



TSI RANKINGS REPORT

COROMANDEL

Q1 2023



ABOUT THIS REPORT

Measure the complete brand behind your reputation with the Tourism Sentiment Index®.

Your organization exists to encourage people to visit. It is a vital force and a vital voice, but it is not alone. Operators, residents, visitors, media and associations are among the many who contribute to your complete brand and, ultimately, its success. Together, these are the voices that build your reputation.

Your organization has a special impact on the complete brand as it directly supports the tourism industry, plus it influences those who intersect and interact with tourism. Knowing the state of your destination's reputation – the results of your activities combined with all the others – is a new necessity for destination marketers.

Tracking reputation is how you measure your destination's success.

Tourism Sentiment Score® is how you measure your reputation.



USING THE QUARTERLY RANKINGS

This report is issued every quarter of the calendar year to:

Deliver the best headlines about your destination.

Track key changes in your destination's reputation, based on its Tourism Sentiment Score®.

Rank destinations around the world in overall performance and for each of the tourism assets monitored by Tourism Sentiment Index.

With this report, your organization can regularly:

Update the reputation KPI.

Share good news and positive developments about your destination with stakeholders and the wider community.

Track performance changes over time, including how specific industry sectors are contributing to success.

Understand how your destination compares to others in your area and around the world.

WHAT'S INSIDE

QUARTERLY HIGHLIGHTS

- Headlines
- Benchmarks
- Drivers

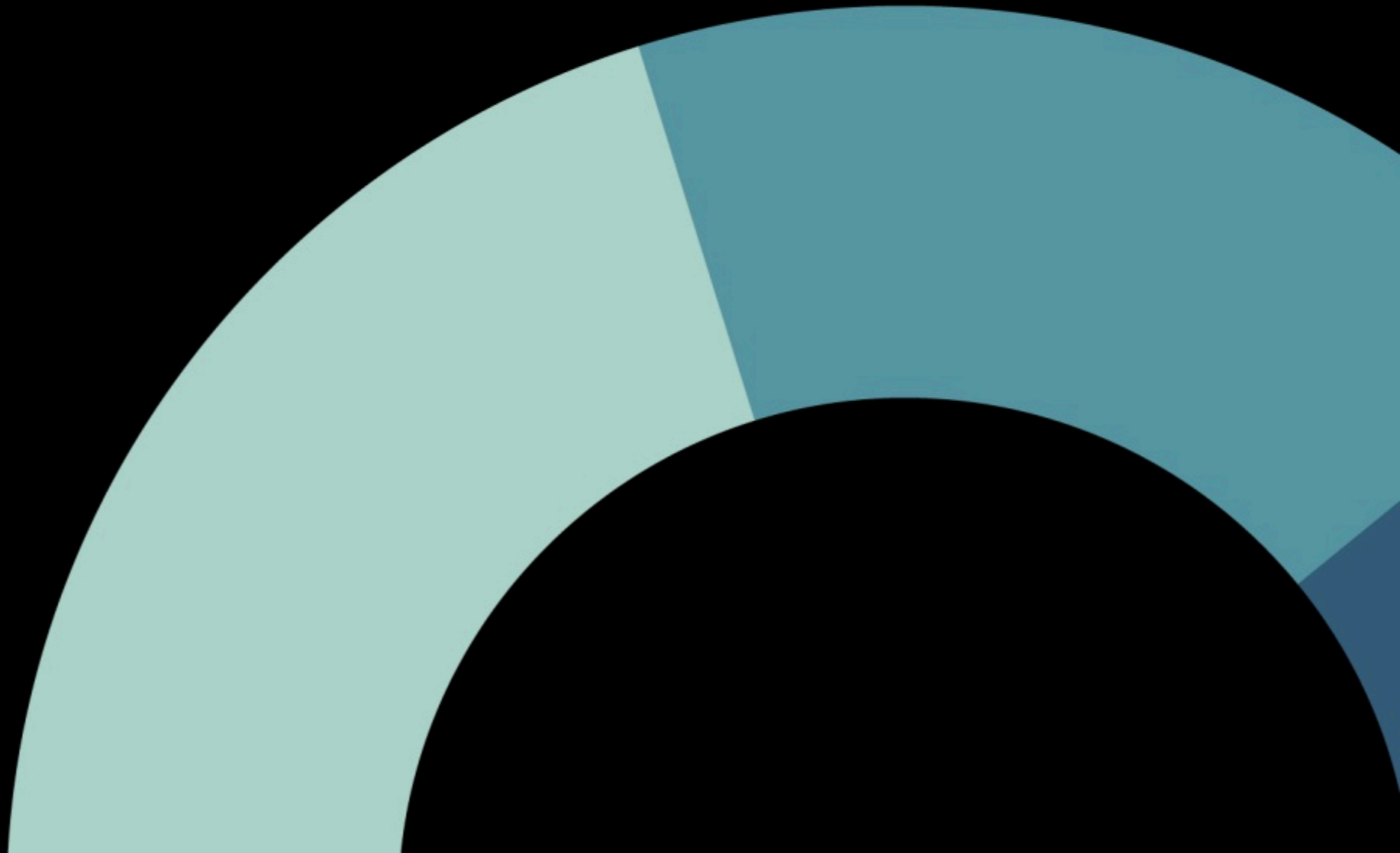
DESTINATION ANALYSIS

- Trends
- Comparisons
- Drivers in detail
- Summary of assets

GLOBAL RANKINGS

- By overall performance
- By tourism asset

COROMANDEL
**QUARTERLY
RANKINGS**



COROMANDEL HEADLINES FOR Q1 2023

These are the performance highlights for your destination. Share these with stakeholders and your wider community.

