



TSI RANKINGS REPORT

COROMANDEL

Q3 2022



ABOUT THIS REPORT

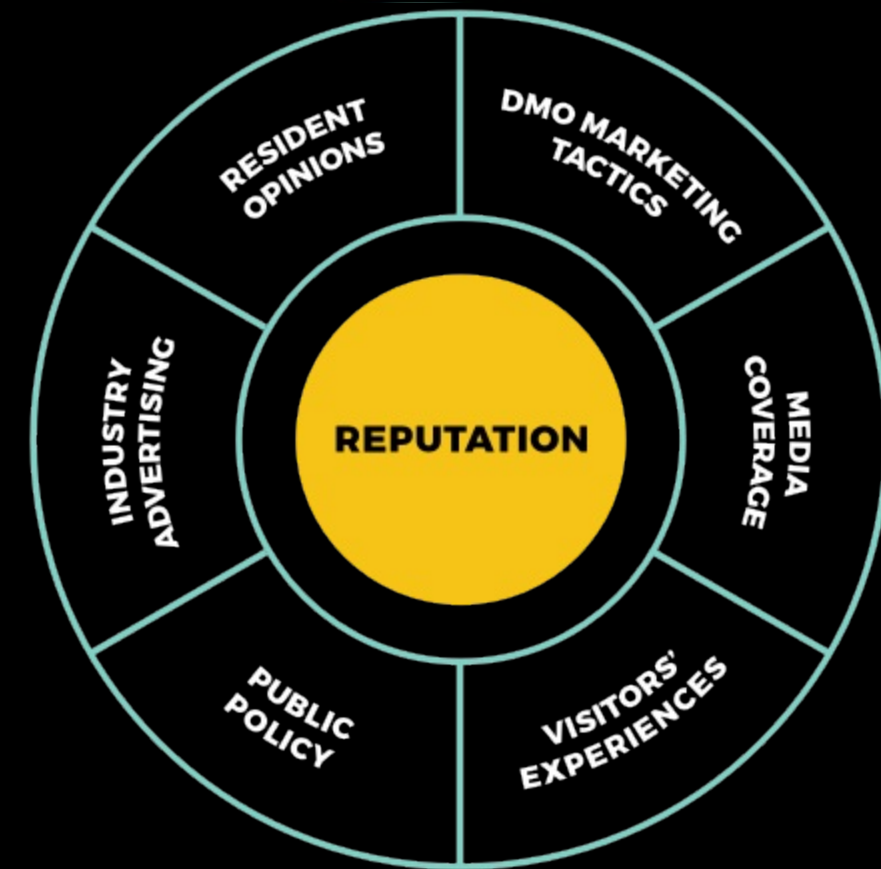
Measure the complete brand behind your reputation with the Tourism Sentiment Index®.

