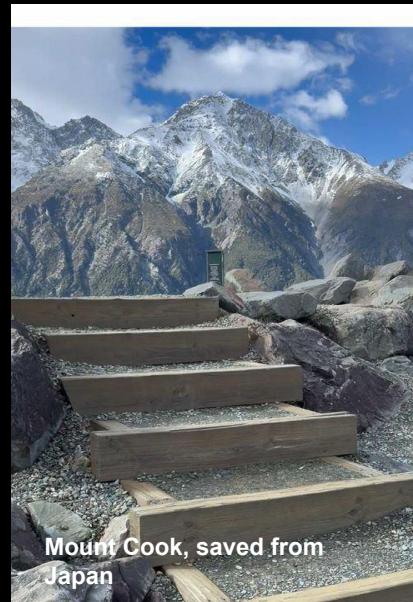
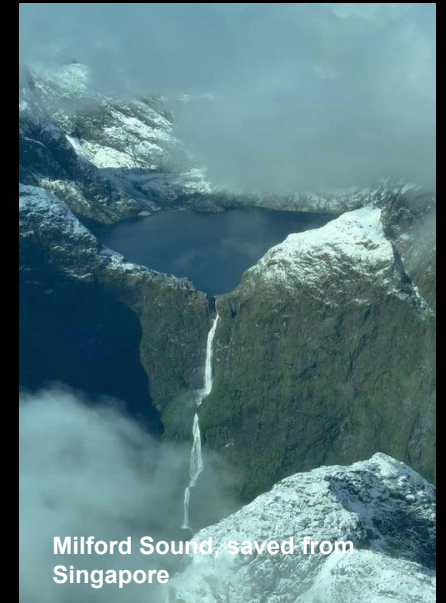


SOCIAL SNIPPETS

The Asian Traveller & Intent to New Zealand

What turns desire for New Zealand and Queenstown into a booking, through social video search from:
China • India • Japan • Singapore



SocialSeal

Based on TikTok, Xiaohongshu, YouTube and Instagram video platform search.

HOW IT ACTUALLY WORKS

How a Queenstown trip gets planned

3:45

Gemini 3.5 Thinki...

Queenstown: The Reality Check

Where it works well:

The Flat Waterfront: The immediate downtown core along the lakefront and the Queenstown Gardens is flat, highly stroller-friendly, and features excellent playgrounds right by the water.

Built-in Toddler Hits: The TSS Earnslaw steamship cruise to Walter (where kids can see sheep farm animals) leaves right i center and is pure magic fo The Skyline Gondola is also from town.

The Central Bus System: 1 "Orbus" network is cheap (a ride, and toddlers under and can easily get you to ti shopping hubs in Frankton historic village ↓ owtov

AI Overview

For a family trip to Queenstown in 2026, the best areas to stay with kids are Central Queenstown (for walkability to playgrounds and restaurants), Frankton/Kelvin Heights (for quieter lakefront, apartment-style living, and proximity to the airport), and Arthurs Point (great for skiing at Coronet Peak).

Here are top family-friendly accommodations for 2026:

SGD 191 191 Grass Flat Lake Hayes Estate SGD 408 376 Queenstown Villa...

Shotover Top 10 Holiday Park 4.4 (919) 3-star hotel

Show more

3:46

google.com

Top-rated Budget Luxury Free cancellation

AI Overview

For a family trip to Queenstown in 2026, the best areas to stay with kids are Central Queenstown (for walkability to playgrounds and restaurants), Frankton/Kelvin Heights (for quieter lakefront, apartment-style living, and proximity to the airport), and Arthurs Point (great for skiing at Coronet Peak).

Here are top family-friendly accommodations for 2026:

SGD 191 191 Grass Flat Lake Hayes Estate SGD 408 376 Queenstown Villa...

Shotover Top 10 Holiday Park 4.4 (919) 3-star hotel

Show more

3:47

Central queenstown

central queenstown accommodation

central queenstown hotels

central queenstown snow

central queenstown airbnb

central queenstown malaghan apartment

central queenstown coffee

central queenstown in may

central queenstown walk

central queenstown nz matcha

Press and hold on a suggestion to report

3:48

central queenstown accommo...