Coromandel had a Tourism Sentiment Score® of 7.2

This places Coromandel amongst the top destinations in New Zealand with a national rank of #18.

The top contributors to Coromandel's overall performance were: Beaches (51%), Restaurants & Dining (29%), and Fishing (15%).

Cyclone Gabrielle had a significant impact on the tourism sentiment score for Coromandel this quarter and the primary reason for significantly below average scores. The timeline on Page 9 will be a good indicator of when the tourism conversations begins to return to normal seasonal levels.

UNDERSTANDING THE TOURISM SENTIMENT SCORE®

The best way to power your destination's success is to foster a reliable, positive reputation.

The best way to track your destination's success is to measure its reputation through the Tourism Sentiment Score®

Your destination's Tourism Sentiment Score® is calculated by analyzing millions of pieces of online content that have been categorized into as many as 50 tourism assets. This captures the many voices of your complete brand and expresses through a score whether their impact is positive or negative.

COROMANDEL BENCHMARKS

The Tourism Sentiment Score® at global, national or other levels provides benchmarks that your destination should aim to meet or exceed. When it does, your reputation is strong, and your destination is on the road to success. Track and report performance benchmarks throughout the year.

	MEET OR EXCEED THESE BENCHMARKS	YOUR DESTINATION'S SCORE	SUCCESS?
GLOBAL	21.0	7.2	—
NATIONAL	23.6	7.2	—
WAIKATO	25.8	7.2	—

WHAT BENCHMARKS REVEAL

Coromandel's Tourism Sentiment Score® of 7.2 in Q1 fell below the global, national and Waikato level benchmarks.

COROMANDEL DRIVERS

The tourism assets named here appeared most often in the data analyzed to calculate your destination's Tourism Sentiment Score®. They are driving your overall performance and have the most impact on the destination's complete brand. Are they already important parts of your tourism offering? Is their appearance here something to publicize? Are they part of your promotions? If not, should they be? There could be opportunities to enhance the performance of the complete brand by focusing on these.

