



# 2018: Golden TSI Report

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 Golden in the future.

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## Method + Metrics

How your Tourism Sentiment Score™  
is calculated



[View More on Instagram](#)



spencerrode

After about 20yrs, finally made it to 🇨🇦 White water rafting with @glacierraftcompany - cracking day & lots of fun - full wetsuit cos water was only 6 degrees ❄️

.  
.

#whiterwater rafting #outdoors #adventure #travel# #traveltheworld #adrenaline #camping #canada #visitcanada #kickinghorsriver #watersports #ohcanada

## 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:** 11 494 864+ online conversations from around the world

**When:** January 1, 2018 – December 31, 2018

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

- Fernie
- Whistler
- Banff
- Revelstoke
- Canmore

## 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).



# Calculating your score



## 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.



## Gathering sentiments

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



### Destination promoter

Those actively recommending or speaking positively about your destination to others

Examples from Golden



Nuka got to do some exploring with more family, yay! Welcoming vicky and Wayne back to Canada with a beautiful but cold trip to Yoho national park! .

.

#yoho #yoholake #parkscanada #canada #camping #freezing #dogsofinstagram #dogsthathike #adventure #dogsonadventures #embrace the outdoors #rab equipment #tonomimalamutes #malacutes



### Destination passive

Those speaking about your destination from an indifferent point of view



Thanks for getting us dancing @majorfunkmusic! #thegoldentaps #goldenbc #gbc



### Destination detractor

Those actively discouraging or speaking negatively about your destination to others

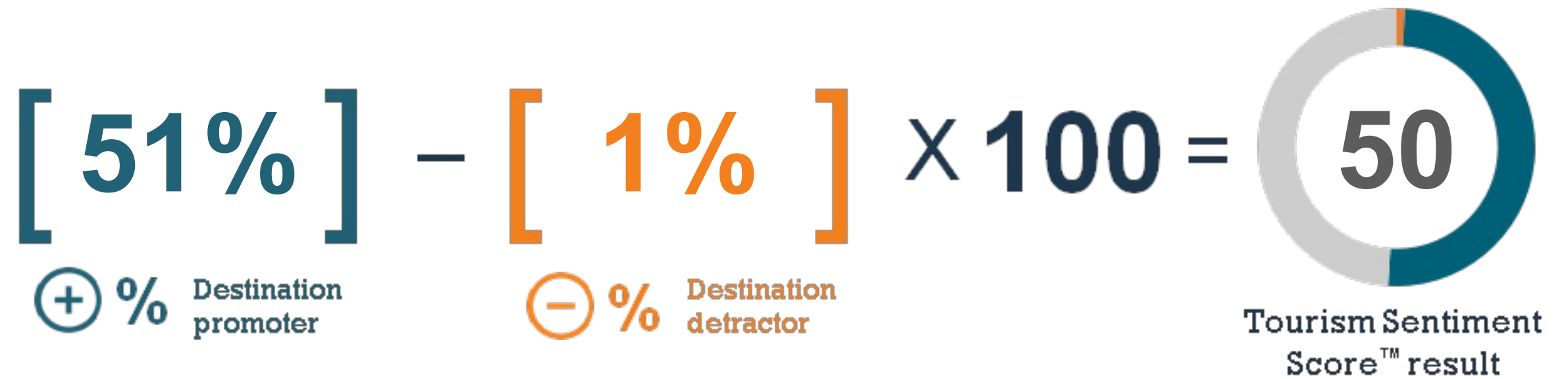


Wapta Falls was a bit of a let down for us. Yes, it is a pretty spot but the hike in was dull, and I guess it was just one too many hikes for us that day. Have you ever been disappointed in a hike? #waptafalls

# Calculating your score

## Your score

Once we have categorized all online conversations related to Golden, 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.



## Reading the scale

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









# Tourism Sentiment Dashboard

The overall health and performance of Golden



## Overall Performance

Over the time period January 1 to December 31, 2018, Golden saw +39% growth in their overall Tourism Conversation Volume. This illustrates the continued growth in awareness of Golden's tourism experience.

Of all conversations online being driven by Golden's tourism experience or products, 51 percent of those conversations have been identified as destination promoters.

That equates to 39 000+ online conversations actively promoting Golden each year.

