

Attachment 1 : Melbourne's Tourism Sentiment Tracker : April 2021



Introduction

The purpose of this tracking report is to provide a regular monthly snapshot of the tourism 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 as a destination.

Conversations are analysed from a tourism perspective to look specifically at how people feel about Melbourne through emotion, sentiment and volume, and are further categorised through eight tourism categories and 41 individual sub-categories (labelled as tourism 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: Tourism Sentiment Index, TSI LIVE, Destination Think!. Data current as of 11 May 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 has reached its highest monthly sentiment score since 2019.**

With further sentiment growth this month, Melbourne's overall monthly sentiment score is at its highest point.

- ✓ **Melbourne's sentiment performance leads the comparative cities.**

Melbourne's sentiment performance this month leads the comparative city set, jointly with Sydney. The key destinations include Sydney, Vancouver, Auckland, Singapore and San Francisco.

- ✓ **Dining, Entertainment, Attractions and Tours continue to be Melbourne's best performers.**

Sentiment across the dining, entertainment, attractions and tour categories were all positive drivers this month, with tours performing well above the global average.

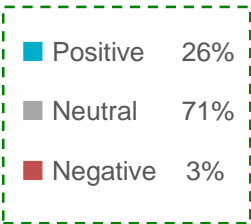
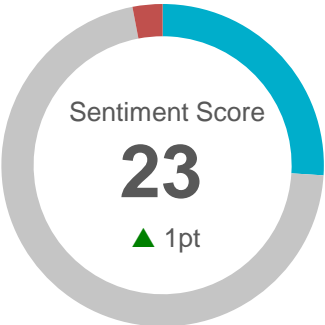
- ✓ **The domestic perception of Melbourne remains positive.**

Australians' perception of Melbourne as a tourism destination continues to be positive.

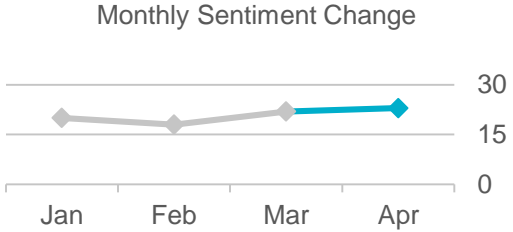
Melbourne's Performance : April 2021

Key Findings

▲▶▼ = month-to-month change

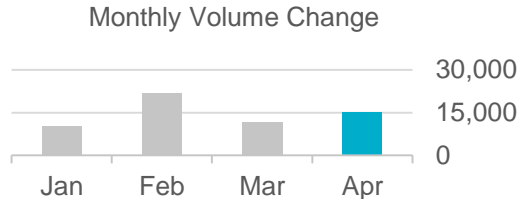
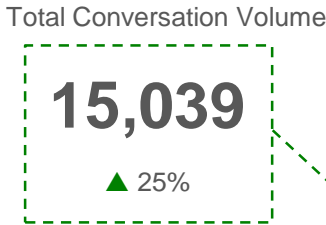


Sentiment



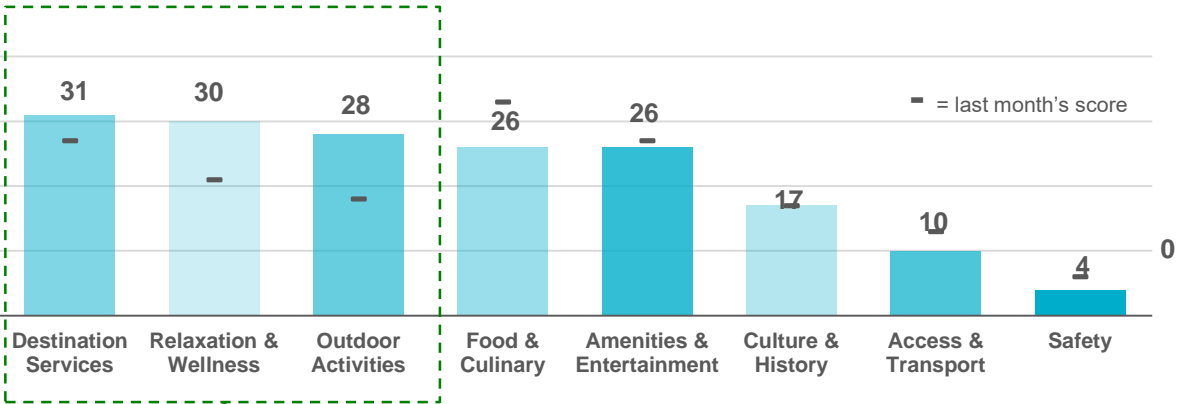
Breakdown of conversation-type for all conversations analysed this month. This breakdown is used to calculate the overall sentiment score.

