



# TSI RANKINGS REPORT

*COROMANDEL*

Q3 2023



## ABOUT THIS REPORT

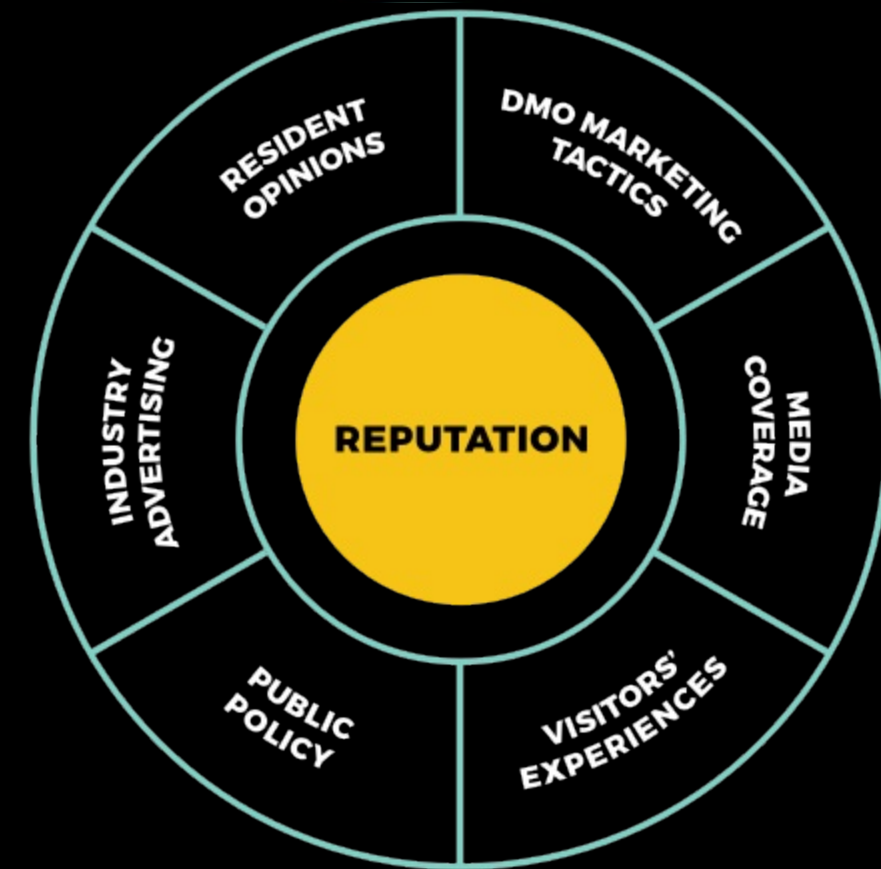
### Measure the complete brand behind your reputation with the Tourism Sentiment Index®.

