



TSI RANKINGS REPORT

COROMANDEL

Q4 2022



ABOUT THIS REPORT

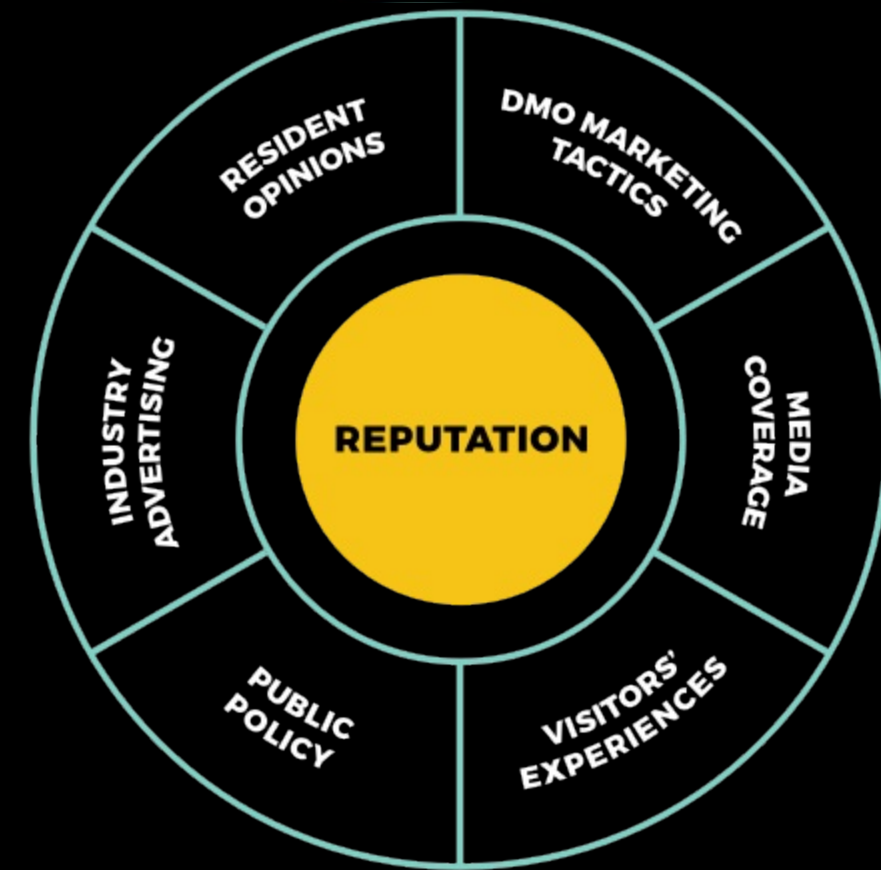
Measure the complete brand behind your reputation with the Tourism Sentiment Index®.