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

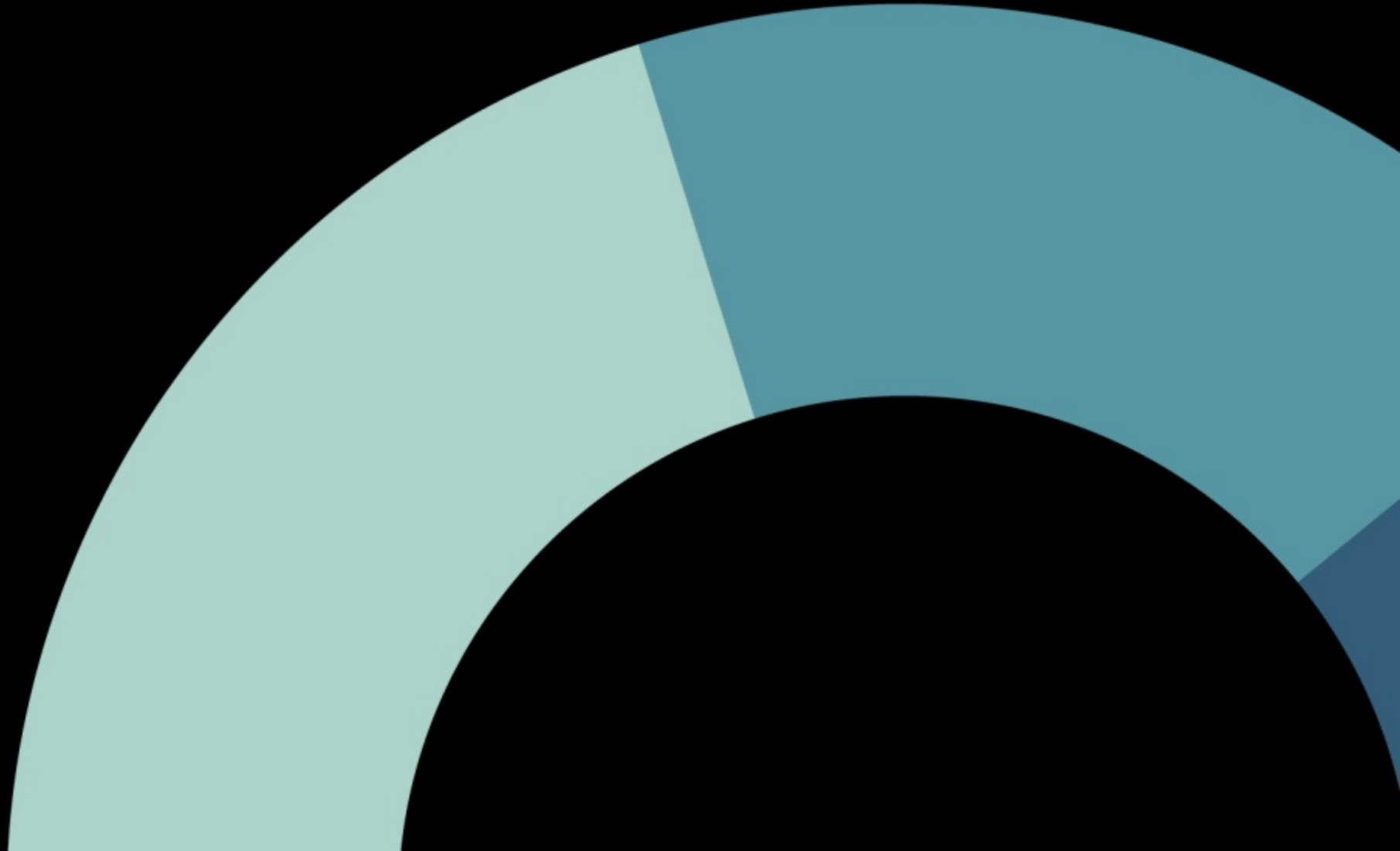
DESTINATION ANALYSIS

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

GLOBAL RANKINGS

- By overall performance
- By tourism asset

COROMANDEL
**QUARTERLY
RANKINGS**



COROMANDEL HEADLINES FOR Q3 2022

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

Coromandel had a Tourism Sentiment Score® of 15.2.

Coromandel ranked #11 in New Zealand this quarter.

The top contributors to Coromandel's overall performance were: Hiking + Rock Climbing (36%), Beaches (26%), and Surfing (15%).

Hiking + Rock Climbing in Coromandel generated 100% more positive sentiment than half of the destinations around the world, placing Coromandel in the top 10% 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	20.9	15.2	—
NATIONAL	17.4	15.2	—
WAIKATO	17.1	15.2	—

WHAT BENCHMARKS REVEAL

Coromandel's Tourism Sentiment Score® of 15 in Q3 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

