

Attachment 2 : Melbourne's COVID-19 Sentiment Tracker : April 2021



Introduction

The purpose of this tracking report is to provide a regular monthly snapshot of the COVID-19 sentiment for Melbourne, and to see how our city is performing over time.

The data used in this report is obtained by analysing millions of online conversations from around the world through multiple online sources including social media, review websites and news outlets, that reference Melbourne and are further refined to understand how people feel about Melbourne from a crisis management perspective.

Conversations are categorised through six COVID-19 categories and 21 individual sub-categories (labelled COVID-19 assets).

Please note that the data included in this report relates to Melbourne as identified by visitors and online users, and as such does not necessarily correspond to the City of Melbourne boundaries.

Source: COVID-19 Crisis Index, TSI LIVE, Destination Think!. Data current as of 11 April 2021.

Disclaimer: While all due care is taken in producing this report, please note that there may be some errors and the City of Melbourne accepts no responsibility for the use of this information.

Executive Summary

✓ **Melbourne's COVID-19 sentiment score has increased this month.**

Melbourne's overall COVID-19 sentiment performance increased this month following a drop in March.

✓ **Melbourne is performing on par with the comparative cities and at an average level globally.**

Melbourne's overall sentiment score and conversation volume both sit at a similar level to the comparative city set (Sydney, Vancouver, Auckland, Singapore and San Francisco) and at an average level globally.

✓ **Restaurants, Tourists and Entertainment were Melbourne's top key performers this month.**

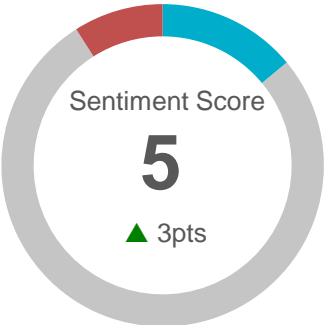
The crisis management in the restaurants, tourism and entertainment sectors were key promoters for Melbourne this month.

✓ **Melbourne's conversation volume has decreased again which represents a positive sign.**

Although a drop in conversation volume appears negative, it is actually a positive as it indicates that less COVID-19 conversations are linked with Melbourne. This is expected to continue as the pandemic situation in Melbourne continues to improve.

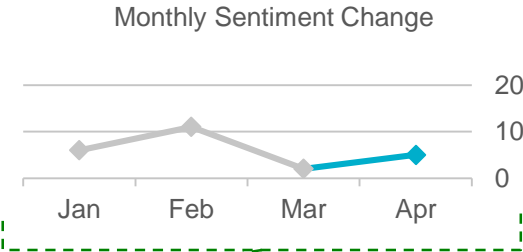
Key Findings

▲▶▼ = month-to-month change



Positive	14%
Neutral	77%
Negative	9%

Sentiment



Sentiment bounced back up this month after a drop in March. As Melbourne's COVID-19 situation continues to improve, conversations relating to the crisis will reduce which will influence the sentiment score.