Conversation Volume



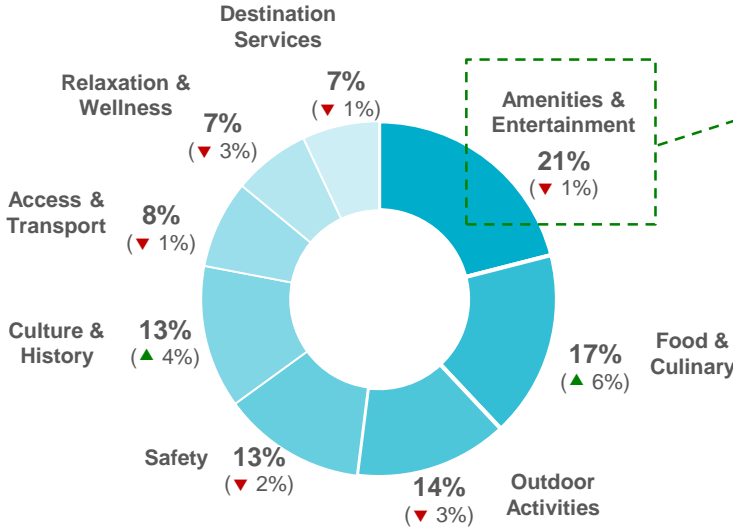
Total number of conversations analysed this month, and the change from the previous month.

Tourism Categories (Sentiment)



Melbourne's top three tourism categories based on overall sentiment, driven by accommodation, tours shopping, nature photography and beaches.

Tourism Categories (Volume)



Category with the greatest conversation volume, driven particularly by festival and event conversations.