Hiking + Rock Climbing



#2
LOVED ASSET

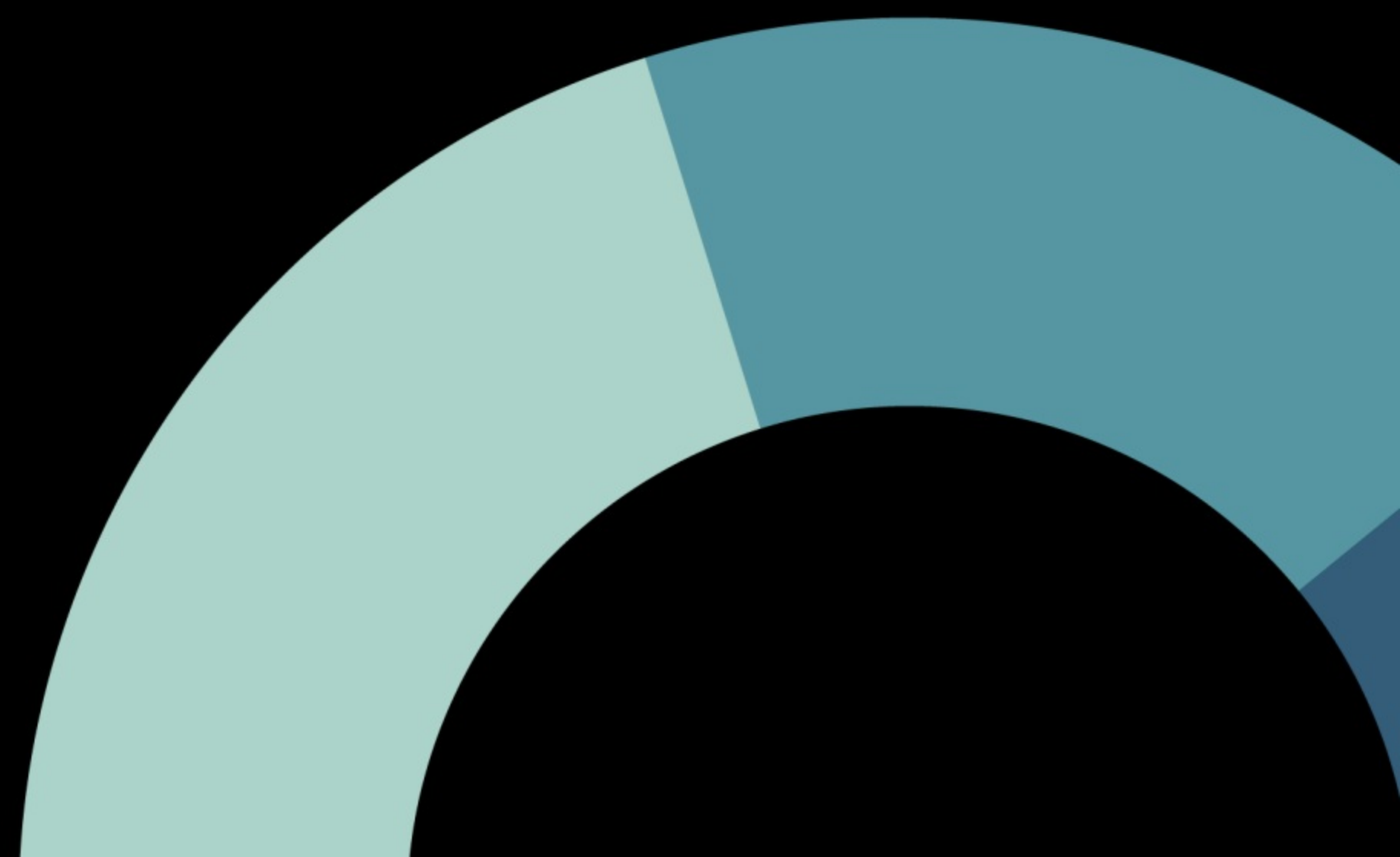
Beaches



#3
LOVED ASSET

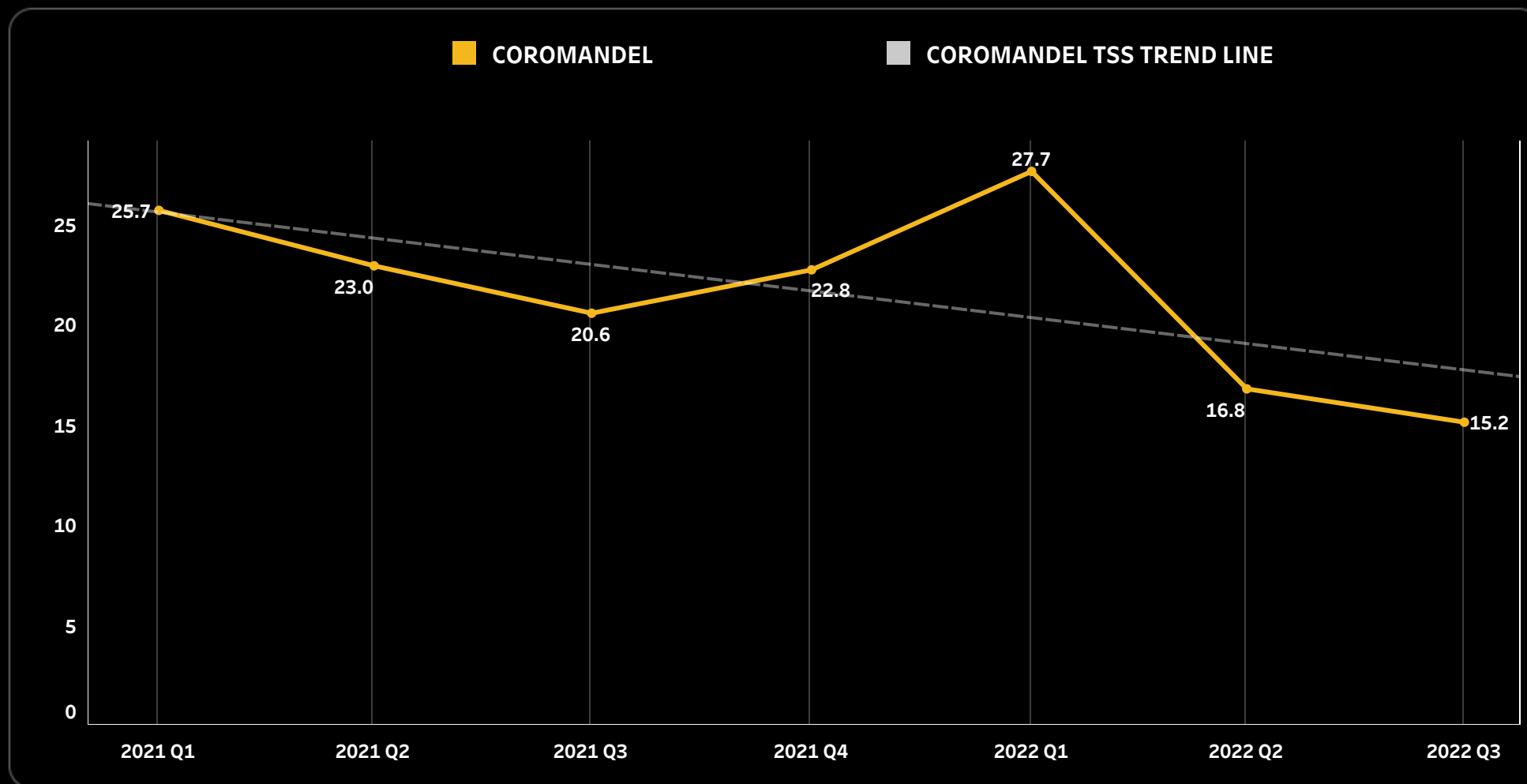
Surfing

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 21 months, Coromandel's performance has been decreasing at an average rate of -30.6%. This is behind of the Waikato average trend of -17.9%.

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
113	Lake Wanaka	25	Nature Photography
261	Mount Maunganui	21	Hiking + Rock Climbing
323	Taupo District	19	Nature Photography
416	Coromandel	15	Hiking + Rock Climbing
436	Nelson	14	Restaurants + Dining
462	Manawatu Region	12	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.



Hiking + Rock Climbing

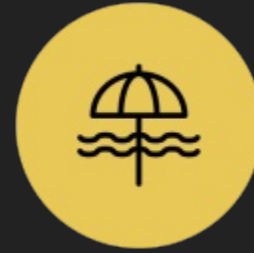
This asset represents **36%** of Coromandel's Tourism Sentiment Score®.

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

Performance compared to same quarter last year: **-22.04%**

NOTABLE

Hiking + Rock Climbing in Coromandel generated **100% more positive sentiment than half of the destinations around the world, placing Coromandel in the top 10% in the world for this tourism asset.**



Beaches

This asset represents **26%** of Coromandel's Tourism Sentiment Score®.

Performance compared to last quarter: **-74.37%**

Performance compared to same quarter last year: **-75.12%**



Surfing

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

Performance compared to last quarter: **100%**

Performance compared to same quarter last year: **100%**

NOTABLE

Surfing in Coromandel generated **100% more positive sentiment than half of the destinations around the world, placing Coromandel in the top 10% in the world for this tourism asset.**

