

DESTINATION

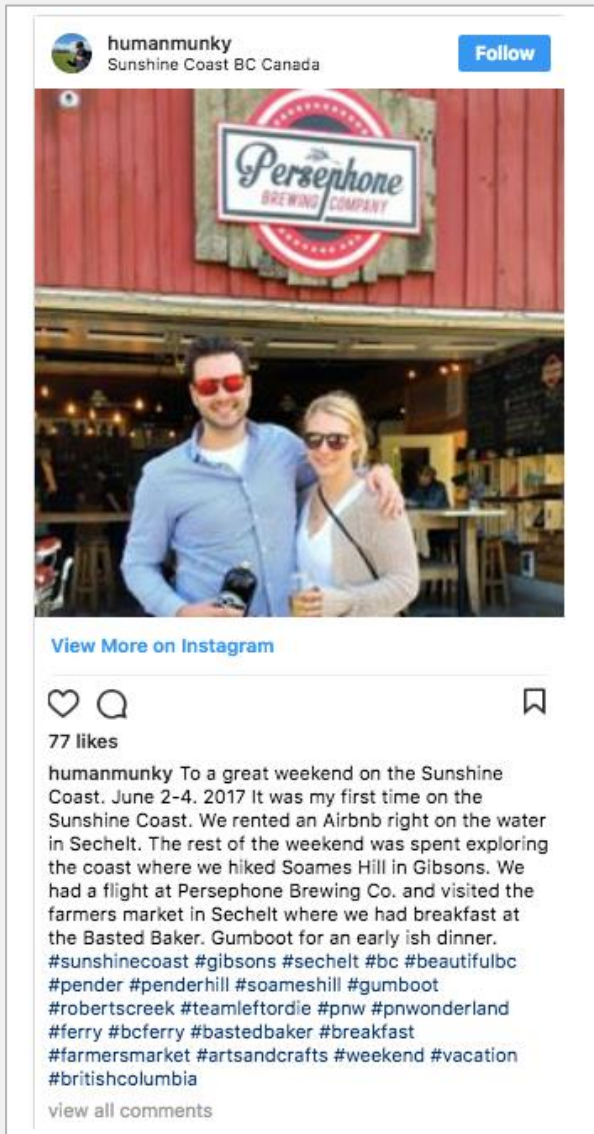
Think!

Tourism Sentiment Index | Sunshine Coast

The power of word of mouth

Market research consistently shows that word of mouth is and always has been the predominate influence on the travel decision-making process.

Capturing this sentiment is a powerful way to monitor the success of a destination.



Parameters

The Tourism Sentiment Index gives you a view that no customer survey or focus group can provide. Your report scanned, monitored and analyzed:

- **What:** 630,185 + online conversations from around the world
- **When:** January 1, 2015 – December 31, 2017

This analysis is completed using a custom, text- and image-based algorithm focused on conversations about Sunshine Coast and its connected tourism region.

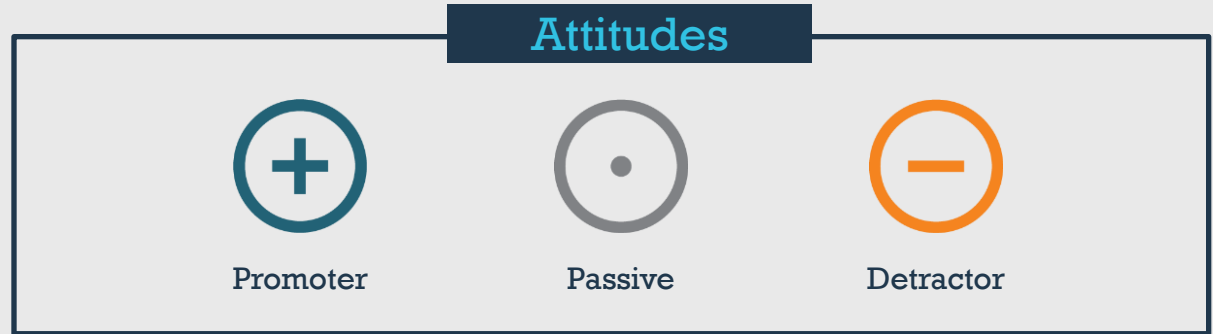
Sources

More than 500,000 different sources were included in the analysis, including online media sites, forums, reviews and social media networks (Twitter, Facebook, Instagram, Tumblr, YouTube and TripAdvisor).



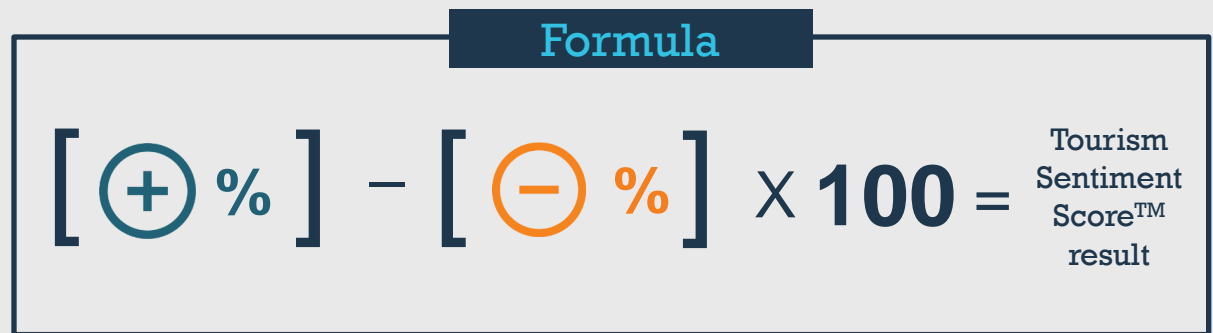
Gathering sentiments

A sentiment score allows us to understand in a single snapshot the overall attitude of conversations about Sunshine Coast through the eyes of its visitors, and provides a performance benchmark to track over time. Throughout the report, attitudes are marked as promoter, passive or detractor.



Applying the formula

Once scanning, monitoring and analysis of all online conversations happening around the world related to Sunshine Coast are complete, we apply the Tourism Sentiment Score™ formula.





