

# Melbourne's Tourism Sentiment Tracker : November 2020



CITY OF MELBOURNE

## Introduction

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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 14 December 2020.

## Executive Summary

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☑ **Melbourne's sentiment score has increased to its highest point this year.**

Melbourne has continued to perform strongly this month with its sentiment score increasing by 3 points, taking it to its highest overall monthly score this year.

☑ **Melbourne's sentiment score is the highest among the comparative cities.**

Melbourne's performance this month is leading the group in terms of overall sentiment, which highlights Melbourne's strength as a key global destination. The comparative group is Sydney, Vancouver, Auckland, Singapore and San Francisco).

☑ **Melbourne's key strengths continue to be Restaurant & Dining, and Tours, with Attractions also performing well this month.**

The sentiment across the Restaurant & Dining and Tours categories continue to perform well and highlights how important these industries are to Melbourne as a tourism destination. Additionally, Attractions saw strong growth this month leading it to one of the top performing key tourism assets for Melbourne.

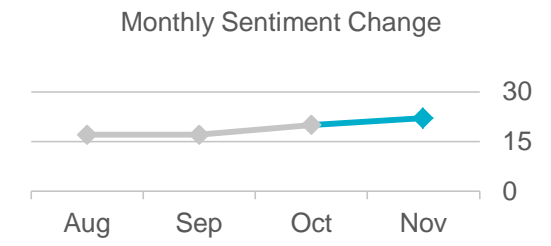
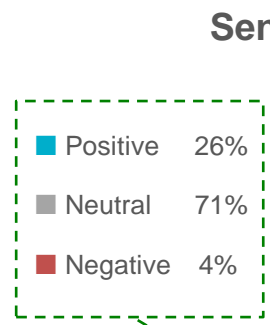
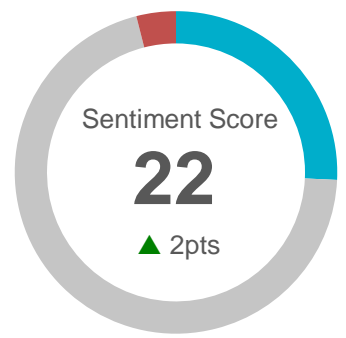
☑ **The domestic perception of Melbourne is growing.**

Australian's and Victorian's perception of Melbourne as a tourism destination is growing, with sentiment increasing from both origins.

# Melbourne's Performance : November 2020

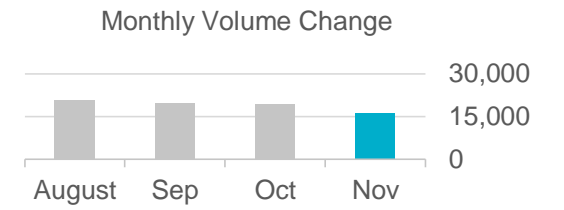
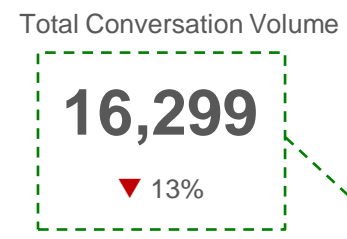
## Key Findings