OVERALL PERFORMANCE



#1
LOVED ASSET

Beaches



#2
LOVED ASSET

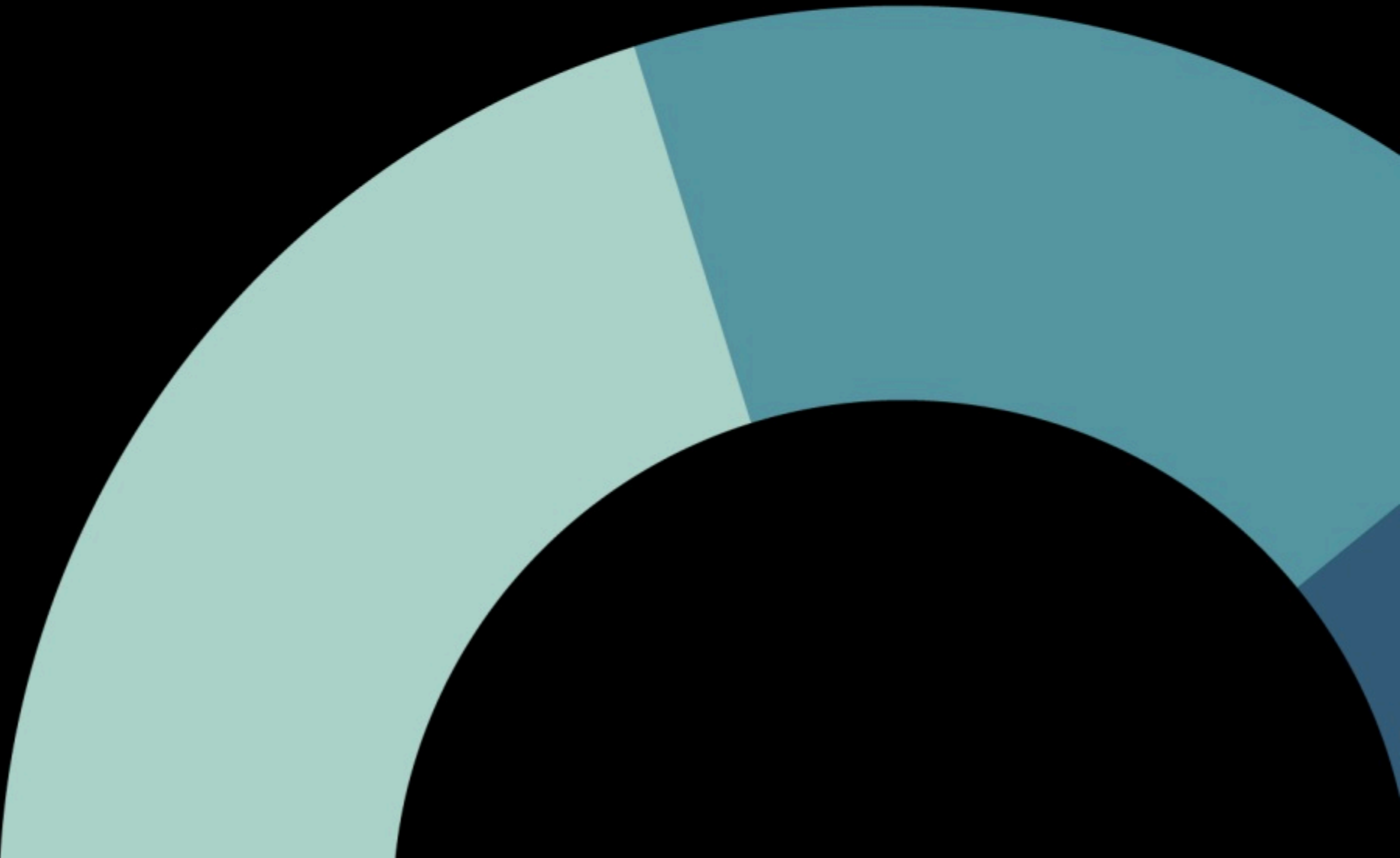
Restaurants & Dining



#3
LOVED ASSET

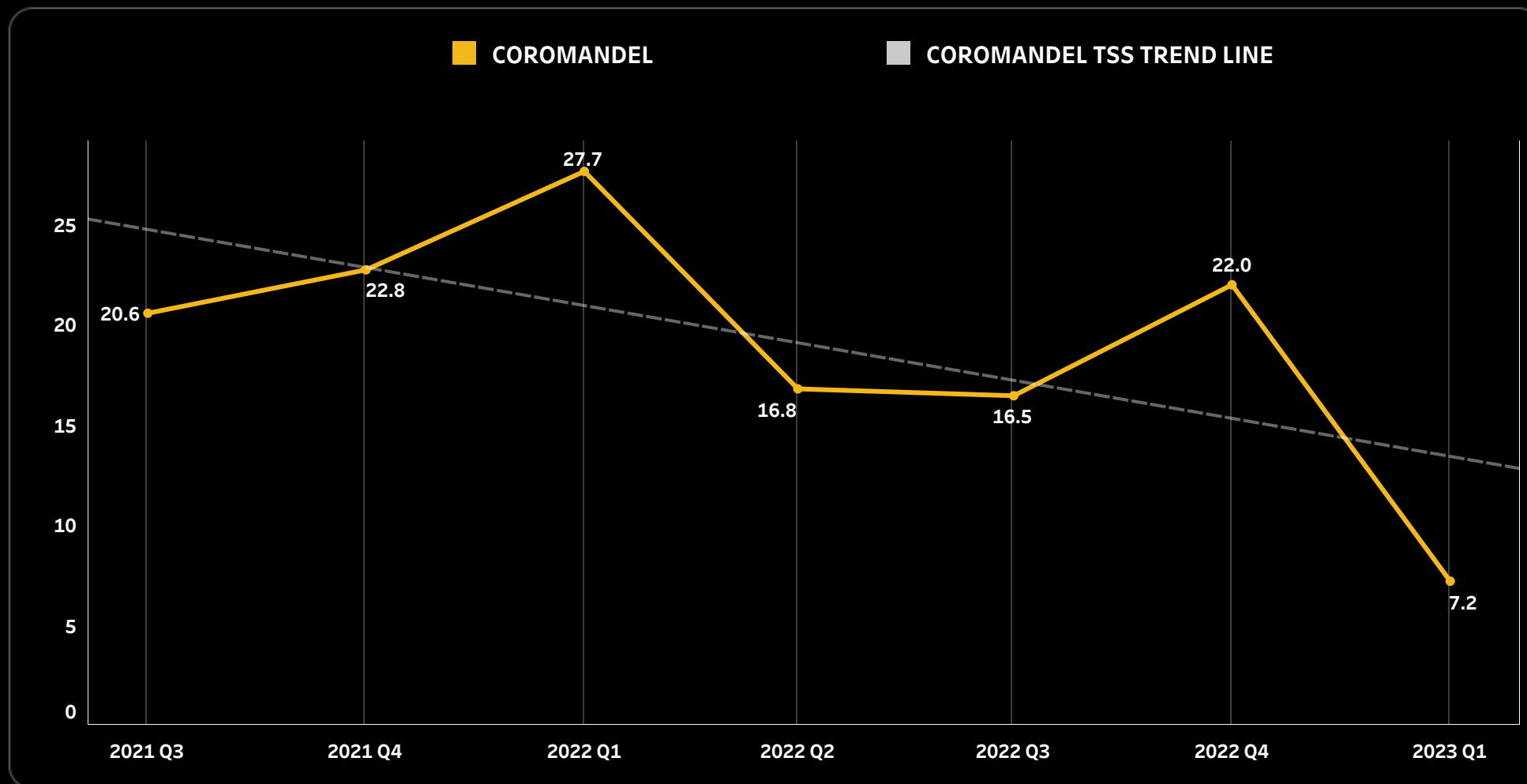
Fishing

COROMANDEL
**DESTINATION
ANALYSIS**



COROMANDEL TRENDS

Following how your Tourism Sentiment Score® climbs over quarters, or goes through cycles rising and falling, identifies time periods that you can investigate to learn what was working well or what to improve. It could reveal the influence of new tourism experiences, campaigns coming and going, happy crowds during festival season and so on. The global average is included as a comparison and reflection of how the tourism industry is faring internationally. Think about elements that may be pushing your score throughout the year to plan how to improve your complete brand.