Destination promoter

Those actively recommending or speaking positively about Sunshine Coast to others

The perfect way to spend a cool & wet February weekend? [#SunshineCoastBC](#) Craft Beer Festival in Gibsons: bit.ly/2n0dFu7 [#BCAleTrail](#)
10:23 AM - Mar 15, 2017



Destination passive

Those speaking about Sunshine Coast from an indifferent point of view

Sunshine [#music](#) [#festival](#) Powell River [#BC](#) - [@KenDunnMusic](#)
opens for [@desireedawsonco](#)
Fri Sept 1 -7 PM - 8 PM PDT
kendunmusic.com



Destination detractor

Those actively discouraging or speaking negatively about Sunshine Coast to others

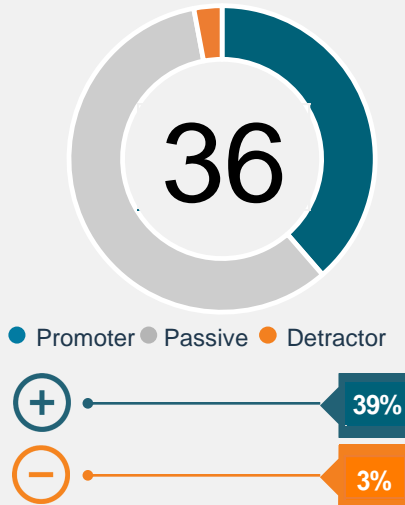
It is pathetic that [@BCFerries](#) can't service the Sunshine Coast properly. They couldn't anticipate heavy volume and schedule for it. What a way to run a business....

10:59 AM - 28 Dec 2017

Place Sentiment Score

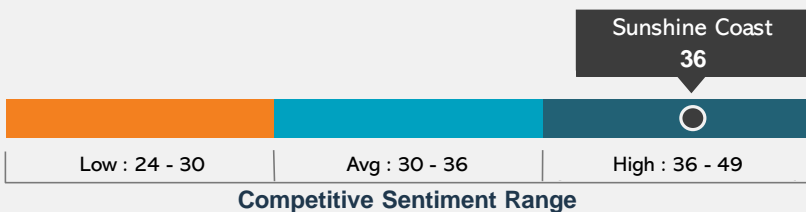
Place Sentiment Score is an aggregate value of all conversations around a destination, whether or not the individual conversations have a direct impact on perceptions of the tourism offering. It captures opinions of all aspects of the destination from politics to real estate.

While the scope of place sentiment is not entirely under the purview of tourism, this score is important to understand.

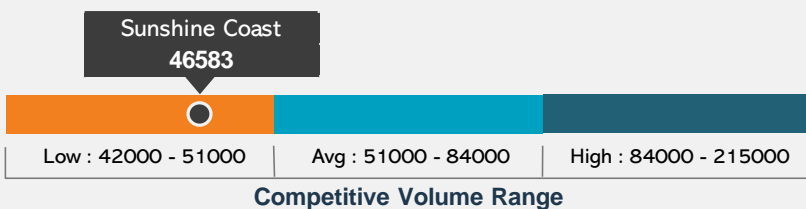


Competitive comparison

Place sentiment indicates overall attitudes toward a destination whether positive or negative. This comparison is Sunshine Coast's performance vs. the range of your destination's competitive set.



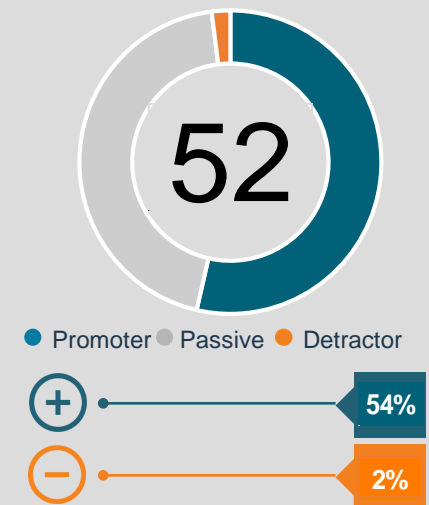
Destination conversation volume indicates overall consumer awareness. This comparison is Sunshine Coast's performance vs. the range of your destination's competitive set.



Tourism Sentiment Score™

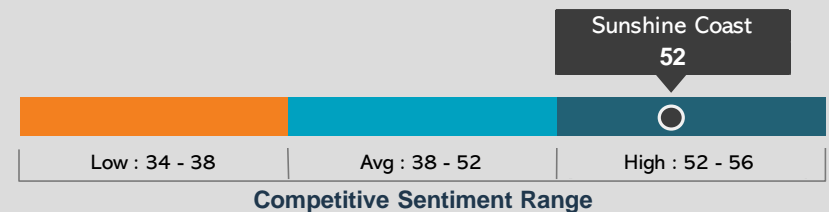
Tourism Sentiment Score is a measure of a destination's ability to generate positive word of mouth about its tourism offering. It is an aggregate score that focuses solely on online conversations that reference or affect a potential traveler's perceptions of a destination's tourism offering.

The Tourism Sentiment Score results are presented in six categories (pages 9-17). Each category is broken into the 53 tourism assets (page 17) that comprise the six categories.

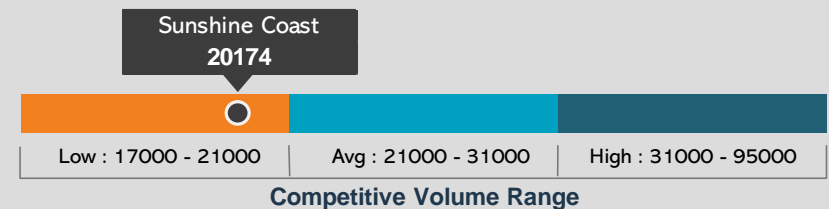


Competitive comparison

Tourism sentiment indicates overall attitudes toward a destination's tourism offering. This comparison is Sunshine Coast's performance vs. the range of your destination's competitive set.