▲▶▼ = month-to-month change

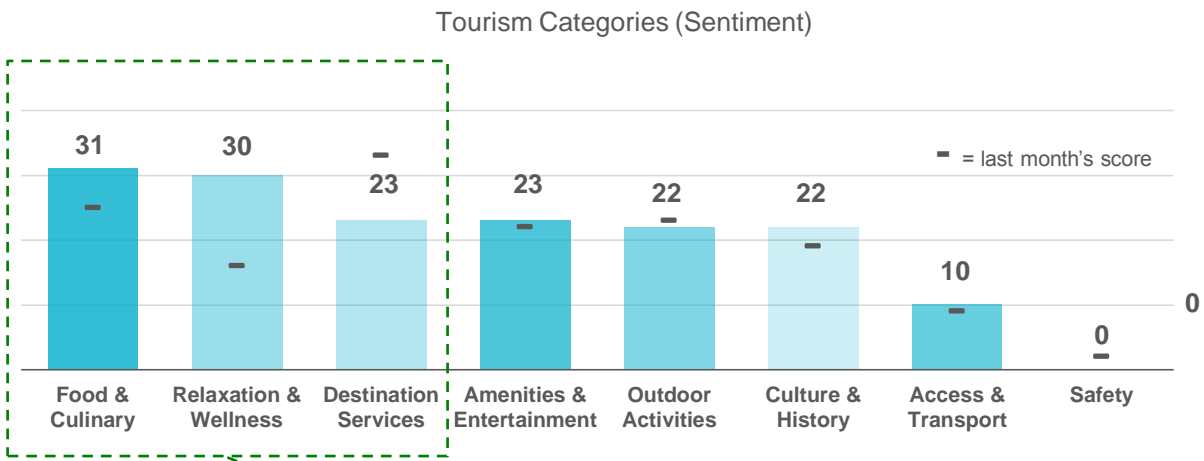


Breakdown of conversation-type for all conversations analysed this month. This breakdown is used to calculate the overall sentiment score.

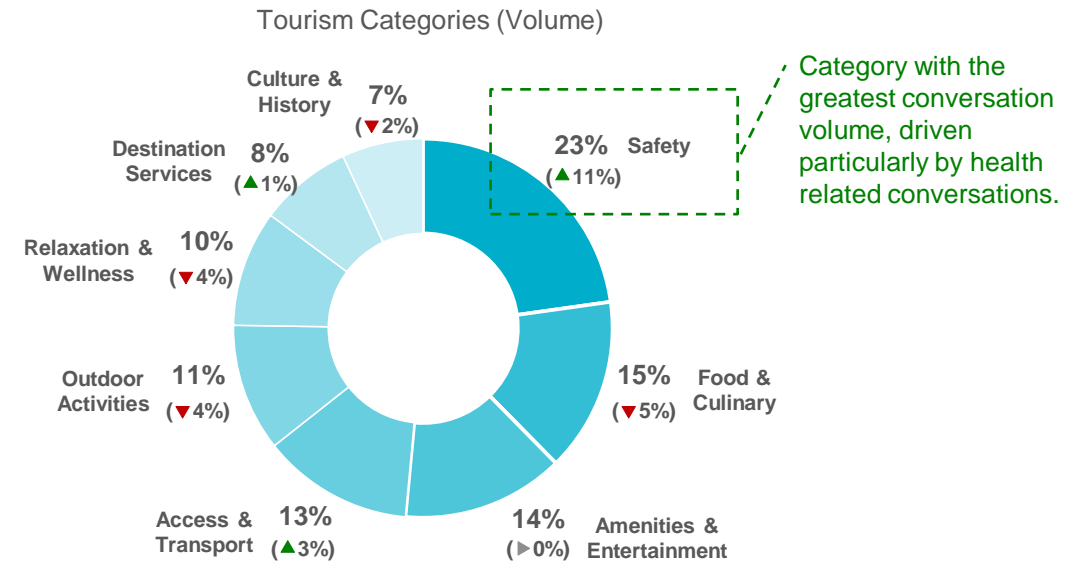
## Conversation Volume



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



Melbourne's top 3 tourism categories based on overall sentiment, driven by dining, pubs, tours and beaches.