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

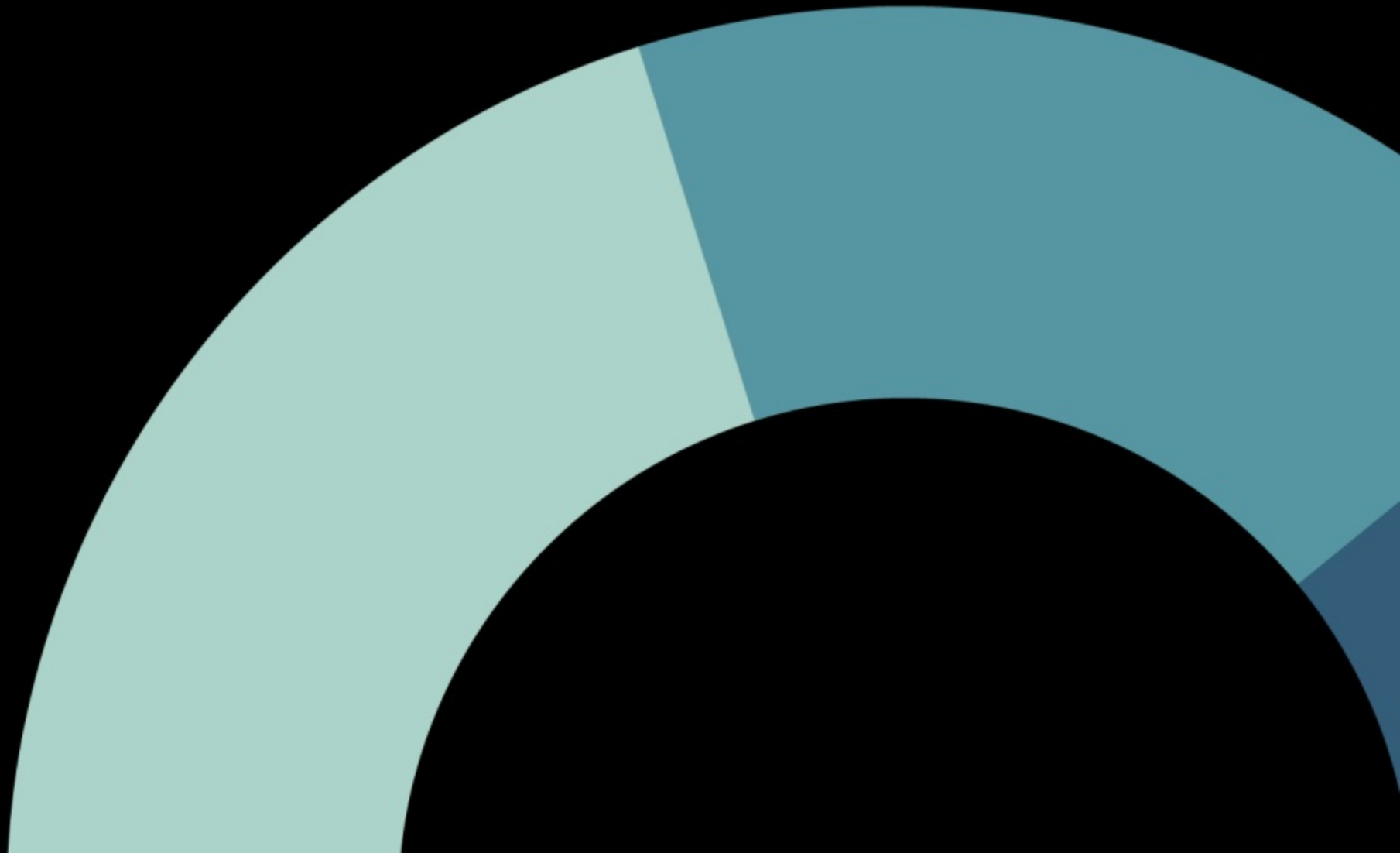
### DESTINATION ANALYSIS

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

### GLOBAL RANKINGS

- By overall performance
- By tourism asset

*COROMANDEL*  
**QUARTERLY  
RANKINGS**



# COROMANDEL HEADLINES FOR Q3 2023

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

Coromandel had a Tourism Sentiment Score® of 15.5

This places Coromandel amongst the top destinations in New Zealand with a national rank of #13.

The top contributors to Coromandel's overall performance were: Restaurants & Dining (63%), Beaches (31%), and Nature Photography (5%).

## 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	22.0	15.5	—
NATIONAL	25.3	15.5	—
WAIKATO	42.7	15.5	—

## WHAT BENCHMARKS REVEAL

Coromandel's Tourism Sentiment Score® of 15.5 in Q3 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