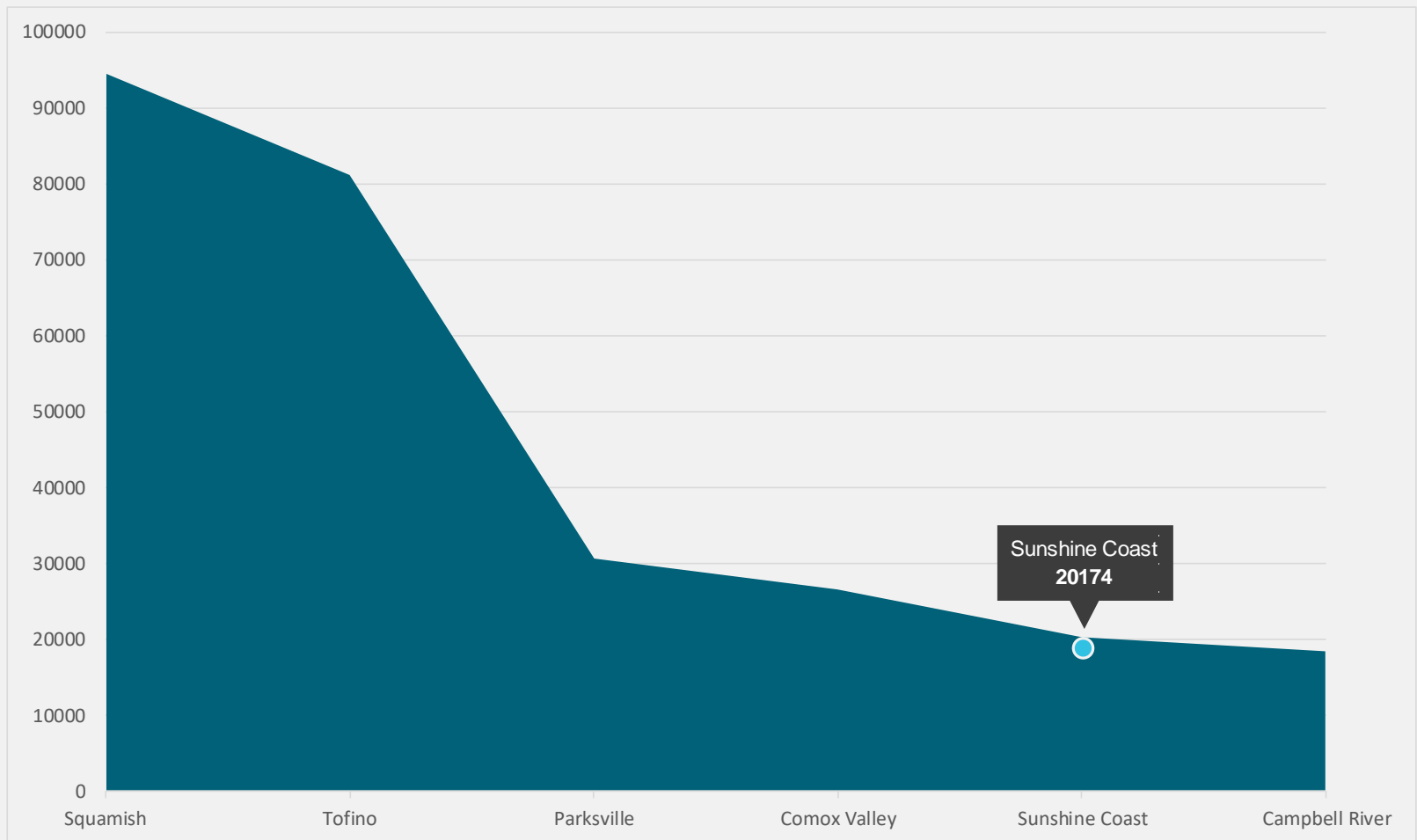
Tourism conversation volume indicates overall consumer awareness of a destination's tourism offering. This comparison is Sunshine Coast's performance vs. the range of your destination's competitive set.