Top Videos Users Shop Photos LIVE

This Airbnb ruined all future stays for me. Emma-Louise | Tr... 25 Jun 34

A must stay hotel in Queenstown! I'm givi... Lilia's Travel Ins... 1 Apr 2023 4.6K

Rating the places we stayed in NZ

This is how much it costs

#newzealand Located in Queenstown,

4:19

Copthorne Hotel and Resort Queenstown Lakefront

★★★★

8.2 Very good

See all 1,000 reviews

Family-friendly highlights for your trip

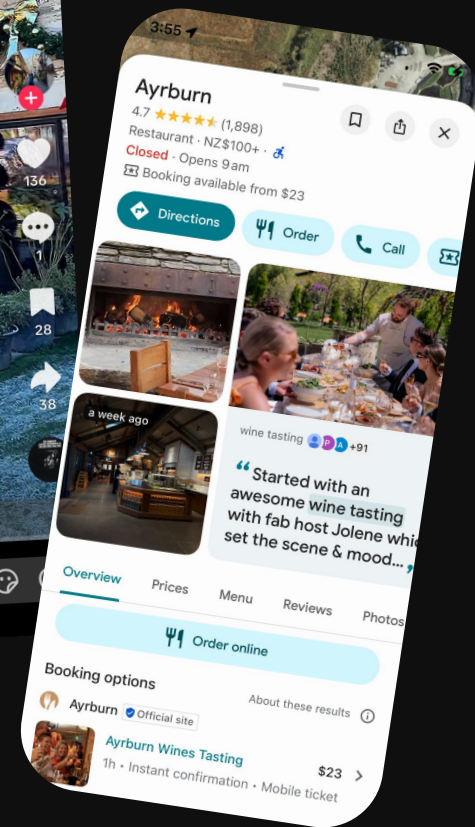
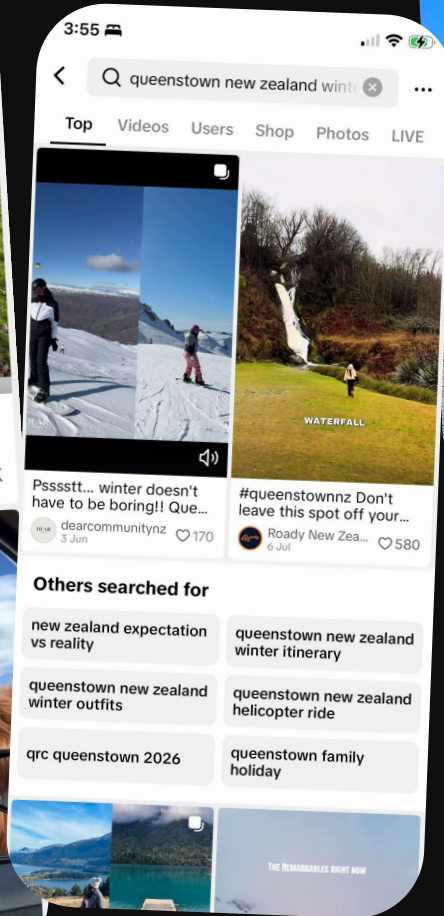
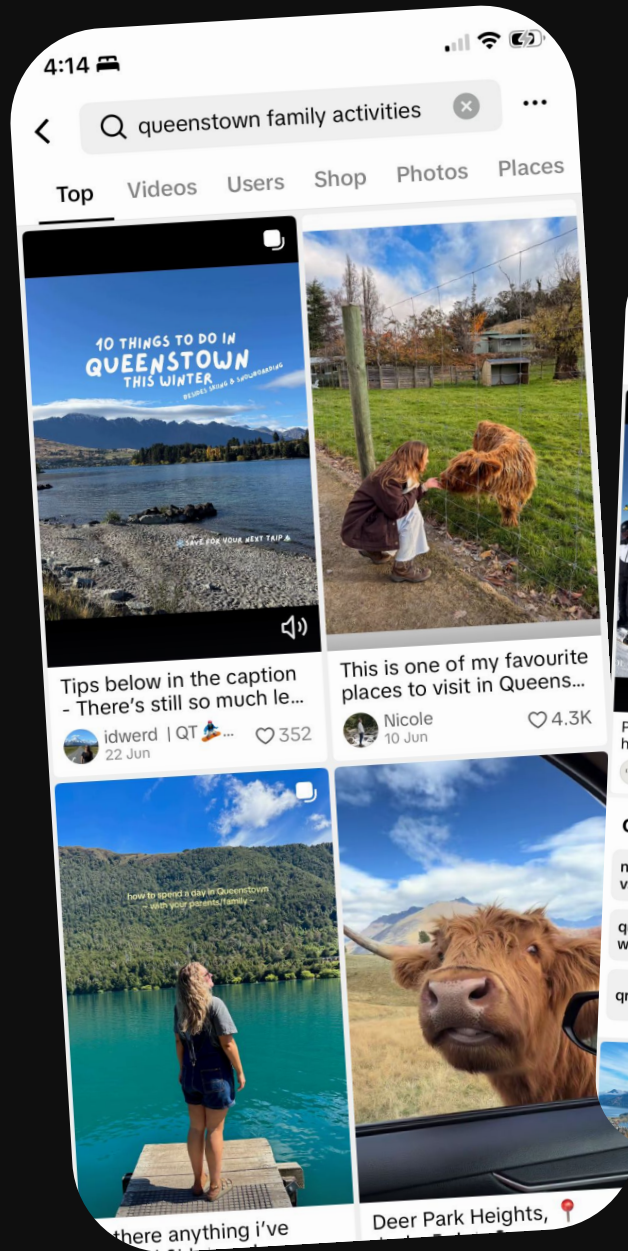
Highly rated by families This property received multiple high ratings from families.