PERFORMANCE ANALYSIS

Coromandel saw a decrease of -74% over the same time period last year. This is behind of the global average of 6%.

Coromandel saw a decrease of -67% over last quarter. This is behind of the global average of 3%.

COROMANDEL COMPARISONS

Looking at five similar destinations, you can see how your destination ranks and understand how to think about your destination's performance. How much higher or lower is your Tourism Sentiment Score®? Consider researching what was happening in the other destinations that may have contributed to their scores, especially the tourism assets that were contributing most to their complete brands.

RANK	DESTINATION	TOURISM SENTIMENT SCORE®	TOP TOURISM ASSET
51	Mount Maunganui	29	Surfing
65	Taupo District	28	Attractions
158	Nelson	23	Beaches
251	Lake Wanaka	20	Nature Photography
415	Manawatu Region	14	Hiking & Rock Climbing
465	Coromandel	7	Beaches

COROMANDEL DRIVERS IN DETAIL

Taking a closer look at the tourism assets having the most impact on your complete brand, you can learn about their popularity based on how much of the analyzed data they represent, and how each one's performance is developing. You may also see one of them noted as particularly strong and worth greater consideration and attention in your own activities, including PR.



Beaches

This asset represents **51%** of Coromandel's Tourism Sentiment Score®.

TSS compared to last quarter: **-15%**

TSS compared to same quarter last year: **-32%**

NOTABLE

Beaches in Coromandel ranked amongst the top destinations in New Zealand with a national rank of #3 this quarter.



Restaurants & Dining

This asset represents **29%** of Coromandel's Tourism Sentiment Score®.

TSS compared to last quarter: **+100%**

TSS compared to same quarter last year: **+17%**

NOTABLE

Restaurants & Dining in Coromandel ranked amongst the top 10% of destinations in the world this quarter.



Fishing

This asset represents **15%** of Coromandel's Tourism Sentiment Score®.

TSS compared to last quarter: **+100%**

TSS compared to same quarter last year: **+100%**

NOTABLE

Fishing in Coromandel ranked amongst the top 10% of destinations in the world this quarter.