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

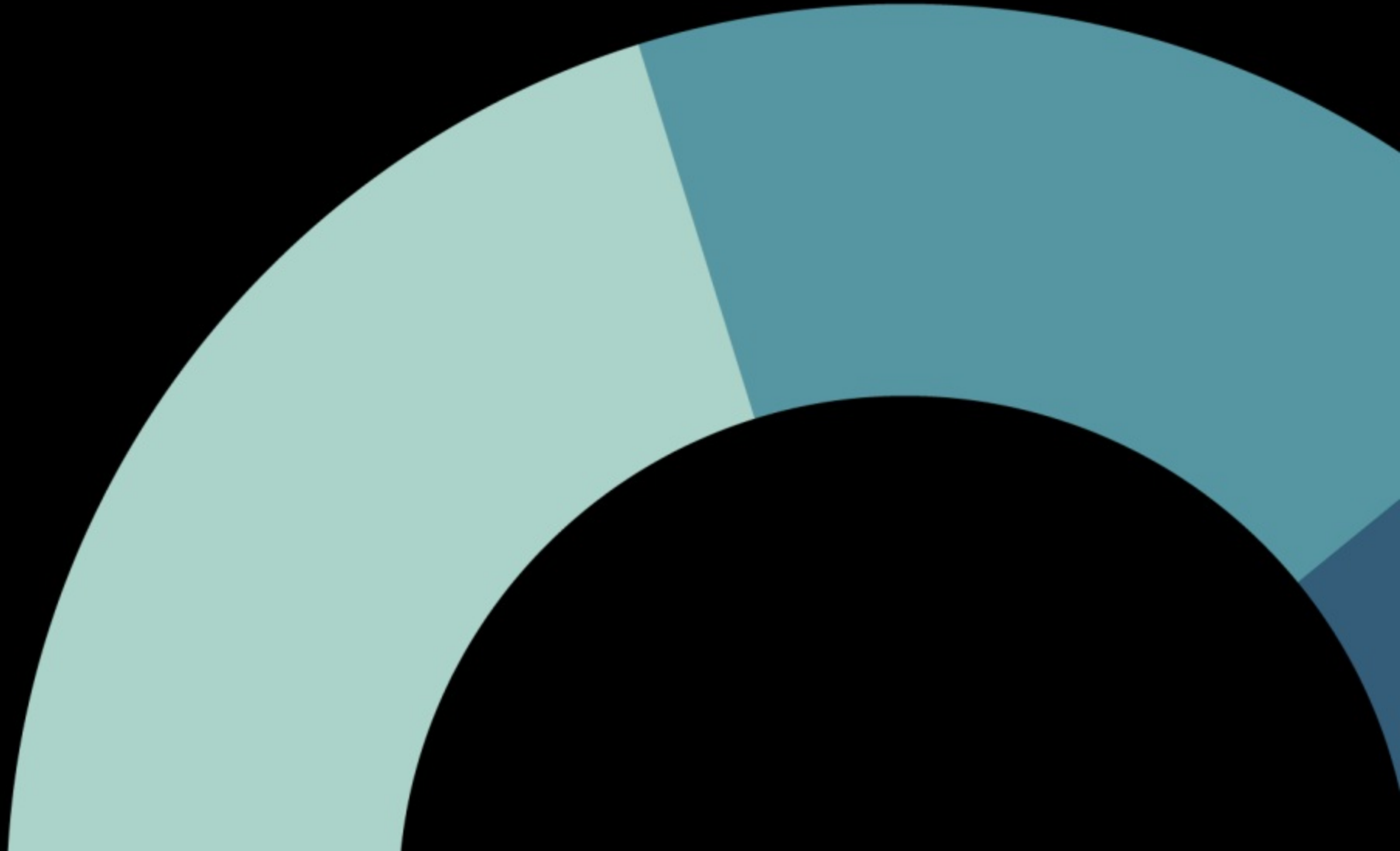
DESTINATION ANALYSIS

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

GLOBAL RANKINGS

- By overall performance
- By tourism asset

COROMANDEL
**QUARTERLY
RANKINGS**



COROMANDEL HEADLINES FOR Q4 2022

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

Coromandel had a Tourism Sentiment Score® of 22

Coromandel's Tourism Sentiment Score is up 34% over last quarter.

This places Coromandel amongst the top destinations in the world with a global rank of #187.

The top contributors to Coromandel's overall performance were: Beaches (61%), Restaurants & Dining (27%), and Hiking & Rock Climbing (10%).

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

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	20.4	22.0	✓
NATIONAL	20.1	22.0	✓
WAIKATO	20.7	22.0	✓

WHAT BENCHMARKS REVEAL

Coromandel's Tourism Sentiment Score® of 22 in Q4 outperformed all three benchmarks at the global, national and Waikato levels.

