



TSI RANKINGS REPORT

COROMANDEL

Q2 2022



ABOUT THIS REPORT

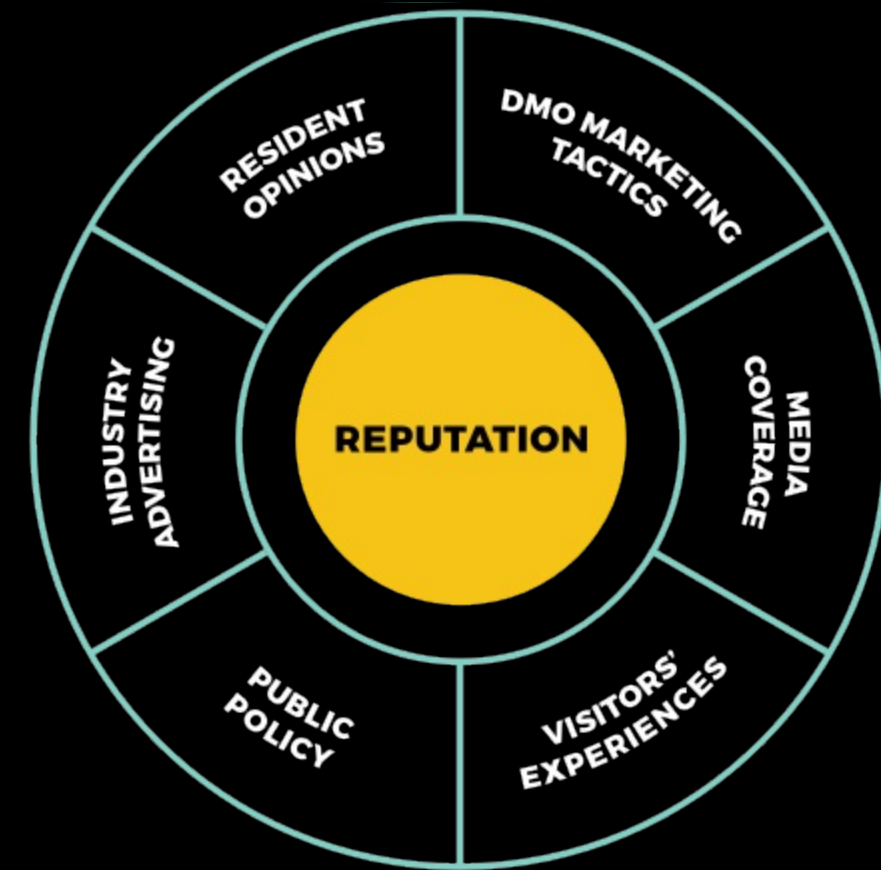
Measure the complete brand behind your reputation with the Tourism Sentiment Index®.