Reserve 2 rooms

views, offering a scenic experience.

Buffet breakfast

Queenstown family activities



WHAT PEOPLE ACTUALLY SEARCH

Planning content pulls the biggest crowd



Best time to go. How the days fit together.

THE RULE

Every good video does two jobs

DESIRE



Worth seeing

Saved for later

DESIRE + RESOLVE



Worth sharing

Sent to a travel buddy

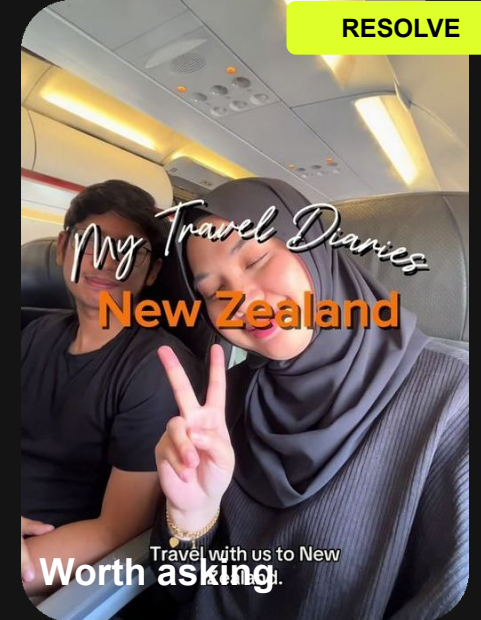
RESOLVE



Worth planning

The way there, and back

RESOLVE



Worth asking

Questions land in the comments

1. Make them want it.
2. Show them how.

SAME RULE, DIFFERENT ACCENTS

Four markets, four dials

CN

What's the list?

List the must dos

JP

What should I know?

Give all the details, in Japanese

SG

What's trending?

Focus on the trendy micro attractions

IN

What's the whole day?

Map it end to end

Same rule. Different dial.

SAME SEVEN TOPICS, DIFFERENT WEIGHT

What Singapore and Japan actually search, in their own words

Singapore — local query text, by demand

Word size = demand percentile (median views, or median likes for CN). Color = topic. Query text as originally tracked (not translated).

milford sound day trip
new zealand self drive tour
cafes in queenstown nz
top attractions in auckland
wanaka tree hobbiton tour rotorua travel
best time to visit auckland
new zealand travel
hobbiton milford sound lake tekapo
queenstown travel
milford sound cruise auckland travel
hooker valley walk
best time to visit christchurch
christchurch travel

■ Landmarks & Nature Icons ■ Experiences & Activities ■ Trip Planning & Timing ■ Logistics & Access ■ Accommodation & Booking
■ Destination / City (generic) ■ Family & Romance

Japan — local query text, by demand

Word size = demand percentile (median views, or median likes for CN). Color = topic. Query text as originally tracked (not translated).

