Tourism Sentiment Index

Werribee

DESTINATION Think!

This report provides a comprehensive analysis of what people are saying about your destination online. Insights from this data should guide your strategic planning, marketing and destination development to enable you to shape the way people talk about Werribee in the future.

Contents

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Method + Metrics

How your Tourism Sentiment Score™
is calculated

View More on Instagram

21 likes
yzstudios

The Mansion Hotel #mansionhotel #historic #werribee #architecture #buildings #rain

view all comments

Parameters

The Tourism Sentiment Index gives you a view that no customer survey or focus group can provide. Your report scanned, monitored and analyzed:

What: 3 666 143+ online conversations from around the world

When: January 1, 2017 – December 31, 2017

How: This analysis applies a custom, text- and image-based algorithm focused on conversations about Werribee and its connected tourism region. To provide further context for the results, five comparative destinations were included in the analysis:

Sunbury
Yarra Valley
Ballarat
Mornington Peninsula
Greater Geelong and The Bellarine

Sources

More than 500,000 different sources were included in the analysis, including online media sites, forums, reviews and social media networks (Twitter, Facebook, Instagram, Tumblr, YouTube and TripAdvisor).

Focusing on conversations driving tourism

Tourism Sentiment Score™ is a measure of a destination's ability to generate positive word of mouth about its tourism offering. It is an aggregate score that focuses solely on online conversations that reference or affect a potential traveller's perceptions of a destination's tourism offering. To do this, we start by collecting all the conversations around your destination and then filter to those conversations that are driven by your destination's tourism experiences or products.

Calculating your score

Gathering sentiments

To understand in a single snapshot the overall attitude towards Werribee expressed through visitors' online conversations, we scan, analyze and assign each post to a sentiment category of promoter, passive or detractor.

Examples from Werribee

Destination promoter

Those actively recommending or speaking positively about your destination to others

Love a mini break #WerribeeMansion..... if you are in Melbs I can't recommend this place enough for a city escape. Great way to start #summerbreak https://t.co/6qdNmM6YqW

Destination passive

Those speaking about your destination from an indifferent point of view

Anyone keen to busk at the Werribee Food Truck Festival next week? Fri Nov 24th 12:00 PM 1:00 PM 5:00 PM 6:00 PM... https://t.co/tItbCCIhQa

Destination detractor

Those actively discouraging or speaking negatively about your destination to others

[...] to dinner at   The meal portions were so small, I cannot recollect any smaller and for $45/ main course, we went out hungry. The hotel is remote and Werribee is not blessed with good eating. Unless the restaurant offer improves, we would not go back to the hotel.
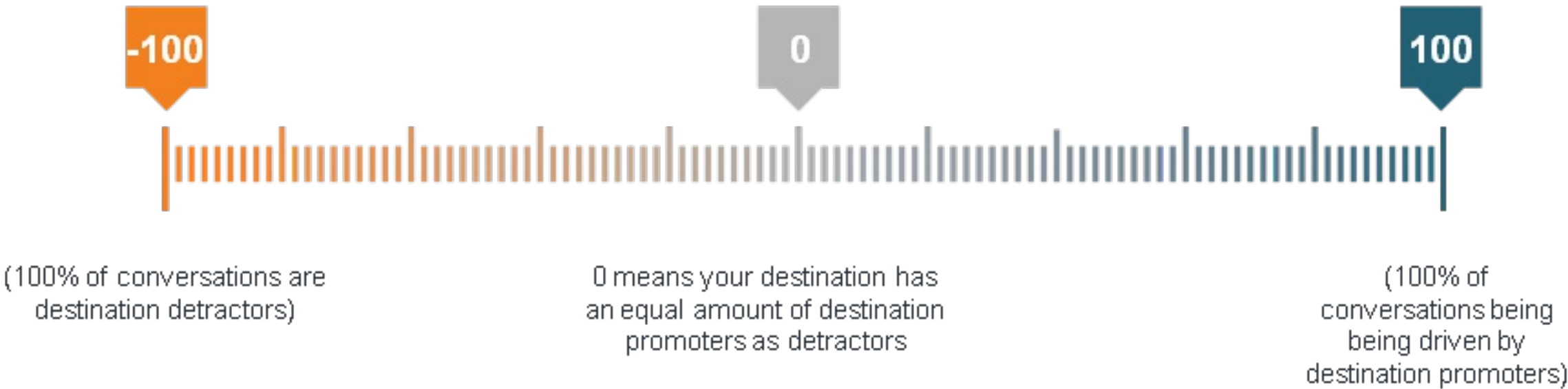
Calculating your score

Your score

Once we have categorized all online conversations related to Werribee, we apply the **Tourism Sentiment Score™** formula to provide us with a single metric that articulates your destination's performance in driving online word of mouth.

$$\left[\,53\%\,\right] - \left[\,2\%\,\right] \times 100 = \boxed{51}$$

⊕ % Destination promoter

⊖ % Destination detractor

Tourism Sentiment Score™ result
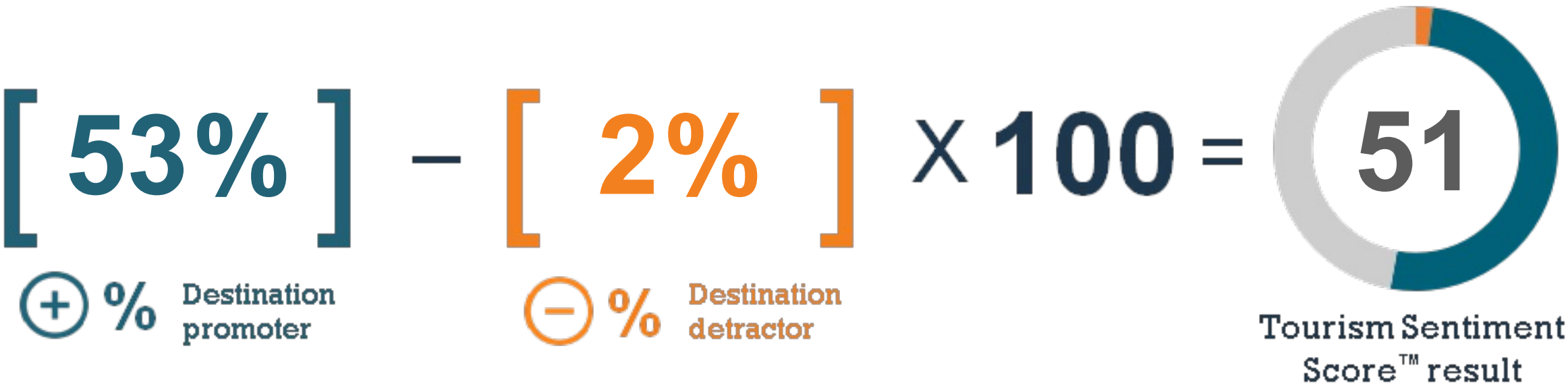
Reading the scale

The Tourism Sentiment Score is an index ranging from -100 to 100 that measures overall perceptions of Werribee's tourism offering. It is used as an indicator to gauge current performance and provide a benchmark to track over time.