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

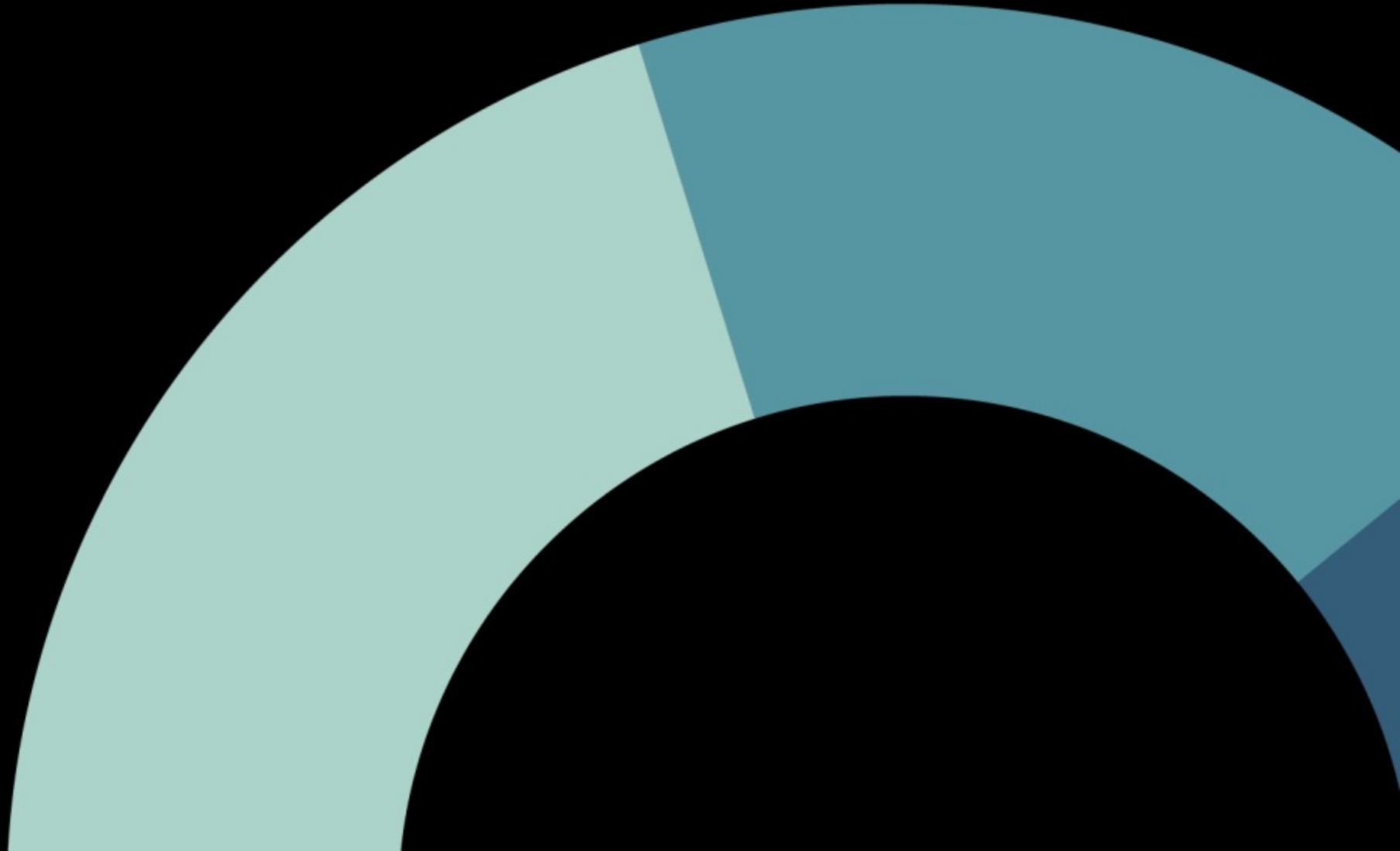
DESTINATION ANALYSIS

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

GLOBAL RANKINGS

- By overall performance
- By tourism asset

COROMANDEL
**QUARTERLY
RANKINGS**



COROMANDEL HEADLINES FOR Q2 2022

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

Coromandel had a Tourism Sentiment Score® of 16.8.

The top contributors to Coromandel's overall performance were: Beaches (56%), Attractions (22%), and Restaurants + Dining (3%).

Beaches in Coromandel generated 30% more positive sentiment than half of the destinations around the world, placing Coromandel in the top 30% in the world for this tourism asset.

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	20.1	16.8	—
NATIONAL	19.1	16.8	—
WAIKATO	18.9	16.8	—

WHAT BENCHMARKS REVEAL

Coromandel's Tourism Sentiment Score® of 17 in Q2 fell below the global, national and Waikato level benchmarks.

This places Coromandel amongst the top destinations across New Zealand with a national rank of #11.