# Destination Performance

Tourism Sentiment Score™ result



## Key Takeaway:

Sentiment driven by Golden'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



Tourism sentiment is an indicator of the overall attitudes toward Golden's tourism offering. This comparison is your destination's performance vs. the range of your destination's Comparative set.

### Volume Comparison



Tourism conversation volume is an indicator of overall consumer awareness of Golden'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



**Key Takeaway:**

These tourism assets are the core drivers behind Golden'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 Golden excels in generating positive perceptions of the destination's tourism offering.

Top Tourism Assets	Conversation Size	Comparative Volume Performance	Comparative Sentiment Performance
Nature Photography	37 054	Average	Average
Hiking + Rock Climbing	10 419	Average	Low
Skiing + Snowboarding	7 238	Average	Average
Paddle Sports	5 029	Average	Low
Camping	2 459	Average	Average
Restaurants	1 977	Average	Low
Festivals + Events	1 938	Average	Low
Wildlife Viewing	1 740	Average	Low
Cycling + Biking	1 573	Low	Average
Breweries + Pubs	1 325	Average	Low

# Destination Performance

Tourism Sentiment Score™ result



**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 Golden'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:** 130

Top Performing Tourism Assets	Global Rank
Hiking + Rock Climbing	80 <sup>th</sup> -90 <sup>th</sup> Percentile
Snowmobiling	80 <sup>th</sup> -90 <sup>th</sup> Percentile
Paddle Sports	70 <sup>th</sup> -80 <sup>th</sup> Percentile
Camping	70 <sup>th</sup> -80 <sup>th</sup> Percentile
Skiing + Snowboarding	70 <sup>th</sup> -80 <sup>th</sup> Percentile
Nature Photography	70 <sup>th</sup> -80 <sup>th</sup> Percentile
Snowshoeing	70 <sup>th</sup> -80 <sup>th</sup> Percentile
Cycling + Biking	60 <sup>th</sup> -70 <sup>th</sup> Percentile
Sky Diving / Bungee / Ziplining	60 <sup>th</sup> -70 <sup>th</sup> Percentile
Accommodation	50 <sup>th</sup> -60 <sup>th</sup> Percentile