-100

0

100

(100% of conversations are destination detractors)

0 means your destination has an equal amount of destination promoters as detractors

(100% of conversations being being driven by destination promoters)

Understand Size and Scale

Understanding Volume

Volume of conversations is an indicator of overall awareness. The higher the volume of conversations for a destination, the more people are talking about it, bringing a greater chance that people read or hear about the destination. Volume does not r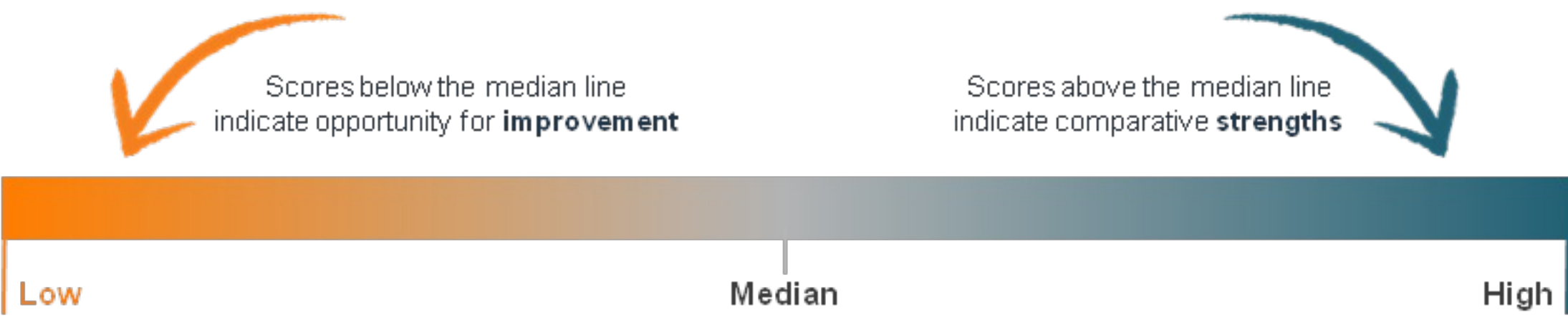epresent quality. It represents opportunity. Based on the destinations in this report, we see a distribution of conversation volume as follows.
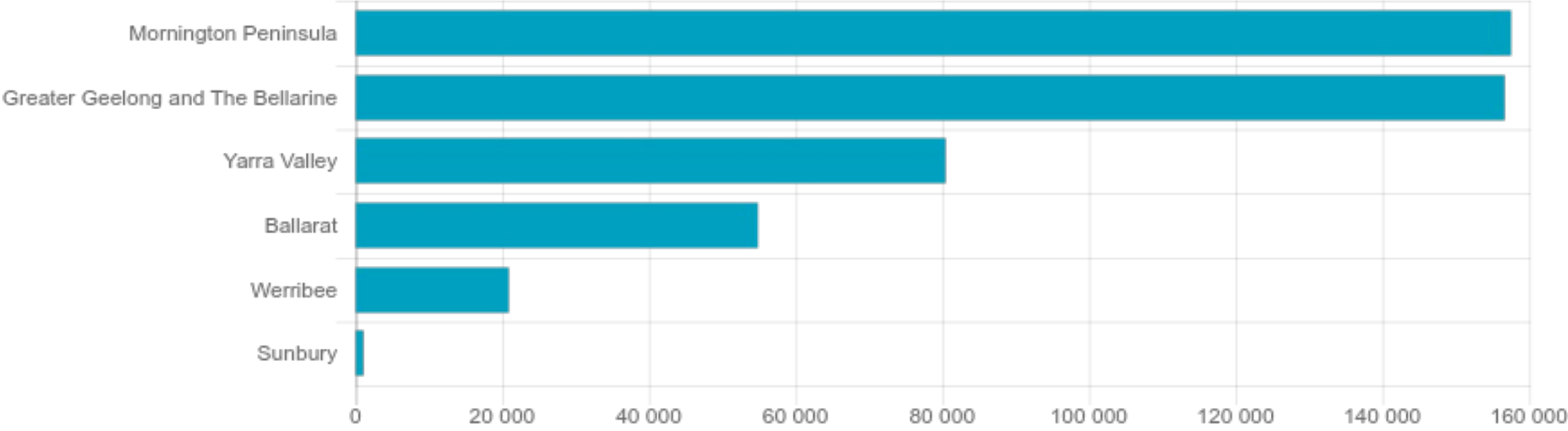
Reading the scale

Throughout the report, you will see your destination's scores displayed on a scale. The scale is defined by the relative scores of the comparative destination set. The median line on each scale is defined by the middle point between the 3rd and 4th ranked destinations. Therefore, creating a midpoint amongst the comparative destination set to compare to.

Scores below the median line indicate opportunity for **improvement**

Scores above the median line indicate comparative **strengths**

Low   Median   High

Tourism Sentiment Dashboard

The overall health and performance of Werribee

51

Tourism Sentiment
Score™ result

53%

2%
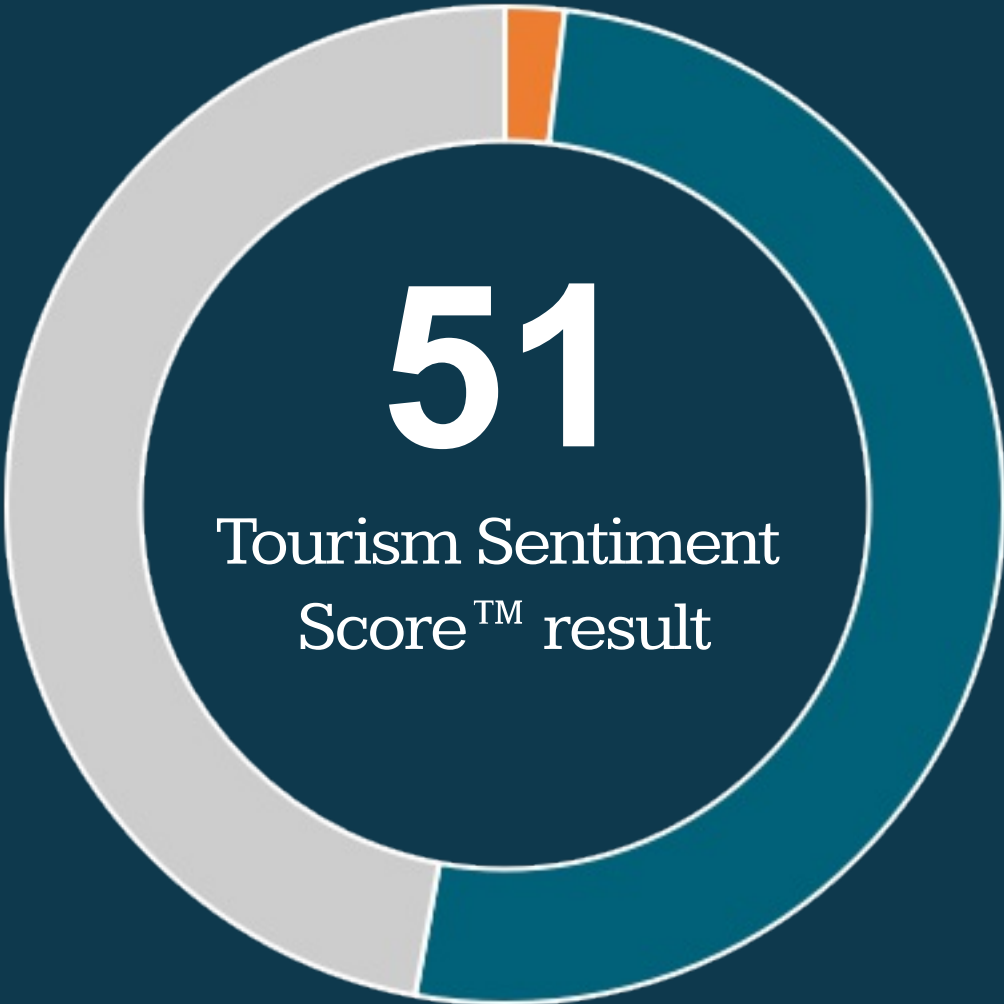
Overall Performance

Of all conversations online being driven
by Werribee's tourism experience or products, 53%
of those conversations have been identified as
destination promoters.

That equates to 11 000+ online conversations
actively promoting Werribee each year.

Destination Performance

Tourism Sentiment Score™ result

51

+ 53%

− 2%

Key Takeaway:

Sentiment driven by Werribee's tourism products and experiences are performing below the median of the comparative set. Understanding the drivers behind this is important for continuing positive growth of overall sentiment towards your destination

How does your destination stack up?

