The “sentiment” reflects the state and dynamic of destinations’ and travel brands’ e-reputation as expressed in global web social conversations “at large”

Shared by *medias, consumers, companies, citizens, brands, officials* (...) on websites, forums, blogs & social networks

Sentiment is not predictive alone of travelers’ planning, BUT a positive e-reputation is essential to generate favorability towards destinations and travel brands, particularly in post-crisis management context.
COVID19/TRAVEL SOCIAL WEB CONVERSATIONS ABOUT AFRICA

8,8M Conversations (YTD)

23% of social conversations about Tourism & Travel in Africa relate the covid19 ...

SA’s first positive case

Ticking time bomb?

Travel bans

Lions napping on roads

Daily trends

COVID19 CRISIS START

8,8M Conversations (YTD)
The Net Sentiment Index measures the polarity of web social conversations in relation to the destination (% positive – % negative posts)

(*) The Net Sentiment Index measures the polarity of web social conversations in relation to the destination (% positive – % negative posts)
The Net Sentiment Index measures the polarity of web social conversations in relation to the sector (% positive – % negative posts)

Transport Verticals’ Reputation Hit Strong Globally

COVID19 Crisis Start

(*) The Net Sentiment Index measures the polarity of web social conversations in relation to the sector (% positive – % negative posts)
PROMOTING ATTRACTIONS IN YOUR DESTINATION MORE THAN THE DESTINATION ITSELF

The Net Sentiment Index measures the polarity of web social conversations in relation to the topic (% positive – % negative posts)

**TRAVEL**

SOUTH AFRICA

Net Sentiment Index

YEAR-TO-DATE 2020

-34 vs 2019

43

**SAFARI**

SOUTH AFRICA

Net Sentiment Index

YEAR-TO-DATE 2020

88 vs 2019
1. Tourism bashing and defiance booming. Sustainable / Responsible tourism is the new normal
2. Residents’ tourism-phobia and (Asian) visitors’ discrimination risks
3. Growing (forced?) “interest” for domestic destinations
4. Tourism experience offering a complete customer transparency and flexibility in cancellation terms and conditions.
5. Needs explanation about what is open, what is closed, and why. Celebrating “reopening” BUT in a smart and sustainable way!
6. Beyond “virtual reality”, people want destinations’ secrets while waiting
7. Travelers expressed a need to be consoled and rewarded by destinations
8. A focus on most at risk verticals reputation-wise is expressed (Airport, Cruise, Airlines, Public transports…).
9. Expectations for destination/attractions sanitary “certification” for generating visitor confidence
10. Dealing with concerns about experiences where population density is high.
11. Central role of frontline travel and tourism staff (info centers, guides, receptionists, transport staff, shops, etc…).
12. Solidarity - Destinations’ local “heroes” are already destination influencers…