

DESTINATION

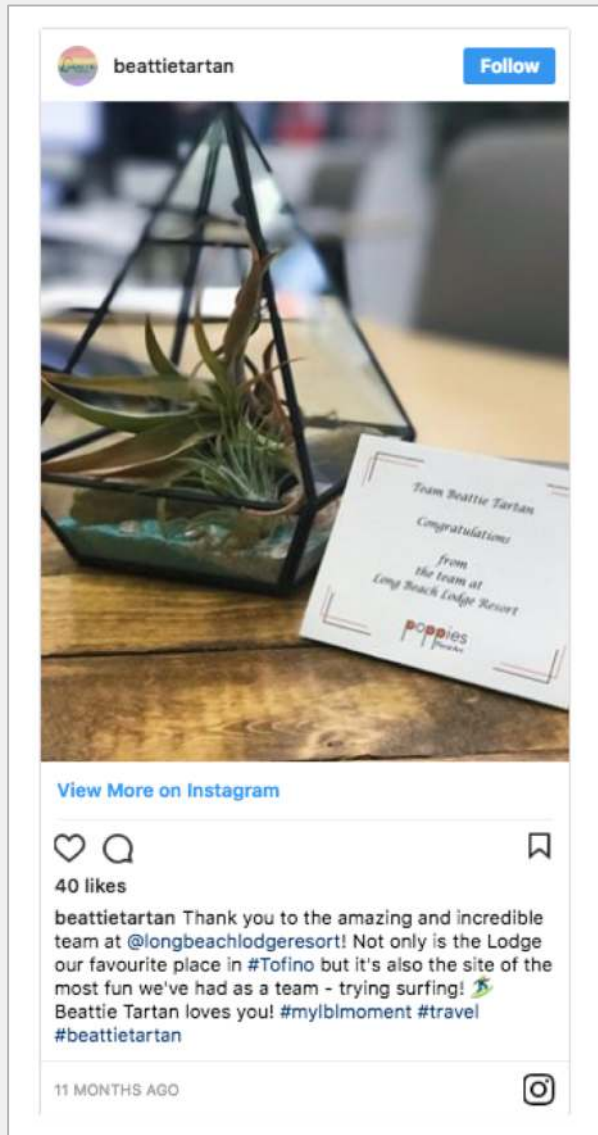
Think!

Tourism Sentiment Index | Tofino

The power of word of mouth

Market research consistently shows that word of mouth is and always has been the predominate influence on the travel decision-making process.

Capturing this sentiment is a powerful way to monitor the success of a destination.



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:** 16,009,779 + online conversations from around the world
- **When:** January 1, 2015 – December 31, 2017

This analysis is completed using a custom, text- and image-based algorithm focused on conversations about Tofino and its connected tourism region.

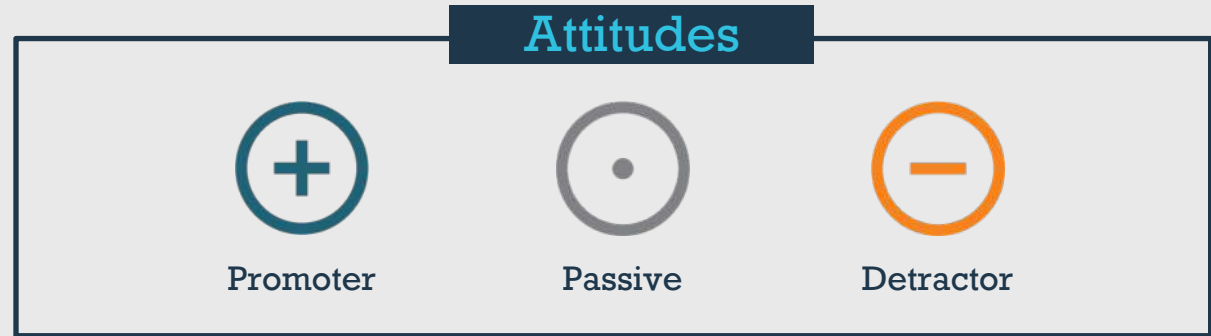
Sources

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).



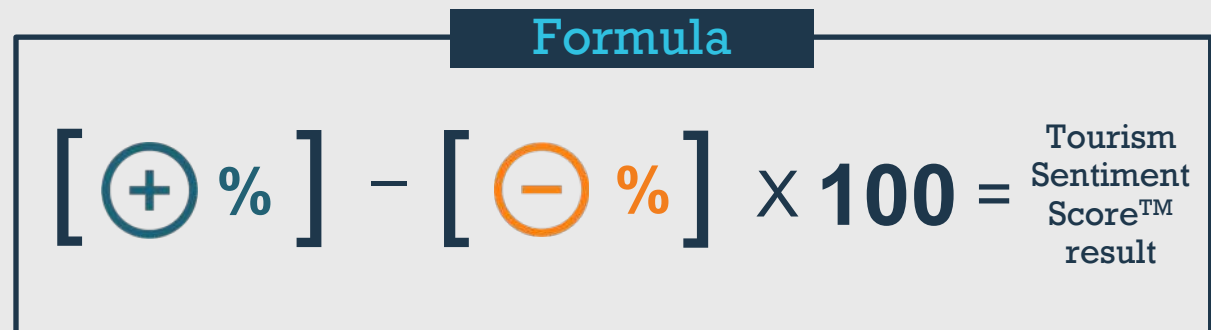
Gathering sentiments

A sentiment score allows us to understand in a single snapshot the overall attitude of conversations about Tofino through the eyes of its visitors, and provides a performance benchmark to track over time. Throughout the report, attitudes are marked as promoter, passive or detractor.