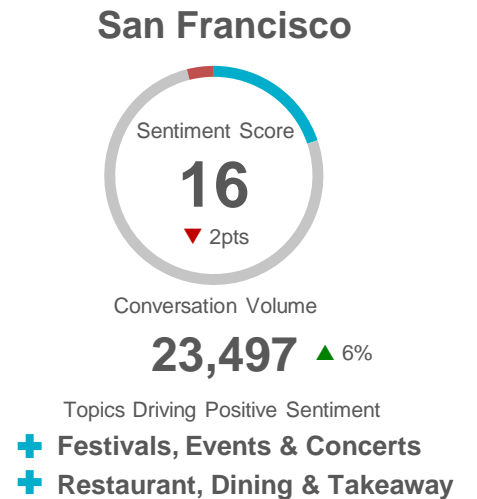
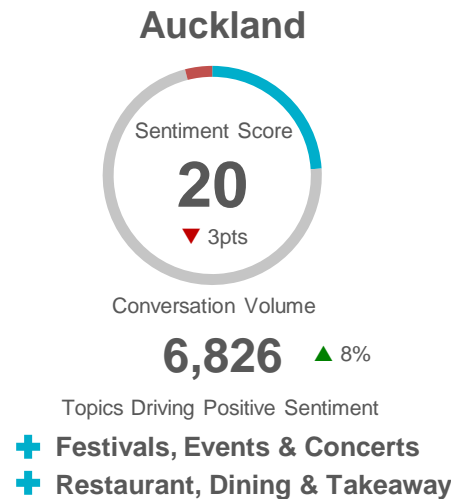
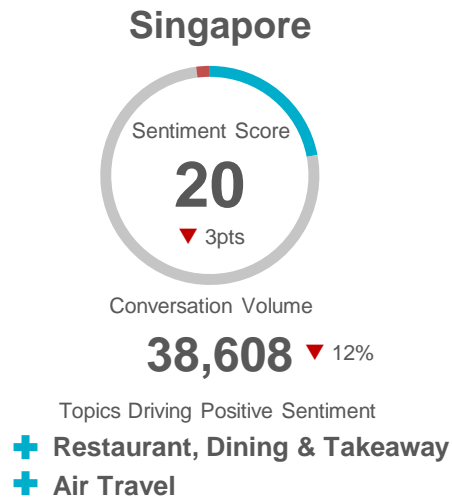
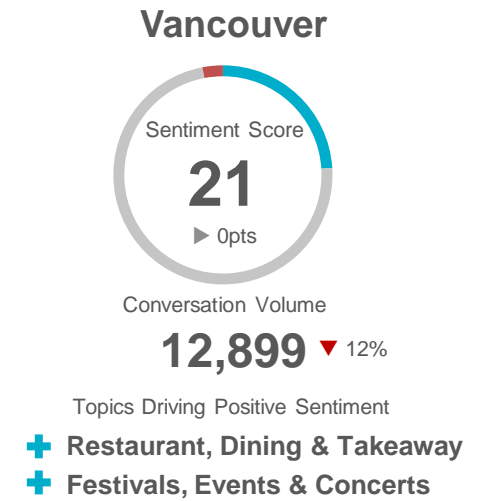
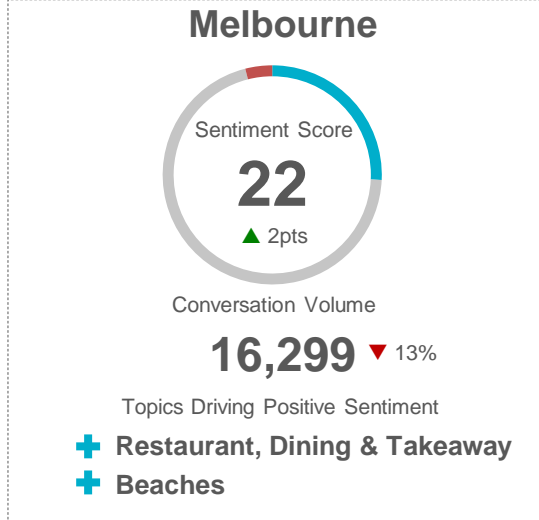
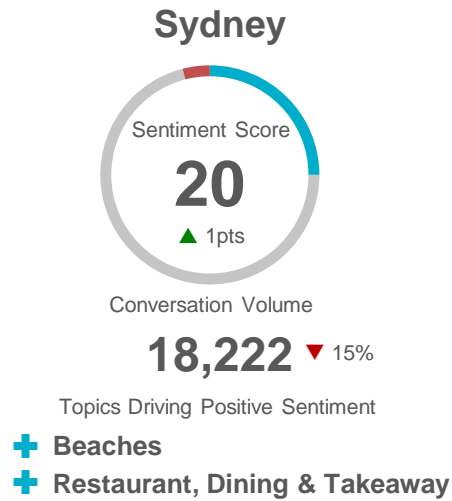
Category with the greatest conversation volume, driven particularly by health related conversations.