Sentiment Comparison

Werribee
51

Low	Median	High
38	53	66
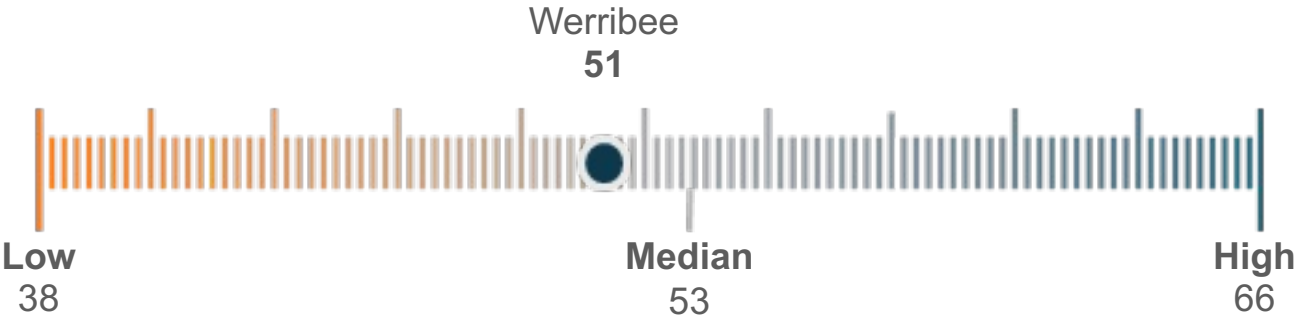
Tourism sentiment is an indicator of the overall attitudes toward Werribee's tourism offering. This comparison is your destination's performance vs. the range of your destination's Comparative set.

Volume Comparison

Werribee
20 891

Low	Median	High
1 000	67 664	157 600
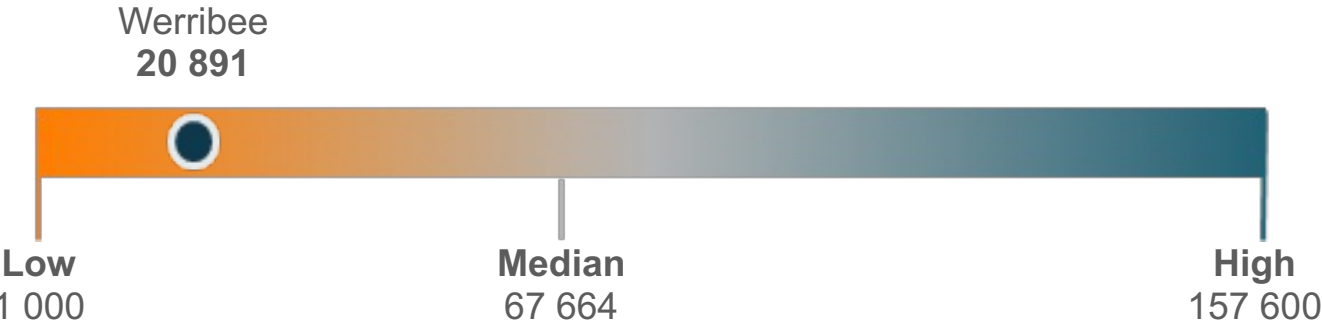
Tourism conversation volume is an indicator of overall consumer awareness of Werribee's tourism offering. This comparison is your destination's performance vs. the range of your destination's Comparative set.

Destination Performance

Tourism Sentiment Score™ result

51

(+) 53%

(−) 2%

Key Takeaway:

These tourism assets are the core drivers behind Werribee's Tourism Sentiment Score™. It is important to track and monitor these assets over time to ensure they remain strong, positive contributors to your destination's tourism sentiment.

What is driving your Tourism Sentiment Score™

Based on our analysis, the following tourism assets are where Werribee excels in generating positive perceptions of the destination's tourism offering.

Top Tourism Assets	Conversation Size	Comparative Volume Performance	Comparative Sentiment Performance
Attractions + Landmarks	6 005	High	Average
Restaurants	2 627	Low	Average
Festivals + Events	1 966	Low	Average
Hiking + Rock Climbing	1 627	Average	Average
Nature Photography	1 367	Low	Average
Weddings	1 042	Low	Average
Beaches + Shoreline	1 023	Average	Low
Wildlife Viewing	802	Low	Average
Accommodation	588	Low	Average
Museums + Galleries	557	Low	Average

Destination Performance

Tourism Sentiment Score™ result

51

+ 53%

− 2%

Key Takeaway:

The global rank is not a measure of competitiveness but that of aspirational benchmarks. As you grow word of mouth around your destinations tourism assets, you can track your progress globally.

A look at the globe

The global rank is not a measure of competitiveness but that of aspirational benchmarks. All destination who have participated in the Tourism Sentiment Index have been grouped by size of destination, determined by annual visitation. This allows us to provide additional context to Werribee's sentiment scores beyond the specific comparative set. As you grow word of mouth around your destinations tourism assets, you can track your progress globally.

Destination Category: Less than 500,000

Total Destinations Included in Rank: 219

Top Performing Tourism Assets	Global Rank
Attractions + Landmarks	80th-90th Percentile
Equestrian Activities	70th-80th Percentile
Weddings	60th-70th Percentile
Spas + Wellness	60th-70th Percentile
Museums + Galleries	60th-70th Percentile
Architecture	60th-70th Percentile
Hiking + Rock Climbing	50th-60th Percentile
Wineries + Wine Tastings	50th-60th Percentile
Restaurants	50th-60th Percentile
Festivals + Events	50th-60th Percentile

Where is your destination headed?

The tourism sentiment trend line has been calculated using the past three years of sentiment data from your destination and the comparative set. This trend line provides us a view of your destination's overall performance against that of the comparative average and provides us an indicator of the trend for your potential future sentiment.

Tourism Sentiment Score: Trendline

Werribee TSS: 51

Legend:
- Comparative Median
- Comparative Linear Projection
- Werribee Sentiment Timeline
- Werribee Linear Projection

