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
Global Trend

Daily trends

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

US-Europe Travel Ban

#Stayathome

Outbreak shift to Europe

China/Asia focus

COVID19 CRISIS START

33%
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).
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…
The Net Sentiment Index measures the polarity of web social conversations in relation to the travel and tourism sector. The “sentiment” reflects the state and dynamic of destinations’ and travel 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.