Restaurants & Dining



**#2**  
LOVED ASSET

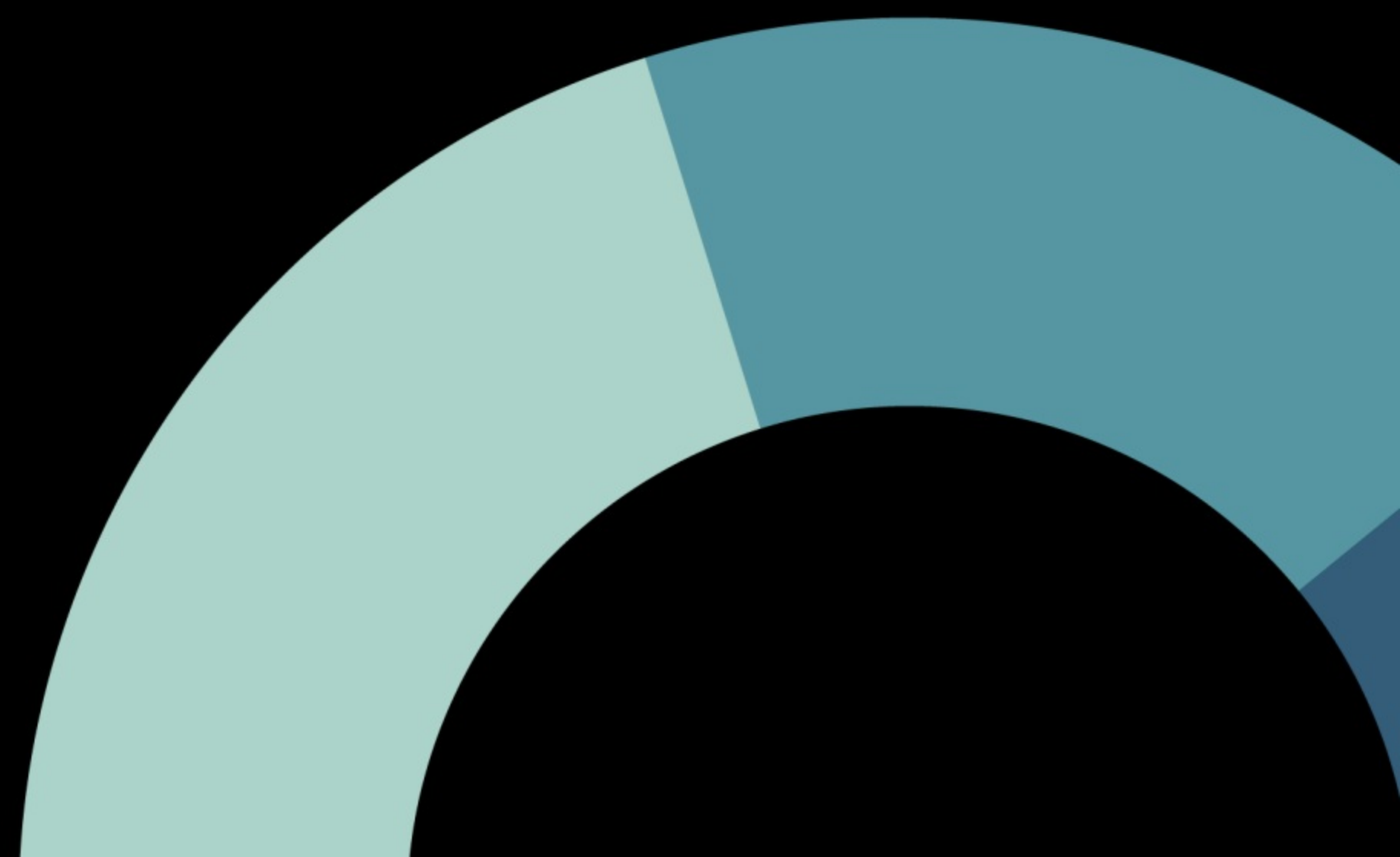
Beaches



**#3**  
LOVED ASSET

Nature Photography

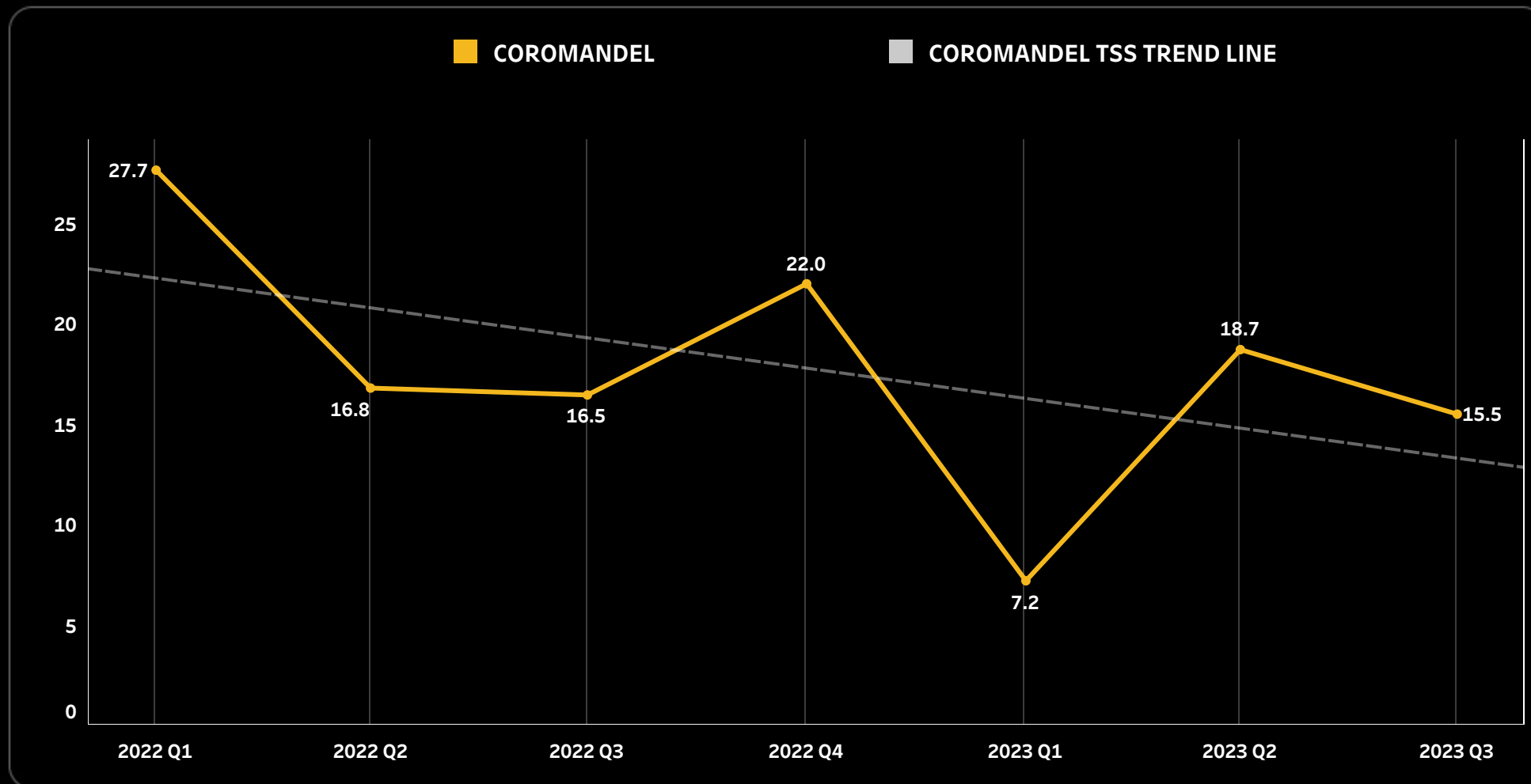
*COROMANDEL*  
**DESTINATION  
ANALYSIS**





# 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 -6% over the same time period last year. This is behind of the global average of 4%.

Coromandel saw a decrease of -17% over last quarter. This is behind of the global average of 1%.

# 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
35	Taupo District	33	Hiking & Rock Climbing
82	Mount Maunganui	27	Beaches
121	Lake Wanaka	25	Skiing & Snowboarding
140	Manawatu Region	25	Festival & Events & Concerts
291	Nelson	19	Air Travel
379	Coromandel	16	Restaurants & Dining

# 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.

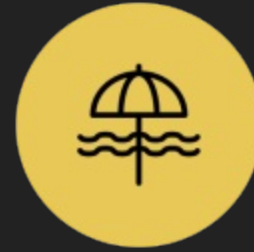


## Restaurants & Dining

This asset represents **63%** of Coromandel's Tourism Sentiment Score®.

TSS compared to last quarter: **-27%**

TSS compared to same quarter last year: **+31%**

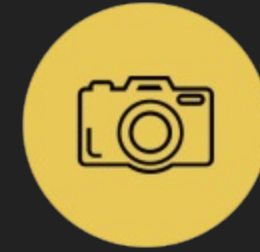


## Beaches

This asset represents **31%** of Coromandel's Tourism Sentiment Score®.