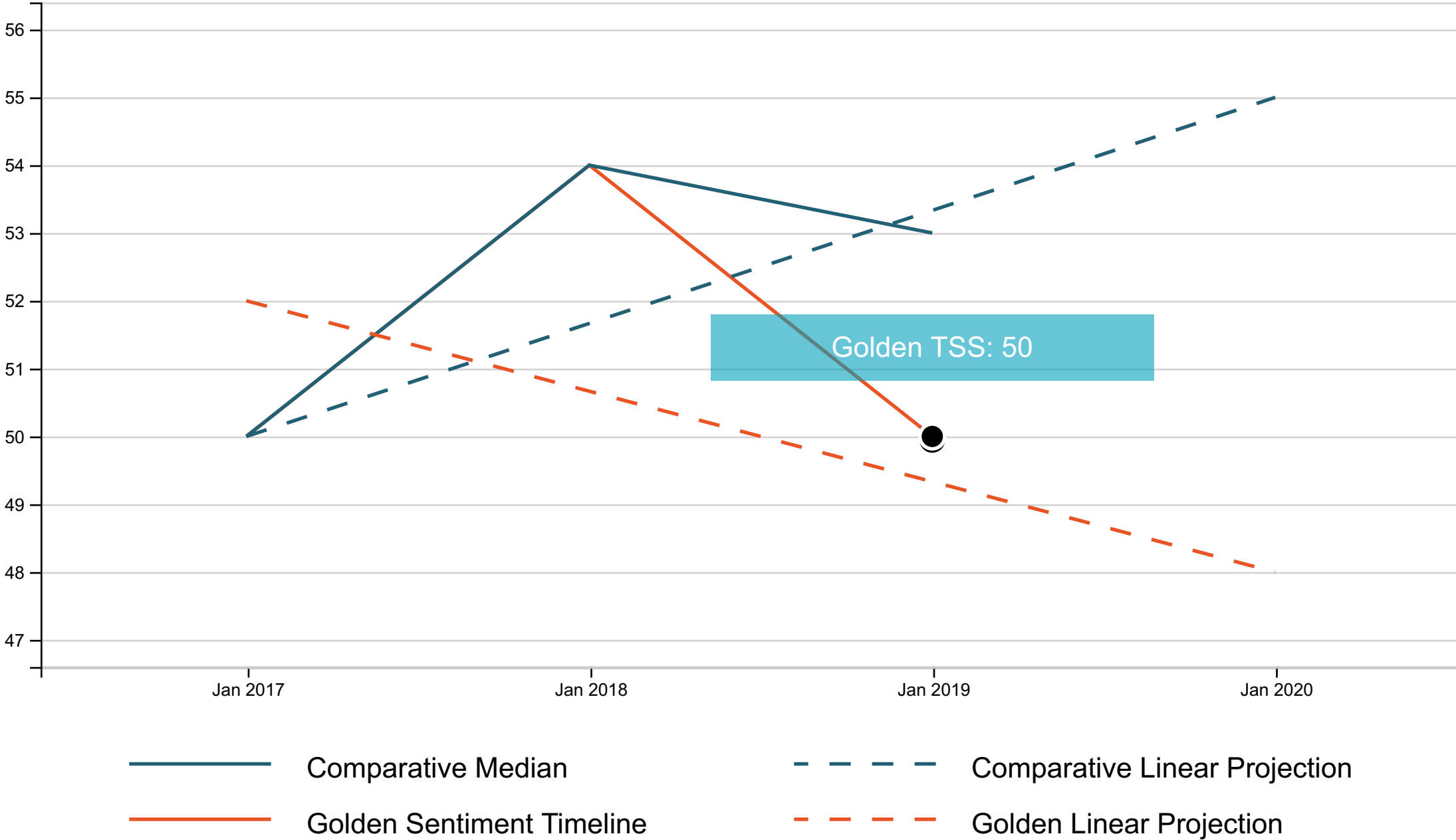


# Tourism Sentiment Trend

## 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

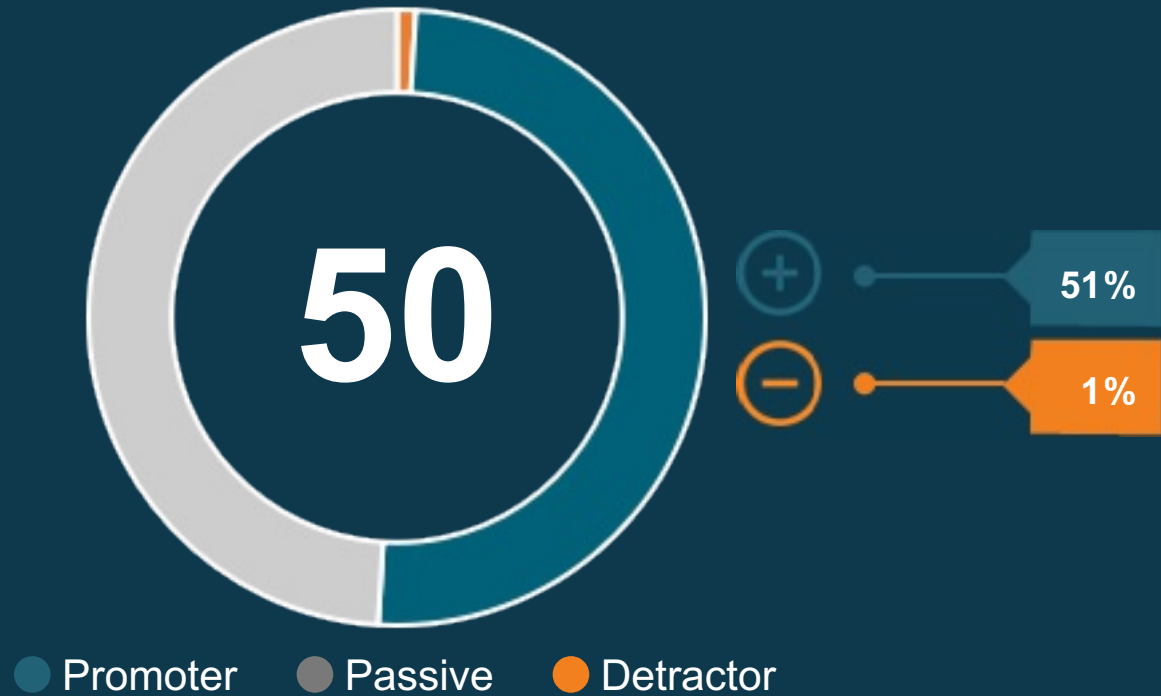


# Tourism's Contribution

## How does tourism contribute?

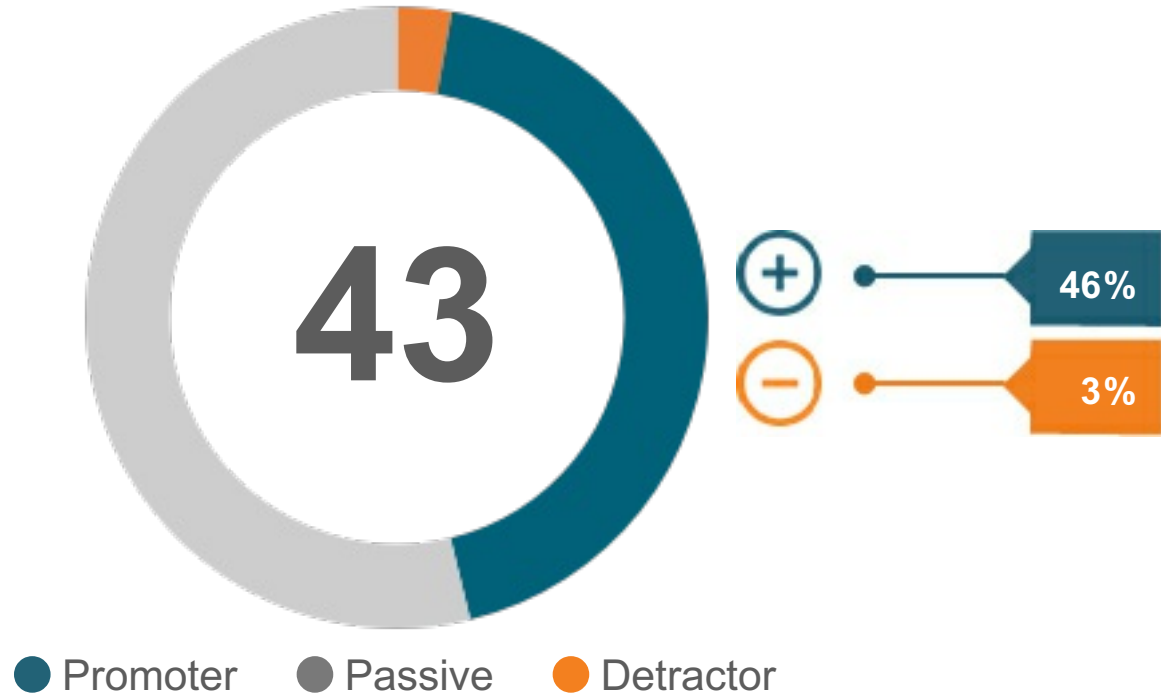
### Tourism Sentiment Score™

Tourism Sentiment Score is a measure of a Golden'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.



### Place Sentiment Score

Place Sentiment Score is an aggregate value of all conversations around Golden, 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.