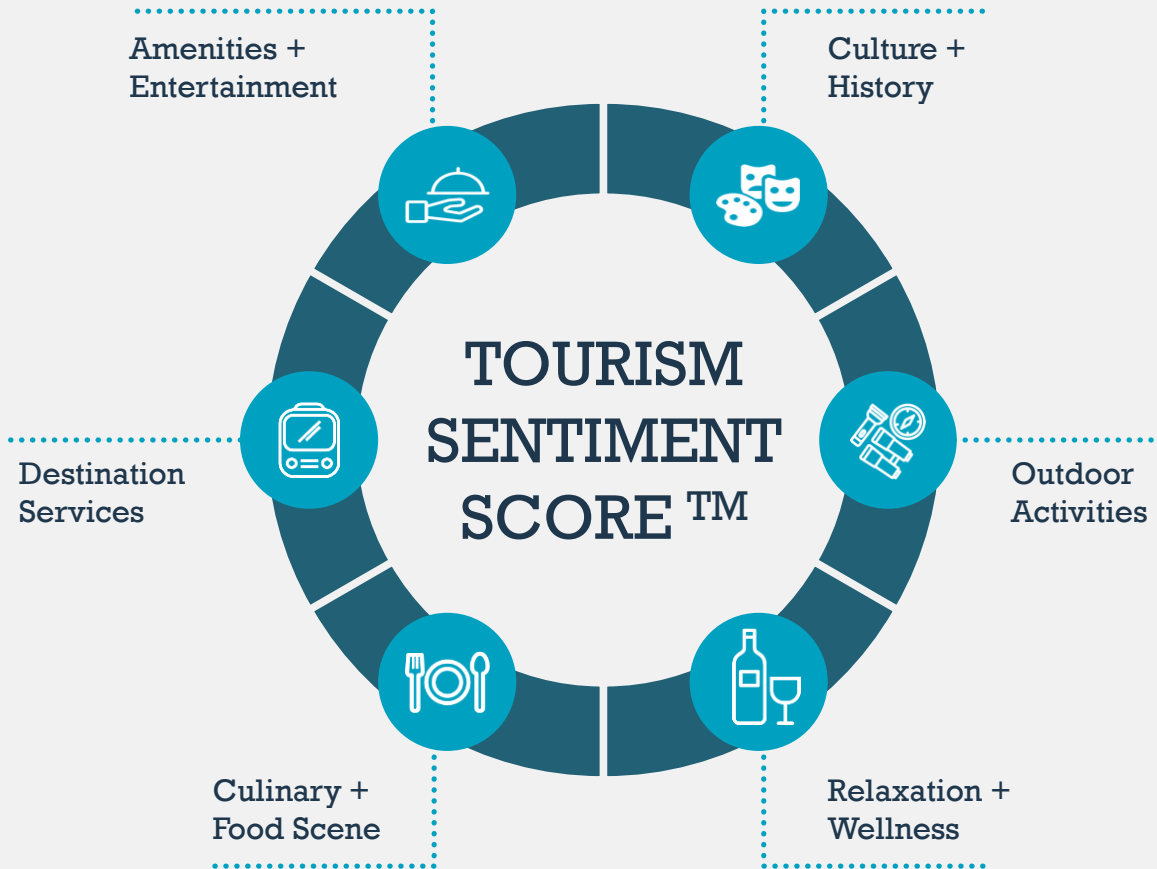


Tourism Sentiment Index | Tourism Conversation Volume



Volume of conversations is an indicator of overall awareness. The greater the volume of conversations for a destination, the more people are talking about it, bringing a greater chance that people read or hear about the destination. Volume does not represent quality. It represents opportunity.

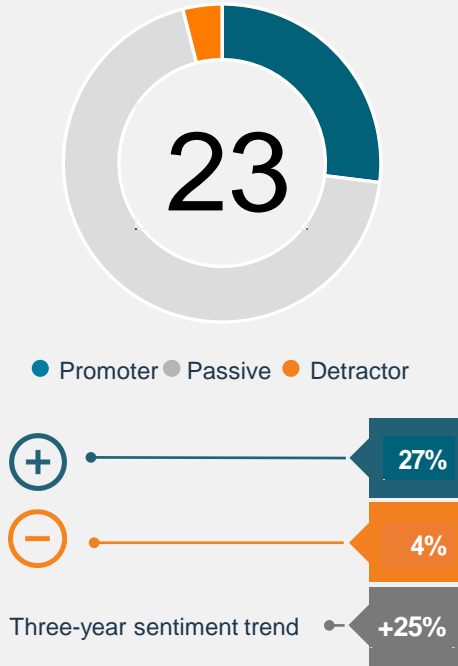




The Tourism Sentiment Score™ dashboard presents the cumulative score for your tourism industry. That cumulative score is based on the performance of six tourism categories. The following section allows you to understand how Sunshine Coast's tourism sectors are performing by examining the Tourism Sentiment Score result for each of the six tourism categories. Each tourism category is a collection of specific, related assets (experiences, activities, attractions, services, etc.).

For each tourism category, Sunshine Coast's performance is analyzed by comparing that category's assets to your destination's competitive set, identifying each asset's current strengths and challenges. Each category also has a three-year trend score, showing the projected growth trend, either positive (+) or negative (-), based on the past three years of data. All of this information gives you a deeper understanding of Sunshine Coast's appeal and the trajectory of its performance. It is vital data for your planning and activities, including identifying niche markets, creating campaigns, planning destination development and engaging with stakeholders.

Tourism Sentiment Score™

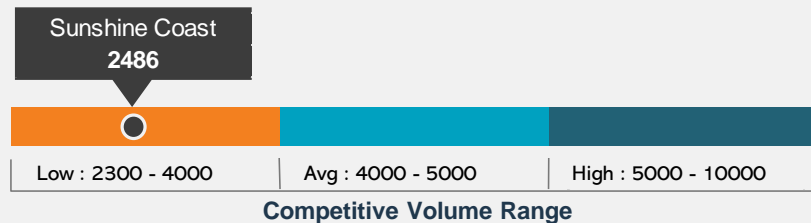


Tourism Asset	Volume		Sentiment	
	Sunshine Coast	Competitive Average	Sunshine Coast	Competitive Average
Casinos	0	9	0	7
Attractions + Amusement Parks	95	327	46	44
Festivals + Events	1271	2950	21	29
Music + Performance Art	319	612	30	25
Nightlife	469	1000	30	39
Spectator Sports	332	451	11	34
Category Subtotal	2486	5350	23	33

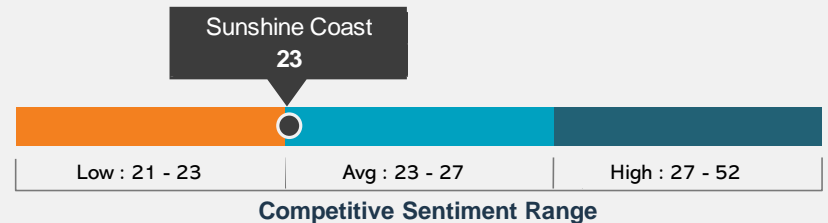
Competitive Comparison: Amenities + Entertainment Category

● Low ● High

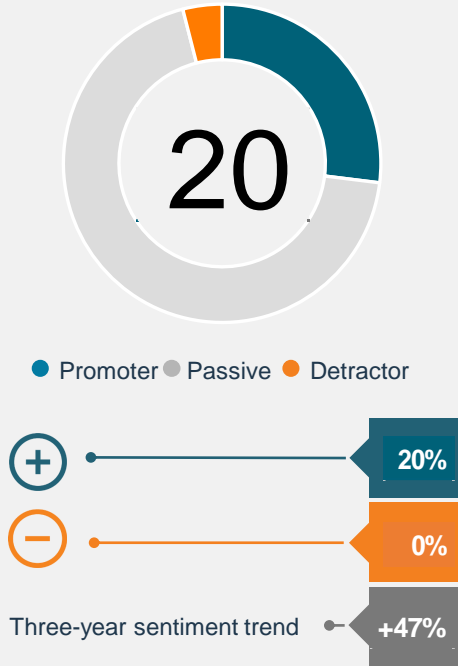
Tourism conversation volume indicates overall consumer awareness of a destination's tourism offering. This comparison is Sunshine Coast's performance vs. the range of your destination's competitive set.



Tourism sentiment indicates perceived quality of experience whether positive or negative. This comparison is Sunshine Coast's performance vs. the range of your destination's competitive set.