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

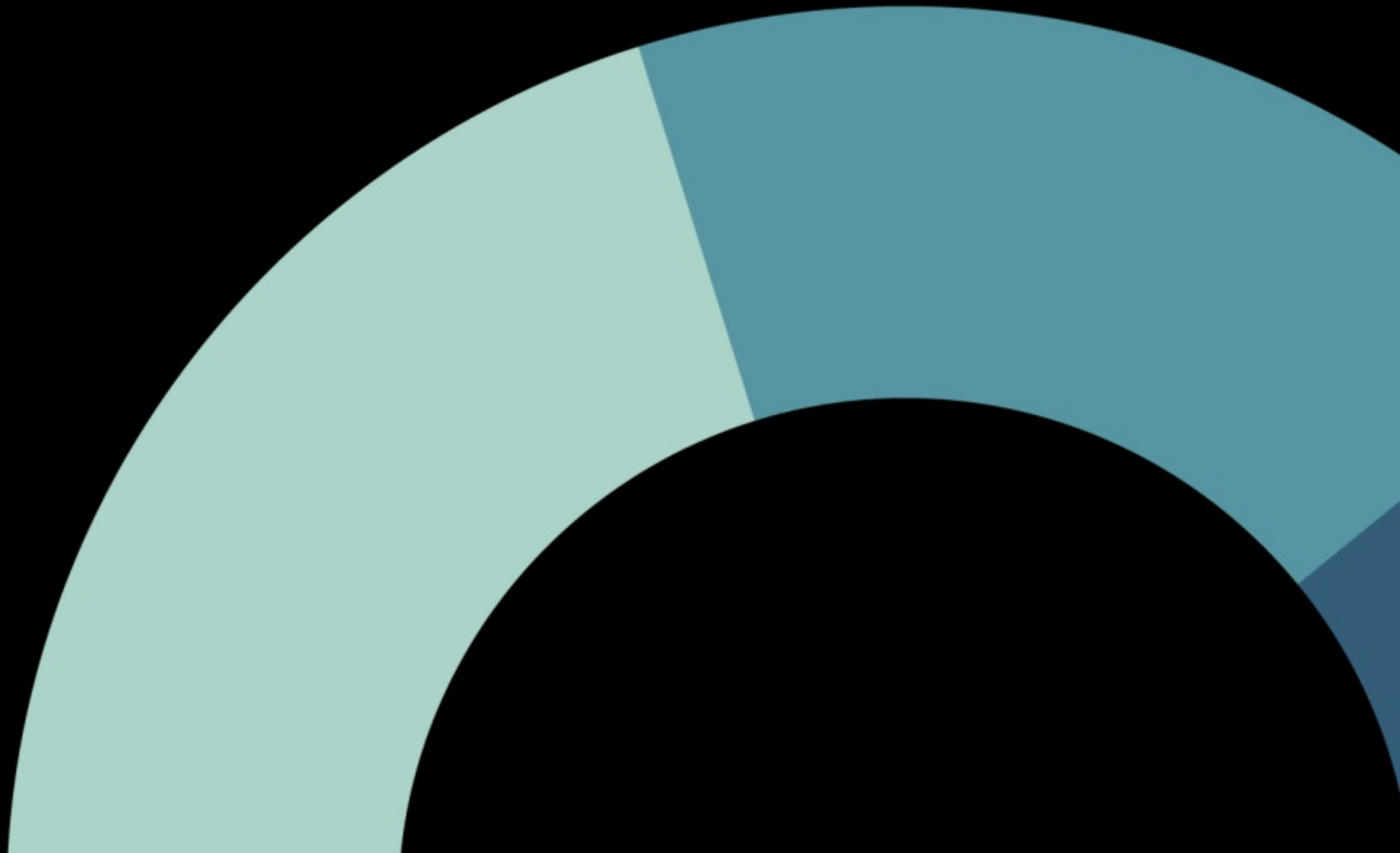
Restaurants & Dining



#3
LOVED ASSET

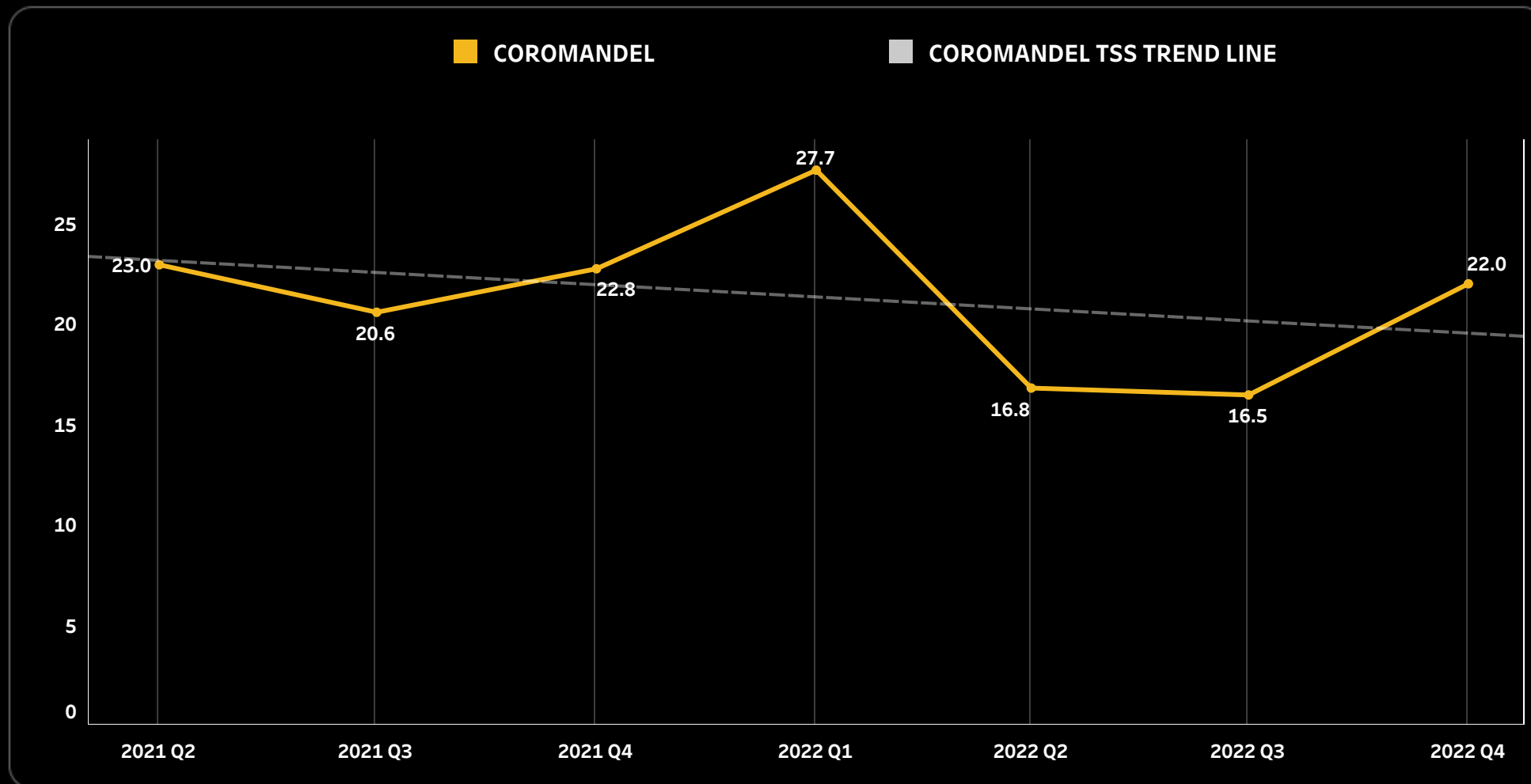
Hiking & Rock Climbing

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 -3% over the same time period last year. This is behind of the global average of 1%.

Coromandel saw an increase of 34% over last quarter. This is ahead 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
28	Manawatu Region	32	Architecture
187	Coromandel	22	Beaches
241	Lake Wanaka	20	Accommodation
246	Taupo District	20	Hiking & Rock Climbing
265	Mount Maunganui	19	Beaches
407	Nelson	13	Natural Disaster

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 **61%** of Coromandel's Tourism Sentiment Score®.

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

TSS compared to same quarter last year: **-35%**



Restaurants & Dining

This asset represents **27%** of Coromandel's Tourism Sentiment Score®.

TSS compared to last quarter: **+ 91%**

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

NOTABLE

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



Hiking & Rock Climbing

This asset represents **10%** of Coromandel's Tourism Sentiment Score®.