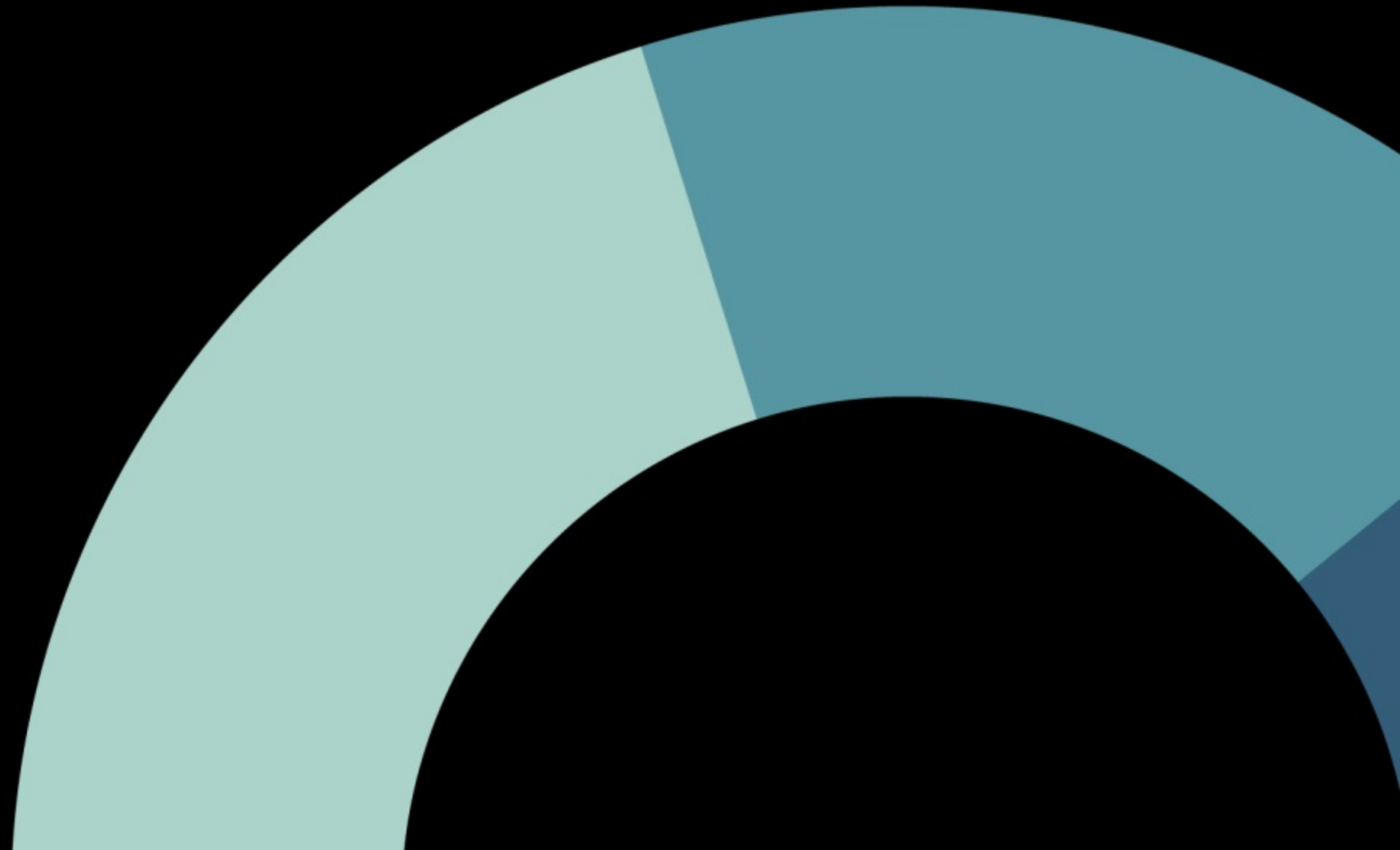
COROMANDEL SUMMARY OF TOURISM ASSETS

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
Hiking + Rock Climbing	36%	56	90th	95th
Beaches	26%	9	15th	15th
Surfing	15%	46	90th	95th
Restaurants + Dining	13%	15	20th	30th
Fishing	8%	16	90th	50th
Attractions	1%	9	20th	20th