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

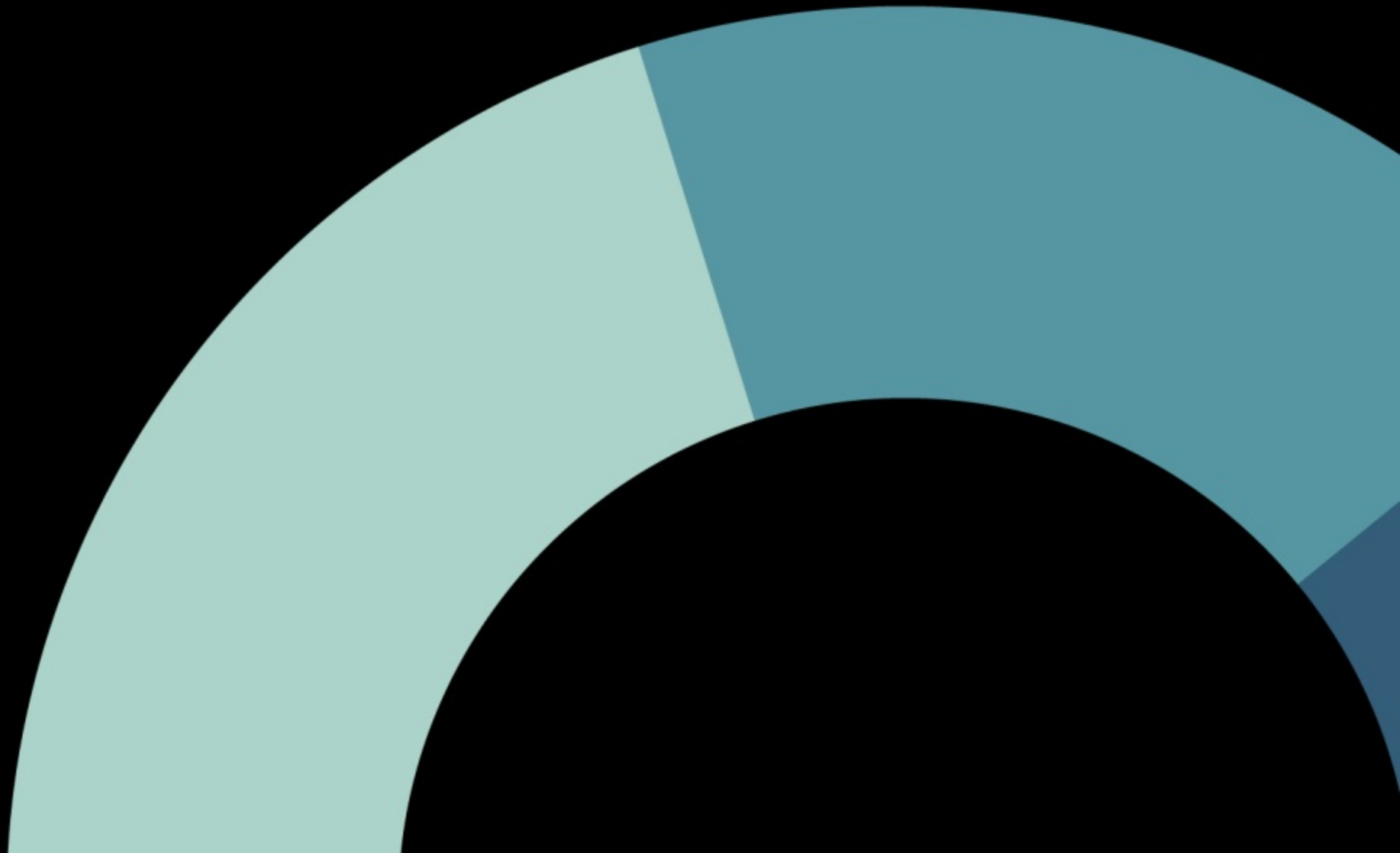
Attractions



#3
LOVED ASSET

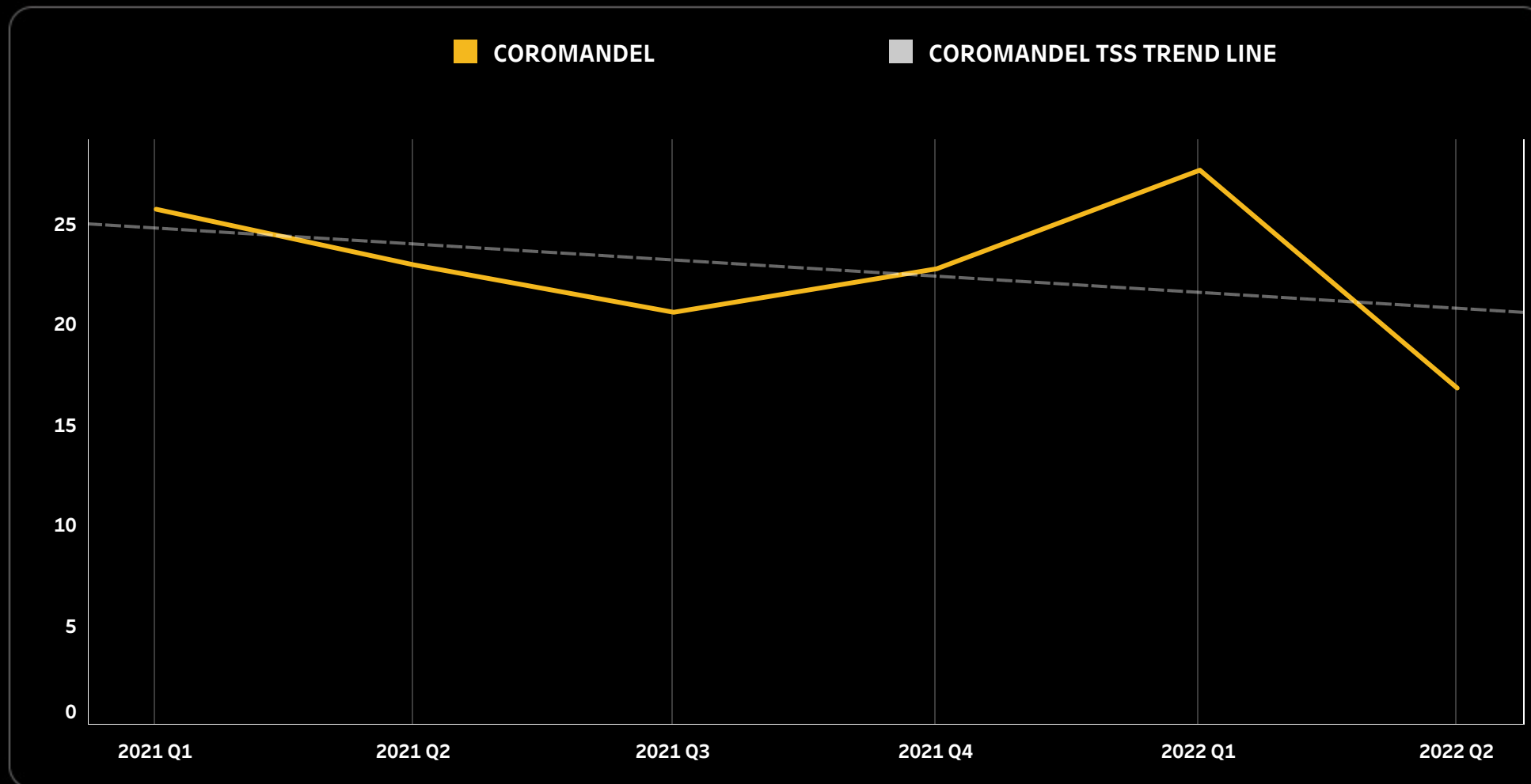
Restaurants + Dining

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

Over the past 18 months, Coromandel's performance has been decreasing at an average rate of -13.9%. This is behind of the Waikato average trend of -12.9%.

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
78	Lake Wanaka	25	Nature Photography
216	Taupo District	21	Attractions
291	Mount Maunganui	19	Beaches
299	Nelson	19	Air Travel
383	Coromandel	17	Beaches
472	Manawatu Region	11	Festival + Events + Concerts

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

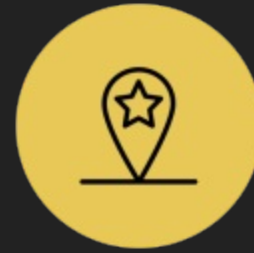
This asset represents **56%** of Coromandel's Tourism Sentiment Score®.

Performance compared to last quarter: **15.33%**

Performance compared to Q1 2021: **-3.12%**

NOTABLE

Beaches in Coromandel generated 30% more positive sentiment than half of the destinations around the world, placing Coromandel in the top 30% in the world for this tourism asset.



Attractions

This asset represents **22%** of Coromandel's Tourism Sentiment Score®.

Performance compared to last quarter: **100.00%**

Performance compared to Q1 2021: **100.00%**

NOTABLE

Attractions in Coromandel generated 40% more positive sentiment than half of the destinations around the world, placing Coromandel in the top 10% in the world for this tourism asset.



Restaurants + Dining

This asset represents **3%** of Coromandel's Tourism Sentiment Score®.