Applying the formula

Once scanning, monitoring and analysis of all online conversations happening around the world related to Tofino are complete, we apply the Tourism Sentiment Score™ formula.





Destination promoter

Those actively recommending or speaking positively about Tofino to others

Heading to my favourite place on the planet--
Tofino. But first a quick stop at Goats on the Roof.
Amazing bread!

6:13 PM - Sep 7, 2017



Destination passive

Those speaking about Tofino from an indifferent point of view

equilibreum Summer throwback considering today is
the official last day of the season. #tbt #tofino
#mackenziebeach #pacificrimnationalpark #beach
#lastdayofsummer #summermemories
#vancouverisland #westcoast #sunset #vacation



Destination detractor

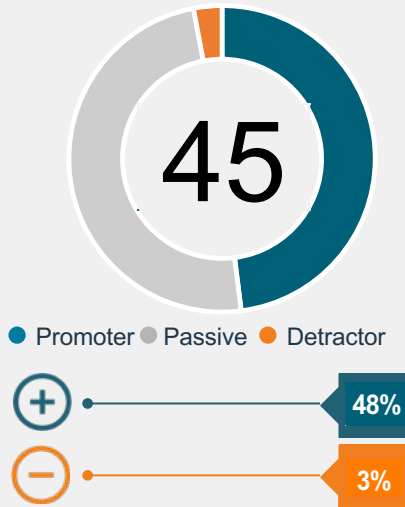
Those actively discouraging or speaking negatively about Tofino to others

@cblatts Btw if you are looking at Airbnb's in Tofino, mine was pretty awful. Really noisy. Bedwell was the name; Kevin manages them.

Place Sentiment Score

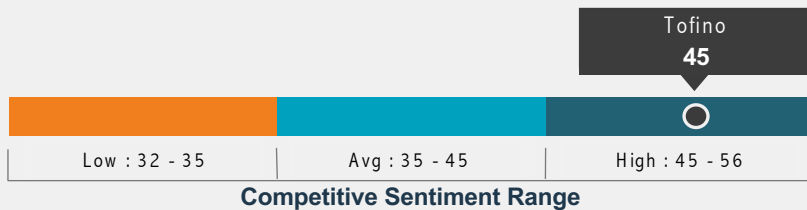
Place Sentiment Score is an aggregate value of all conversations around a destination, whether or not the individual conversations have a direct impact on perceptions of the tourism offering. It captures opinions of all aspects of the destination from politics to real estate.

While the scope of place sentiment is not entirely under the purview of tourism, this score is important to understand.

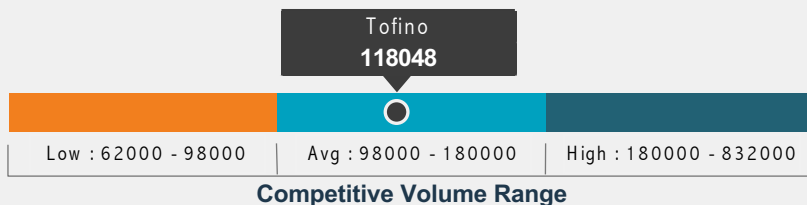


Competitive comparison

Place sentiment indicates overall attitudes toward a destination whether positive or negative. This comparison is Tofino's performance vs. the range of your destination's competitive set.



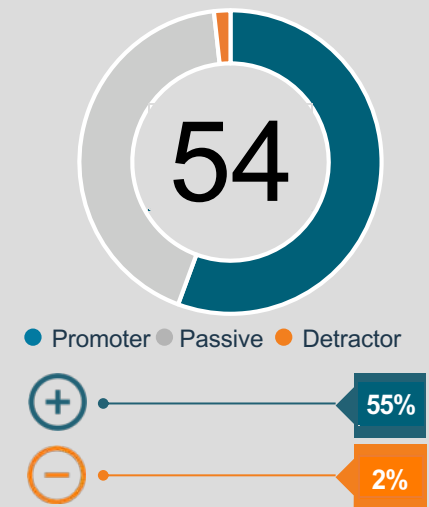
Destination conversation volume indicates overall consumer awareness. This comparison is Tofino's performance vs. the range of your destination's competitive set.



Tourism Sentiment Score™

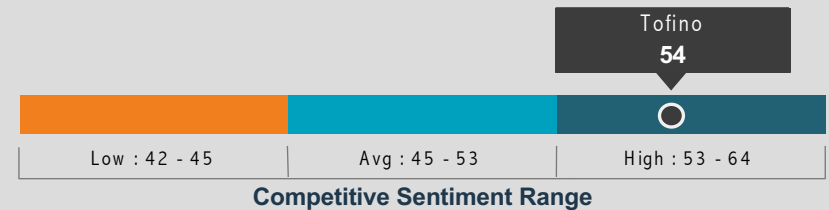
Tourism Sentiment Score is a measure of a destination's ability to generate positive word of mouth about its tourism offering. It is an aggregate score that focuses solely on online conversations that reference or affect a potential traveler's perceptions of a destination's tourism offering.

The Tourism Sentiment Score results are presented in six categories (pages 9-17). Each category is broken into the 53 tourism assets (page 17) that comprise the six categories.