TSS compared to last quarter: **+32%**

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



## Nature Photography

This asset represents **5%** of Coromandel's Tourism Sentiment Score®.

TSS compared to last quarter: **-50%**

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

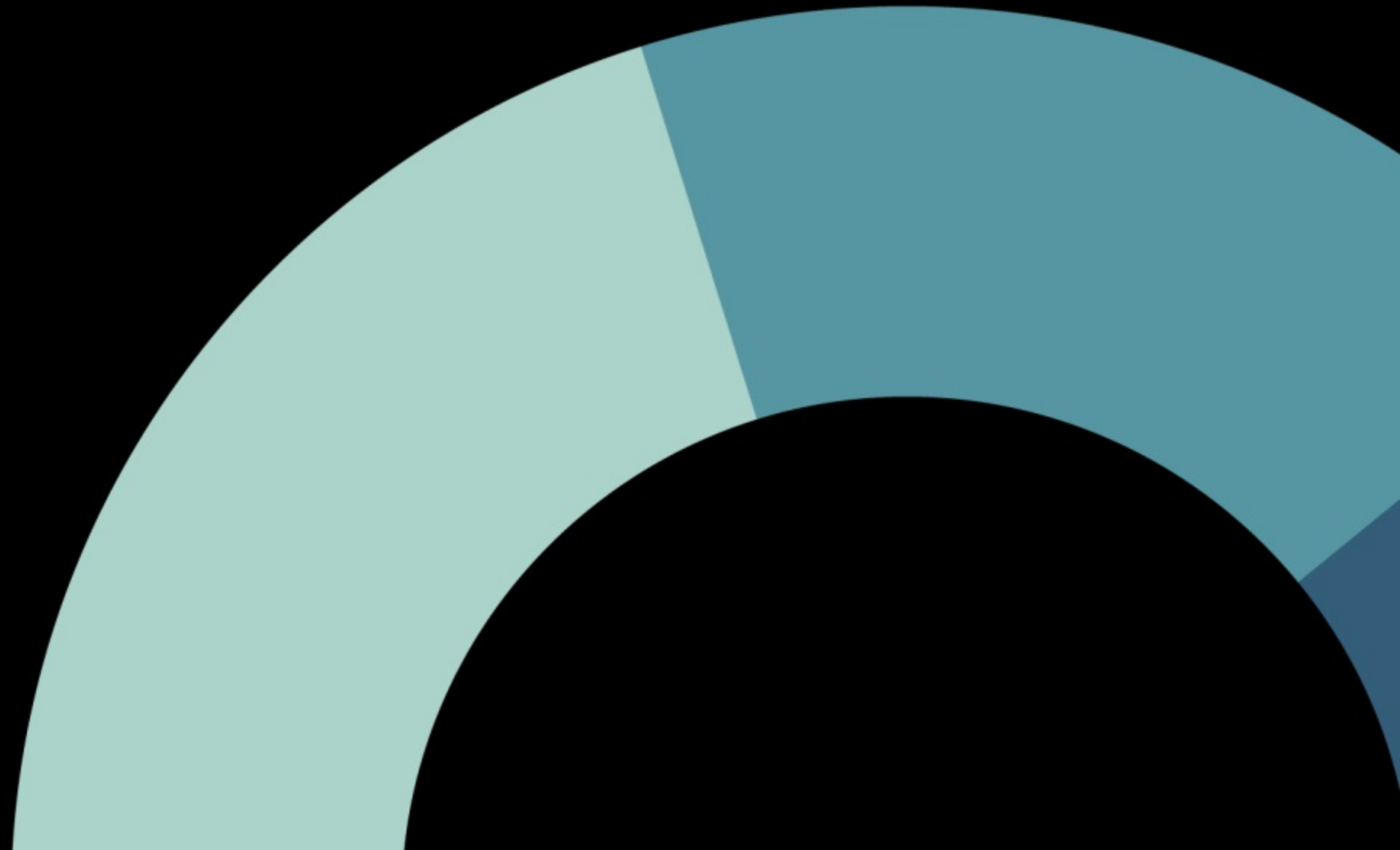
# COROMANDEL SUMMARY OF TOURISM ASSETS

You have seen the top tourism assets, now see the rest. These are performance details about the tourism assets contributing positively to your overall score and 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	POSITIVE CONTRIBUTION TO TSS	TOURISM SENTIMENT SCORE®	GLOBAL PERCENTILE	NATIONAL PERCENTILE
Restaurants & Dining	63%	20	35th	30th
Beaches	31%	29	55th	80th
Nature Photography	5%	9	30th	30th
Hiking & Rock Climbing	1%	18	75th	40th