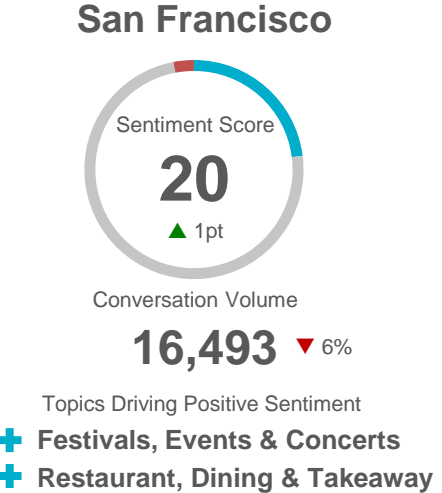
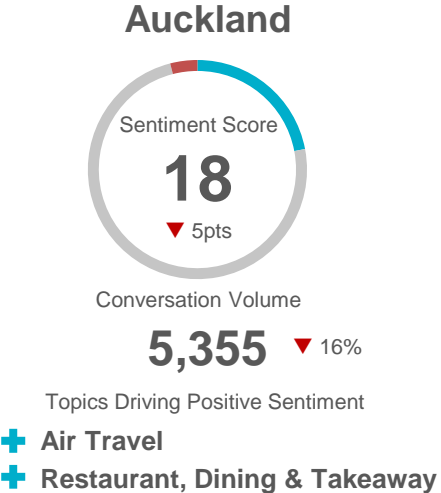
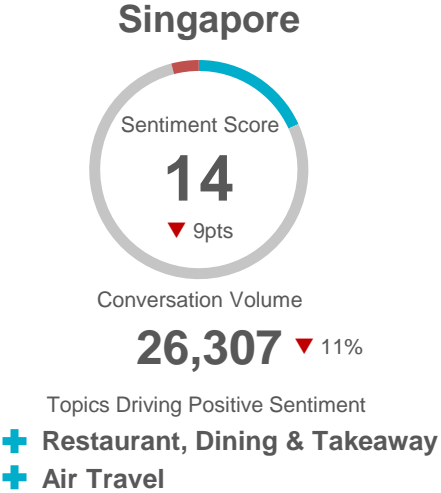
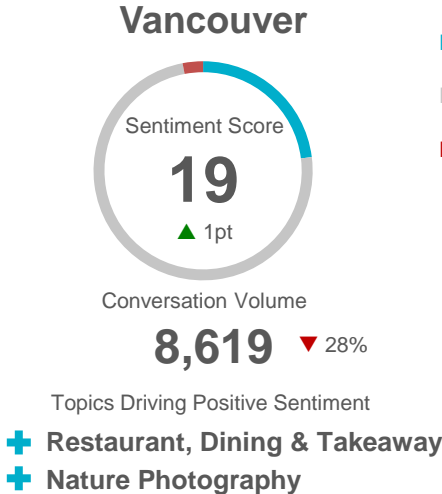
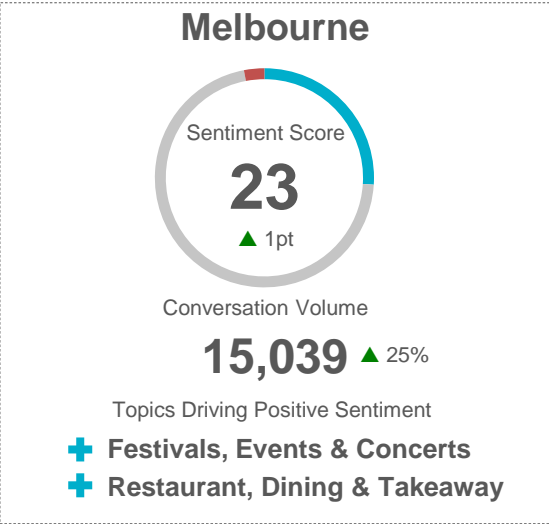
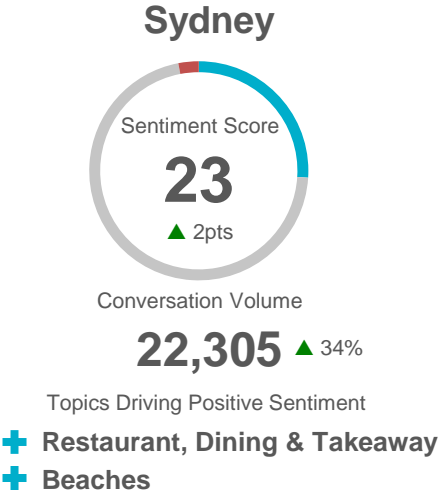
Melbourne's Performance : April 2021

Comparative City Analysis

▲▶▼ = month-to-month change

Melbourne and Sydney were the joint top sentiment performers this month, with both also seeing growth in conversation volume.

Dining, festival and event experiences appear to be key drivers across the comparative cities.



■ = positive conversations
■ = neutral conversations
■ = negative conversations

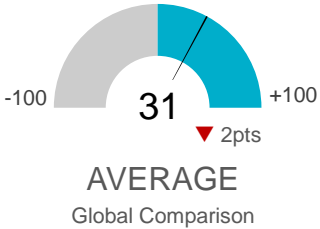
Melbourne's Performance : April 2021

Key Tourism Assets

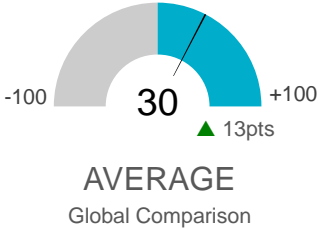
▲▶▼ = month-to-month change

Melbourne's key tourism 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).

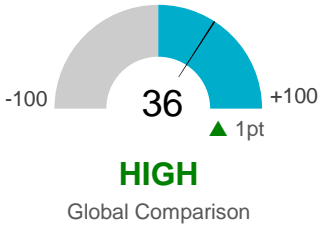
Festivals, Events & Concerts



Attractions



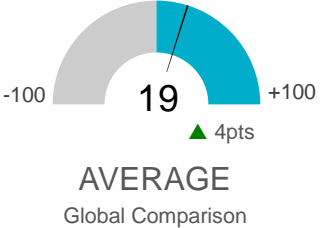
Tours



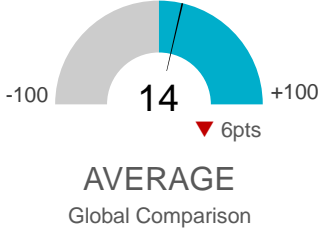
Attractions had notable growth this month endorsing its position as a key driver of positive conversations for Melbourne.