オークランド 空港から市内
テカポ湖 ベストシーズン マウントクック トレッキング
ニュージーランド 動物ふれあい
ワナカの木 観光 hobbiton ホビット村 ツアー 日本語
ロトルア 温泉 ホテル オークランド 治安 マウントクック 観光
テカポ湖 星空 ツアー milford sound テカポ湖 行き方
マウントクック ホテル ミルフォードサウンド 天気
ニュージーランド 観光 モデルコース
ニュージーランド ベストシーズン
ニュージーランド 旅行 おすすめ
クイーンズタウン ホテル 高級

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(EN translation available [here](#))

Logistics & Access are not a concern for Singaporeans, but are important for the Japanese, who focus on Trip Planning & Timing

EVERY STOP, ITS OWN QUESTION

The place changes the question

HOBBITON



Worth the day trip?

The content is viral but questions are practical: tours, guides, tickets

MILFORD SOUND



Worth it in the rain?

Weather is the main concern

HOOKER VALLEY



Fits the loop?

Part of the bigger trip

CHRISTCHURCH



What are the activities?

Guides and must visits lists

Every stop earns its place with a different question.

THE TOWN ITSELF

What people actually ask about Queenstown

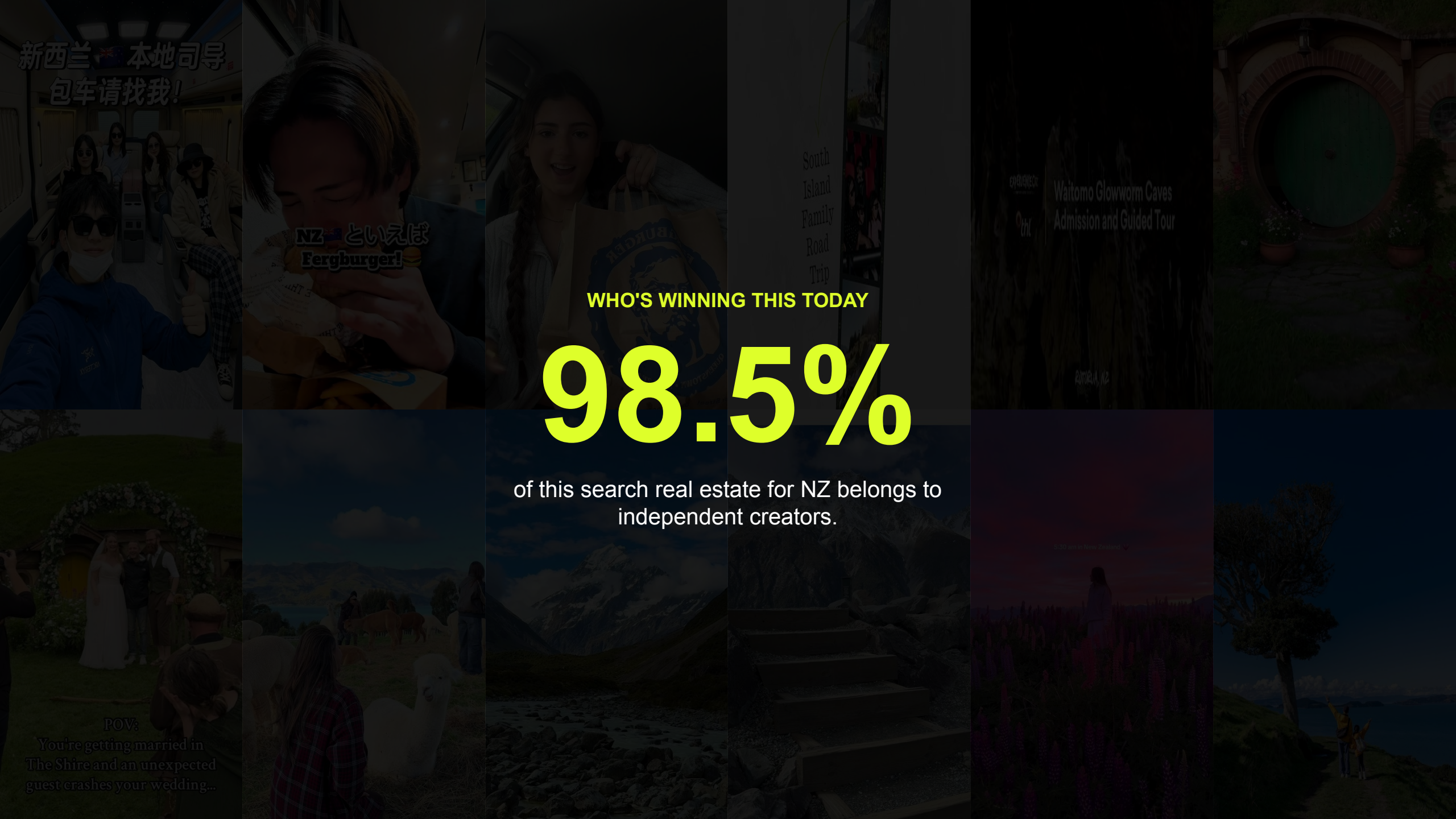
Queenstown (+ South Island day-trip icons) — search demand by query