X-axis: Jan 2016, Jan 2017, Jan 2018, Jan 2019

Tourism's Contribution
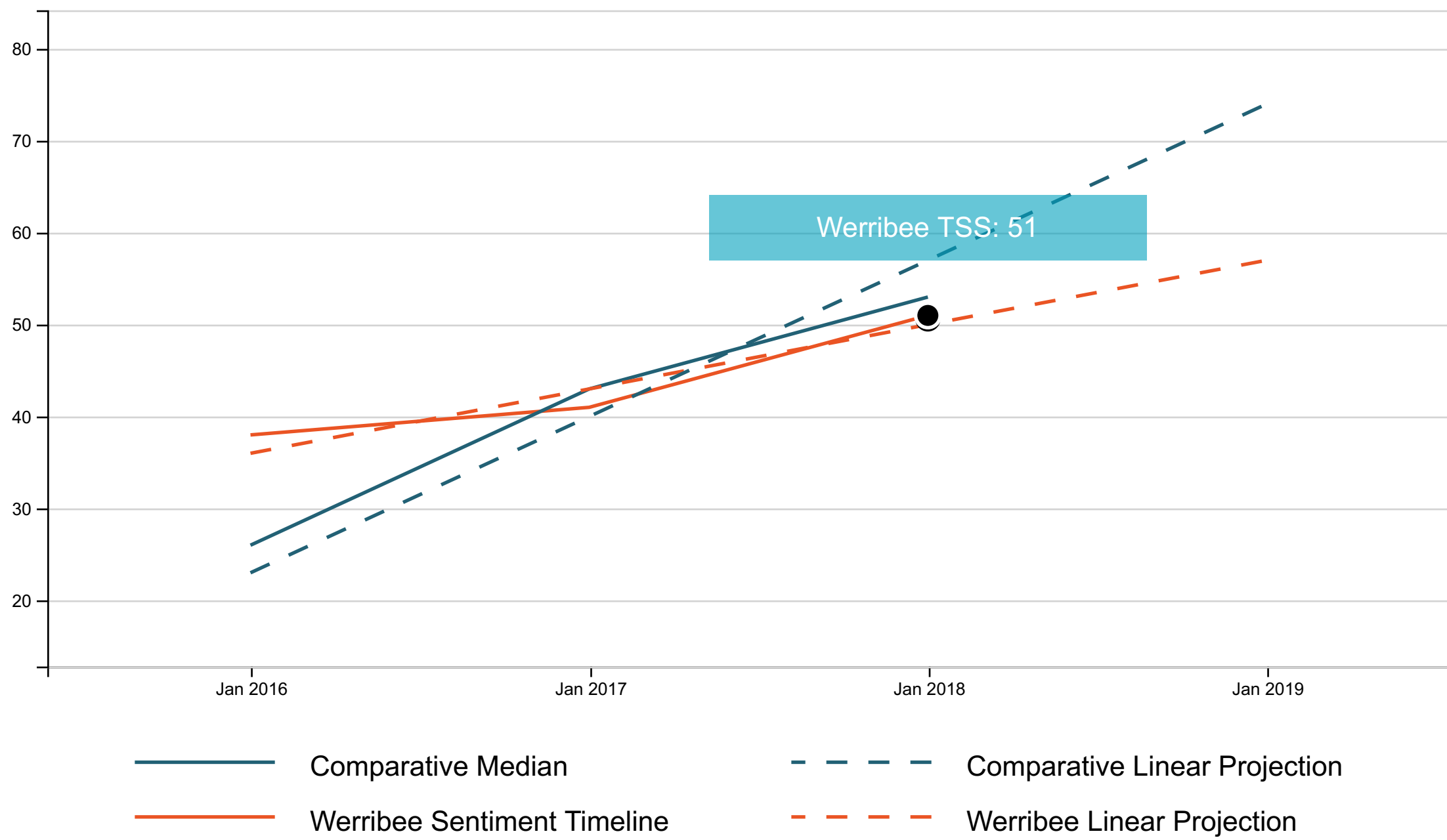
How does tourism contribute?

Tourism Sentiment Score™

Tourism Sentiment Score is a measure of a Werribee's ability to generate positive word of mouth about its tourism offering. It is an aggregate score that focuses solely on online conversations that reference or affect a potential traveler's perceptions of a destination's tourism offering.

51

(+) 53%

(−) 2%

● Promoter ● Passive ● Detractor
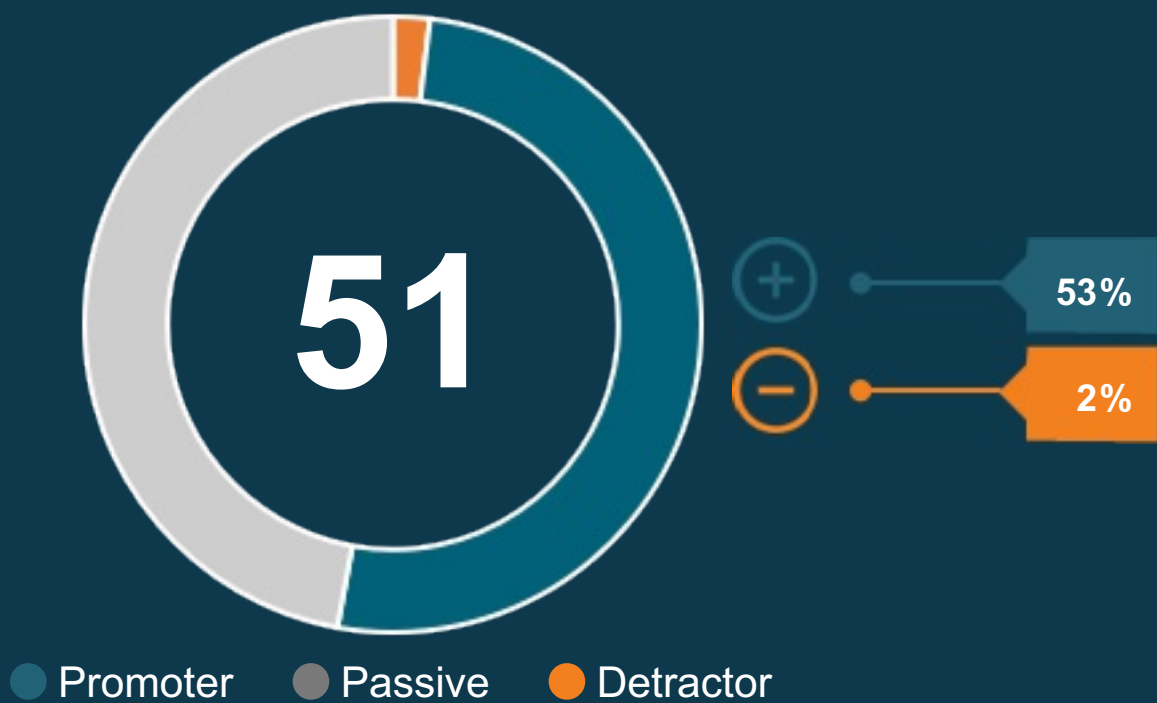
Place Sentiment Score

Place Sentiment Score is an aggregate value of all conversations around Werribee, whether or not the individual conversations have a direct impact on perceptions of the tourism offering. It captures opinions of all aspects of the destination from politics to real estate.

18

(+) 24%

(−) 6%

● Promoter ● Passive ● Detractor
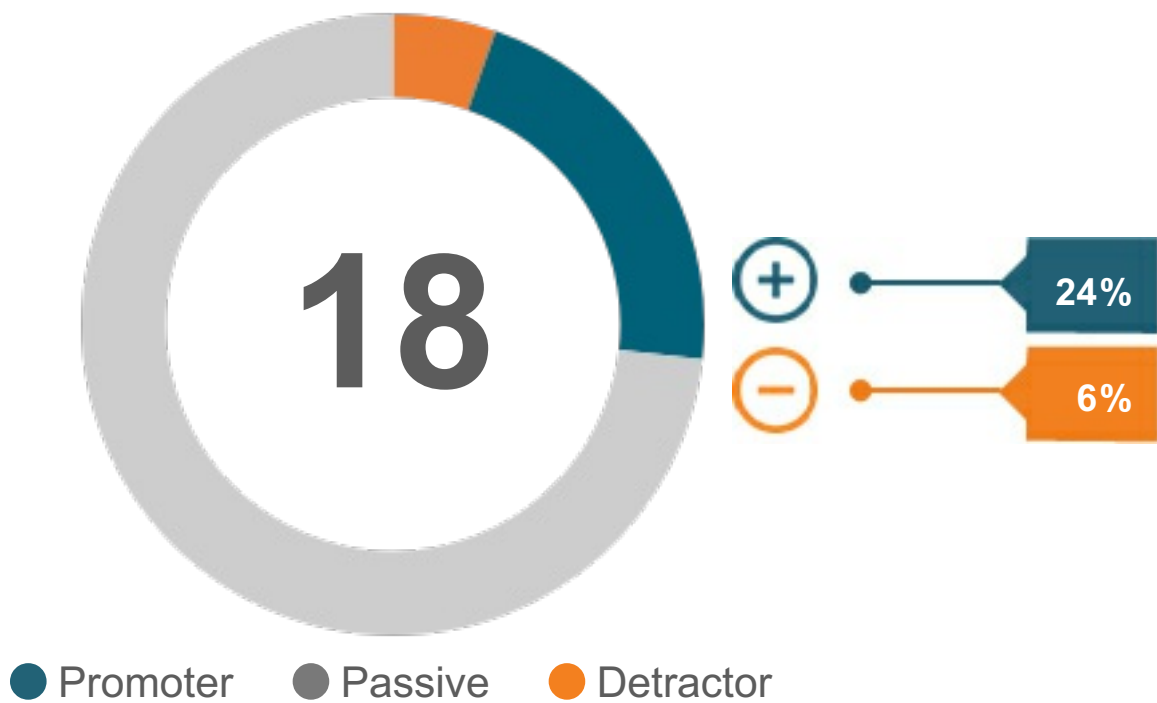
Key Takeaway:

The gap between these two scores is representative of the impact your destination's tourism industry is having on the brand of the destination as a whole. Tourism is a substantial driver of a positive overall brand image.

