

Introduction

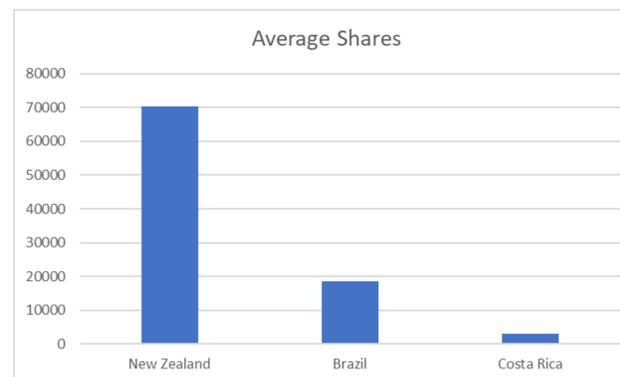
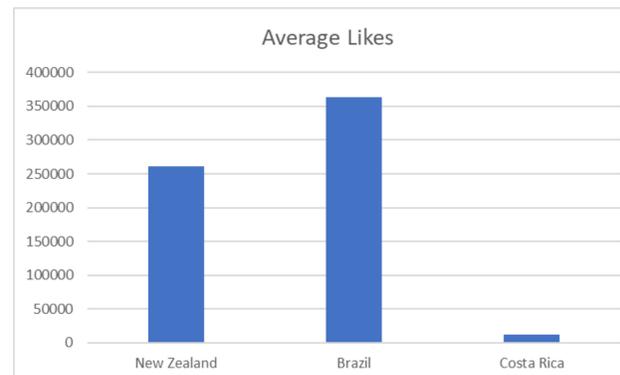
- Adventure tourism is one of the fastest growing sectors of global travel.
- Social media plays a major role in how destinations are discovered and promoted.
- Despite its strong reputation for outdoor adventure, tourism growth in New Zealand has recently slowed compared to other destinations.
- This study explores whether differences in social media engagement may help explain this trend.

Methods

- A comparative content analysis was conducted on social media posts from adventure tourism businesses.
- The sample includes 45 posts total, with 15 posts from each country: New Zealand, Brazil, and Costa Rica.
- Posts were collected from platforms including Instagram and TikTok.
- Engagement metrics analyzed included:
 - Likes
 - Comments
 - Shares
 - Reposts

Data

Average social media engagement by Country.



Results

- Posts from Brazil received the highest average likes and comments.
- Posts from New Zealand generated the highest number of shares.
- Posts from Costa Rica received the lowest engagement numbers overall.
- Instagram was the most commonly used platform across all three countries.

Conclusion

- Social Media appears to play a role in tourism visibility.
- Although New Zealand produces highly sharable content, it receives less overall engagement compared to Brazil.
- Increasing visibility, interaction, and posting more frequently may improve New Zealand's online reach.
- Improving social media strategies could strengthen New Zealand's position as a leading adventure tourism destination.

References

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