Tourism Sentiment Score™

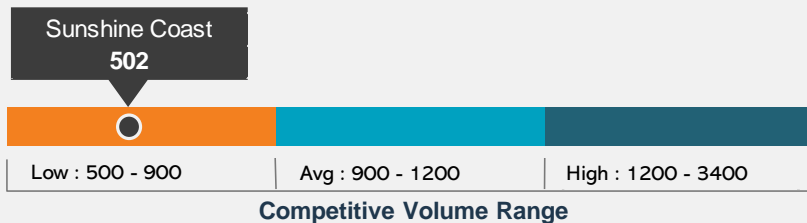


Tourism Asset	Volume		Sentiment	
	Sunshine Coast	Competitive Average	Sunshine Coast	Competitive Average
Archaeological Sites	0	0	0	0
Architecture	85	129	28	47
Historical Landmarks + Sites	60	136	28	21
Indigenous Cultural Attractions	59	596	11	23
Museums + Galleries	200	506	12	20
Public Art	55	212	22	50
Religious attractions	0	29	0	18
Street Art	43	220	42	45
Category Subtotal	502	1828	20	30

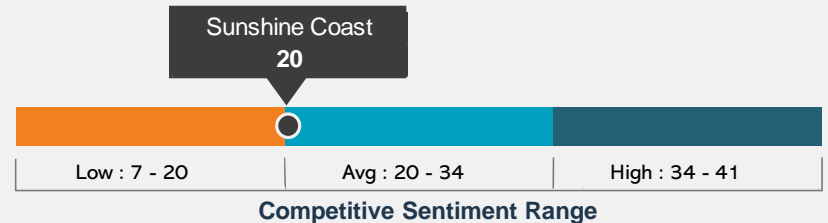
Competitive Comparison: Culture + History Category

● Low ● High

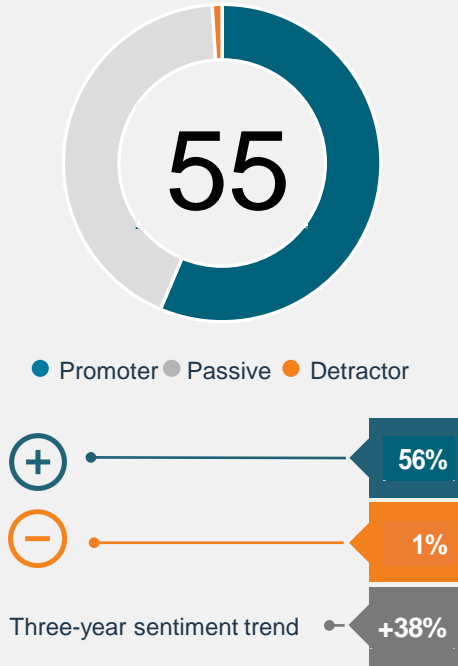
Tourism conversation volume indicates overall consumer awareness of a destination's tourism offering. This comparison is Sunshine Coast's performance vs. the range of your destination's competitive set.



Tourism sentiment indicates perceived quality of experience whether positive or negative. This comparison is Sunshine Coast's performance vs. the range of your destination's competitive set.



Tourism Sentiment Score™

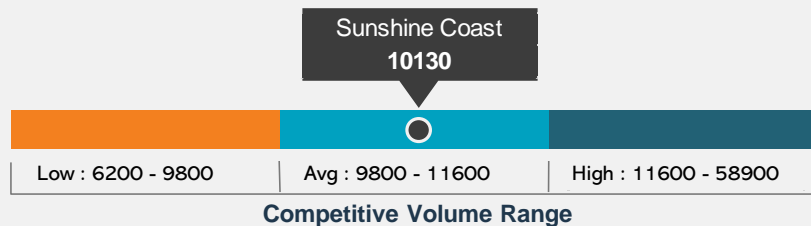


Tourism Asset	Volume		Sentiment	
	Sunshine Coast	Competitive Average	Sunshine Coast	Competitive Average
Camping	532	1689	55	44
Cycling + Biking	325	2037	44	38
Diving + Snorkeling	56	23	11	9
Dog Sledding	0	0	0	0
Fishing	163	1186	55	49
Golfing	95	295	17	21
Hiking	1363	5436	58	58
Horseback Riding	0	9	0	10

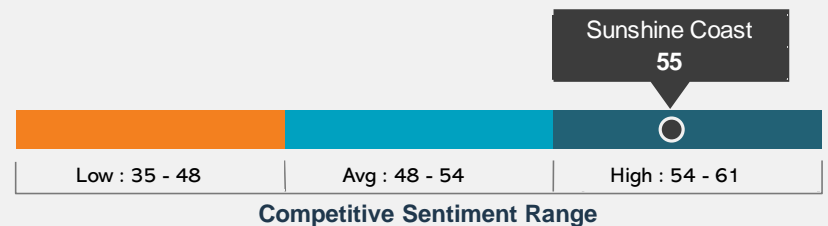
Competitive Comparison: Outdoor Activities Category

● Low ● High

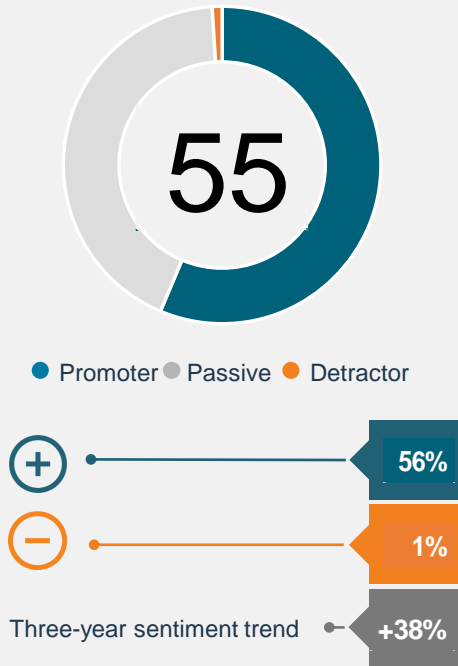
Tourism conversation volume indicates overall consumer awareness of a destination's tourism offering. This comparison is Sunshine Coast's performance vs. the range of your destination's competitive set.



Tourism sentiment indicates perceived quality of experience whether positive or negative. This comparison is Sunshine Coast's performance vs. the range of your destination's competitive set.