Tours continue to maintain high sentiment keeping it as Melbourne's best performing key tourism asset with a score well above the global average.

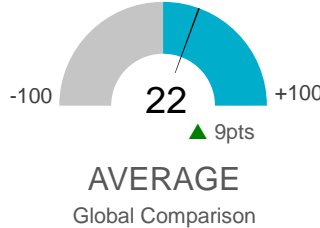
Accommodation



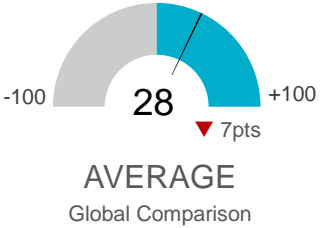
Museum & Galleries



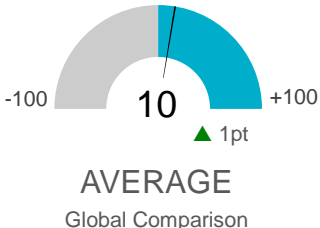
Shopping



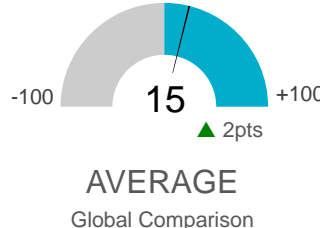
Restaurant, Dining & Takeaway



Air Travel



Spectator Sports



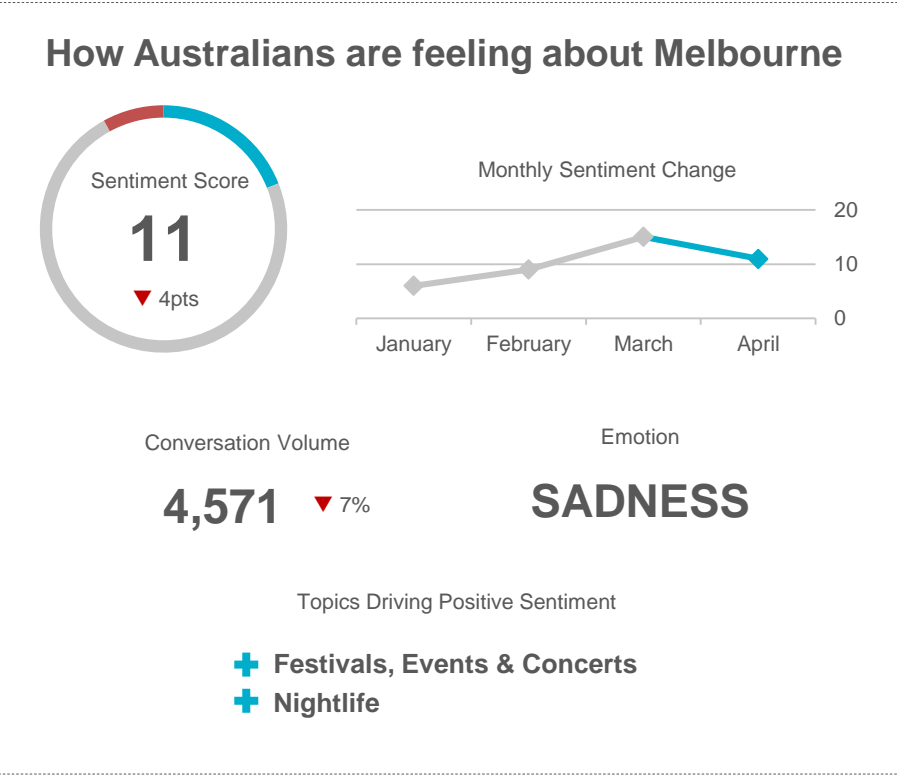
Key Origin Analysis

▲▶▼ = month-to-month change

By filtering down to conversation user origin (where the user is from based on their digital presence) we are able to observe how people from specific origins feel about Melbourne overall as a destination.

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

Although the domestic perception of Melbourne decreased slightly this month, it remains positive with the entertainment sector driving positive conversations.



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.



CITY OF MELBOURNE

MELBOURNE.VIC.GOV.AU

© City of Melbourne