Tourism Category Overview

How your destination's individual tourism sectors contribute to the Tourism Sentiment Score™

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Understanding the Tourism Categories

The Tourism Sentiment Score is comprised of the aggregate performance of 50 tourism assets across six tourism categories. The following section allows you to understand how Werribee's tourism sectors are performing by examining the Tourism Sentiment Score™ result for each of the six tourism categories.

Amenities + Entertainment

Culture & History

Destination Services

Outdoor Adventure

Culinary & Food scene

Relaxation & Wellness

Tourism Sentiment Score™

Tourism Category | Volume of Conversation

- Relaxation + Wellness 5%
- Culture + History 6%
- Destination Services 10%
- Food + Culinary 14%
- Outdoor Activities 23%
- Amenities + Entertainment 42%
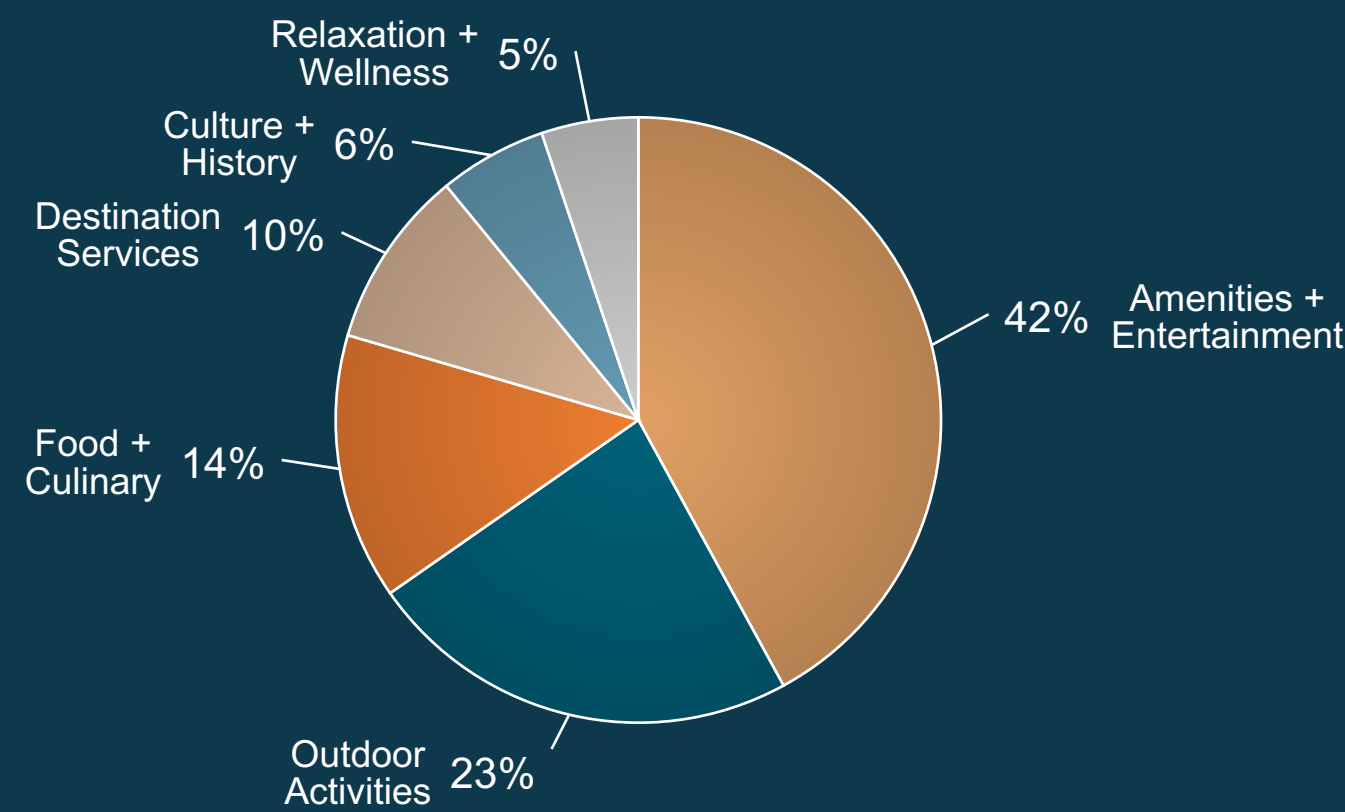
Tourism Category Breakdown

The following section allows you to understand how Werribee's individual tourism sectors are performing and how they contribute to the Tourism Sentiment Score™ as a whole.

Tourism Sectors	Sentiment		Volume	
	Werribee	Comparative Performance	Werribee	Comparative Performance
Outdoor Activities	59	Average	4 861	Low
Culture + History	46	Average	1 204	Low
Relaxation + Wellness	40	Low	1 080	Average
Destination Services	62	Average	1 994	Low
Amenities + Entertainment	43	Average	8 782	Average
Food + Culinary	58	Average	2 970	Low

Tourism Assets

The following section is a detailed look at the 50 tourism assets that comprise your destination's Tourism Sentiment Score™

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Sentiment Comparison

Comparative Strength

A number highlighted in blue is an indicator that your destination's sentiment is 10 points above that of the comparative Median.

36

Comparative Challenge

A number highlighted in orange is an indicator that your destination's sentiment is 10 points below of that of the Comparative median.

34

Reading the Tables

Throughout the following section, Werribee's performance is analyzed on an individual asset level across 50 aspects of your tourism industry. For each tourism asset, your destination's performance is analyzed through a comparison to the median score of the comparative destination set. This provides insight into identifying your current strengths and challenges as a destination. These tables have been colour coded to identify these insights.

Tourism Asset	Sentiment		Volume	
	Sample Destination	Comparative Median	Sample Destination	Comparative Median
Casinos	12	8	248	214
Attractions + Amusement Parks	36	25	2 600	1 131
Festivals + Events	27	34	9 462	11 370
Music + Performance Art	37	38	460	2 453
Nightlife	34	45	3 480	4 591
Amenities + Entertainment Subtotals	**30**	**36**	**16 250**	**19 759**