Tourism Sentiment Score™

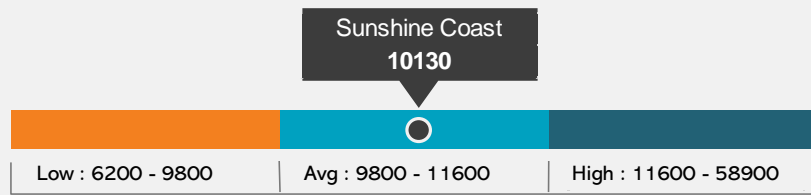


Tourism Asset	Volume		Sentiment	
	Sunshine Coast	Competitive Average	Sunshine Coast	Competitive Average
Hunting	19	217	42	36
Jet Boat + Jetski	0	0	0	0
Motorsports + Motorcycles	75	540	45	42
Nature Viewing	4751	3080	63	61
Paddle Sports	854	901	51	41
Rock Climbing	22	906	45	13
Sailing + Yachts	559	423	43	38
Skateboarding	0	106	0	66

Competitive Comparison: Outdoor Activities Category

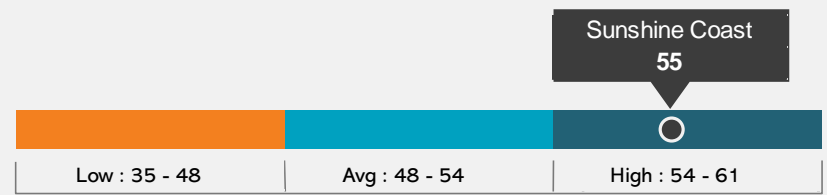
● Low ● High

Tourism conversation volume indicates overall consumer awareness of a destination's tourism offering. This comparison is Sunshine Coast's performance vs. the range of your destination's competitive set.



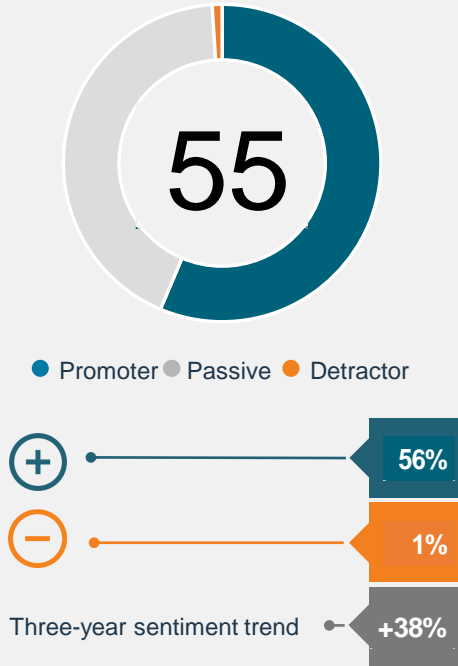
Competitive Volume Range

Tourism sentiment indicates perceived quality of experience whether positive or negative. This comparison is Sunshine Coast's performance vs. the range of your destination's competitive set.



Competitive Sentiment Range

Tourism Sentiment Score™

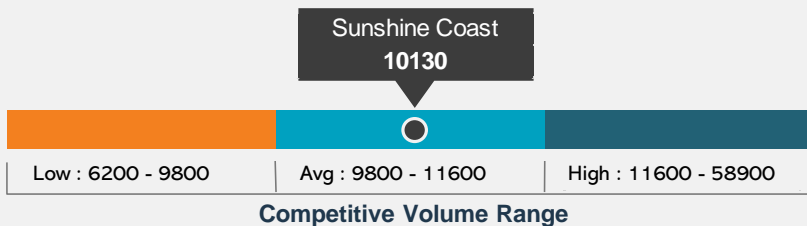


Tourism Asset	Volume		Sentiment	
	Sunshine Coast	Competitive Average	Sunshine Coast	Competitive Average
Skiing + Snowboarding	47	1271	38	33
Sky Diving / Bungee / Ziplining	0	48	0	22
Snowmobiling	0	157	0	16
Snowshoeing	25	174	48	27
Surfing	49	2398	35	12
Wildlife Viewing	1170	3523	38	39
Windsports	25	114	52	31
Category Subtotal	10130	24531	55	50

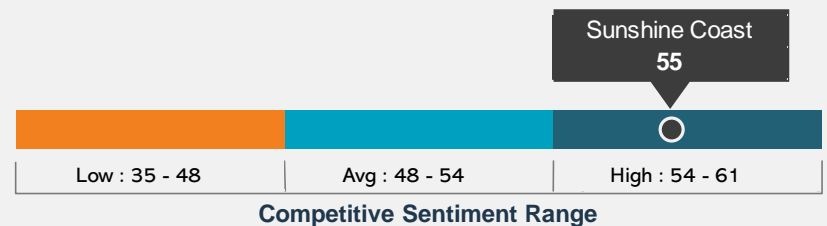
Competitive Comparison: Outdoor Activities Category

● Low ● High

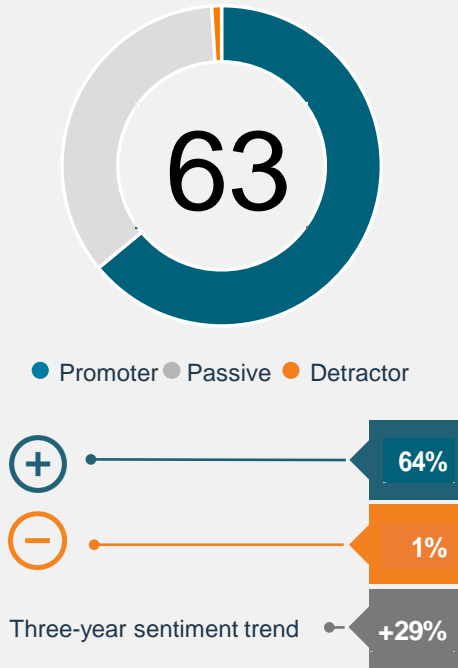
Tourism conversation volume indicates overall consumer awareness of a destination's tourism offering. This comparison is Sunshine Coast's performance vs. the range of your destination's competitive set.



Tourism sentiment indicates perceived quality of experience whether positive or negative. This comparison is Sunshine Coast's performance vs. the range of your destination's competitive set.