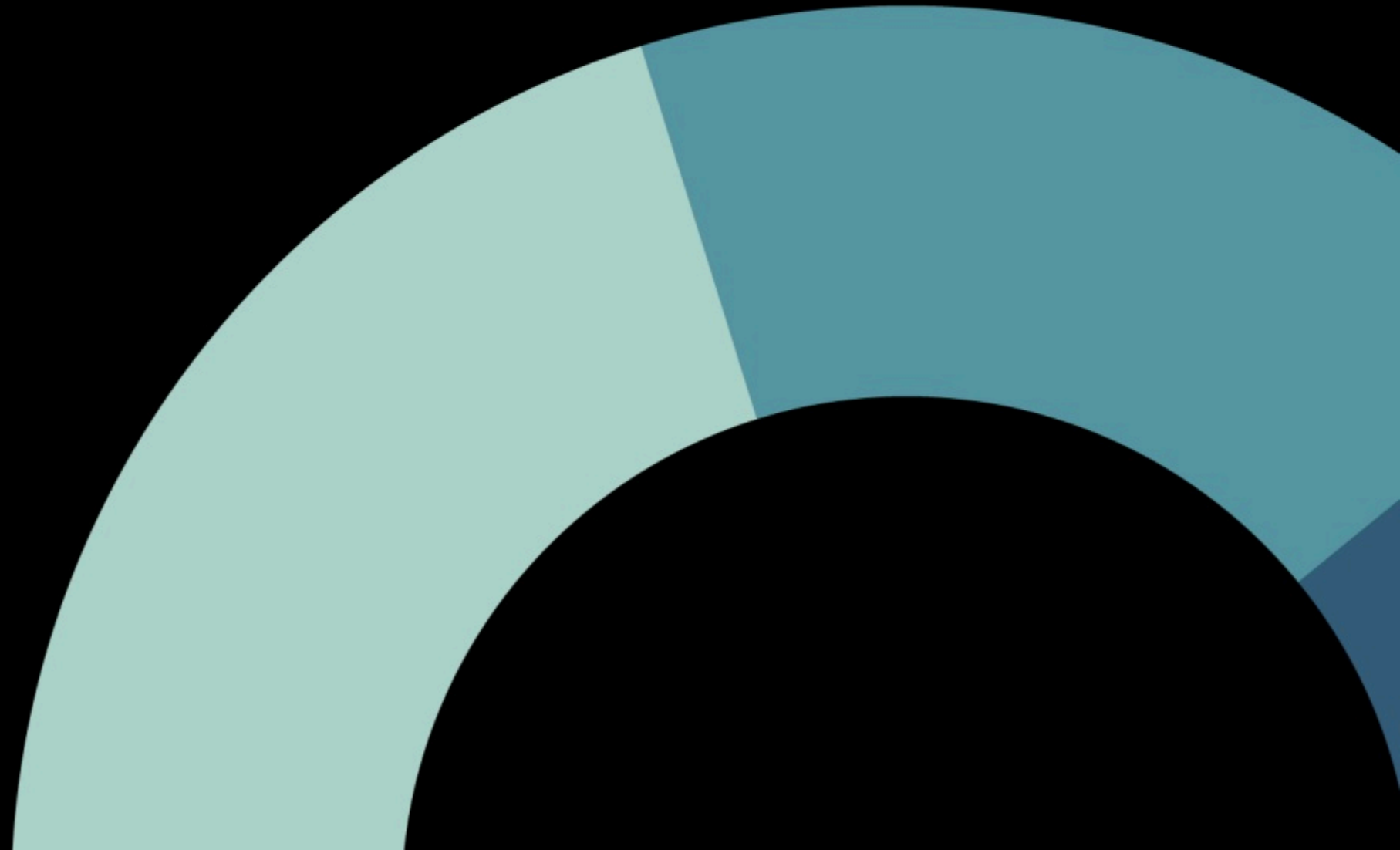
COROMANDEL SUMMARY OF TOURISM ASSETS

You have seen the top tourism assets, now see the rest. These are performance details about all tourism assets representing 1% or more of the data analyzed about your destination. Any asset outperforming a global or national score is an opportunity to enhance your complete brand through further development and promotion.

ASSET	CONTRIBUTION TO TSS	TOURISM SENTIMENT SCORE®	GLOBAL PERCENTILE	NATIONAL PERCENTILE
Beaches	51%	20	30th	30th
Restaurants & Dining	29%	82	90th	90th
Fishing	15%	95	90th	95th
Surfing	2%	24	90th	45th

Q1 2023

GLOBAL RANKINGS



GLOBAL RANKINGS *OVERALL*

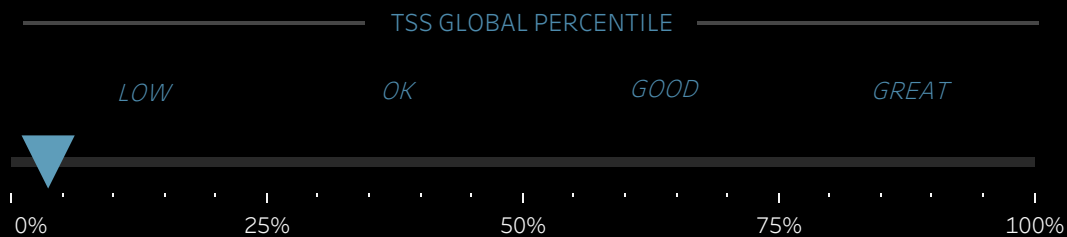
PERFORMANCE

Each January, we release the annual list of 100 most loved destinations around the world, they are the *Leading Places*. Applying the same methodology, we provide these global rankings to your organization in each report. They are the top destinations that have earned the highest Tourism Sentiment Score® this quarter.

COROMANDEL, WAIKATO

TOURISM
SENTIMENT SCORE®

7



COROMANDEL Q1 2023

TOP GLOBAL DESTINATIONS

RANK	DESTINATION	TOURISM SENTIMENT SCORE®	RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Cayman Islands	47	26	Bali	32
2	Maldives	45	27	Tulum	32
3	Seychelles	44	28	Saint Lucia	32
4	Turks and Caicos Islands	42	29	Barossa	32
5	Mornington Peninsula	40	30	Great Ocean Road	32
6	Esperance	39	31	Cariboo Chilcotin Coast	32
7	Tauranga	39	32	Barbados	31
8	Lombok	39	33	Hunter Valley	31
9	Whitsundays	38	34	Scenic Rim	31
10	Chamonix	38	35	Aruba	31
11	Cape Karoo	37	36	Pisa	30
12	Marbella	37	37	Parksville Qualicum Bea..	30
13	Marrakesh	36	38	Ibiza	30
14	Cairns	36	39	New Plymouth	30
15	Punta Cana	35	40	Sunshine Coast	30
16	Mauritius	35	41	Savannah	30
17	Amalfi Coast	34	42	French Polynesia	30
18	Bath	34	43	Los Cabos	29
19	Port Douglas & Daintree	34	44	Bahamas	29
20	Paso Robles	33	45	Jamaica	29
21	Key West	33	46	San Antonio	29
22	Shoalhaven	33	47	Noosa	29
23	County Durham	33	48	Austin	29
24	Gili Islands	32	49	Joshua Tree National P..	29
25	Tropical North Queensland	32	50	Fernie	29

GLOBAL RANKINGS *OVERALL*

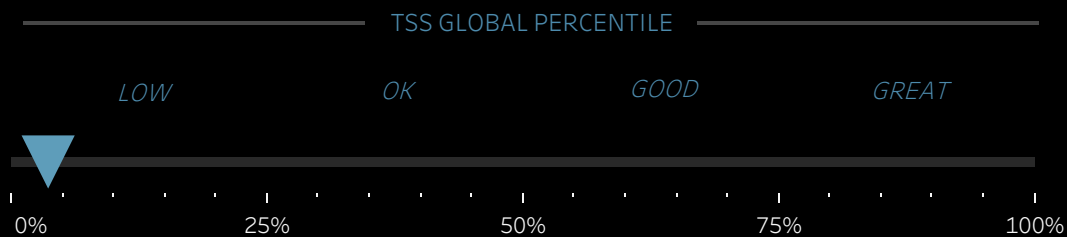
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COROMANDEL, WAIKATO