Tourism Sentiment Score™ result

59

+ 61%

− 2%

Sentiment Comparison

Werribee
59

Low	Median	High
32	56	63

Volume Comparison

Werribee
4 861

Low	Median	High
300	12 700	37 200
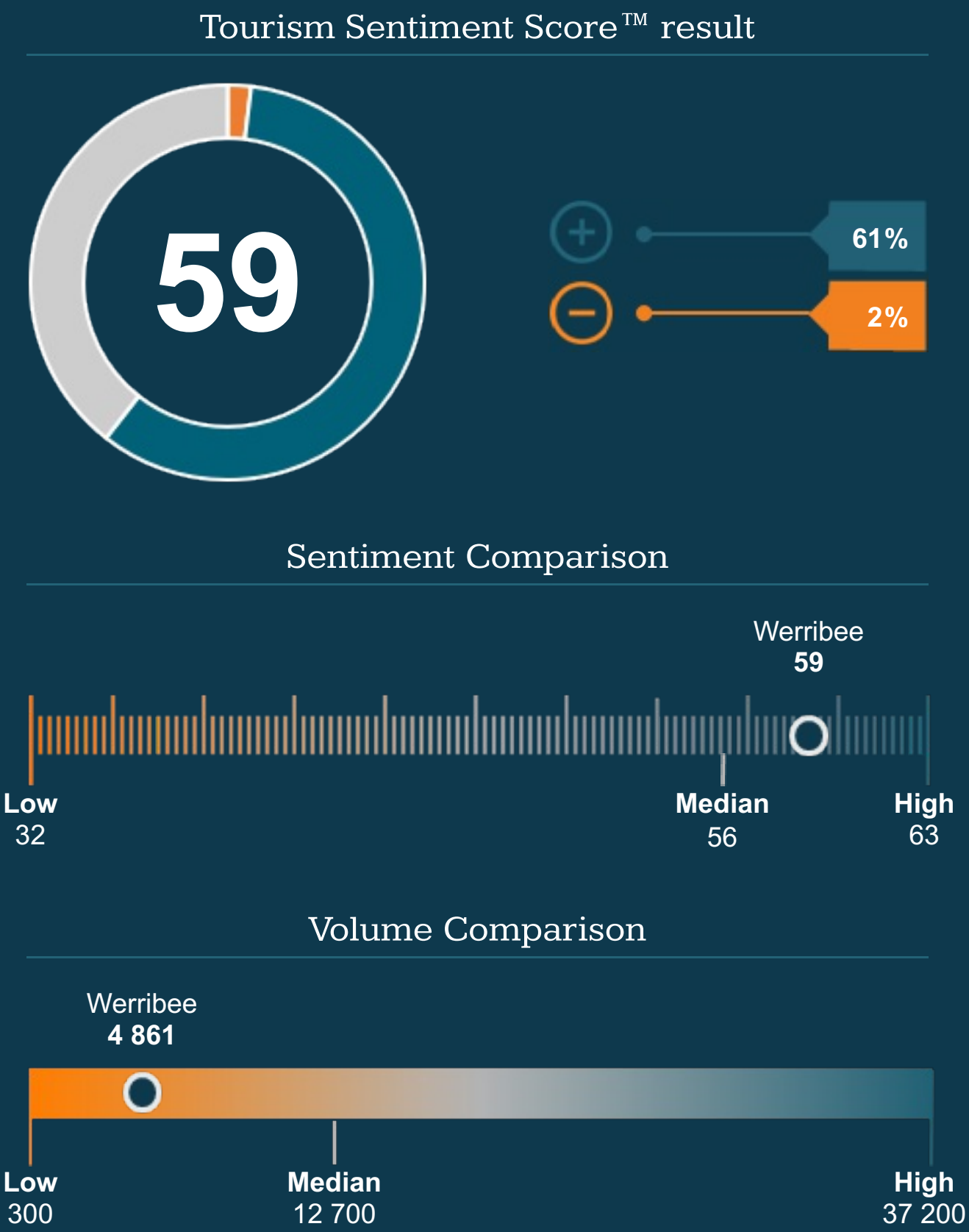
Outdoor Activities

The table below shows the individual tourism assets that make up Werribee's Outdoor Activities category.

Tourism Asset	Sentiment		Volume	
	Werribee	Comparative Median	Werribee	Comparative Median
Nature Photography	66	64	1 367	4 791
Camping	44	50	54	302
Wildlife Viewing	53	53	802	2 068
Fishing	59	57	196	252
Hiking + Rock Climbing	69	67	1 627	1 512
Paddle Sports	57	50	21	65
Golfing	22	25	165	655
Equestrian Activities	33	56	364	277
Cycling + Biking	37	35	256	1 429
Jet Boat + Jetski	11	5	9	5

Tourism Sentiment Score™ result

59

+ 61%

− 2%

Sentiment Comparison

Werribee
59

Low
32

Median
56

High
63

Volume Comparison

Werribee
4 861

Low
300

Median
12 700

High
37 200
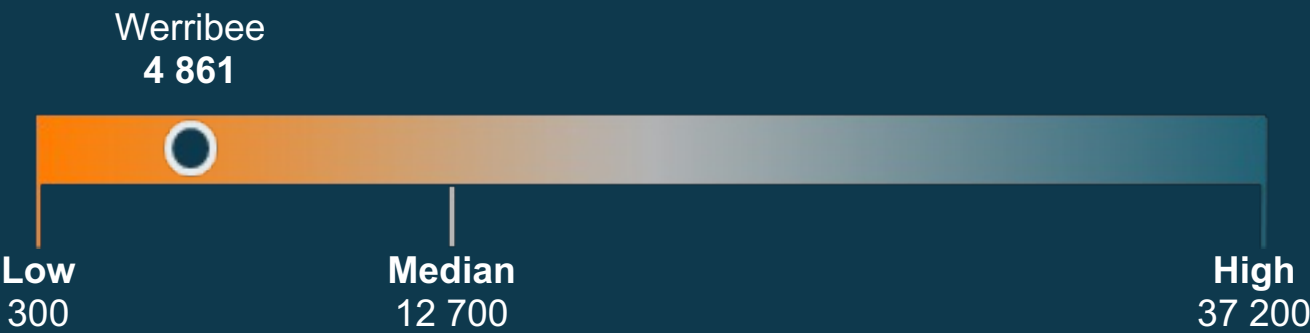
Outdoor Activities

Tourism Asset	Sentiment		Volume	
	Werribee	Comparative Median	Werribee	Comparative Median
Outdoor Activities Subtotals	59	56	4 861	12 653

Tourism Sentiment Score™ result

47

49%

2%

Sentiment Comparison

Werribee
46

Low	Median	High
26	43	53

Volume Comparison

Werribee
1 204

Low	Median	High
0	4 500	9 200
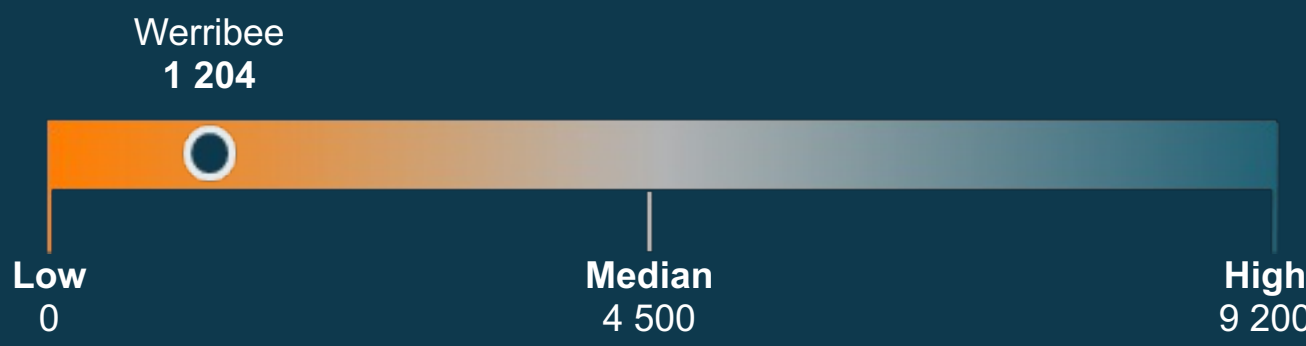
Culture + History

The table below shows the individual tourism assets that make up Werribee's Culture + History category.