*Q3 2023*

# **GLOBAL RANKINGS**



# GLOBAL RANKINGS *OVERALL*

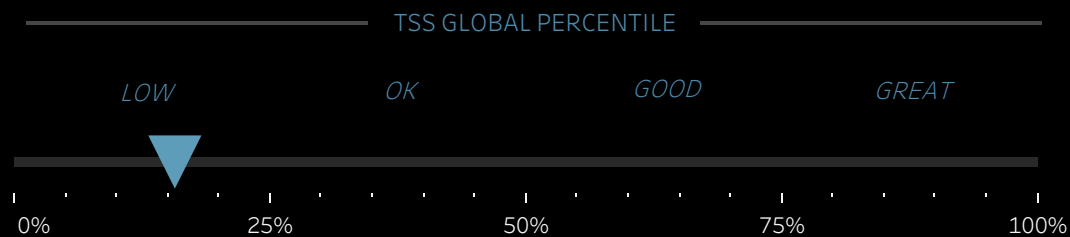
## *PERFORMANCE*

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®

16



COROMANDEL Q3 2023

## TOP GLOBAL DESTINATIONS

RANK	DESTINATION	TOURISM SENTIMENT SCORE®	RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Great Ocean Road	57	26	Ibiza	34
2	Seychelles	45	27	Bali	33
3	Maldives	45	28	Cornwall	33
4	Noosa	42	29	Big Bear Lake	33
5	Udaipur	41	30	Punta Cana	33
6	Barrington Coast	41	31	Monterey	33
7	Los Cabos	41	32	Richmond Valley	33
8	Whitsundays	40	33	Parksville Qualicum Bea..	33
9	Zanzibar	39	34	Sapporo	33
10	Mauritius	39	35	Taupo District	33
11	Barossa	39	36	Pensacola	33
12	Vanuatu	37	37	Daytona Beach	32
13	Yarra Valley	37	38	Cape Winelands	32
14	Mykonos	37	39	Tropical North Queensl..	32
15	Sunshine Coast	36	40	Dallas	32
16	Joshua Tree National Park	36	41	Saint Lucia	32
17	Cairns	35	42	Capri	32
18	Margaret River	35	43	Tulum	31
19	Cayman Islands	35	44	Key West	31
20	Coffs Coast	35	45	Dubrovnik	31
21	Jamaica	34	46	Bar Harbor	31
22	Bahamas	34	47	Hunter Valley	31
23	New Plymouth	34	48	Santorini	31
24	Aruba	34	49	Willamette Valley	31
25	Napa	34	50	French Polynesia	31

# GLOBAL RANKINGS *OVERALL*

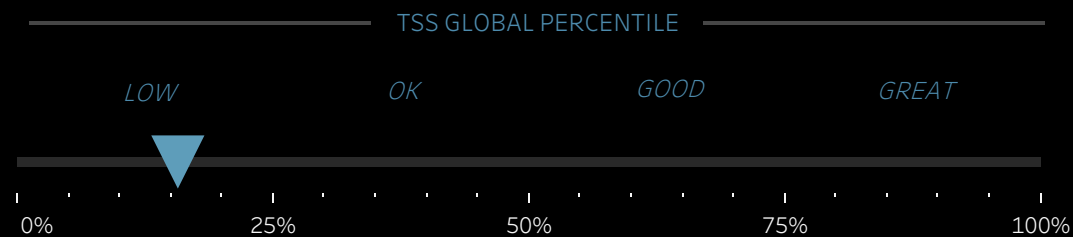
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TOURISM  
SENTIMENT SCORE®