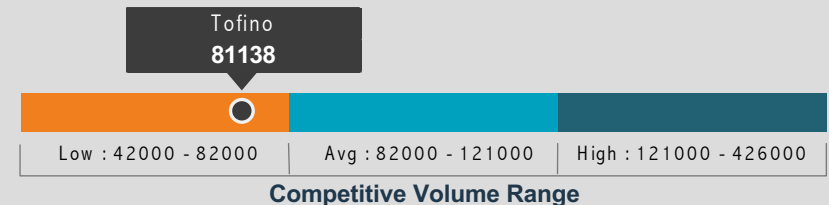


Competitive comparison

Tourism sentiment indicates overall attitudes toward a destination's tourism offering. This comparison is Tofino's performance vs. the range of your destination's competitive set.



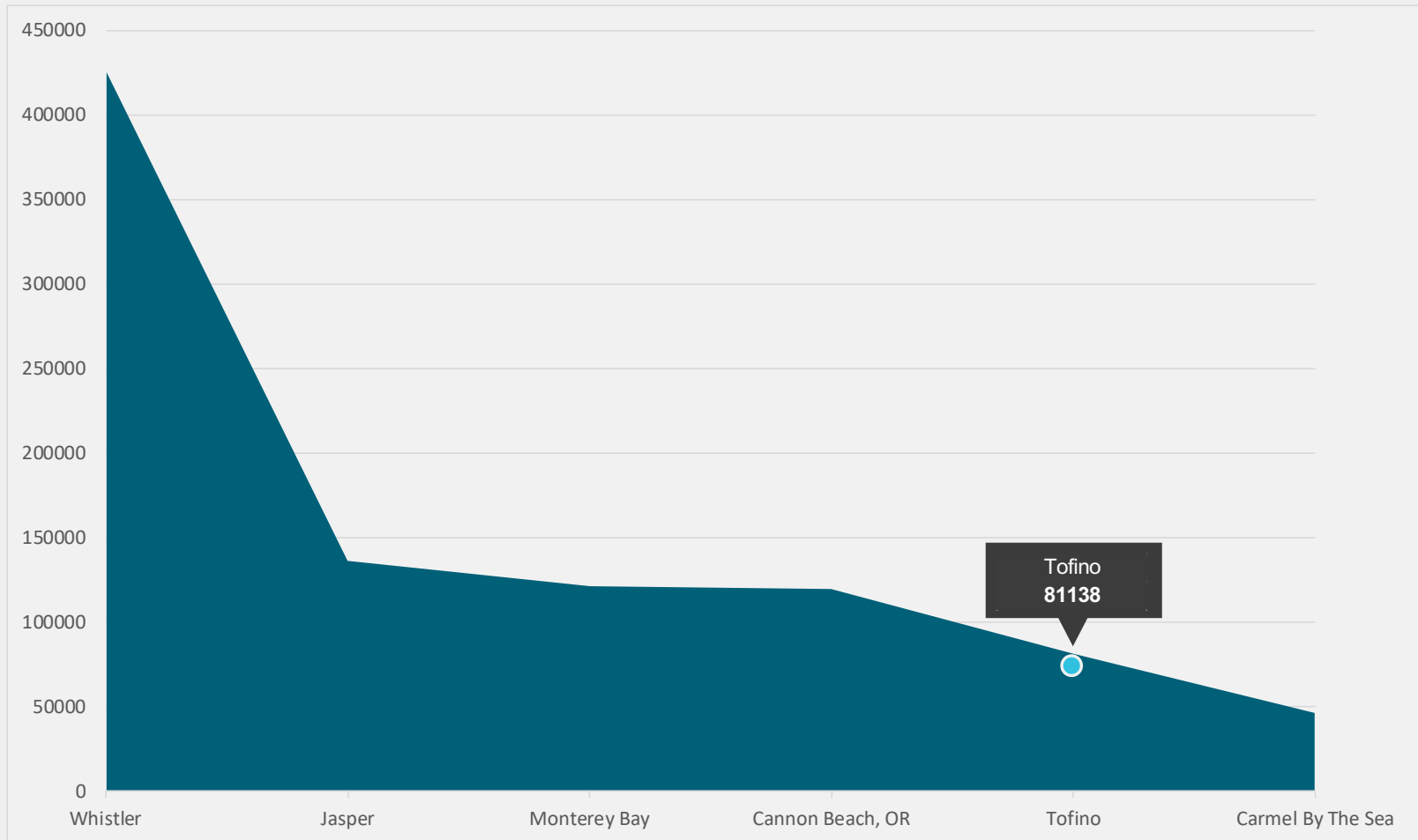
Tourism conversation volume indicates overall consumer awareness of a destination's tourism offering. This comparison is Tofino's performance vs. the range of your destination's competitive set.