Tourism Sentiment Score™

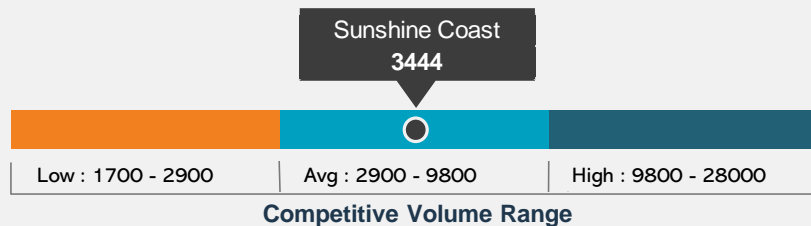


Tourism Asset	Volume		Sentiment	
	Sunshine Coast	Competitive Average	Sunshine Coast	Competitive Average
Beaches	3350	10885	63	48
Cruises	0	0	0	0
Hot pools and springs	0	318	0	16
Shopping	38	231	58	54
Spas + Wellness	56	269	66	63
Category Subtotal	3444	11704	63	49

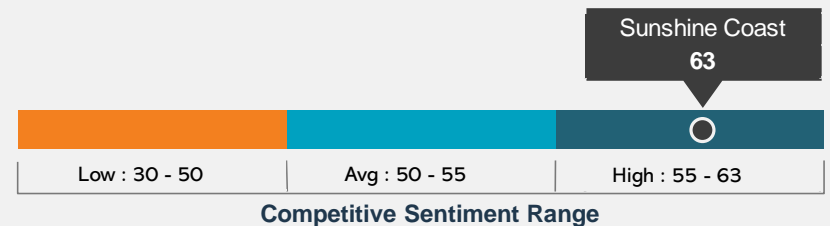
Competitive Comparison: Relaxation + Wellness Category

● Low ● High

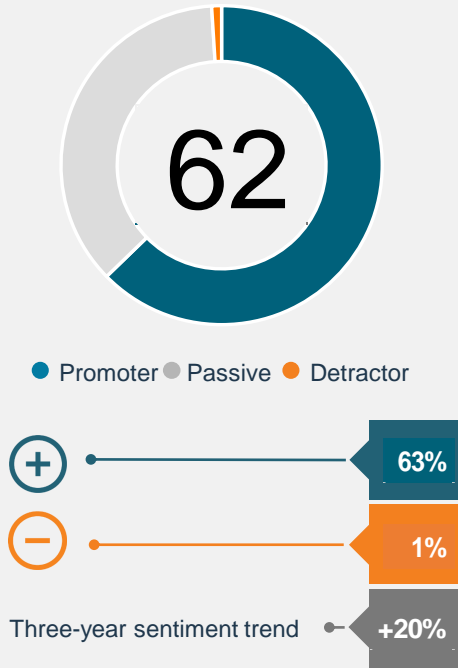
Tourism conversation volume indicates overall consumer awareness of a destination's tourism offering. This comparison is Sunshine Coast's performance vs. the range of your destination's competitive set.



Tourism sentiment indicates perceived quality of experience whether positive or negative. This comparison is Sunshine Coast's performance vs. the range of your destination's competitive set.



Tourism Sentiment Score™

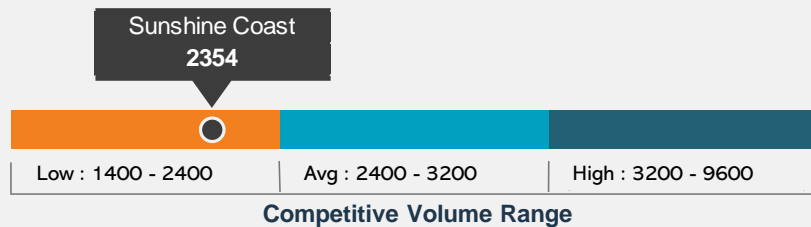


Tourism Asset	Volume		Sentiment	
	Sunshine Coast	Competitive Average	Sunshine Coast	Competitive Average
Breweries + Beer	908	1089	61	59
Distilleries + Spirits	148	206	68	64
Food Producers + Farmers Markets	159	287	52	60
Restaurants	1069	2454	62	54
Wineries + Wine	70	335	67	57
Category Subtotal	2354	4370	62	56

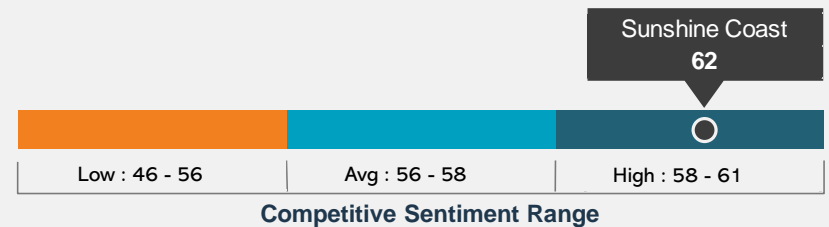
Competitive Comparison: Culinary + Food Scene Category

● Low ● High

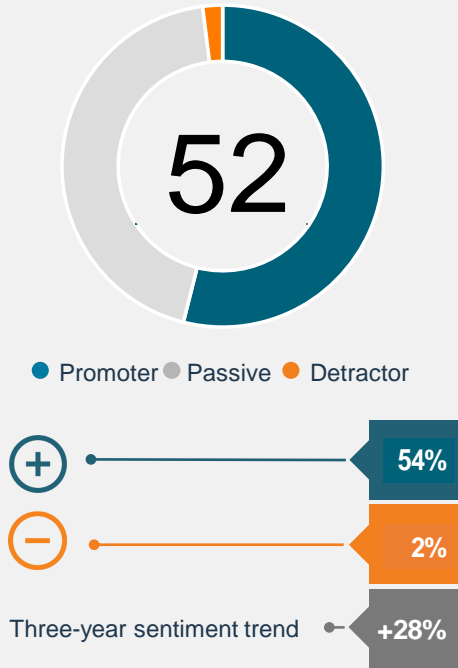
Tourism conversation volume indicates overall consumer awareness of a destination's tourism offering. This comparison is Sunshine Coast's performance vs. the range of your destination's competitive set.