Q3 2022

GLOBAL RANKINGS



GLOBAL RANKINGS *OVERALL*

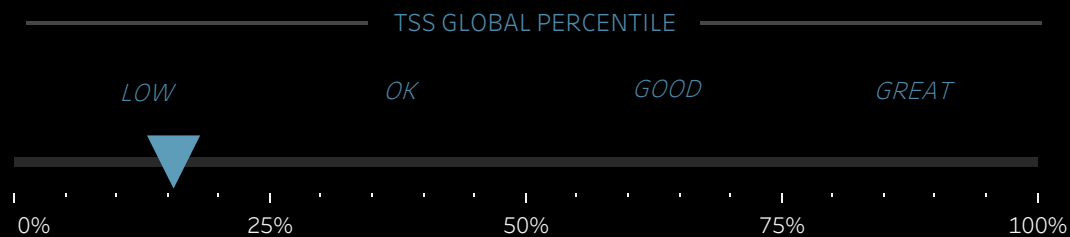
PERFORMANCE

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®

15



COROMANDEL Q3 2022

TOP 100 GLOBAL DESTINATIONS

RANK	DESTINATION	TOURISM SENTIMENT SCORE®	RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Maldives	43	26	Hunter Valley	30
2	Seychelles	37	27	Bahamas	30
3	Whitsundays	37	28	Scottsdale	30
4	Magnetic Island	37	29	Durango	30
5	Byron Bay	36	30	Sunshine Coast	30
6	Ibiza	35	31	Aruba	30
7	Noosa	34	32	Palm Springs	30
8	Zanzibar	34	33	Jamaica	30
9	Cairns	33	34	Mornington Peninsula	30
10	Shoalhaven	33	35	Pembrokeshire	30
11	Barossa	33	36	Perth and Kinross	29
12	Esperance	33	37	Hurghada	29
13	Vernon	33	38	Cayman Islands	29
14	Mauritius	33	39	Turks and Caicos Islands	29
15	Laguna Beach	33	40	Whitefish	29
16	Donostia / San Sebastian	33	41	Queenstown	29
17	Udaipur	32	42	Lake District	29
18	Bali	32	43	Haliburton Highlands	29
19	Adelaide Hills	31	44	Fraser Valley	29
20	Hermanus	31	45	Park City	29
21	Niagara Falls	31	46	Bergen	29
22	Tropical North Queensland	31	47	Big Sky	29
23	Cornwall	31	48	Austin	29
24	Saint Lucia	31	49	Savannah	29
25	Antigua and Barbuda	30	50	Macao	29

GLOBAL RANKINGS *OVERALL*

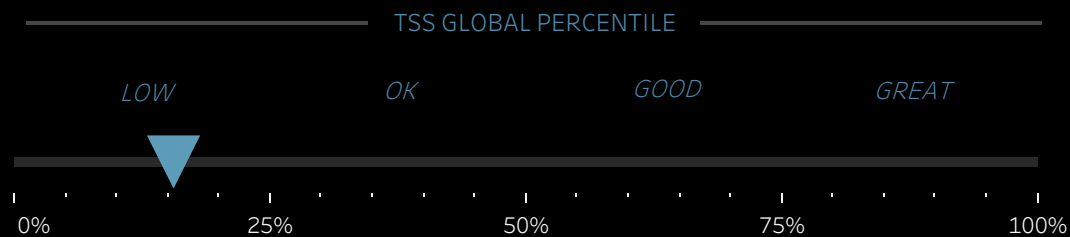
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TOURISM
SENTIMENT SCORE®

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COROMANDEL Q3 2022

TOP 100 GLOBAL DESTINATIONS

RANK	DESTINATION	TOURISM SENTIMENT SCORE®	RANK	DESTINATION	TOURISM SENTIMENT SCORE®
51	Asheville	28	76	French Polynesia	26
52	Greater Geelong and the Be..	28	77	Plymouth	26
53	Santorini	28	78	Airlie Beach	26
54	Sedona	28	79	Marbella	26
55	Hope Cascade Canyons	28	80	Edmonton	26
56	Kauai	28	81	Tulum	26
57	Scenic Rim	28	82	Perth	26
58	Clearwater	28	83	Brisbane	26
59	Cape Town	28	84	Dallas	26
60	Fiji	27	85	Margaret River	26
61	Barbados	27	86	Dubai	26
62	San Antonio	27	87	Cancun	26
63	Panama City Beach	27	88	Coventry	26
64	Parksville Qualicum Beach	27	89	Great Ocean Road	26
65	Adelaide	27	90	Oxfordshire County	26
66	South Padre Island	27	91	Kolkata	26
67	Wollongong	27	92	South Coast	26
68	Mackay	27	93	Lexington	26
69	Samoa	27	94	Grampians	25
70	Tweed	27	95	Moncton	25
71	Shanghai	27	96	Oceanside	25
72	Richmond	27	97	Marrakesh	25
73	Leicester	26	98	Antwerp	25
74	Port Douglas & Daintree	26	99	Puerto Rico	25
75	Bundaberg	26	100	Breckenridge	25