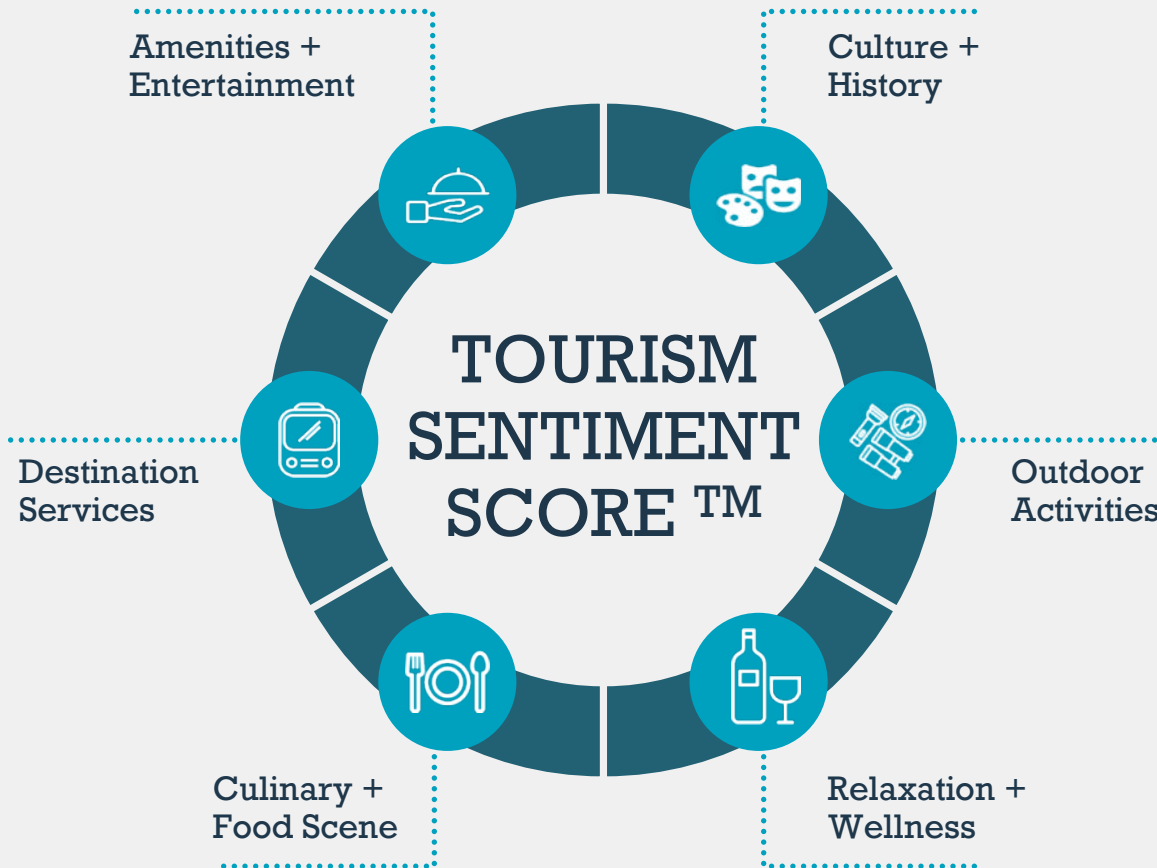
Tourism Sentiment Index | Tourism Conversation Volume



Volume of conversations is an indicator of overall awareness. The greater 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 represent quality. It represents opportunity.



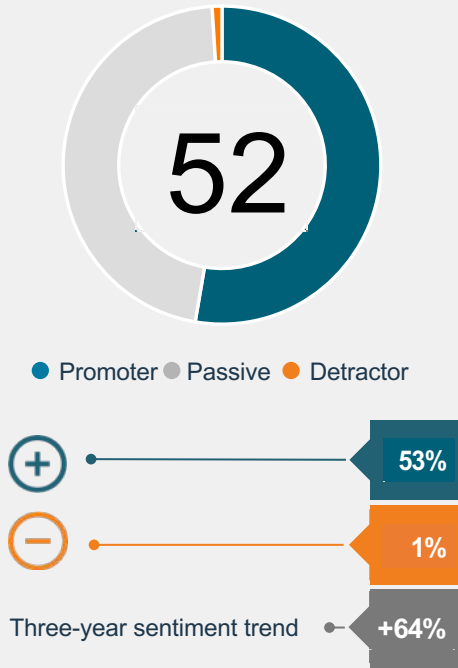
Tourism Sentiment Score™ | Category Analysis



The Tourism Sentiment Score™ dashboard presents the cumulative score for your tourism industry. That cumulative score is based on the performance of six tourism categories. The following section allows you to understand how Tofino's tourism sectors are performing by examining the Tourism Sentiment Score result for each of the six tourism categories. Each tourism category is a collection of specific, related assets (experiences, activities, attractions, services, etc.).

For each tourism category, Tofino's performance is analyzed by comparing that category's assets to your destination's competitive set, identifying each asset's current strengths and challenges. Each category also has a three-year trend score, showing the projected growth trend, either positive (+) or negative (-), based on the past three years of data. All of this information gives you a deeper understanding of Tofino's appeal and the trajectory of its performance. It is vital data for your planning and activities, including identifying niche markets, creating campaigns, planning destination development and engaging with stakeholders.

Tourism Sentiment Score™



Tourism Asset	Volume		Sentiment	
	Tofino	Competitive Average	Tofino	Competitive Average
Casinos	0	0	0	0
Attractions + Amusement Parks	429	8070	32	31
Festivals + Events	5456	9218	57	30
Music + Performance Art	472	2076	23	33
Nightlife	738	3670	47	50
Spectator Sports	127	1408	48	32
Category Subtotal	7222	24442	52	34

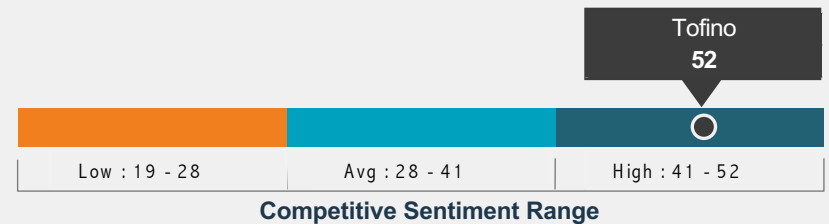
Competitive Comparison: Amenities + Entertainment Category

