jane



Like · Comment · Share · November 23 at 10:51pm ·

79 people like this.

View all 27 comments

25 shares



**Alter Image Studios - Donna O'Donoghue** WOW...

awesome

November 25 at 5:07am · Like



**Patrick Bracker** beautiful i in night ambience

Yesterday at 12:39pm · Like

Write a comment...

Think!

@GammetGuy

Dunedin NZ's photostream



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Princes on Dowling St Restaurant located within Scenic Hotel Dunedin City  
Princes on Dowling Restaurant in Scenic Hotel Dunedin City offers classic New Zealand cuisine specialising in local and provincial product.

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The housebar at Scenic Hotel Dunedin City offers a cosy atmosphere with a gas fire, and a great...

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**SUB TROPICAL NORTHLAND**

0:06 / 2:11

Destination Northland - Regional Overview

From northlandnz · May 30, 2011 · 656 views

Aqua adventures, cultural & historical experiences, famous landmarks, produce and landscape in style. Here's a visual feast of Northland in action.

View comments, related videos, and more

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- Destination Northland - Regional Overview 656 views · 6 months ago
- Bay of Islands - on water 214 views · 6 months ago
- Bay of Islands - on land 122 views · 6 months ago

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Favorites (14)

- Sandboarding Te Pahi northlandnz · 55 views
- Mangawhai to Tutukaka northlandnz · 100 views
- Destination Northland - Regional Overview northlandnz · 656 views

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Subscribers (94)

Profile

Channel Views: 17,061

Total Upload Views: 34,332

Style: Broadcaster

Age: 32

Joined: Dec 7, 2007

Latest Activity: 1 month ago

Subscribers: 94

Website: <http://www.northlandnz.com>

Northland - Birthplace of a Nation, stunning subtropical coastline and thick dense native forests.

About Me:

Northern New Zealand  
New Zealand's First Northland - Birthplace of a Nation, stunning subtropical coastline and thick dense native forests.

Country: New Zealand

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Subscriptions (4)

Recent Activity

- northlandnz added a new video to Northland accommodation and activities. (1 month ago)
- Pou Herenga Tai - Twin Coast Cycle Trail. Promo video for Pou Herenga Tai - Twin Coast Cycle Trail, Northland NZ - When complete the trail will stretch 84 km from Opua on the east coast ac... more
- northlandnz liked a video (1 month ago)
- Pou Herenga Tai - Twin Coast Cycle Trail. Promo video for Pou Herenga Tai - Twin Coast Cycle Trail, Northland NZ - When complete the trail will stretch 84 km from Opua on the east coast ac... more
- northlandnz uploaded a new video (2 months ago)
- Canada Welcome to NZ. An official powhiri, capping ceremony and morning tea was held for the Canadian team on Monday (September 3) at the Waitangi Treaty Grounds.
- northlandnz Dolphins in the Bay of Islands. How lucky are we! (2 months ago)
- Dolphins in the Bay - so so friendly! Dolphins in the Bay of Islands. See these beautiful creatures that we are blessed to share our bay with. A must-do for visitors to subtropical Nort... more
- northlandnz liked a video (2 months ago)
- Dolphins in the Bay - so so friendly! Dolphins in the Bay of Islands. See these beautiful creatures that we are blessed to share our bay with. A must-do for visitors to subtropical Nort... more

Channel Comments (8)

- Commerize (3 months ago) Bloody aussie pride mate! Spam
- TheMattozie (8 months ago) Made your a true blue fucken legend! Spam
- kyreea (8 months ago) Bazza is so silly and adorable! Spam
- FindWalnuts (8 months ago) thanks for the like DN!!!! Spam
- Cherach (1 year ago) I have been sitting here for like an hr repeating and laughing enormously at the way Bazza pronounces Whangarei, I absolutely love it! That is the best attempt I have ever heard ... EVER! Way to go Bazza : ) Spam
- chickeekicknee (1 year ago) Where did you find this guy? Love it! Spam
- thebackpackcapetown (1 year ago) Great Bazza love it. Spam
- meimurubimny (1 year ago) Great channel! Greelings from Germany! Spam

NORTHLANDNZ.COM/AUSTRALIA

NORTHLAND NZ FOR AUSSIES

RONZ - Masterton, New Zealand

Think!

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