TOURISM
SENTIMENT SCORE®

7



COROMANDEL Q1 2023

TOP GLOBAL DESTINATIONS

RANK	DESTINATION	TOURISM SENTIMENT SCORE®	RANK	DESTINATION	TOURISM SENTIMENT SCORE®
51	Mount Maunganui	29	76	Dubai	27
52	Cape Winelands	29	77	Gulf Shores & Orange B..	27
53	Adelaide	29	78	Pembrokeshire	27
54	Norfolk County	29	79	Vernon	27
55	Udaipur	28	80	Courchevel	26
56	Corpus Christi	28	81	Antigua and Barbuda	26
57	Scottsdale	28	82	Brisbane	26
58	Overberg	28	83	Garden Route and Klein ..	26
59	Durango	28	84	Edmonton	26
60	Weskus	28	85	Sharm El-Sheikh	26
61	Big Sky	28	86	Fredericton	26
62	Fiji	28	87	Puerto Vallarta	26
63	Dallas	28	88	Cook Islands	26
64	Santa Barbara	28	89	South Coast	26
65	Taupo District	28	90	Central Coast	26
66	Hervey Bay	28	91	Melbourne	26
67	Coffs Coast	28	92	Iron County	26
68	Cape Town	27	93	Oceanside	25
69	Aspen	27	94	Sedona	25
70	West Hollywood	27	95	Bend	25
71	Zion National Park	27	96	Louisville	25
72	Byron Bay	27	97	Laredo	25
73	Asheville	27	98	Ocean City	25
74	Cancun	27	99	Bryce Canyon National ..	25
75	Niagara Falls	27	100	San Diego	25

GLOBAL RANKINGS

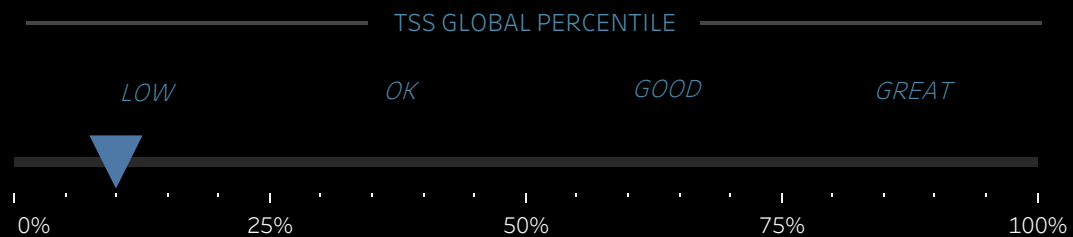
BY TOURISM ASSET

Applying the same methodology as we used to rank the top destinations for overall performance, we provide these global rankings for each of the tourism assets monitored by Tourism Sentiment Index. These destinations had the highest asset scores for this quarter.

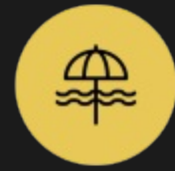
COROMANDEL, WAIKATO

TOURISM
SENTIMENT SCORE®

20



COROMANDEL Q1 2023



Beaches

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Napoli	59
2	Vanuatu	53
3	Key West	52
4	Maldives	52
5	Saint Lucia	51
6	Seychelles	51
7	Mauritius	50
8	Lombok	50
9	Fiji	46
10	Barbados	46
11	Barcelona	45
12	Jamaica	44
13	Bali	43
14	Esperance	42
15	Garden Route and Kle...	42
16	Great Ocean Road	42
17	Rio de Janeiro	41
18	Magnetic Island	41
19	Whitsundays	41
20	Perth	41

GLOBAL RANKINGS

BY TOURISM ASSET

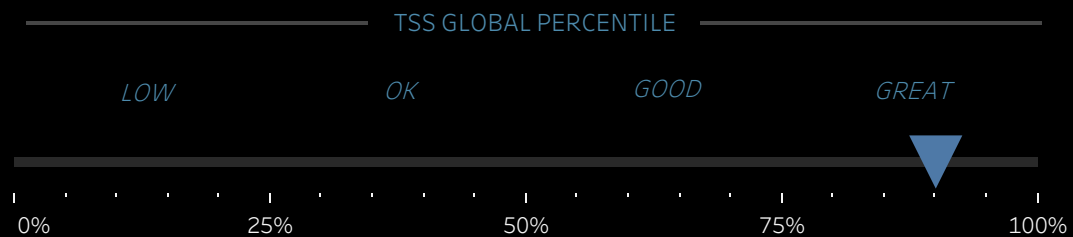
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**Note:* to qualify for the top destinations list, a destination must satisfy two criteria. #1) destinations must maintain the highest sentiment scores set by all destinations that quarter. #2) destinations must generate enough conversation volume within the category to be in the top 50% of destinations globally. If both criteria are met, then a destination qualifies for the top destination list. In this quarter, sentiment driven by your destination was amongst the top 10% in the world, however it fell below the volume threshold required to qualify for the global ranking.