TSS compared to last quarter: **- 45%**

TSS compared to same quarter last year: **+ 60%**

NOTABLE

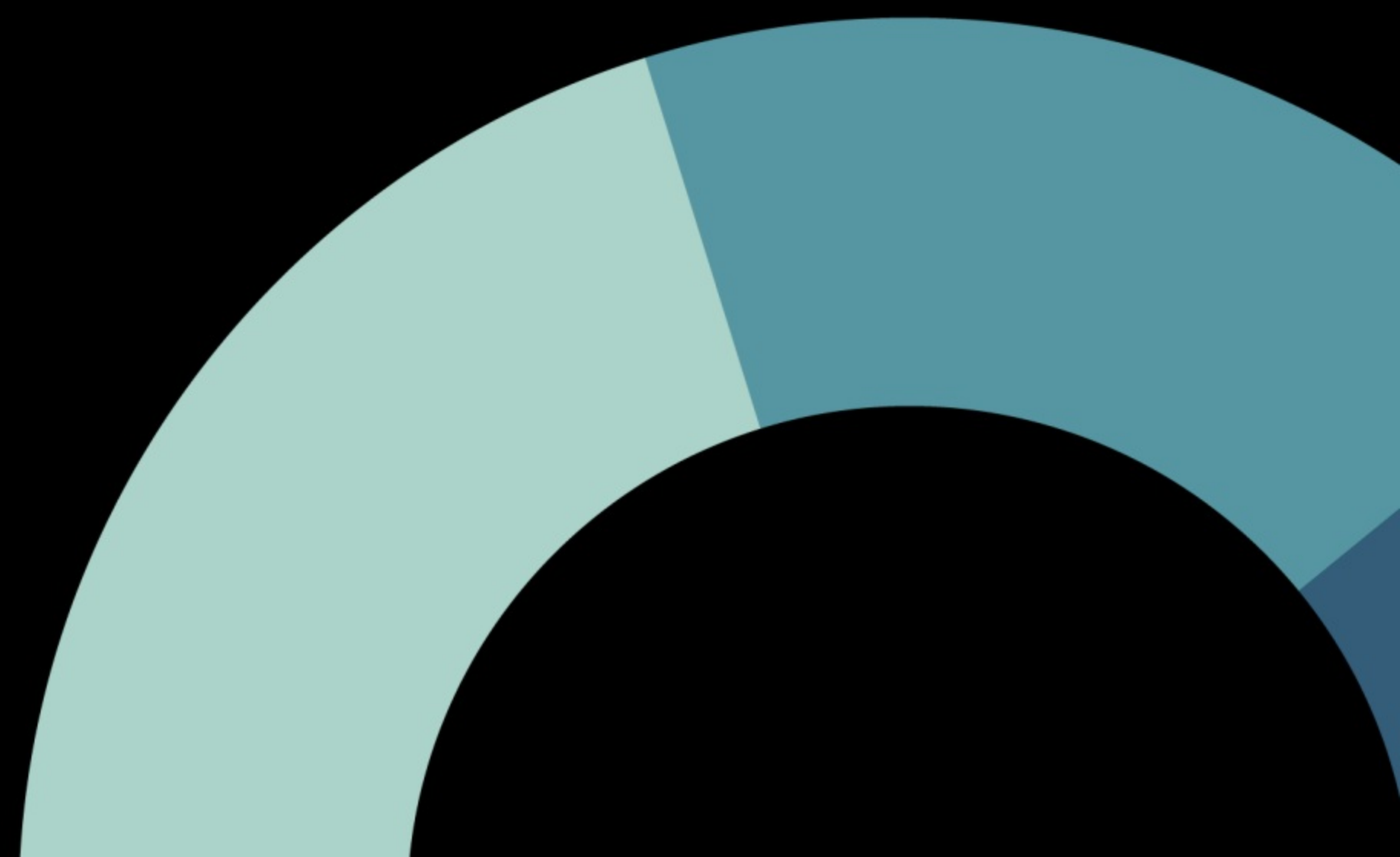
Hiking & Rock Climbing in Coromandel ranked amongst the top 10% of destinations in the world this quarter.

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	61%	24	45th	35th
Restaurants & Dining	27%	29	90th	40th
Hiking & Rock Climbing	10%	31	90th	55th
Festival & Events & Concerts	1%	16	35th	45th
Surfing	1%	10	75th	30th

Q4 2022
**GLOBAL
RANKINGS**



GLOBAL RANKINGS *OVERALL*

PERFORMANCE

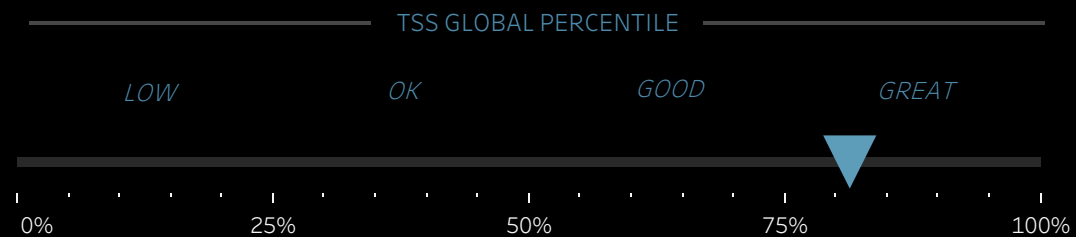
In January, we released the 100 most loved destinations around the world. They are the *Leading Places for 2022*. Applying the same methodology, we provide these global rankings to your organization in each report. They are the top 100 destinations that have earned the highest Tourism Sentiment Score®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