● Low ● High

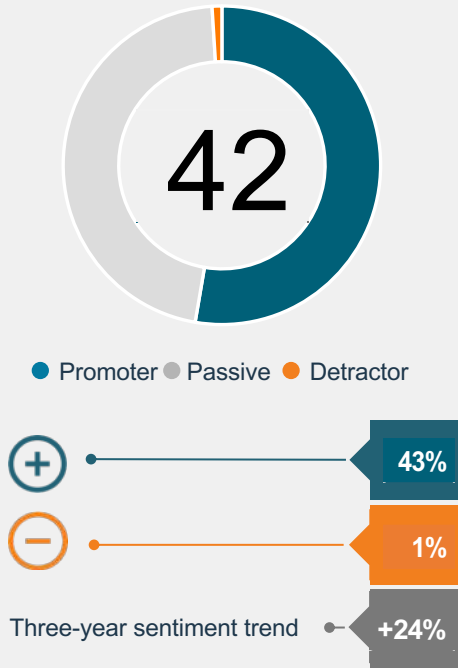
Tourism conversation volume indicates overall consumer awareness of a destination's tourism offering. This comparison is Tofino's performance vs. the range of your destination's competitive set.



Tourism sentiment indicates perceived quality of experience whether positive or negative. This comparison is Tofino's performance vs. the range of your destination's competitive set.



Tourism Sentiment Score™



Tourism Asset	Volume		Sentiment	
	Tofino	Competitive Average	Tofino	Competitive Average
Archaeological Sites	0	0	0	0
Architecture	194	617	65	54
Historical Landmarks + Sites	23	535	20	30
Indigenous Cultural Attractions	107	136	29	17
Museums + Galleries	353	1751	22	25
Public Art	213	386	49	51
Religious attractions	77	172	51	37
Street Art	167	575	52	40
Category Subtotal	1134	4172	42	36

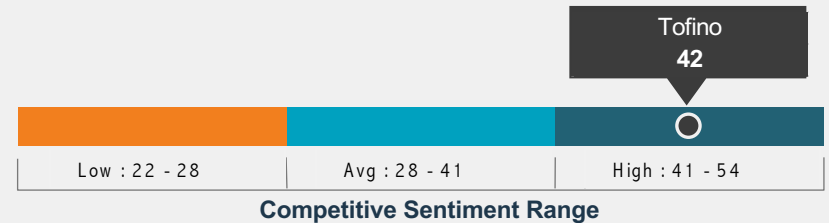
Competitive Comparison: Culture + History Category

● Low ● High

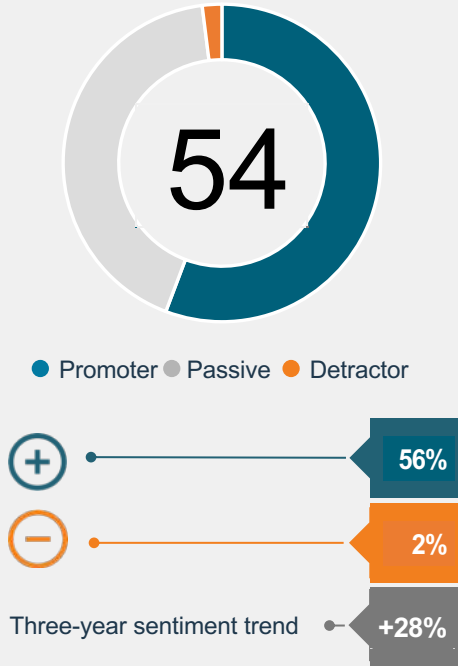
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Tourism Sentiment Score™

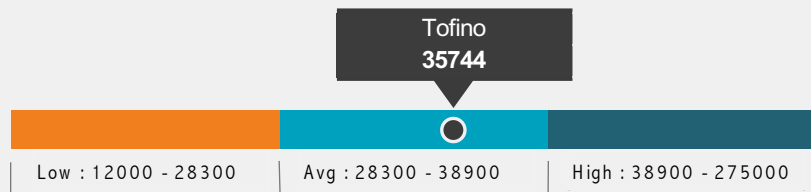


Tourism Asset	Volume		Sentiment	
	Tofino	Competitive Average	Tofino	Competitive Average
Camping	2092	2094	60	53
Cycling + Biking	703	7327	43	37
Diving + Snorkeling	32	52	16	11
Dog Sledding	0	174	0	14
Fishing	1720	1351	48	52
Golfing	64	1358	25	21
Hiking	3956	10000	56	64
Horseback Riding	0	73	0	19

Competitive Comparison: Outdoor Activities Category

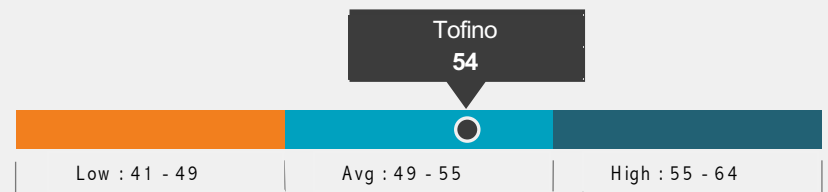
● Low ● High

Tourism conversation volume indicates overall consumer awareness of a destination's tourism offering. This comparison is Tofino's performance vs. the range of your destination's competitive set.