COROMANDEL, WAIKATO

TOURISM
SENTIMENT SCORE®

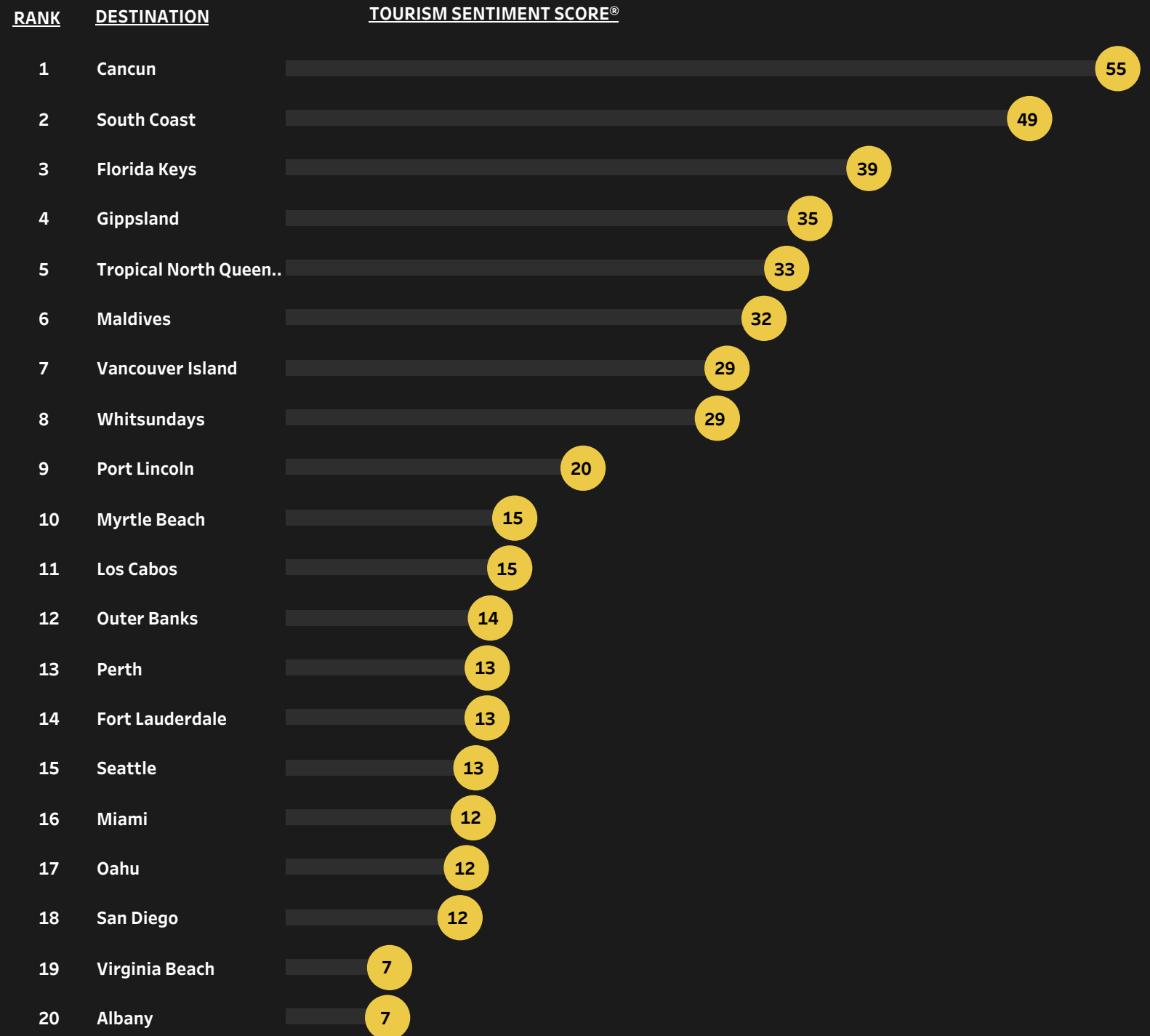
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COROMANDEL Q1 2023



Fishing



GLOBAL RANKINGS

BY TOURISM ASSET

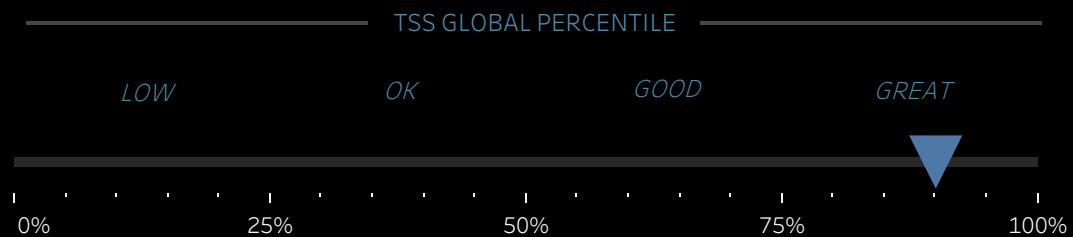
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COROMANDEL, WAIKATO

TOURISM
SENTIMENT SCORE®

82 *



COROMANDEL Q1 2023



Restaurants & Dining

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Pisa	53
2	Donostia \ San Sebas..	43
3	Guadalajara	43
4	Amalfi Coast	41
5	Lombok	41
6	Baton Rouge	40
7	Rio de Janeiro	39
8	Milano	38
9	Barcelona	36
10	Lima	36
11	Barbados	35
12	Niagara Falls	35
13	Austin	35
14	Marrakesh	34
15	Auckland	34
16	Paris	33
17	Montreal	33
18	Hanoi	33
19	Honolulu	32
20	Copenhagen	32