Word size = demand percentile (median views, or median likes for CN). Color = topic.

Hooker Valley Hiking Guide
Lake Tekapo Best Season
Wanaka Tree Check-in Guide
Best Time To Visit Queenstown
Mount Cook Trekking **Milford Sound** **Lake Tekapo**
Milford Sound Weather
Mount Cook Hiking Trail Recommendations
Mount Cook **Queenstown Travel**
Hooker Valley Walk
Cafes In Queenstown NZ
How To Get To Lake Tekapo

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The cluster has few viral hits but the highest search demand of any stop in the NZ dataset.
Interest for Queenstown and South Island is search led, specific and practical



新西兰 本地司导
包车请找我!

NZ といえば
Fergburger!

South
Island
Family
Road
Trip

Waitomo Glowworm Caves
Admission and Guided Tour

POV:
You're getting married in
The Shire and an unexpected
guest crashes your wedding...

WHO'S WINNING THIS TODAY

98.5%

of this search real estate for NZ belongs to
independent creators.

NEXT MOVE

Make videos to create both desire and resolve

CN

Show the hero shots, keep the practical payload

JP

Reassurance lands. Keep it native

What every brief must have

Desired feeling

The pull to dial up - awe, reassurance, FOMO, ambition

Practical hesitation

The concrete question standing in the way of booking

Unlock moment

The exact point in the video where that hesitation resolves

Anchor query

The real tracked search this brief is built to answer

SG

Highlight the micro trends

IN

Map the whole day, end to end

Brief the feeling. Answer the question. Anchor it to a real search.

Thank you.



SocialSeal



ADDITIONAL MATERIAL

Appendix

Destination Interest

(Overall: China · India · Japan · Singapore)

Auckland

Auckland — search demand by query

Word size = demand percentile (median views, or median likes for CN). Color = topic.



Overall Social Search Demand: China • India • Japan • Singapore

Rotorua's + Hobbiton cluster

Rotorua (+ Hobbiton day-trip) — search demand by query

Word size = demand percentile (median views, or median likes for CN). Color = topic.



- Landmarks & Nature Icons
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- Family & Romance

Christchurch

Christchurch — search demand by query

Word size = demand percentile (median views, or median likes for CN). Color = topic.

How To Get To Christchurch

Christchurch Travel

Best Time To Visit Christchurch

Christchurch Tourist Attractions

Must-visit Attractions In Christchurch

Christchurch Travel Guide

- Landmarks & Nature Icons

Experiences & Activities

Trip Planning & Timing

Logistics & Access

Accommodation & Booking
- Destination / City (generic)

Family & Romance

New Zealand Overall Interest

NZ Travel Search Demand — Simplified (top 24 queries by demand)
Word size = demand percentile among these top queries. Color = topic.