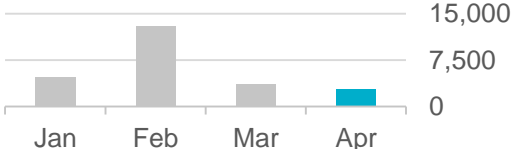
Conversation Volume

Total Conversation Volume

2,866

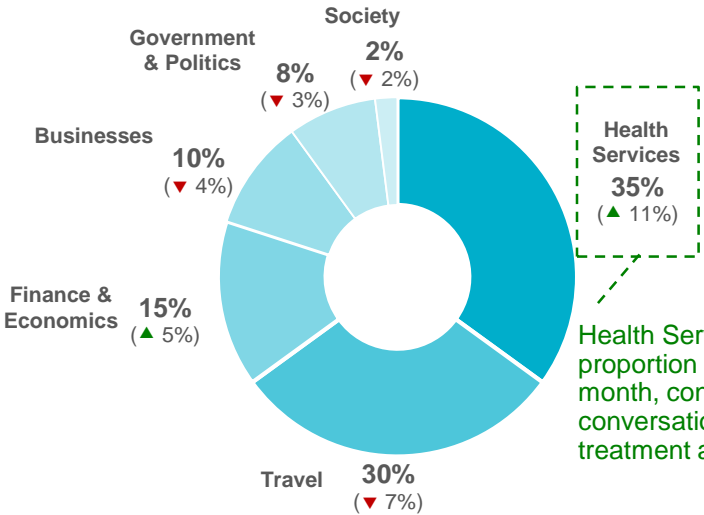
▼ 26%

Monthly Volume Change



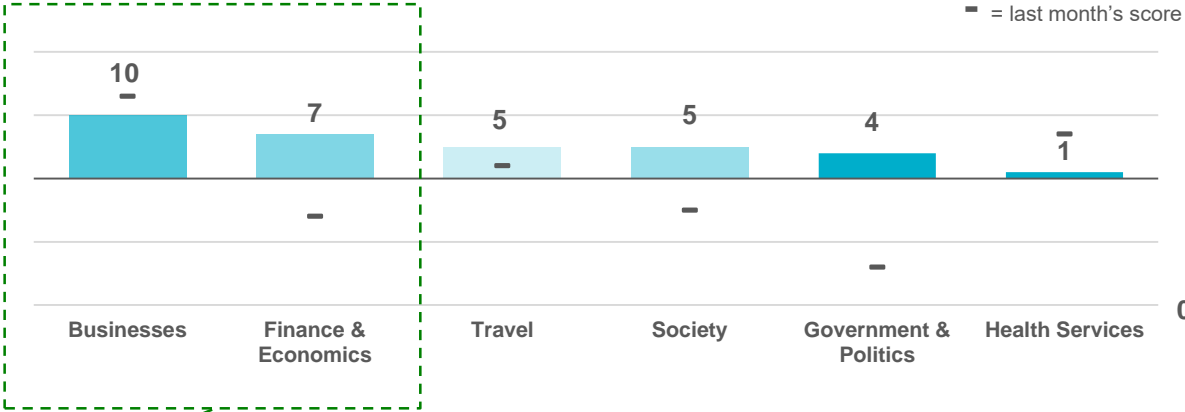
Conversation volume decreased slightly this month which is a promising sign that there are less conversations linking COVID-19 with Melbourne.

COVID-19 Categories (Volume)



Health Services had the greatest proportion of conversations this month, consisting of conversations around medicine, treatment and infection control.

COVID-19 Categories (Sentiment)



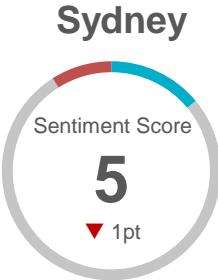
Restaurants, entertainment, festivals and real estate helped drive these top categories.

Melbourne's Performance : April 2021

Comparative City Analysis

▲▶▼ = month-to-month change

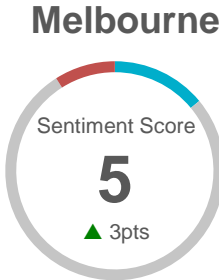
Air Travel and Real Estate were key promoters across many of these cities.



Conversation Volume
2,985 ▼ 22%

Topics Driving Positive Sentiment

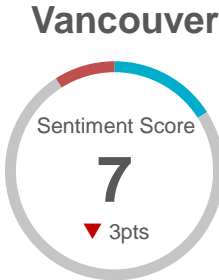
- + Air Travel
- + Real Estate



Conversation Volume
2,866 ▼ 26%

Topics Driving Positive Sentiment

- + Air Travel
- + Real Estate



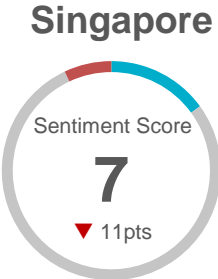
Conversation Volume
3,020 ▲ 1%

Topics Driving Positive Sentiment

- + Air Travel
- + Real Estate

- = positive conversations
- = neutral conversations
- = negative conversations

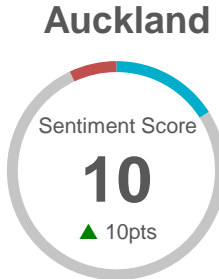
Auckland's performance increased positively this month after experiencing low sentiment in March.



Conversation Volume
10,715 ▲ 19%

Topics Driving Positive Sentiment

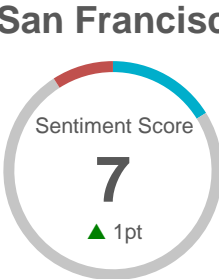
- + Financial News
- + Medicine, Treatment & Technology