Tourism Asset	Sentiment		Volume	
	Werribee	Comparative Median	Werribee	Comparative Median
Street + Public Art	47	52	190	955
Museums + Galleries	29	27	557	1 476
Architecture	67	54	457	1 976
Culture + History Subtotals	**46**	**43**	**1 204**	**4 489**

Tourism Sentiment Score™ result

40

+ 44%

− 4%

Sentiment Comparison

Werribee
40

Low
39

Median
53

High
67

Volume Comparison

Werribee
1 080

Low
0

Median
1 800

High
51 500
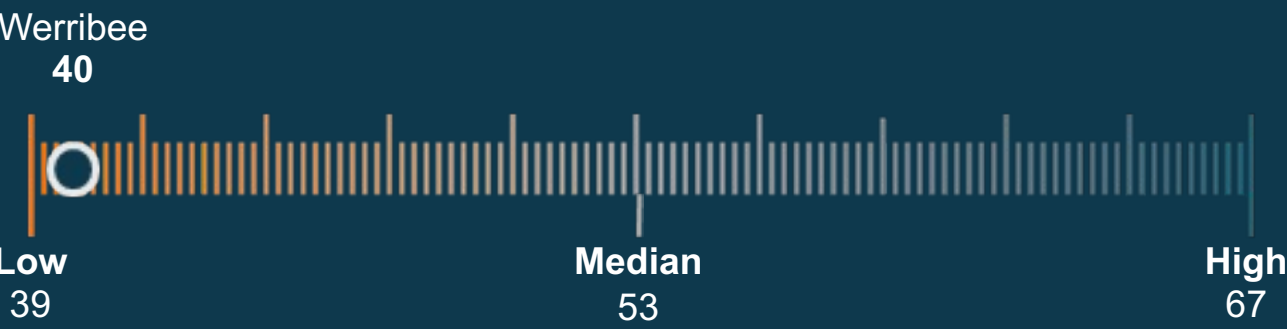
Relaxation + Wellness

The table below shows the individual tourism assets that make up Werribee's Relaxation + Wellness category.

Tourism Asset	Sentiment		Volume	
	Werribee	Comparative Median	Werribee	Comparative Median
Beaches + Shoreline	38	51	1 023	1 539
Spas + Wellness	81	81	57	99
Relaxation + Wellness Subtotals	**40**	**53**	**1 080**	**1 740**

Tourism Sentiment Score™ result

62

65%

3%

Sentiment Comparison

Werribee
62

Low	Median	High
38	63	75

Volume Comparison

Werribee
1 994

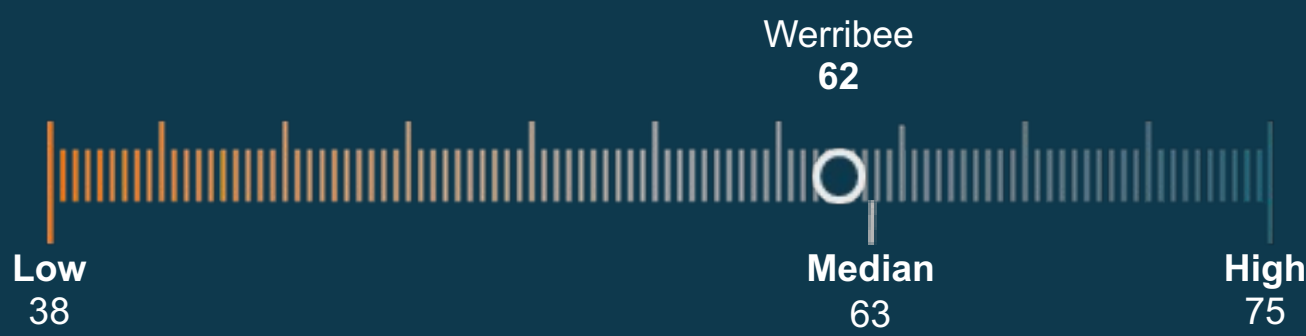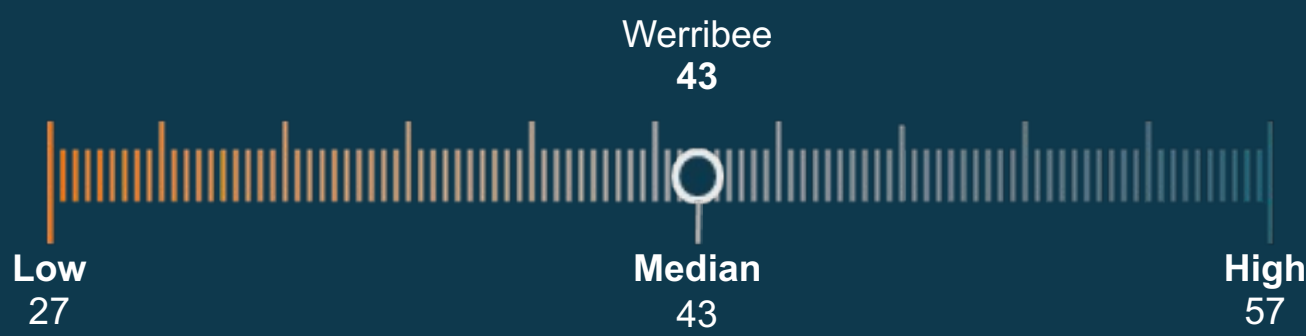| Low	Median	High
100	11 400	17 700
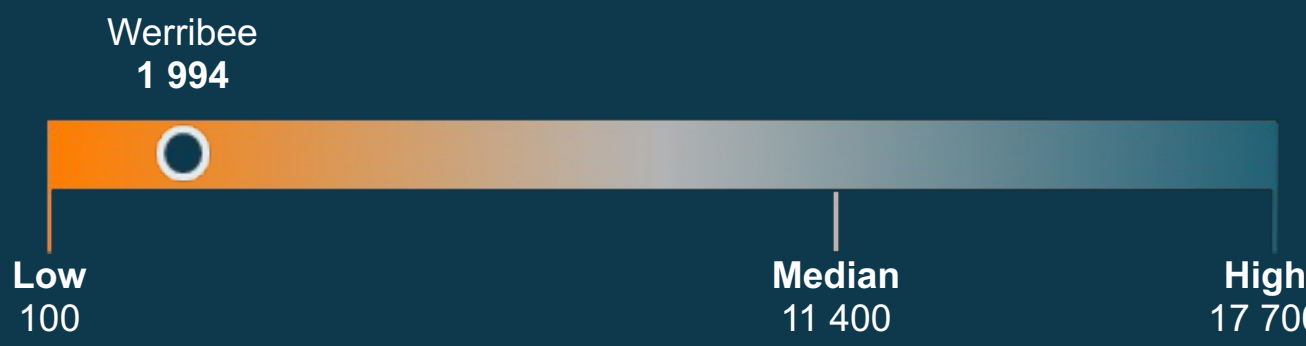
Destination Services

The table below shows the individual tourism assets that make up Werribee's Destination Services category.

Tourism Asset	Sentiment		Volume	
	Werribee	Comparative Median	Werribee	Comparative Median
Accommodation	57	60	588	2 933
Conventions	38	43	205	474
Frontline staff	25	44	113	476
Weddings	76	78	1 042	5 572
Access + Transportation	0	3	16	51
Tour	27	26	30	390
Destination Services Subtotals	**62**	**63**	**1 994**	**11 312**

Tourism Sentiment Score™ result

43

+ 45%

− 2%

Sentiment Comparison

Werribee
43

Low	Median	High
27	43	57

Volume Comparison

Werribee
8 782

Low	Median	High
200	11 300	33 800
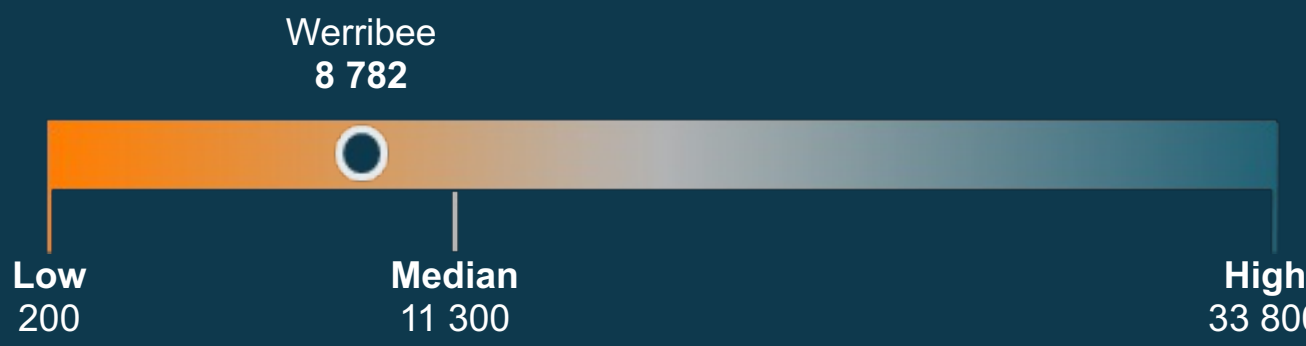
Amenities + Entertainment

The table below shows the individual tourism assets that make up Werribee's Amenities + Entertainment category.