## Comparative City Analysis

▲▶▼ = month-to-month change

Restaurant, Dining & Takeaway appear to be a common theme driving positive sentiment across the comparative cities.

Melbourne's performance this month was the best among these cities and recorded the greatest percentage of positive conversations.



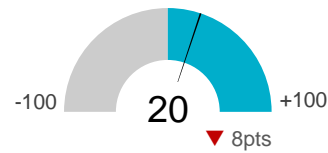
# Melbourne's Performance : November 2020

## Key Tourism Assets

▲▶▼ = month-to-month change

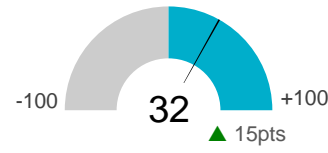
Melbourne's key tourism assets are recorded to show the overall sentiment score, the change since last month and where they sit on the global comparative scale (high, average or low).

### Festivals, Events & Concerts



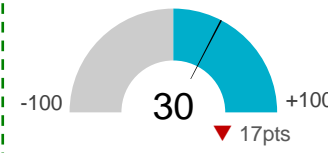
AVERAGE  
Global Comparison

### Attractions



AVERAGE  
Global Comparison

### Tours

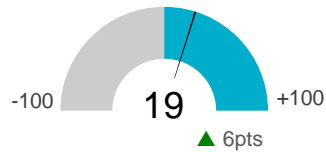


AVERAGE  
Global Comparison

Attractions saw significant growth since last month, pushing it into one of Melbourne's best performing tourism assets in November.

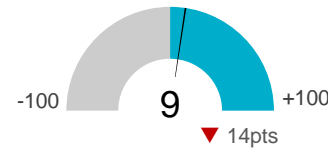
Despite the decrease in overall sentiment this month, Tours still maintains its strong position as one of Melbourne's highest performing tourism assets.

### Accommodation



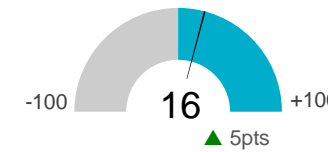
AVERAGE  
Global Comparison

### Museum & Galleries



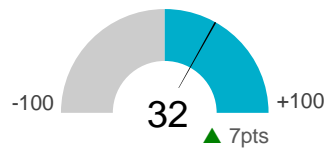
AVERAGE  
Global Comparison

### Shopping



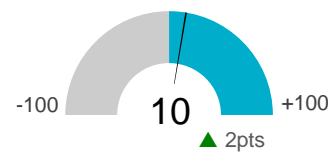
AVERAGE  
Global Comparison

### Restaurant, Dining & Takeaway



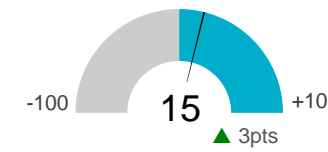
AVERAGE  
Global Comparison

### Air Travel



AVERAGE  
Global Comparison

### Cruises



AVERAGE  
Global Comparison

Continues to be one of Melbourne's strongest performers and had some valuable growth in November.