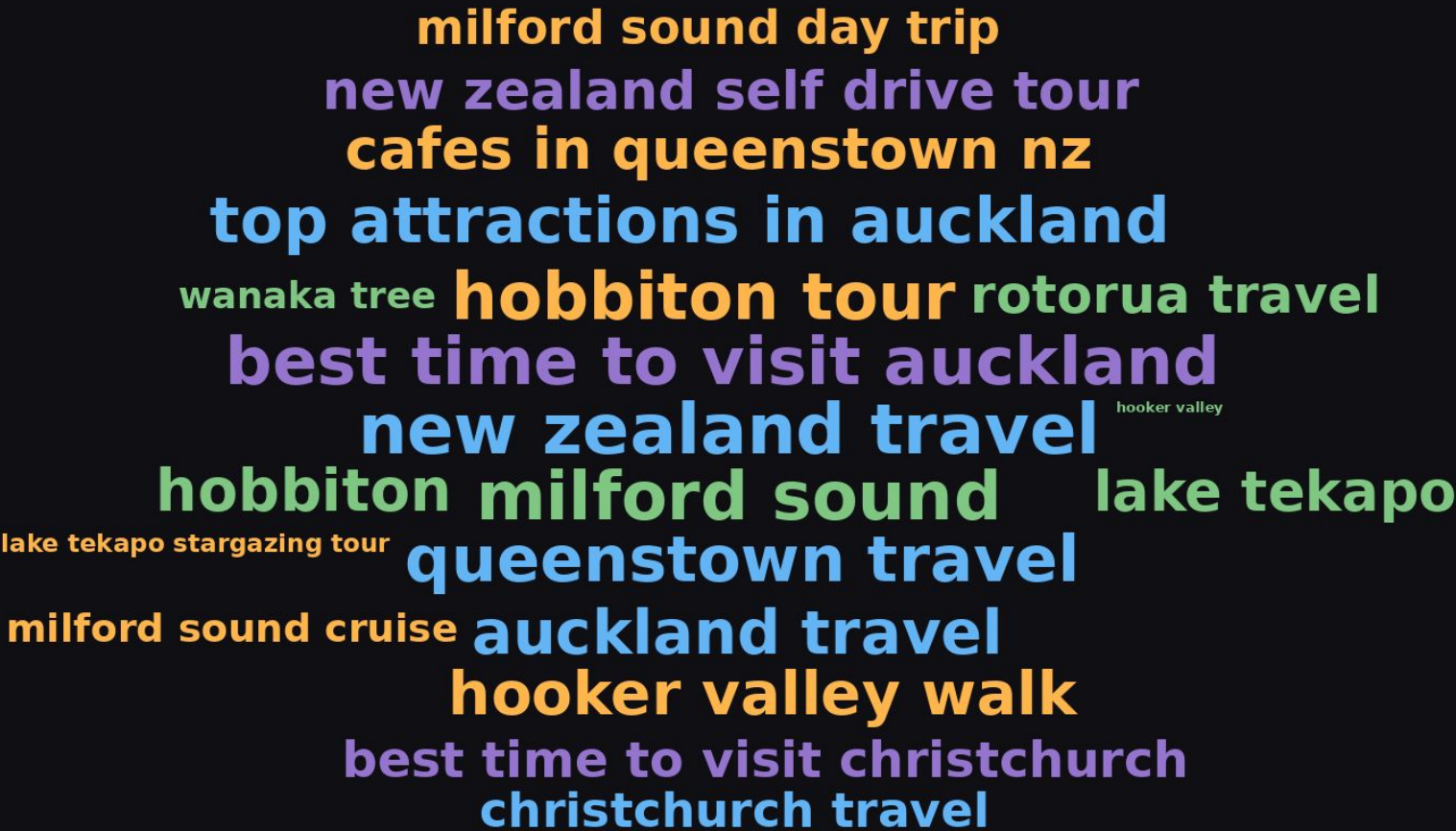
New Zealand Interest

(by origin market)