Performance compared to last quarter: **-87.89%**

Performance compared to Q1 2021: **-83.52%**

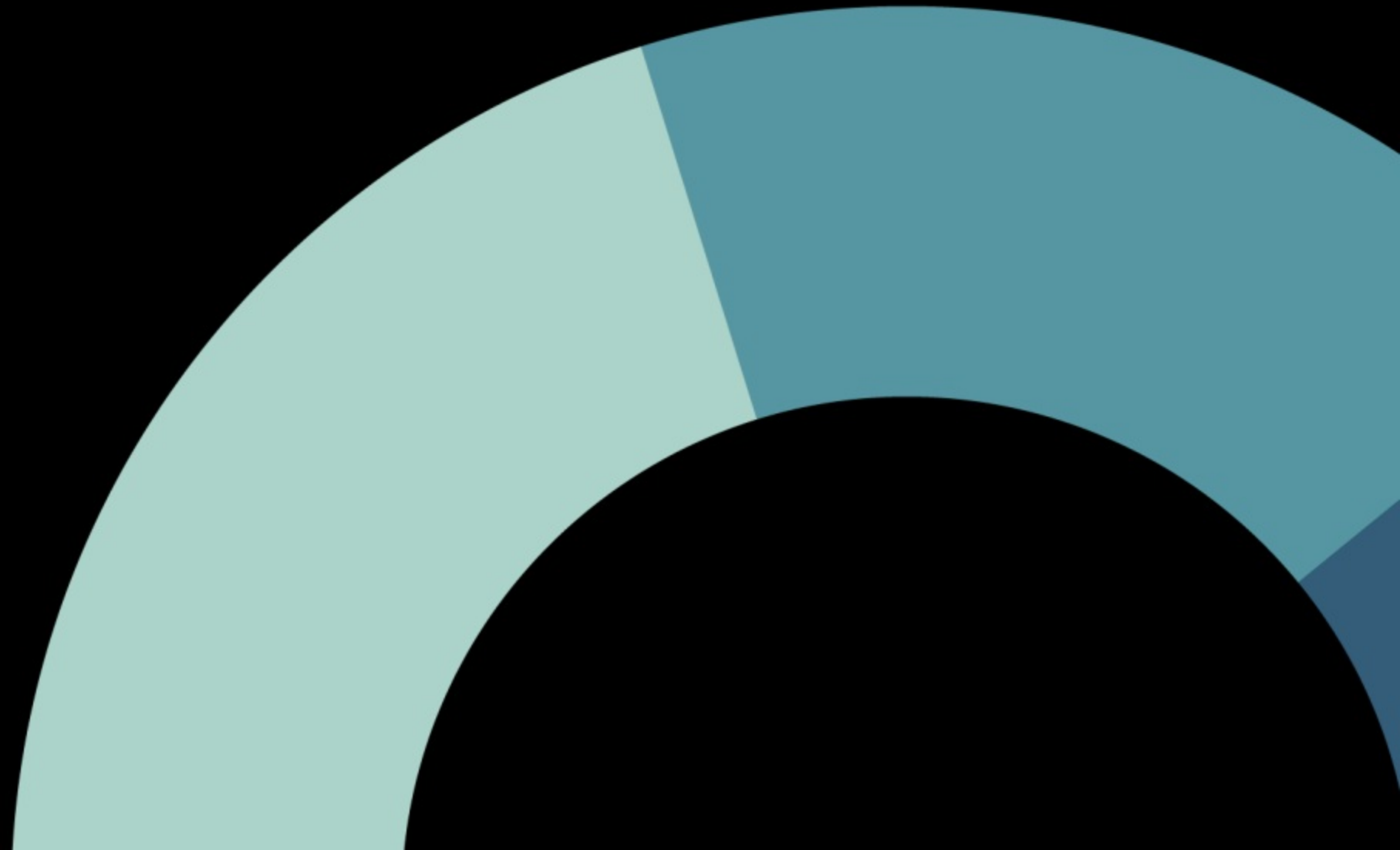
COROMANDEL SUMMARY OF TOURISM ASSETS

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	56%	34	70th	95th
Attractions	22%	35	90th	60th
Restaurants + Dining	3%	8	10th	5th
Nature Photography	3%	11	15th	5th
Hiking + Rock Climbing	2%	12	30th	25th
Nightlife	2%	26	90th	55th

Q2 2022

GLOBAL RANKINGS



GLOBAL RANKINGS *OVERALL*

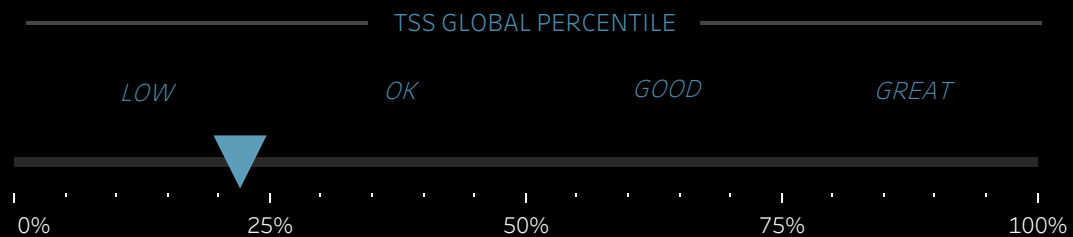
PERFORMANCE

In January, we released the 100 most loved destinations around the world. They are the *Leading Places for 2022*. Applying the same methodology, we provide these global rankings to your organization in each report. They are the top 100 destinations that have earned the highest Tourism Sentiment Score® this quarter.