COROMANDEL, WAIKATO

GLOBAL RANK: #187

TOURISM
SENTIMENT SCORE®

22



COROMANDEL Q4 2022

TOP 100 GLOBAL DESTINATIONS

RANK	DESTINATION	TOURISM SENTIMENT SCORE®	RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Maldives	42	26	County Durham	32
2	Shoalhaven	41	27	Tulum	32
3	Esperance	40	28	Manawatu Region	32
4	Marbella	40	29	Byron Bay	32
5	Seychelles	39	30	St. Moritz	32
6	Laguna Beach	38	31	Kaua'i	32
7	Mauritius	37	32	South Coast	32
8	Perth and Kinross	37	33	Bahamas	32
9	Whitsundays	37	34	Pismo Beach	31
10	Exmouth	36	35	Scottsdale	31
11	Cayman Islands	36	36	Jamaica	31
12	Monterey	35	37	Monaco	31
13	Chamonix	35	38	Lake Placid	30
14	Turks and Caicos Islands	34	39	Jackson Hole	30
15	Saint Lucia	34	40	Sunshine Coast	30
16	Whitefish	34	41	Barossa	30
17	Palm Springs	34	42	Adelaide Hills	30
18	Central Coast	34	43	Townsville	30
19	Cairns	33	44	Stellenbosch	30
20	Austin	33	45	Udaipur	30
21	Cook Islands	33	46	Bend	30
22	Mornington Peninsula	33	47	Indiana Dunes	29
23	Knysna	33	48	Agra	29
24	Wollongong	33	49	Pembrokeshire	29
25	Gulf Shores & Orange Beach	33	50	Carlsbad	29

GLOBAL RANKINGS *OVERALL*

PERFORMANCE

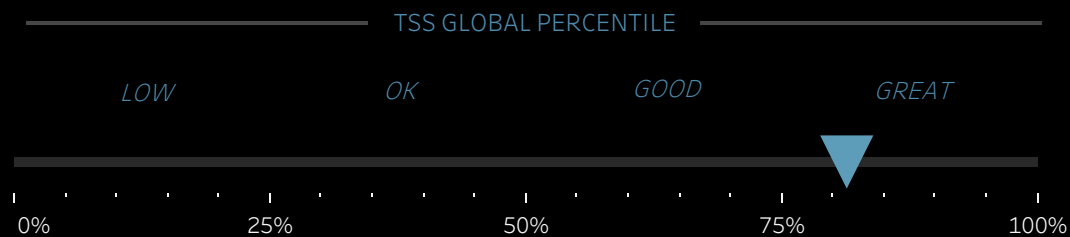
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COROMANDEL, WAIKATO

GLOBAL RANK: #187

TOURISM
SENTIMENT SCORE®

22



TOP 100 GLOBAL DESTINATIONS

RANK	DESTINATION	TOURISM SENTIMENT SCORE®	RANK	DESTINATION	TOURISM SENTIMENT SCORE®
51	Noosa	29	76	Dubai	27
52	Tropical North Queensland	29	77	Cape Girardeau	27
53	Dallas	29	78	Durango	26
54	Ocean City	29	79	Canyonlands National P..	26
55	Bali	28	80	Maui	26
56	Grand Rapids	28	81	Fraser Valley	26
57	Hurghada	28	82	Greensboro	26
58	Scenic Rim	28	83	Cornwall	26
59	Fiji	28	84	Magnetic Island	26
60	Aruba	28	85	Barbados	26
61	Ibiza	28	86	Pensacola	26
62	Edmonton	28	87	Blue Mountains	26
63	Cape Cod	28	88	Great Ocean Road	26
64	Cariboo Chilcotin Coast	28	89	Dresden	26
65	Savannah	27	90	New Caledonia	26
66	Miami Beach	27	91	Jacksonville	26
67	Cape Town	27	92	Marrakesh	26
68	Clearwater	27	93	Santa Monica	26
69	Fremantle	27	94	Coffs Coast	26
70	Napa	27	95	Santorini	26
71	Panama City	27	96	Margaret River	26
72	French Polynesia	27	97	Albuquerque	26
73	Isle of Wight	27	98	Port Douglas & Daintree	26
74	Sedona	27	99	Hope Cascade Canyons	26
75	Aspen	27	100	Tauranga	26