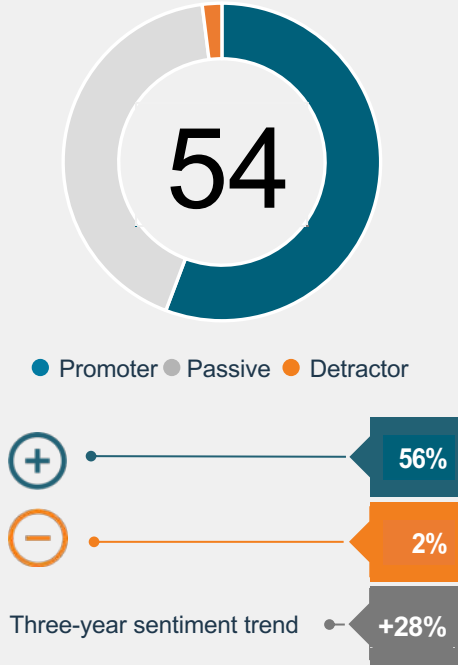
Competitive Volume Range

Tourism sentiment indicates perceived quality of experience whether positive or negative. This comparison is Tofino's performance vs. the range of your destination's competitive set.



Competitive Sentiment Range

Tourism Sentiment Score™



Tourism Asset	Volume		Sentiment	
	Tofino	Competitive Average	Tofino	Competitive Average
Hunting	143	229	37	29
Jet Boat + Jetski	0	0	0	0
Motorsports + Motor Cycles	198	149	59	49
Nature Viewing	6374	36702	58	48
Paddle Sports	1780	1659	41	48
Rock Climbing	0	1950	0	64
Sailing + Yachts	51	365	46	35
Skateboarding	131	229	53	55

Competitive Comparison: Outdoor Activities Category

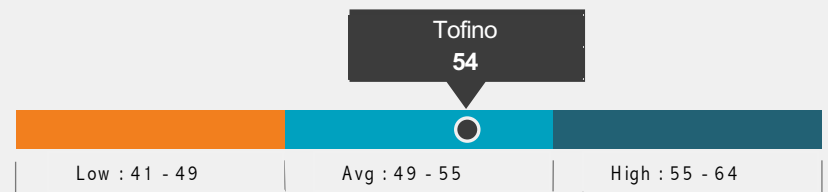
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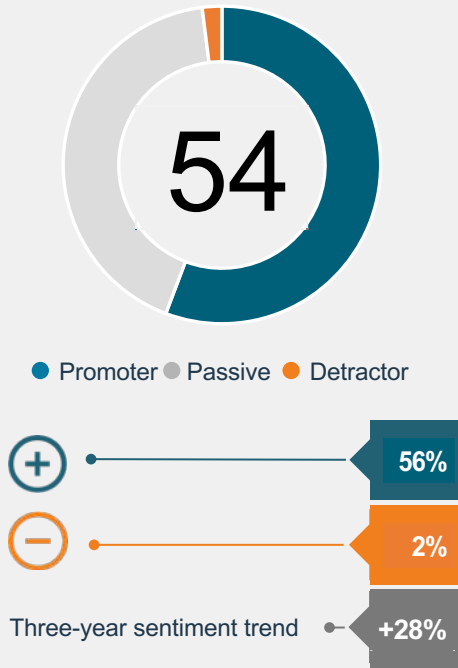
Competitive Volume Range

Tourism sentiment indicates perceived quality of experience whether positive or negative. This comparison is Tofino's performance vs. the range of your destination's competitive set.



Competitive Sentiment Range

Tourism Sentiment Score™

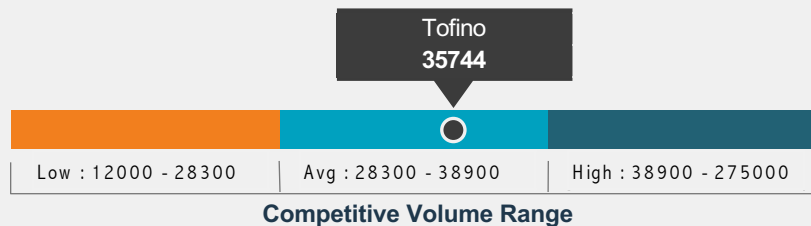


Tourism Asset	Volume		Sentiment	
	Tofino	Competitive Average	Tofino	Competitive Average
Skiing + Snowboarding	0	22369	0	33
Sky Diving / Bungee / Ziplining	0	688	0	27
Snowmobiling	0	903	0	14
Snowshoeing	0	419	0	20
Surfing	11990	1256	59	41
Wildlife Viewing	6080	9800	42	45
Windsports	430	248	48	60
Category Subtotal	35744	91754	54	54

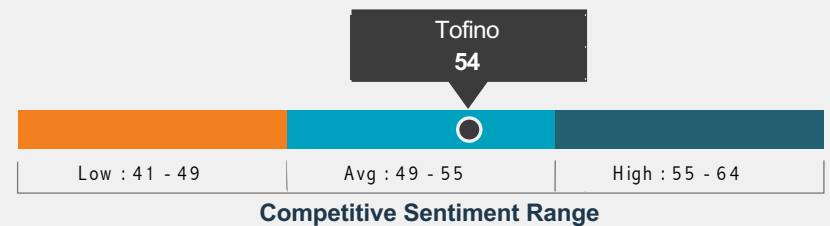
Competitive Comparison: Outdoor Activities Category