COROMANDEL, WAIKATO

TOURISM
SENTIMENT SCORE®

17



COROMANDEL Q2 2022

TOP 100 GLOBAL DESTINATIONS

RANK	DESTINATION	TOURISM SENTIMENT SCORE®	RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Maldives	42	26	Miami Beach	30
2	Cayman Islands	41	27	Shoalhaven	29
3	Whitsundays	40	28	Savannah	29
4	Sunshine Coast	39	29	Queenstown	29
5	Moreton Bay	36	30	Port Douglas & Daintree	29
6	Perth and Kinross	36	31	Hunter Valley	29
7	Cairns	35	32	Lake District	29
8	Seychelles	35	33	Sharm El-Sheikh	29
9	Pembrokeshire	33	34	Jamaica	29
10	Ibiza	33	35	Cornwall	28
11	Zanzibar	33	36	Scottsdale	28
12	Noosa	32	37	Tulum	28
13	Donostia / San Sebastian	32	38	Adelaide Hills	28
14	Esperance	32	39	Asheville	28
15	Hermanus	32	40	Knysna	28
16	Venice	32	41	Cape Town	28
17	Great Ocean Road	31	42	Barrington Coast	28
18	Aruba	31	43	Santorini	28
19	Bali	31	44	Austin	28
20	Tropical North Queensland	31	45	Sedona	27
21	Mauritius	31	46	Fiji	27
22	Palm Springs	30	47	Puerto Rico	27
23	Townsville	30	48	Magnetic Island	27
24	Bahamas	30	49	Lima	27
25	Punta Cana	30	50	Mornington Peninsula	27

GLOBAL RANKINGS *OVERALL*

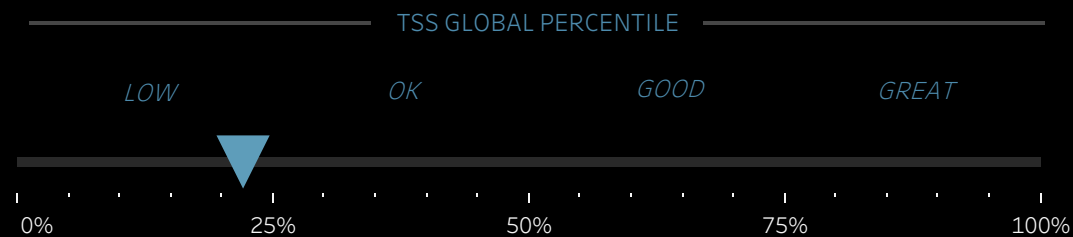
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COROMANDEL, WAIKATO

TOURISM
SENTIMENT SCORE®

17



COROMANDEL Q2 2022

TOP 100 GLOBAL DESTINATIONS

RANK	DESTINATION	TOURISM SENTIMENT SCORE®	RANK	DESTINATION	TOURISM SENTIMENT SCORE®
51	French Polynesia	27	76	Daytona Beach	25
52	Dubai	27	77	Cleveland	25
53	Oceanside	27	78	Lake Wanaka	25
54	Margaret River	27	79	Puerto Vallarta	25
55	Grampians	27	80	Cape Cod	25
56	Indiana Dunes	27	81	Barbados	25
57	South Lake Tahoe	27	82	Marrakesh	25
58	Central Coast	27	83	Byron Bay	25
59	Bergen	26	84	Airlie Beach	25
60	Kelowna	26	85	Exmouth	24
61	Cradle Coast	26	86	Melbourne	24
62	Adelaide	26	87	Memphis	24
63	Bordeaux	26	88	Jacksonville	24
64	Lake Placid	26	89	Copenhagen	24
65	Beverly Hills	26	90	Hervey Bay	24
66	Dallas	26	91	Scenic Rim	24
67	Big Bear Lake	26	92	Aspen	24
68	San Antonio	26	93	Greater Geelong and th..	24
69	Fraser Valley	26	94	Antigua and Barbuda	24
70	Liverpool	26	95	Laguna Beach	24
71	Jakarta	26	96	Park City	24
72	Saint Lucia	26	97	Bristol	24
73	Brisbane	25	98	Orange Beach	24
74	Turks and Caicos Islands	25	99	Barossa	24
75	Cancun	25	100	Thompson Okanagan	24

GLOBAL RANKINGS

BY TOURISM ASSET

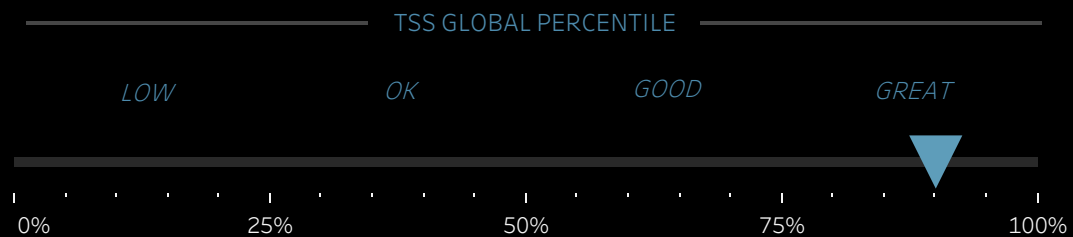
Applying the same methodology as we used to rank the top destinations for overall performance, we provide these global rankings for each of the tourism assets monitored by Tourism Sentiment Index. These destinations had the highest asset scores for this quarter.