GLOBAL RANKINGS

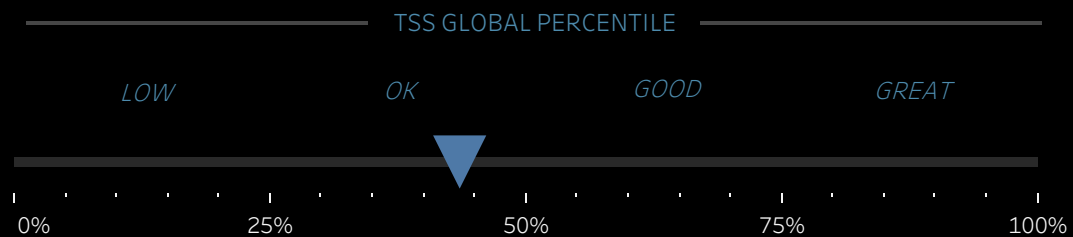
BY TOURISM ASSET

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®

24



COROMANDEL Q4 2022



Beaches TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Mauritius	51
2	Fiji	48
3	Maldives	48
4	Esperance	47
5	Bermuda	46
6	Jamaica	46
7	Shoalhaven	45
8	Saint Lucia	45
9	Seychelles	45
10	Turks and Caicos Isla..	45
11	Barbados	44
12	Panama City Beach	44
13	Port Douglas & Daintr..	43
14	Bali	42
15	Hurghada	41
16	French Polynesia	41
17	Aruba	41
18	Bahamas	41
19	Sunshine Coast	40
20	Puerto Rico	40

GLOBAL RANKINGS

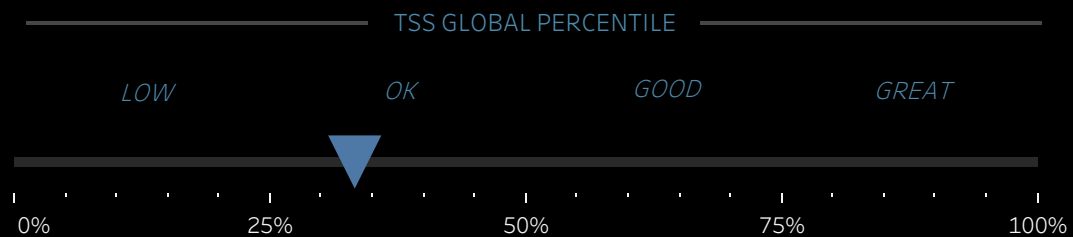
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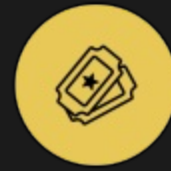
COROMANDEL, WAIKATO

TOURISM
SENTIMENT SCORE®

16



COROMANDEL Q4 2022



Festival & Events & Concerts TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Doha	47
2	Miami Beach	44
3	San Antonio	43
4	Mumbai	42
5	Reykjavik	41
6	Santa Monica	40
7	Durban	39
8	Lyon	39
9	Austin	39
10	Barbados	39
11	Marrakesh	37
12	Adelaide	37
13	Dubai	36
14	Turin	35
15	Perth	34
16	Melbourne	33
17	Cape Town	33
18	Hong Kong	32
19	Munich	32
20	Phoenix	32

GLOBAL RANKINGS

BY TOURISM ASSET

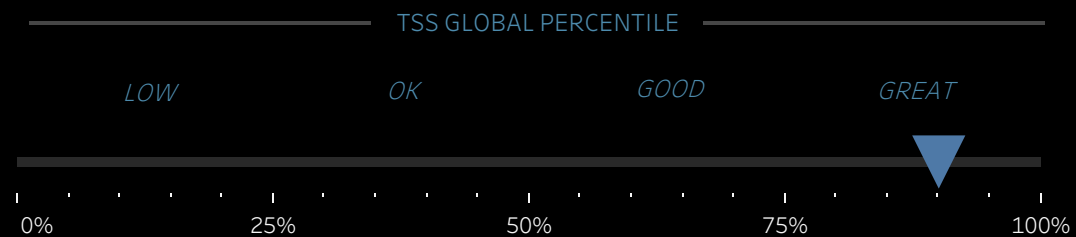
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**Note:* to qualify for the global top 20, destinations must satisfy two criteria. #1) destinations must maintain the highest sentiment scores set by all destinations that quarter. #2) destinations must generate enough conversation volume within the category to be in the top 50% of destinations globally. If both criteria are met, then a destination qualifies for the top 20. 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®

