The COVID-19 Impact on Travel and Destination Sentiment

MIDDLE EAST FOCUS

olivier.henry-biabaud@tci-research.com
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
THE GLOBAL PICTURE

Daily trends

1 in 3 Web Social conversations about Tourism & Travel in Middle East relates to covid19 stories ...

US-Europe Travel Ban

China/Asia focus

#Stayathome / Virtual tourism

Outbreak shift to Europe

COVID19 CRISIS START
The Net Sentiment Index measures the polarity of web social conversations in relation to destinations, travel verticals and brands’ e-reputation as expressed in global social channels "at large" (i.e. shared by medias, consumers, companies, citizens, brands, officials…). While the sentiment should not be taken alone as predictive of travelers’ planning, a positive e-reputation is essential to generate favorability towards destinations and travel brands, particularly in post-crisis management context.

GLOBAL TRAVEL SOCIAL WEB CONVERSATIONS
Net Sentiment Index
The Net Sentiment Index measures the polarity of web social conversations in relation to the destination (% positive – % negative posts)
Some destinations of all sizes have well resisted.

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

What's the best trip you've been on so far?

rallison has replied

I did get to visit Saudi Arabia in that brief window when they opened up tourist visas, but before they closed down due to Covid-19. I had really wanted to see the old town area of Jeddah and Mada'in Saleh (same people who carved Petra). Lebanon…

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Sofia Kenin @SofiaKenin shared an image

The beautiful lights of Dubai 😍 This picture reminds me how much I miss traveling the world! But in order to travel again soon, we must take all the measures to fight Covid-19. Take care of yourself and your family! 📸 pic.twitter.com/KaiZby6YfQ

published on 15/04/20 at 06:49 | Twitter | United States | twitter.com | 📸
TRAVEL VERTICALS’ REPUTATION HIT AT VARIOUS LEVELS

(*) The Net Sentiment Index measures the polarity of web social conversations in relation to the sector (% positive – % negative posts)
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.
6. **Celebrating “reopening”** BUT in a smart and sustainable way!
7. Beyond “virtual reality”, people want **destinations’ secrets while waiting**
8. Travelers expressed a need to be consoled and rewarded by destinations
9. A focus on **most at risk verticals reputation-wise** is expressed (Airport, Cruise, Airlines, Public transports…).
10. Expectations for destination/attractions **sanitary “certification”** for generating visitor confidence
11. **Central role of frontline travel and tourism staff** (info centers, guides, receptionists, transport staff, shops, etc…).
12. Dealing with concerns about experiences where population density is high.
13. **Solidarity** - Destinations’ local “heroes” are already destination influencers…