Tourism Asset	Sentiment		Volume	
	Werribee	Comparative Median	Werribee	Comparative Median
Festivals + Events	32	35	1 966	6 106
Attractions + Landmarks	47	47	6 005	2 998
Music + Performance Art	36	42	422	1 118
Nightlife	49	58	389	1 172
Amenities + Entertainment Subtotals	**43**	**43**	**8 782**	**11 294**

Tourism Sentiment Score™ result

58

62%

4%

Sentiment Comparison

Werribee
58

Low	Median	High
57	65	74

Volume Comparison

Werribee
2 970

Low	Median	High
100	21 100	35 800
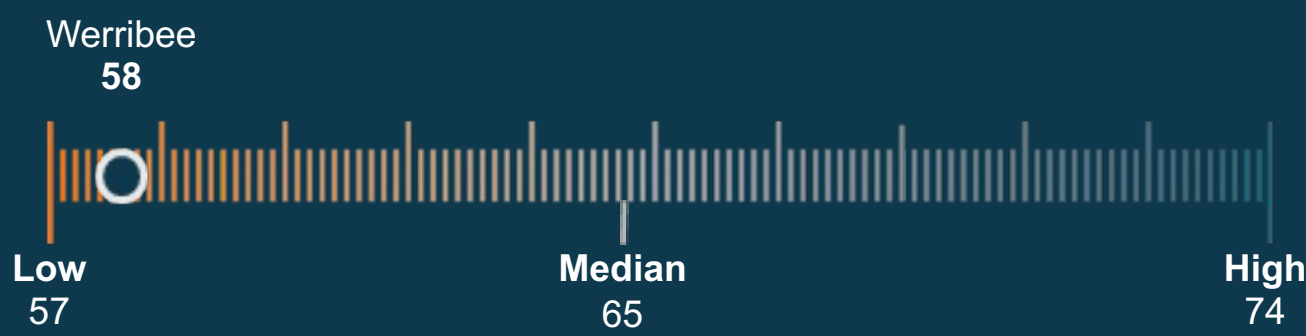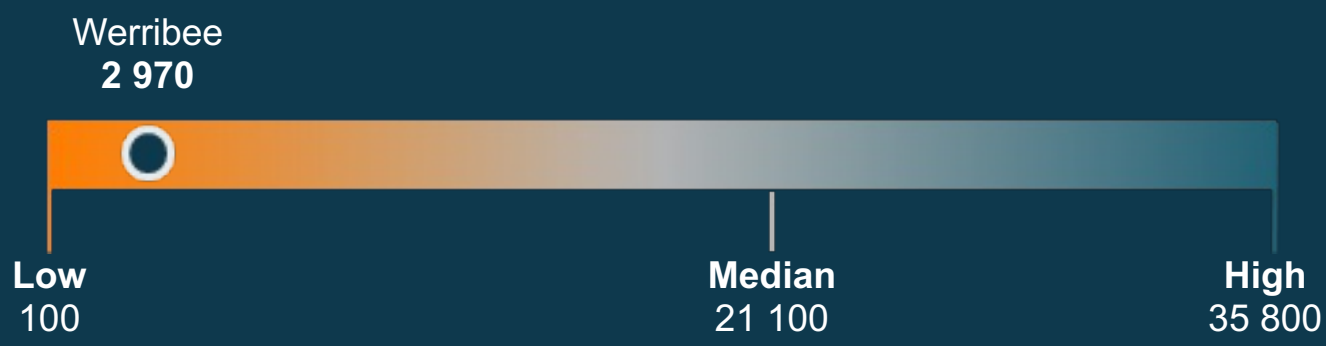
Food + Culinary

The table below shows the individual tourism assets that make up Werribee's Food + Culinary category.

Tourism Asset	Sentiment		Volume	
	Werribee	Comparative Median	Werribee	Comparative Median
Restaurants	61	66	2 627	11 401
Wineries + Wine Tastings	39	61	299	2 476
Food Producers + Farmers Markets	50	59	44	419
Food + Culinary Subtotals	**58**	**65**	**2 970**	**21 041**

Tourism Asset	Sentiment		Volume	
Outdoor Activities	Werribee	Comparative Median	Werribee	Comparative Median
Nature Photography	66	64	1 367	4 791
Camping	44	50	54	302
Wildlife Viewing	53	53	802	2 068
Fishing	59	57	196	252
Hiking + Rock Climbing	69	67	1 627	1 512
Paddle Sports	57	50	21	65
Golfing	22	25	165	655
Equestrian Activities	33	56	364	277
Cycling + Biking	37	35	256	1 429
Jet Boat + Jetski	11	5	9	5
Culture + History				
Street + Public Art	47	52	190	955
Museums + Galleries	29	27	557	1 476
Architecture	67	54	457	1 976
Relaxation + Wellness				
Beaches + Shoreline	38	51	1 023	1 539
Spas + Wellness	81	81	57	99
Destination Services				
Accommodation	57	60	588	2 933
Conventions	38	43	205	474
Frontline staff	25	44	113	476
Weddings	76	78	1 042	5 572
Access + Transportation	0	3	16	51
Tour	27	26	30	390
Amenities + Entertainment				
Festivals + Events	32	35	1 966	6 106
Attractions + Landmarks	47	47	6 005	2 998
Music + Performance Art	36	42	422	1 118
Nightlife	49	58	389	1 172

Tourism Asset	Sentiment		Volume	
Food + Culinary	Werribee	Comparative Median	Werribee	Comparative Median
Restaurants	61	66	2 627	11 401
Wineries + Wine Tastings	39	61	299	2 476
Food Producers + Farmers Markets	50	59	44	419
TOTAL	**51**	**53**	**20 891**	**67 664**

Summary

This report provides Werribee with a view of how it is perceived and discussed among consumers as a travel destination. Everyone in your destination can influence the levels of positive and negative sentiments about its tourism experiences. Based on our analysis of word of mouth about Werribee, we recommend the following actions for your organization.

Core Conversation Drivers

Volume is a good indicator of overall awareness. The more people are talking about a specific experience, the more awareness that drives. It is important to ensure that your top awareness generators remain competitive and make positive impressions. The top drivers of conversation for Werribee are:

- **Attractions + Landmarks**
- **Restaurants**
- **Festivals + Events**

Potential Growth Opportunities

While these tourism assets may not generate the most volume, they are generating a high level of sentiment. Because of this, these categories present future growth potential. Among Werribee's tourism assets, the following stood out as potential growth opportunities.

- **Attractions + Landmarks**
- **Wildlife Viewing**
- **Architecture**
- **Fishing**

Under Performing Assets

Not every aspect of your destination needs to be at the top. However, the following assets within Werribee fell below the competition for both volume and sentiment.

- **Frontline Staff**
- **Restaurants**
- **Beaches + Shoreline**