16



COROMANDEL Q3 2023

## TOP GLOBAL DESTINATIONS

RANK	DESTINATION	TOURISM SENTIMENT SCORE®	RANK	DESTINATION	TOURISM SENTIMENT SCORE®
51	Shoalhaven	31	76	Bath	28
52	San Antonio	31	77	Gulf Shores & Orange B..	28
53	Antigua and Barbuda	31	78	Traverse City	28
54	Aqaba	30	79	Edmonton	28
55	Pembrokeshire	30	80	Florence	28
56	Austin	30	81	County Durham	28
57	Barbados	30	82	Mount Maunganui	27
58	Norfolk County	30	83	Whitefish	27
59	Corpus Christi	30	84	Colorado Springs	27
60	Fiji	30	85	Blue Mountains	27
61	Agra	30	86	Dubai	27
62	Estes Park	29	87	South Coast	27
63	San Juan Islands	29	88	Breckenridge	27
64	Basque Country	29	89	Houston	27
65	Newport Beach	29	90	Cumbria	27
66	Queenstown	29	91	Guadalajara	27
67	Garden Route and Klein Kar..	29	92	Bryce Canyon National ..	27
68	Port Douglas & Daintree	29	93	Isle of Wight	27
69	Turin	29	94	Orange Beach	27
70	Miami Beach	29	95	Cook Islands	27
71	Mackay	28	96	Milton Keynes	27
72	Byron Bay	28	97	Cariboo Chilcotin Coast	27
73	Denali National Park and Pr..	28	98	Weskus	27
74	Beverly Hills	28	99	Iron County	27
75	Aspen	28	100	Greater Geelong and th..	27

# GLOBAL RANKINGS

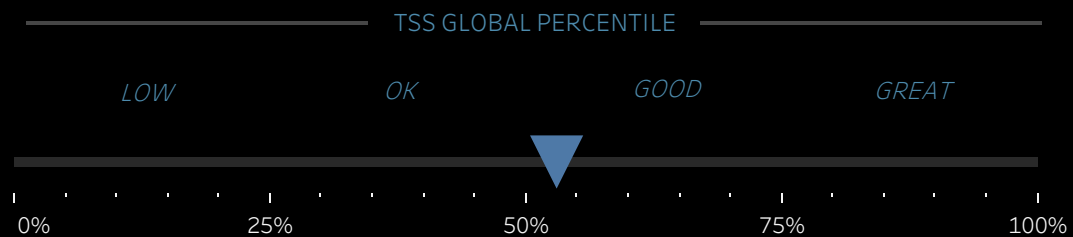
## BY TOURISM ASSET

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.

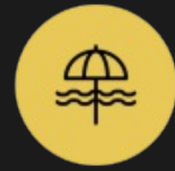
### COROMANDEL, WAIKATO

TOURISM  
SENTIMENT SCORE®

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COROMANDEL Q3 2023



### Beaches

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Dubrovnik	91
2	Hurghada	86
3	Great Ocean Road	73
4	Central Coast	66
5	Noosa	62
6	Monterey	61
7	Aruba	58
8	Esperance	56
9	Vanuatu	55
10	Los Cabos	54
11	Tropical North Queen..	54
12	Jamaica	54
13	Cook Islands	53
14	Seychelles	52
15	Maldives	49
16	Cancun	49
17	Ibiza	49
18	Capri	49
19	Punta Cana	49
20	Mauritius	49



# GLOBAL RANKINGS

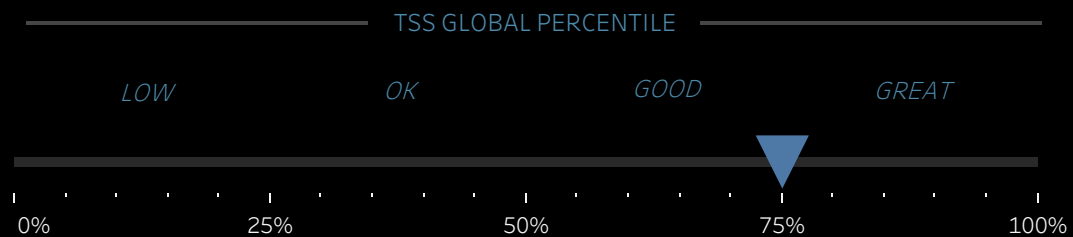
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### COROMANDEL, WAIKATO