**Note: to qualify for the top 20, destinations need to meet a minimum conversation volume threshold. This minimum allows for a greater confidence interval within the analysis and a more reliable ranking. In this quarter, Coromandel scored a very high TSS for this category, but did not meet the minimum conversation volume threshold. This tourism asset could present future opportunity.*

COROMANDEL, WAIKATO

TOURISM
SENTIMENT SCORE®

35 *



COROMANDEL Q2 2022



Attractions TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Whitsundays	47
2	Rome	47
3	Bali	43
4	Las Vegas	42
5	Delhi	36
6	Sunshine Coast	35
7	Melbourne	33
8	Dubai	32
9	Paris	31
10	Los Angeles	30
11	Nashville	30
12	New York City	29
13	Washington D.C.	28
14	Vancouver	27
15	Seattle	27
16	St. Louis	26
17	London	25
18	Puerto Rico	25
19	Toronto	25
20	Miami	23

GLOBAL RANKINGS

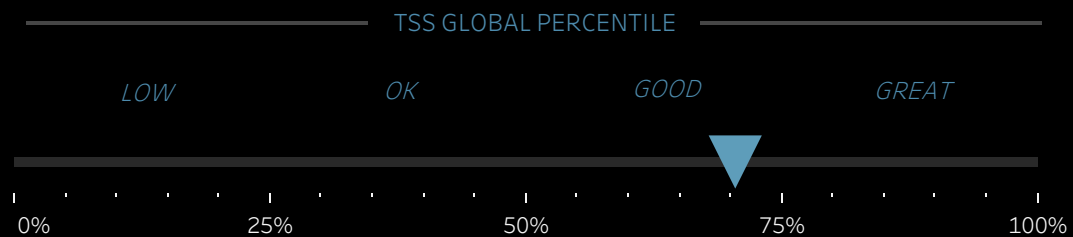
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COROMANDEL, WAIKATO

TOURISM
SENTIMENT SCORE®

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COROMANDEL Q2 2022



Beaches TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Maldives	52
2	Ibiza	46
3	Fiji	46
4	Punta Cana	44
5	Noosa	44
6	Sunshine Coast	43
7	Saint Lucia	43
8	Mauritius	42
9	Seychelles	42
10	Turks and Caicos Isla..	42
11	Bali	42
12	Jamaica	41
13	Cancun	41
14	Bahamas	40
15	Zanzibar	38
16	Bermuda	37
17	Esperance	37
18	French Polynesia	37
19	Aruba	37
20	Whitsundays	37

GLOBAL RANKINGS

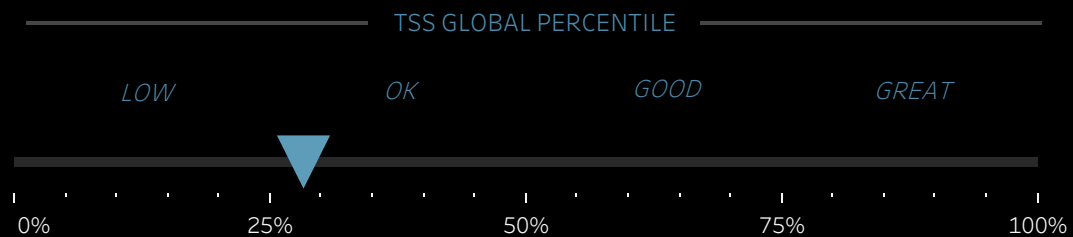
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COROMANDEL, WAIKATO

TOURISM
SENTIMENT SCORE®

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COROMANDEL Q2 2022



Hiking + Rock Climbing TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	O'ahu	34
2	Pembrokeshire	32
3	Cape Town	28
4	West Yellowstone	28
5	Thompson Okanagan	28
6	Yosemite	28
7	Jasper	27
8	Canmore	25
9	Mammoth Lakes	25
10	Singapore	25
11	Lake District	24
12	Bergen	23
13	Tropical North Queen..	22
14	Estes Park	21
15	Banff	20
16	Boulder	19
17	Cornwall	18
18	Anchorage	17
19	Bend	17
20	Blue Mountains	16