GLOBAL RANKINGS

BY TOURISM ASSET

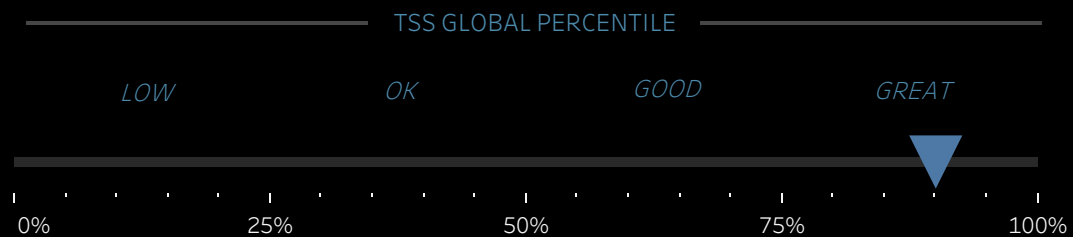
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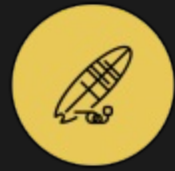
COROMANDEL, WAIKATO

TOURISM
SENTIMENT SCORE®

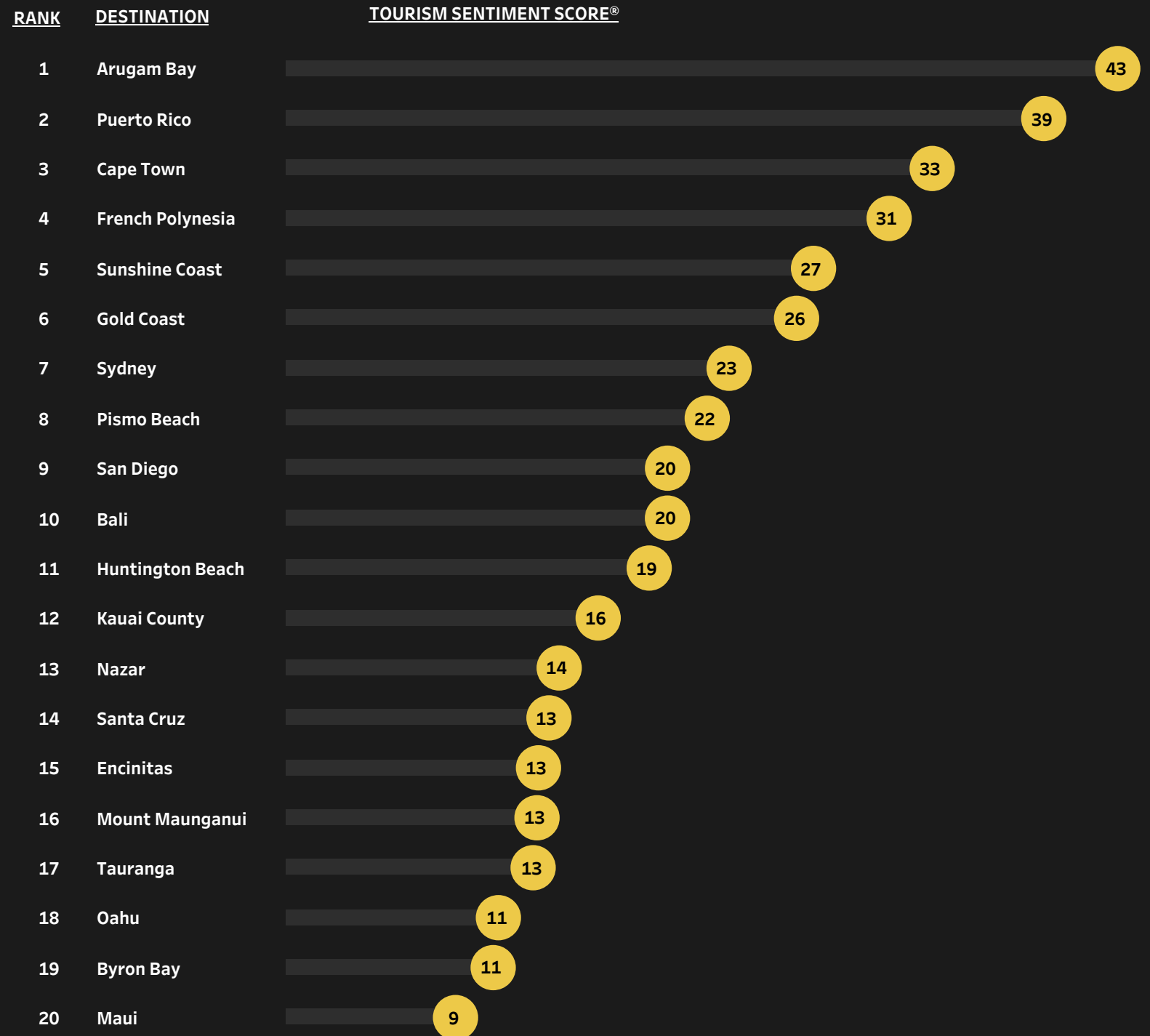
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COROMANDEL Q1 2023



Surfing





TSI RANKINGS REPORT

To review our FAQ, please visit sentiment-index.com/faq. If you have any questions about your report, please go to sentiment-index.com/support-ticket to submit your question via our support ticket form.