31*



COROMANDEL Q4 2022



Hiking & Rock Climbing TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Maui	61
2	O'ahu	41
3	Taupo	40
4	Blue Mountains	37
5	Zermatt	37
6	Aspen	35
7	Yosemite	32
8	Boulder	31
9	Bergen	30
10	Pretoria	29
11	West Yellowstone	29
12	Sedona	28
13	Cape Town	28
14	South Lake Tahoe	28
15	Bend	27
16	Iron County	22
17	Banff	21
18	Tropical North Queen..	20
19	Mammoth Lakes	18
20	Jasper	18

GLOBAL RANKINGS

BY TOURISM ASSET

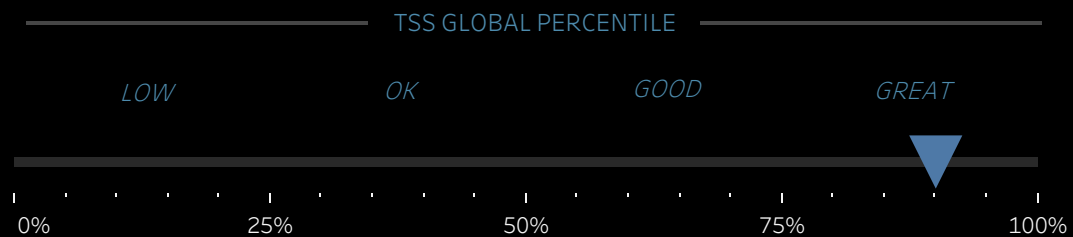
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COROMANDEL, WAIKATO

TOURISM
SENTIMENT SCORE®

29 *



COROMANDEL Q4 2022



Restaurants & Dining TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Austin	45
2	Hanoi	39
3	Barcelona	38
4	Cape Town	38
5	Milano	37
6	Cancun	37
7	Fiji	37
8	Doha	34
9	London	33
10	Marrakesh	32
11	French Polynesia	32
12	Copenhagen	32
13	Paris	31
14	Melbourne	31
15	Tokyo	30
16	Auckland	30
17	Bali	29
18	Montreal	29
19	Lima	28
20	Dubai	28

GLOBAL RANKINGS

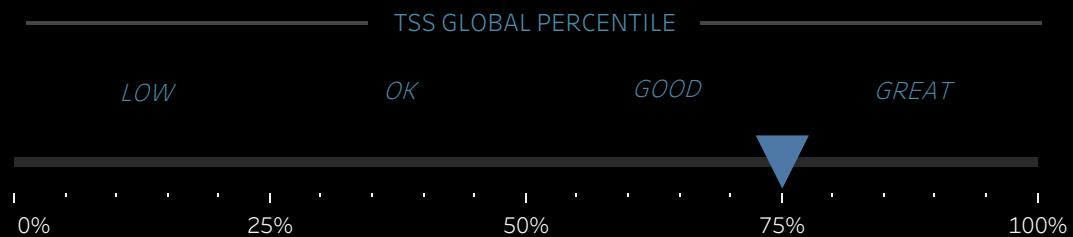
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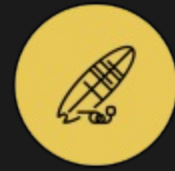
COROMANDEL, WAIKATO

TOURISM
SENTIMENT SCORE®

10



COROMANDEL Q4 2022



Surfing TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	French Polynesia	38
2	Oceanside	35
3	Cape Town	27
4	Sunshine Coast	25
5	Bali	25
6	Durban	24
7	Maldives	23
8	Fiji	23
9	Sydney	22
10	Long Beach	20
11	Gold Coast	18
12	Santa Cruz	13
13	Huntington Beach	13
14	San Diego	12
15	Noosa	12
16	Newport Beach	12
17	Byron Bay	12
18	Mauritius	12
19	O'ahu	11
20	Maui	11



TSI RANKINGS REPORT

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