● Low ● High

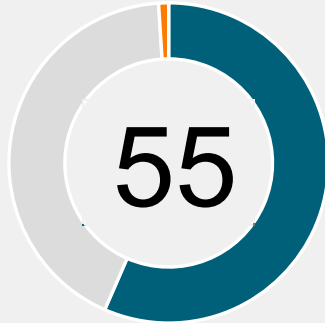
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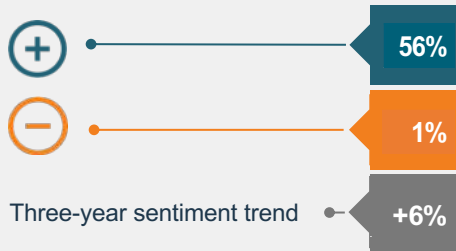
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Tourism Sentiment Score™



● Promoter ● Passive ● Detractor

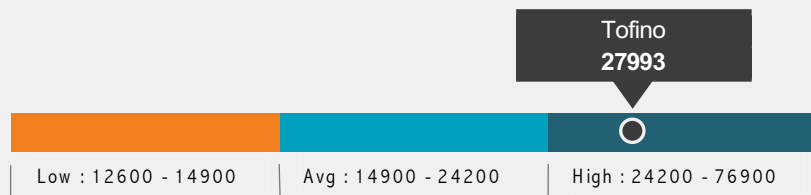


Tourism Asset	Volume		Sentiment	
	Tofino	Competitive Average	Tofino	Competitive Average
Beaches	26128	26875	56	49
Cruises	0	30	0	8
Hot pools and springs	1439	459	40	13
Shopping	183	952	52	50
Spas + Wellness	243	1269	43	45
Category Subtotal	27993	29585	55	49

Competitive Comparison: Relaxation + Wellness Category

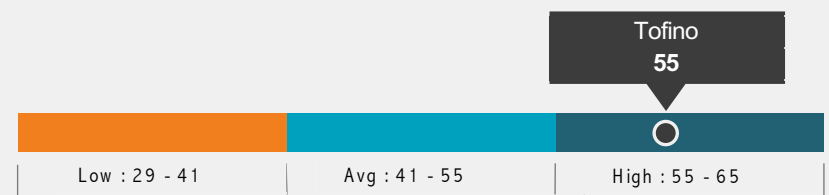
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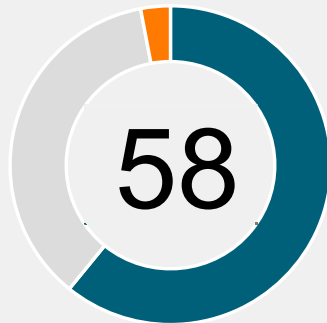
Competitive Volume Range

Tourism sentiment indicates perceived quality of experience whether positive or negative. This comparison is Tofino's performance vs. the range of your destination's competitive set.

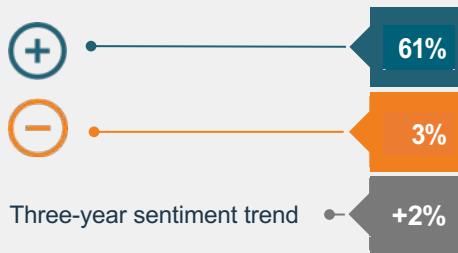


Competitive Sentiment Range

Tourism Sentiment Score™



● Promoter ● Passive ● Detractor

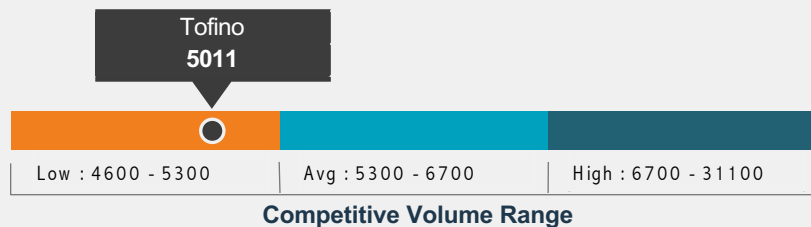


Tourism Asset	Volume		Sentiment	
	Tofino	Competitive Average	Tofino	Competitive Average
Breweries + Beer	1105	1959	63	61
Distilleries + Spirits	227	710	64	70
Food Producers + Farmers Markets	46	331	72	51
Restaurants	3255	7125	56	56
Wineries + Wine	378	1714	59	51
Category Subtotal	5011	11838	58	57

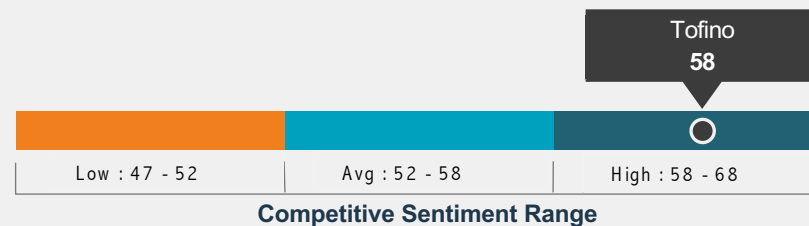
Competitive Comparison: Culinary + Food Scene Category