### 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™

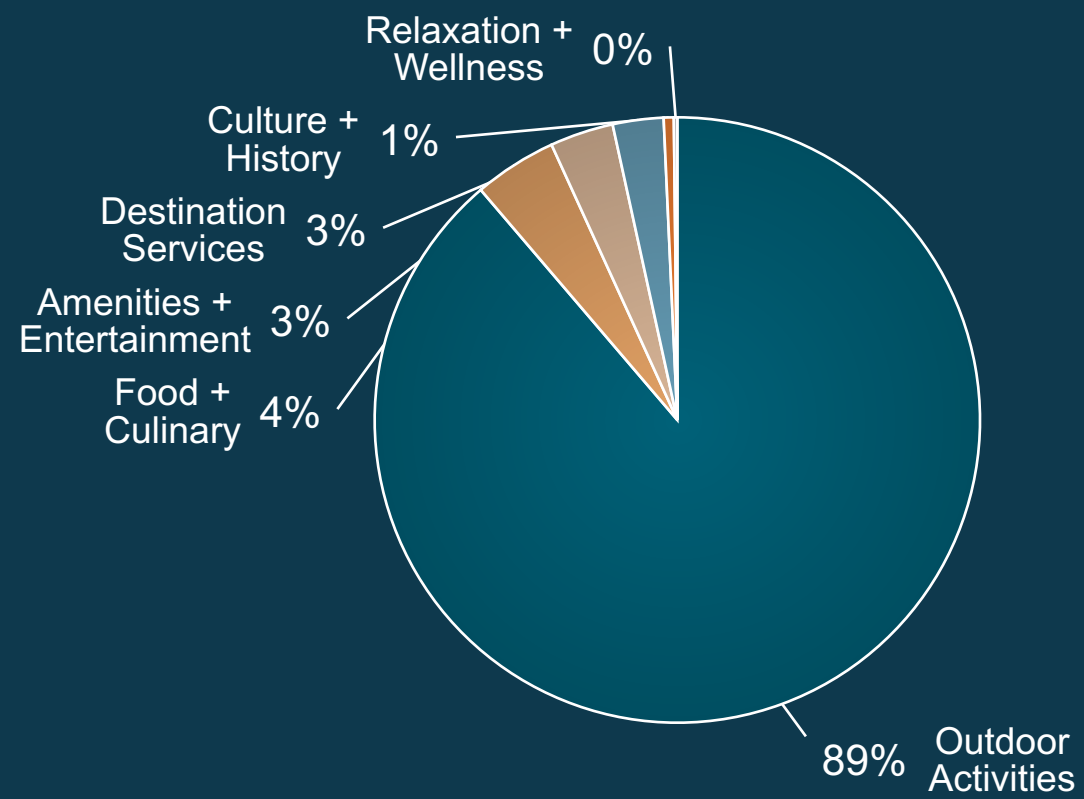
## Understanding the Tourism Categories

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 Golden's tourism sectors are performing by examining the Tourism Sentiment Score™ result for each of the six tourism categories.



# Tourism Categories

## Tourism Category | Volume of Conversation



## Tourism Category Breakdown

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

Tourism Sectors	Sentiment		Volume	
	Golden	Comparative Performance	Golden	Comparative Performance
Outdoor Activities	52	Average	67 438	Average
Destination Services	39	Low	2 060	Average
Relaxation + Wellness	26	Low	140	Average
Amenities + Entertainment	25	Low	2 575	Low
Food + Culinary	27	Low	3 367	Average
Culture + History	38	Average	408	Low





## Tourism Assets

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

# Tourism Asset Tables

## 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

## Volume Comparison

### Comparative Strength

A number highlighted in blue is an indicator that your destination's conversation volume is above one and a half (150%) of that of the comparative median.

2600

### Comparative Challenge

A number highlighted in orange is an indicator that your destination's conversation volume is below half (50%) of that of the comparative median.

460

## Reading the Tables

Throughout the following section, Golden'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.

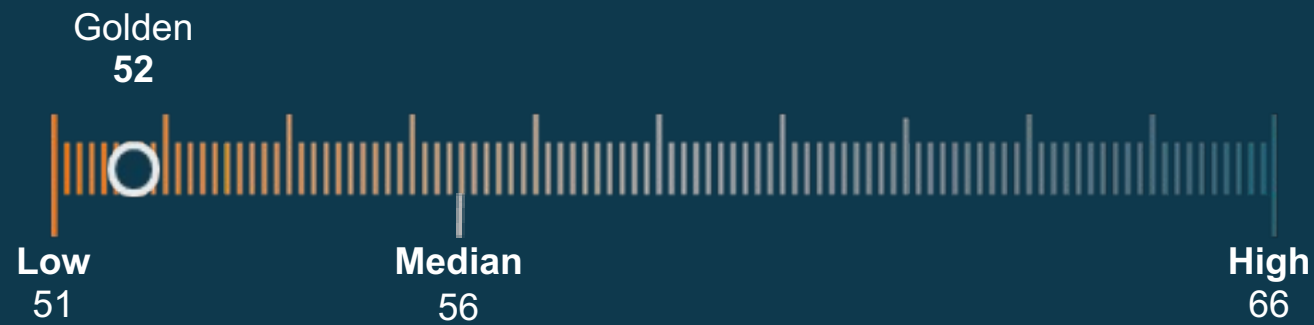
Tourism Asset	Sentiment		Volume	
	Sample Destination	Comparative Median	Sample Destination	Comparative Median
Casinos	12	8	248	214
Attractions + Amusement Parks	36	25	2 600	1 131
Festivals + Events	27	34	9 462	11 370
Music + Performance Art	37	38	460	2 453
Nightlife	34	45	3 480	4 591
<b>Amenities + Entertainment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