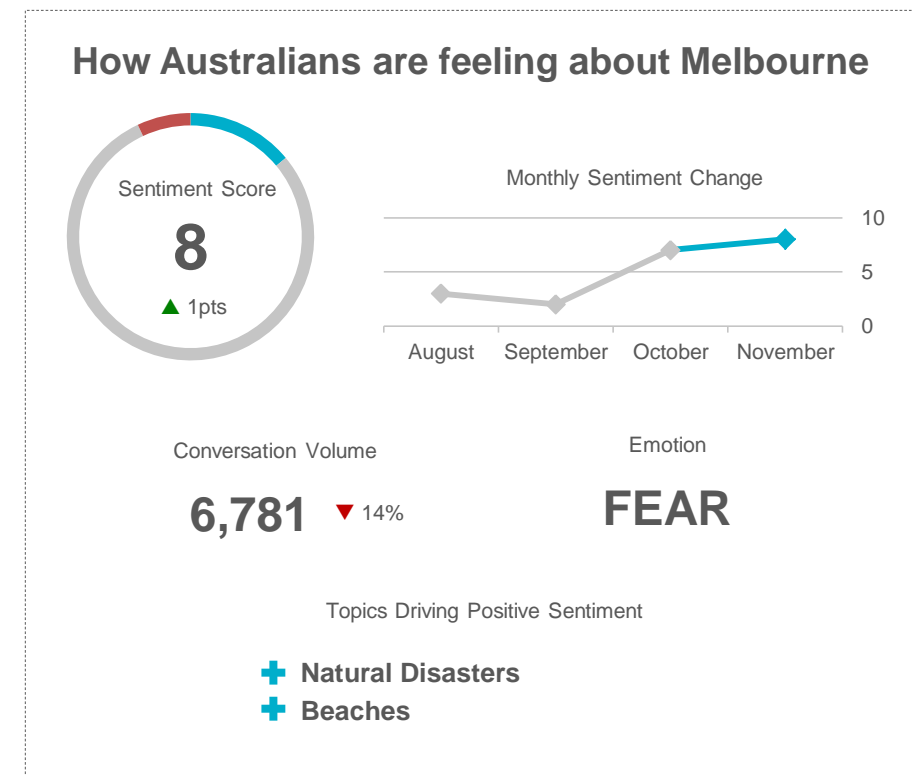
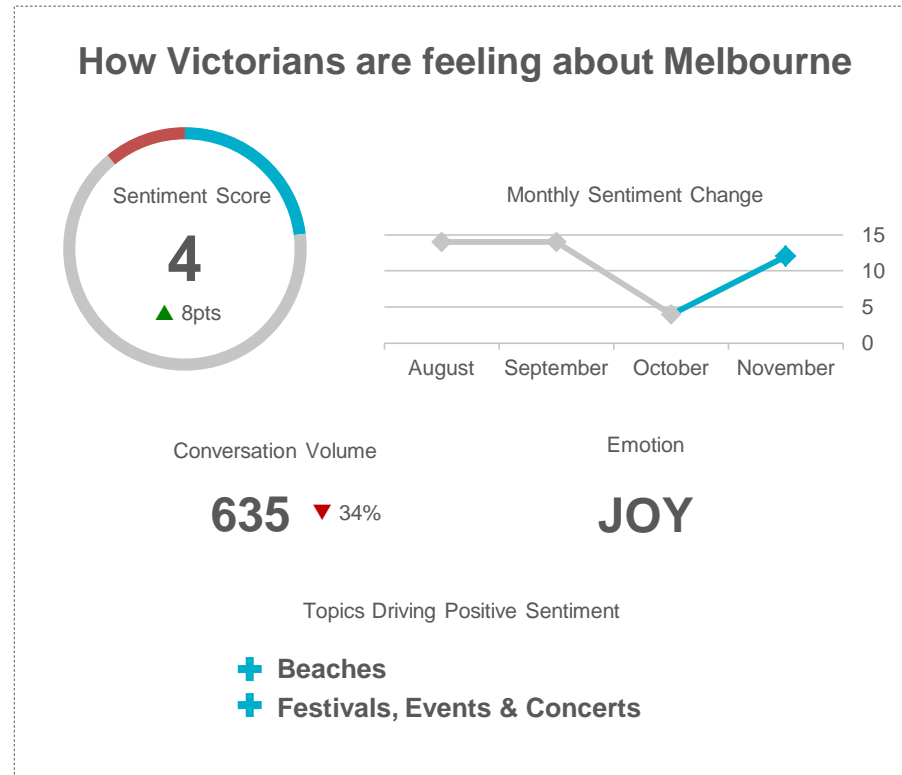
# Melbourne's Performance : November 2020

## 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 overall as a destination.

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



|| The perception of Melbourne domestically has improved recently, with Beaches appearing to be a key driver in positive conversations.



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