TOURISM  
SENTIMENT SCORE®

18



COROMANDEL Q3 2023



### Hiking & Rock Climbing

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Zermatt	46
2	Taupo	37
3	Squamish	33
4	Boulder	29
5	Canmore	29
6	Mammoth Lakes	29
7	Cape Town	28
8	Whistler	28
9	Iron County	27
10	Bergen	27
11	Blue Mountains	26
12	Sedona	26
13	West Yellowstone	25
14	Aspen	25
15	Banff	25
16	Lake District	24
17	Yosemite	24
18	Grampians	23
19	South Lake Tahoe	21
20	Jasper	20

# GLOBAL RANKINGS

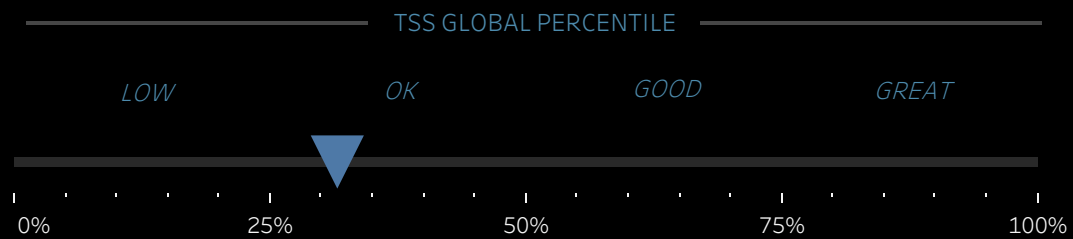
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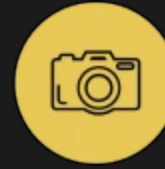
### COROMANDEL, WAIKATO

TOURISM  
SENTIMENT SCORE®

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COROMANDEL Q3 2023



### Nature Photography

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Sunshine Coast	45
2	Cape Town	39
3	Amalfi Coast	37
4	Niagara Falls	37
5	Cumbria	33
6	Vancouver	33
7	Banff	31
8	Bali	30
9	Kyoto	30
10	Vancouver Island	30
11	Osaka	29
12	Bergen	27
13	Orange County	24
14	South Lake Tahoe	20
15	Tropical North Queen..	19
16	Udaipur	19
17	Blue Mountains	19
18	Reykjavik	19
19	Yosemite	18
20	Lyon	17

# GLOBAL RANKINGS

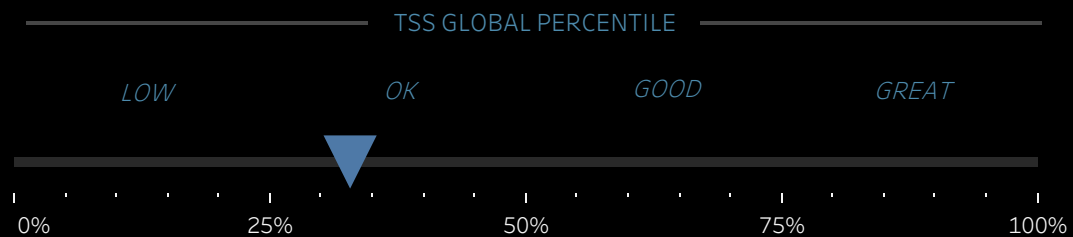
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### COROMANDEL, WAIKATO

TOURISM  
SENTIMENT SCORE®

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COROMANDEL Q3 2023



### Restaurants & Dining

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Nice	77
2	Medellin	66
3	Athens	51
4	Marseille	51
5	Turin	50
6	Tulum	46
7	Sapporo	46
8	Bergen	40
10	Austin	37
11	Santorini	36
12	Niagara County	35
13	Lake District	35
14	Rio de Janeiro	34
15	Montreal	33
16	Melbourne	33
17	Miami	32
18	Basque Country	31
19	San Francisco	31
20	Portland	31



# TSI RANKINGS REPORT

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