Tourism sentiment indicates perceived quality of experience whether positive or negative. This comparison is Sunshine Coast's performance vs. the range of your destination's competitive set.



Tourism Sentiment Score™

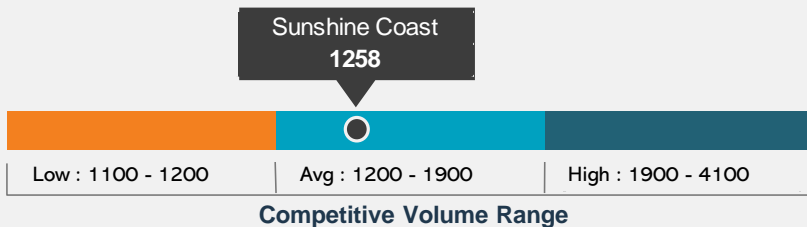


Tourism Asset	Volume		Sentiment	
	Sunshine Coast	Competitive Average	Sunshine Coast	Competitive Average
Access + Transportation	332	425	18	35
Accommodation	413	850	76	50
Conventions	7	11	14	7
Frontline staff	37	161	22	26
Tour	86	199	3	22
Weddings	383	847	71	68
Category Subtotal	1258	2493	52	46

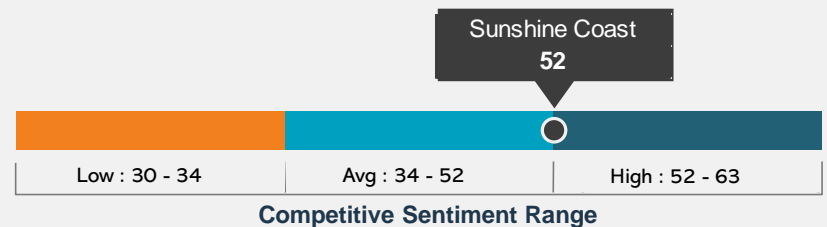
Competitive Comparison: Destination Services Category

● Low ● High

Tourism conversation volume indicates overall consumer awareness of a destination's tourism offering. This comparison is Sunshine Coast's performance vs. the range of your destination's competitive set.



Tourism sentiment indicates perceived quality of experience whether positive or negative. This comparison is Sunshine Coast's performance vs. the range of your destination's competitive set.



TSI | All Tourism Asset Data

	VOLUME		SENTIMENT	
	Sunshine Coast	Comp. Avg.	Sunshine Coast	Comp. Avg.
Amenities + Entertainment				
Casinos	0	9	0	7
Attractions + Amusement Parks	95	327	46	44
Festivals + Events	1271	2950	21	29
Music + Performance Art	319	612	30	25
Nightlife	469	1000	30	39
Spectator Sports	332	451	11	34
Category Subtotal	2486	5350	23	33
Culture + History				
Archaeological Sites	0	0	0	0
Architecture	85	129	28	47
Historical Landmarks + Sites	60	136	28	21
Indigenous Cultural Attractions	59	596	11	23
Museums + Galleries	200	506	12	20
Public Art	55	212	22	50
Religious attractions	0	29	0	18
Street Art	43	220	42	45
Category Subtotal	502	1828	20	30
Outdoor Activities				
Camping	532	1689	55	44
Cycling + Biking	325	2037	44	38
Diving + Snorkeling	56	23	11	9
Dog Sledding	0	0	0	0
Fishing	163	1186	55	49
Golfing	95	295	17	21
Hiking	1363	5436	58	58
Horseback Riding	0	9	0	10
Hunting	19	217	42	36
Jet Boat + Jetski	0	0	0	0
Motorsports + Motorcycles	75	540	45	42
Nature Viewing	4751	3080	63	61
Paddle Sports	854	901	51	41
Rock Climbing	22	906	45	13

	VOLUME		SENTIMENT	
	Sunshine Coast	Comp. Avg.	Sunshine Coast	Comp. Avg.
Outdoor Activities cont.				
Sailing + Yachts	559	423	43	38
Skateboarding	0	106	0	66
Skiing + Snowboarding	47	1271	38	33
Sky Diving / Bungee / Ziplining	0	48	0	22
Snowmobiling	0	157	0	16
Snowshoeing	25	174	48	27
Surfing	49	2398	35	12
Wildlife Viewing	1170	3523	38	39
Windsports	25	114	52	31
Category Subtotal	10130	24531	55	50
Relaxation + Wellness				
Beaches	3350	10885	63	48
Cruises	0	0	0	0
Hot pools and springs	0	318	0	16
Shopping	38	231	58	54
Spas + Wellness	56	269	66	63
Category Subtotal	3444	11704	63	49
Culinary + Food Scene				
Breweries + Beer	908	1089	61	59
Distilleries + Spirits	148	206	68	64
Food Producers + Farmers Markets	159	287	52	60
Restaurants	1069	2454	62	54
Wineries + Wine	70	335	67	57
Category Subtotal	2354	4370	61	56
Destination Services				
Access + Transportation	332	425	18	35
Accommodation	413	850	76	50
Conventions	7	11	14	7
Frontline staff	37	161	22	26
Tour	86	199	3	22
Weddings	383	847	71	68
Category Subtotal	1258	2493	52	46

Next Steps

This report provides **Sunshine Coast** with a view of how it is perceived and discussed among consumers as a travel destination. Everyone in your destination can influence the levels of positive and negative sentiments about its tourism experiences. Based on our analysis of word of mouth about your destination, we recommend the following actions for your organization.

Amplify + Own:

Current competitive tourism strengths

Within this report's competitive set, **Sunshine Coast** is strong in:

- **Beaches**
- **Nature**
- **Paddle Sports**

Next step: We recommend that **Sunshine Coast** confirm these strengths are part of its current strategic focus or should be and, if so, invest and amplify these assets and own these spaces.

Address + Attack:

Current competitive tourism challenges

Within this report's competitive set, **Sunshine Coast** is challenged with:

- **Festivals + Events**
- **Hiking**

Next step: We recommend that **Sunshine Coast** seriously consider if specific strategies should be developed to drive improvements in these areas of the visitor experience.

Contact Us

Destination Think! works with destinations around the world to unleash the power of word of mouth across every aspect of a destination marketing organization. To learn more about how we can help your organization, please [contact us](#).