Conversation Volume
1,658 ▼ 262%

Topics Driving Positive Sentiment

- + Air Travel
- + Accommodation



Conversation Volume
2,244 ▼ 137%

Topics Driving Positive Sentiment

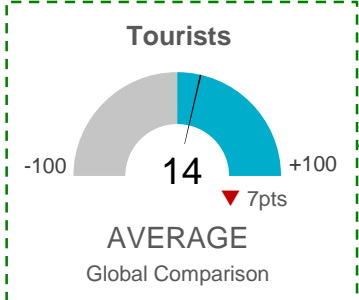
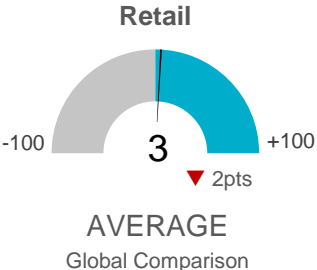
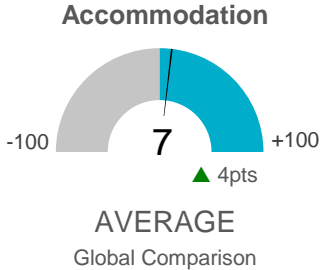
- + Medicine, Treatment & Technology
- + Regulations

Melbourne's Performance : April 2021

Key COVID-19 Assets

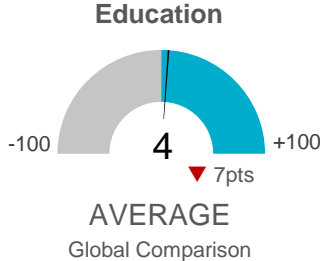
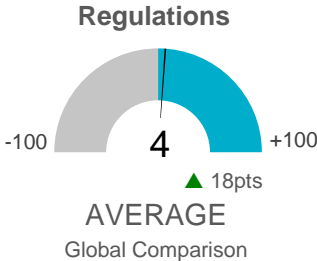
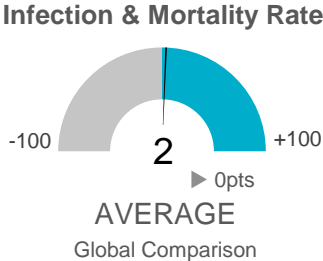
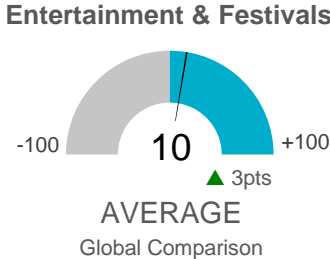
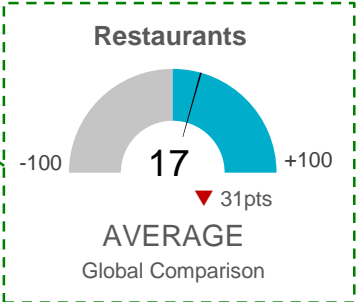
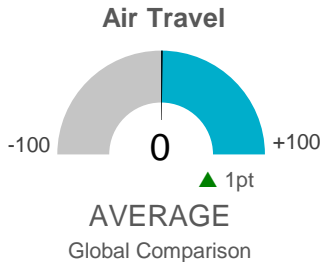
▲▶▼ = month-to-month change

Melbourne's key COVID-19 related assets are recorded to show the overall sentiment score, the change since last month and where they sit on the global comparative scale (high, average or low).



The Tourists asset remains one of Melbourne's top performing key COVID-19 assets.

Although the restaurants asset experienced a decrease in sentiment this month following its high performance in March, it remains at an average level globally and is Melbourne's best performing key COVID-19 asset.



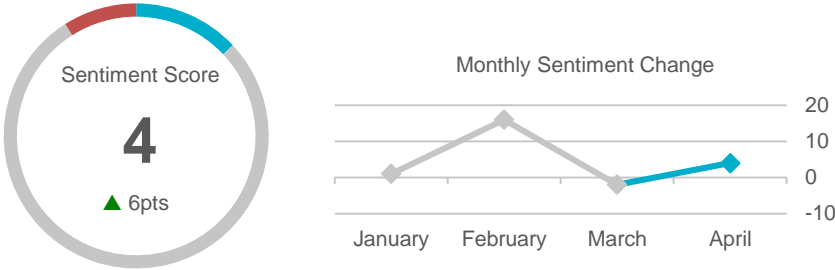
Key Origin Analysis

▲▶▼ = month-to-month change

By filtering down to conversation origin (location where the person engaged online) we are able to observe how people from specific origins feel about Melbourne from a crisis management perspective.

With international visitation to Melbourne extremely limited due to COVID-19, tracking the COVID-19 sentiment of Melbourne from the Australian market will be key.

How Australians are feeling about Melbourne



The domestic perception of Melbourne has increased positively after a decrease in March.

Conversation Volume

1,619 ▼ 41%

Emotion

FEAR

Topics Driving Positive Sentiment

- + Real Estate
- + Air Travel

Please note: the above perception data doesn't include every conversation analysed, it only includes those which have a location tag or can be tracked.



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