GLOBAL RANKINGS

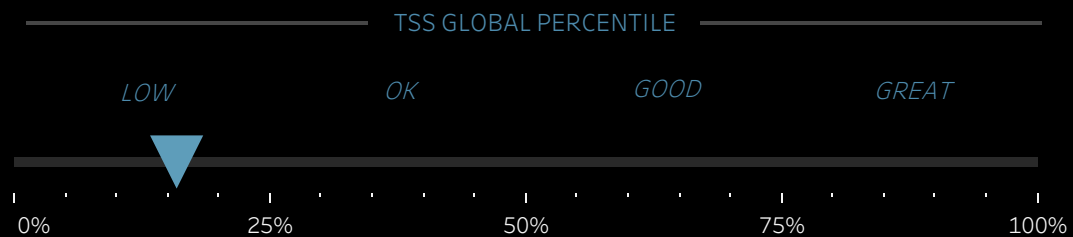
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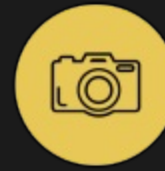
COROMANDEL, WAIKATO

TOURISM
SENTIMENT SCORE®

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COROMANDEL Q2 2022



Nature Photography TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	South Lake Tahoe	48
2	Bali	43
3	Gold Coast	43
4	Seychelles	36
5	Maldives	35
6	Cape Town	34
7	Mauritius	33
8	Lake District	33
9	Tropical North Queen..	32
10	Jamaica	32
11	Cornwall	30
12	Cumbria	28
13	Blue Mountains	27
14	Vancouver	25
15	Singapore	25
16	Banff	24
17	West Yellowstone	22
18	Aberdeenshire	21
19	Greenland	21
20	Kauai	19

GLOBAL RANKINGS

BY TOURISM ASSET

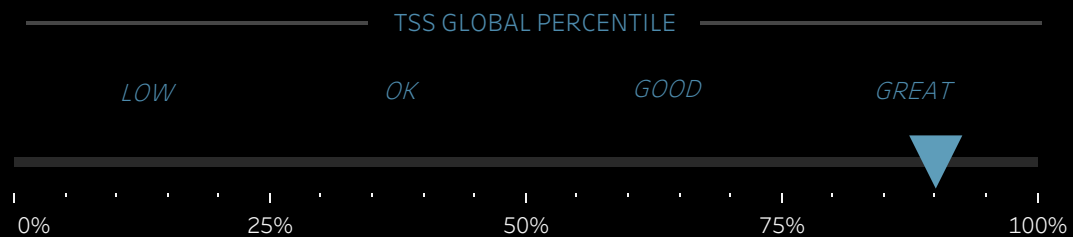
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COROMANDEL, WAIKATO

TOURISM
SENTIMENT SCORE®

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COROMANDEL Q2 2022



Nightlife TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Cancun	39
2	Barcelona	37
3	Ibiza	35
4	Belfast	31
5	Glasgow	30
6	New Orleans	29
7	Brussels	28
8	Dallas	28
9	San Diego	28
10	Sydney	27
11	Bali	27
12	Miami Beach	26
13	Los Angeles	26
14	Nashville	26
15	Bristol	25
16	Milano	25
17	Melbourne	25
18	Toronto	24
19	Hong Kong	24
20	Jacksonville	23

GLOBAL RANKINGS

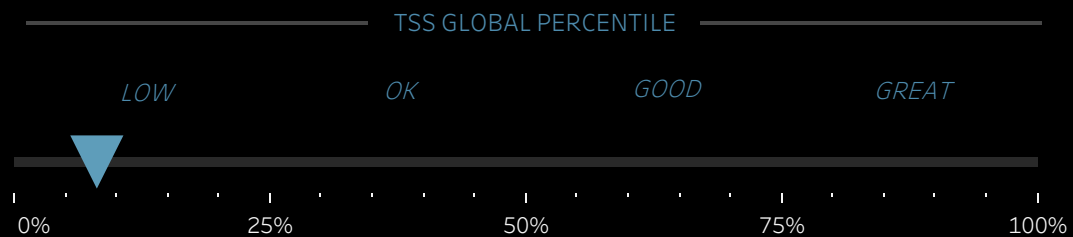
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COROMANDEL, WAIKATO

TOURISM
SENTIMENT SCORE®

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COROMANDEL Q2 2022



Restaurants + Dining TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Tulum	50
2	Cayman Islands	50
3	Lima	49
4	Aruba	47
5	Savannah	44
6	Munich	43
7	Sunshine Coast	42
8	Antigua and Barbuda	41
9	Corpus Christi	41
10	Bahamas	41
11	Scottsdale	40
12	Prague	40
13	Asheville	40
14	Cancun	40
15	Stellenbosch	39
16	Fort Collins	39
17	Dallas	38
18	Thompson Okanagan	38
19	Brisbane	37
20	Barcelona	36



TSI RANKINGS REPORT

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