GLOBAL RANKINGS

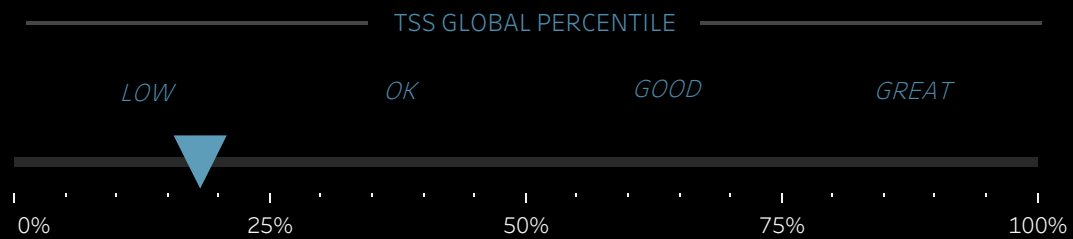
BY TOURISM ASSET

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®

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COROMANDEL Q3 2022



Attractions TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Rome	62
2	Whitsundays	56
3	Barcelona	48
4	Dallas	48
5	Las Vegas	40
6	Dubai	38
7	Agra	38
8	Cape Town	37
9	Montreal	37
10	Tokyo	37
11	Bali	36
12	Kolkata	36
13	Los Angeles	35
14	Singapore	34
15	Brussels	34
16	Bahamas	34
17	Delhi	32
18	London	31
19	Melbourne	29
20	Toronto	28

GLOBAL RANKINGS

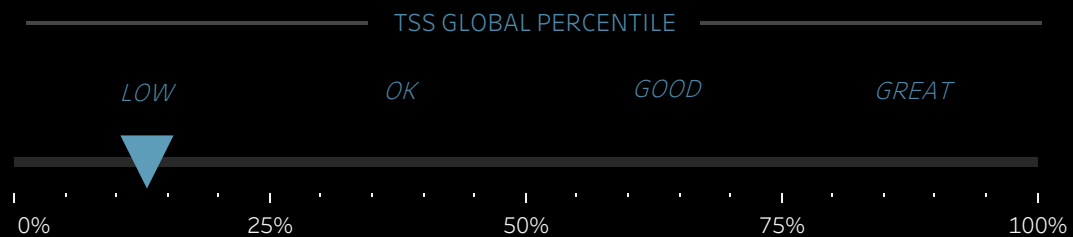
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COROMANDEL, WAIKATO

TOURISM
SENTIMENT SCORE®

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COROMANDEL Q3 2022



Beaches TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Maldives	52
2	Saint Lucia	48
3	Antigua and Barbuda	48
4	Mauritius	45
5	Turks and Caicos Isla..	45
6	Ibiza	45
7	Barcelona	45
8	Seychelles	44
9	Durban	44
10	Esperance	44
11	Bahamas	43
12	Byron Bay	43
13	Jamaica	42
14	Fiji	42
15	Bali	40
16	Hurghada	40
17	Great Ocean Road	40
18	Laguna Beach	40
19	Whitsundays	39
20	Noosa	39

GLOBAL RANKINGS

BY TOURISM ASSET

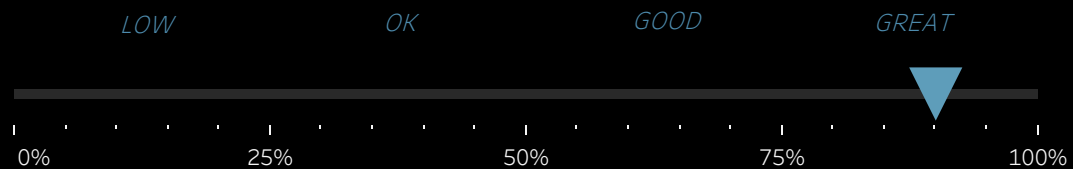
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TOURISM
SENTIMENT SCORE®

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TSS GLOBAL PERCENTILE



COROMANDEL Q3 2022



Fishing TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Whitsundays	40
2	Cairns	37
3	Maldives	35
4	Bahamas	34
5	Jacksonville	30
6	Cornwall	30
7	Tropical North Queen..	30
8	Cancun	29
9	Key West	27
10	Cape Town	26
11	Aberdeenshire	24
12	Ocean City	23
13	Vancouver Island	22
14	U.S. Virgin Islands	22
15	San Diego	21
16	Outer Banks	21
17	Puerto Vallarta	20
18	Tampa	20
19	Pensacola	20
20	Bar Harbor	19

