



The Nielsen Company  
Level 2, 129 Hurstmere Rd,  
Takapuna, Auckland  
www.nielsen.com

News Release

Contact:  
Tony Boyte  
+64 9 970 4143/+64 21 480 182  
tony.boyte@nielsen.com

**FOR IMMEDIATE RELEASE**

### **AUSTRALIANS BUZZING OVER NEW ZEALAND**

Auckland, 9 September 2009; Australians are raving about our scenery and adventure activities, according to online social media monitoring conducted by the Nielsen Company.

The company's BuzzMetrics service, which uses pioneering software to measure and monitor comments made on internet forums and blogs, has been zeroing in on what Australians are saying about New Zealand as a tourism destination.

And, despite a few gripes about insects and giggles about our "eccents", the reports are predominantly positive. A common theme is how surprised Australian visitors are to enjoy New Zealand so much.

"I just spent 2.5 weeks [in New Zealand], got back last week," read a typical entry. "I admit I was so surprised by how much I enjoyed it! Wellington is the only city I really liked .... loved everything else, especially the South Island. My highlights were hiking the glacier at Franz Josef, Queenstown and bungee jumping Nevis. I didn't see nearly enough, really wanna go back!"

Said another: "Wanaka and Queenstown were great and I wish I'd spent more time in both. I hiked Franz Josef glacier, which was amazing, and did the Nevis bungee jump, which was absolutely terrifying but well worth it! And I'd never thought I'd say this but I think I have seen some natural scenery that rivals Australia's beauty! I still have to laugh at the eccents though, tee hee. So, anyone considering a trip there, do it!"

Queenstown was by far the most talked-about tourist destination by Australian bloggers, followed by Milford Sound and Fiordland, then Taupo and Rotorua. And skiing and snowboarding were the activities most often mentioned, followed (in order) by surfing and windsurfing, hiking, visiting wineries and bungee jumping.



“Our trip to New Zealand was fantastic,” wrote one person. “I think DH<sup>1</sup> would move there in a heartbeat. We went snowboarding, whitewater rafting and bungee jumping. It's definitely a beautiful place. We would like to go back some day.”

Tony Boyte, research director for Nielsen's New Zealand online division, says the reports are good news for New Zealand's tourist industry, which is increasingly targeting Australians.

“This goes to show that despite the traditional ribbing of New Zealand by Australians, they're coming around to what we have to offer as a destination. We seem to be winning in the all-important category of word-of-mouth advertising.”

Some other comments picked up by the BuzzMetrics service:

“Kaikoura is the biggest spin out ever!!! You're on a gorgeous beach and look behind you and there's snowy mountains! It's just unbelievable. I could go on and on and on and on about New Zealand, I'm completely and utterly in love with the country.”

“Well I am finally back from holidays! NZ was amazing. It's so beautiful! And not as cold as I expected.”

“Surfing in NZ is very great, as in Australia. It's so cool!”

“Overall, an awesome trip and well worth the trip! Main highlight had to be the whitewater rafting, over a 7m fall, grade 5. Never had such a rush!”

Since the BuzzMetrics service began in the region in 2008, it has tracked more than 25 million blogs and message board comments from across New Zealand and Australia. Globally, the service tracks more than 78 million blogs and 100,000 communities, and has more than three billion comments in its database.

#### **About Nielsen Online**

Nielsen Online, a service of The Nielsen Company, delivers comprehensive, independent measurement and analysis of online audiences, advertising, video, consumer-generated media, word of mouth, commerce and consumer behavior, and includes products previously marketed under the Nielsen//NetRatings and Nielsen BuzzMetrics brands. With high quality, technology-driven products and services, Nielsen Online enables clients to make informed business decisions regarding their Internet, digital and marketing strategies. For more information, please visit [www.nielsen-online.com](http://www.nielsen-online.com).

#### **About The Nielsen Company**

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com)

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<sup>1</sup> DH is internet shorthand for “dear husband”.