Singapore: NZ Social Search Demand

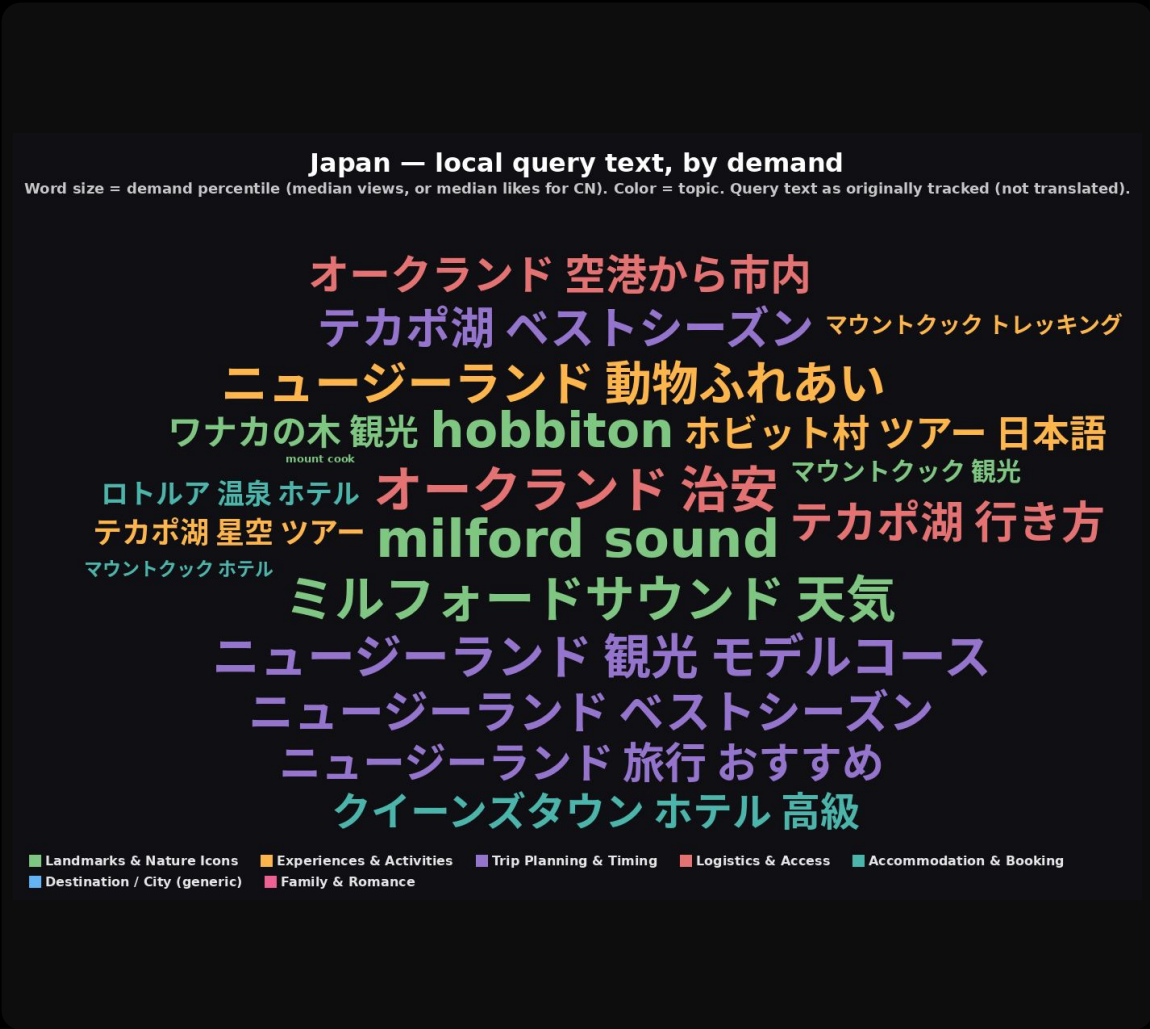
Singapore — local query text, by demand

Word size = demand percentile (median views, or median likes for CN). Color = topic. Query text as originally tracked (not translated).



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Japan: NZ Social Search Demand



Left: native text, sized by demand percentile, colored by topic.
Right: same queries translated to English, using the same demand-percentile sizing and topic coloring as the left panel.

India: NZ Social Search Demand

India — local query text, by demand

Word size = demand percentile (median views, or median likes for CN). Color = topic. Query text as originally tracked (not translated).



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China: NZ Social Search Demand