GLOBAL RANKINGS

BY TOURISM ASSET

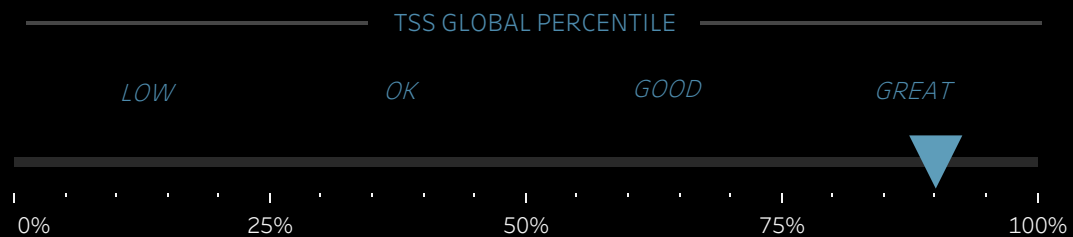
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**Note:* to qualify for the global top 20, destinations must satisfy two criteria. #1) destinations must maintain the highest sentiment scores set by all destinations that quarter. #2) destinations must generate enough conversation volume within the 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 Coromandel 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 Q3 2022



Hiking + Rock Climbing TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Bergen	31
2	Breckenridge	31
3	Cape Town	30
4	Grampians	30
5	Sedona	28
6	Cornwall	27
7	Tropical North Queen..	27
8	Lake District	26
9	Anchorage	26
10	O'ahu	25
11	Maui	25
12	Canmore	23
13	Blue Mountains	23
14	Thompson Okanagan	23
15	Whistler	22
16	Ontario Highlands	22
17	Aspen	21
18	Boulder	21
19	Iron County	20
20	Banff	20

GLOBAL RANKINGS

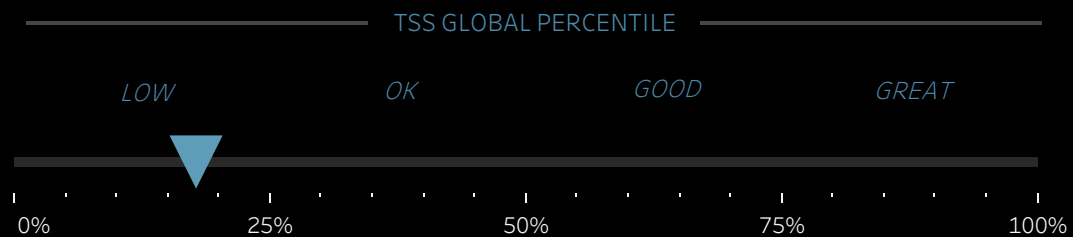
BY TOURISM ASSET

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COROMANDEL, WAIKATO

TOURISM
SENTIMENT SCORE®

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COROMANDEL Q3 2022



Restaurants + Dining TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Prague	52
2	French Polynesia	51
3	Lake District	50
4	Nice	49
5	Ibiza	47
6	Kauai	45
7	Fiji	45
8	Santa Barbara	44
9	Memphis	43
10	Bahamas	42
11	Asheville	42
12	Doha	41
13	Austin	40
14	Udaipur	40
15	Donostia / San Sebast..	39
16	Copenhagen	38
17	Cape Town	37
18	Tulum	37
19	Vancouver	37
20	Dallas	37

GLOBAL RANKINGS

BY TOURISM ASSET

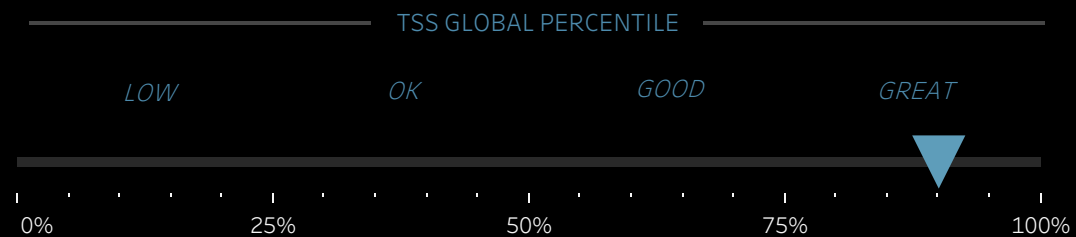
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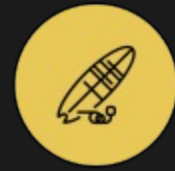
COROMANDEL, WAIKATO

TOURISM
SENTIMENT SCORE®

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COROMANDEL Q3 2022



Surfing TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Bali	35
2	Byron Bay	35
3	Maldives	34
4	Durban	31
5	Jamaica	29
6	Cape Town	28
7	French Polynesia	27
8	Newport Beach	26
9	Oceanside	22
10	San Diego	20
11	Sunshine Coast	20
12	Noosa	18
13	San Francisco	18
14	Sydney	17
15	Huntington Beach	16
16	Gold Coast	16
17	Long Beach	15
18	O'ahu	14
19	Santa Cruz	11
20	Maui	8



TSI RANKINGS REPORT

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