● Low ● High

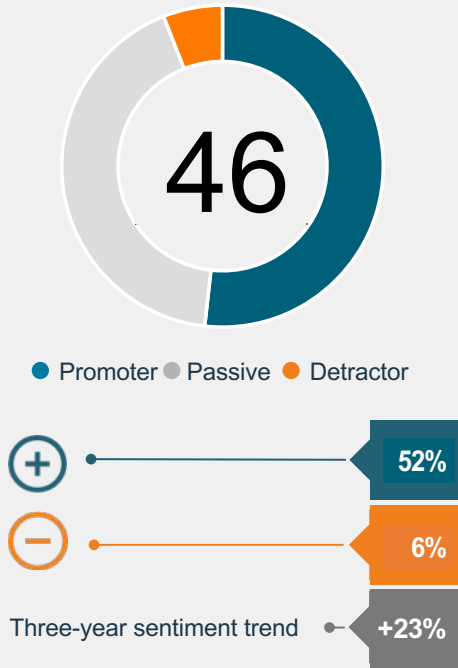
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Tourism Sentiment Score™

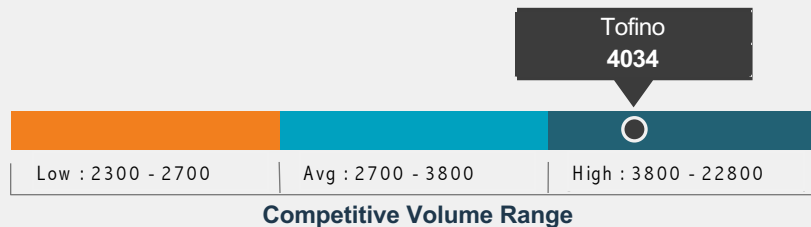


Tourism Asset	Volume		Sentiment	
	Tofino	Competitive Average	Tofino	Competitive Average
Access + Transportation	475	716	46	59
Accommodation	1419	4327	45	58
Conventions	0	69	0	9
Frontline staff	241	708	23	45
Tour	513	436	27	14
Weddings	1386	1599	59	65
Category Subtotal	4034	7854	46	55

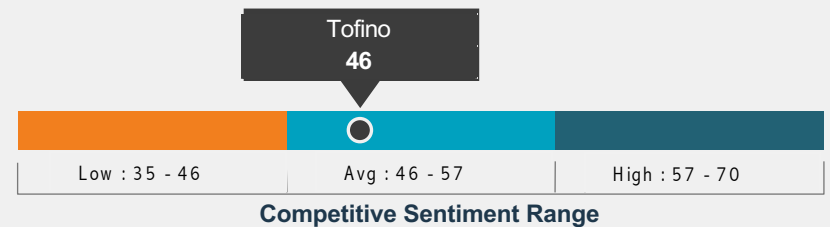
Competitive Comparison: Destination Services Category

● Low ● High

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TSI | All Tourism Asset Data

	VOLUME		SENTIMENT	
	Tofino	Comp. Avg.	Tofino	Comp. Avg.
Amenities + Entertainment				
Casinos	0	0	0	0
Attractions + Amusement Parks	429	8070	32	31
Festivals + Events	5456	9218	57	30
Music + Performance Art	472	2076	23	33
Nightlife	738	3670	47	50
Spectator Sports	127	1408	48	32
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Culture + History				
Archaeological Sites	0	0	0	0
Architecture	194	617	65	54
Historical Landmarks + Sites	23	535	20	30
Indigenous Cultural Attractions	107	136	29	17
Museums + Galleries	353	1751	22	25
Public Art	213	386	49	51
Religious attractions	77	172	51	37
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Outdoor Activities				
Camping	2092	2094	60	53
Cycling + Biking	703	7327	43	37
Diving + Snorkeling	32	52	16	11
Dog Sledding	0	174	0	14
Fishing	1720	1351	48	52
Golfing	64	1358	25	21
Hiking	3956	10000	56	64
Horseback Riding	0	73	0	19
Hunting	143	229	37	29
Jet Boat + Jetski	0	0	0	0
Motorsports + Motor Cycles	198	149	59	49
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Paddle Sports	1780	1659	41	48
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	VOLUME		SENTIMENT	
	Tofino	Comp. Avg.	Tofino	Comp. Avg.
Outdoor Activities cont.				
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Skateboarding	131	229	53	55
Skiing + Snowboarding	0	22369	0	33
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Relaxation + Wellness				
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Category Subtotal	5011	11838	58	57
Destination Services				
Access + Transportation	475	716	46	59
Accommodation	1419	4327	45	58
Conventions	0	69	0	9
Frontline staff	241	708	23	45
Tour	513	436	27	14
Weddings	1386	1599	59	65
Category Subtotal	4034	7854	46	55

Next Steps

This report provides **Tofino** 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 your destination, we recommend the following actions for your organization.

Amplify + Own:

Current competitive tourism strengths

Within this report's competitive set, **Tofino** is strong in:

- **Beaches**
- **Surfing**
- **Fishing**

Next step: We recommend that **Tofino** confirm these strengths are part of its current strategic focus or should be and, if so, invest and amplify these assets and own these spaces.

Address + Attack:

Current competitive tourism challenges

Within this report's competitive set, **Tofino** is challenged with:

- **Frontline Staff**
- **Accommodation**

Next step: We recommend that **Tofino** seriously consider if specific strategies should be developed to drive improvements in these areas of the visitor experience.

Contact Us

Destination Think! works with destinations around the world to unleash the power of word of mouth across every aspect of a destination marketing organization.

To learn more about how we can help your organization, please [contact us](#).