# Outdoor Activities (1 of 2)

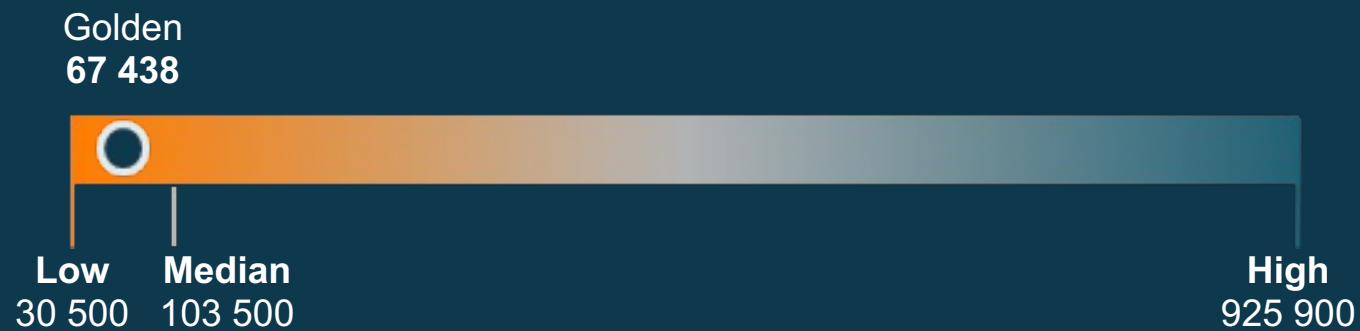
## Tourism Sentiment Score™ result



## Sentiment Comparison



## Volume Comparison



## Outdoor Activities

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

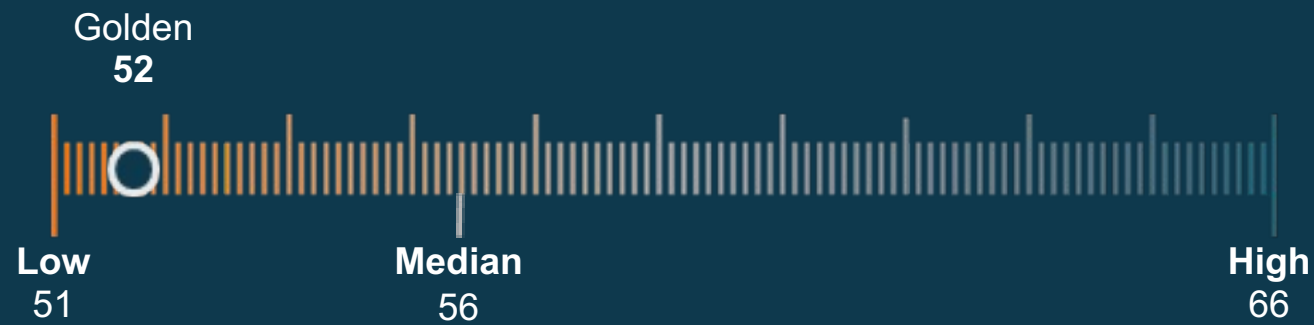
Tourism Asset	Sentiment		Volume	
	Golden	Comparative Median	Golden	Comparative Median
Nature Photography	55	64	37 054	58 238
Paddle Sports	39	55	5 029	4 138
Skateboarding	78	60	9	51
Golfing	18	25	386	1 350
Fishing	67	58	615	1 361
Cycling + Biking	45	40	1 573	3 850
Camping	32	38	2 459	2 820
Hiking + Rock Climbing	49	62	10 419	18 842
Wildlife Viewing	47	39	1 740	2 176
Sky Diving / Bungee / Ziplining	58	48	153	104
Skiing + Snowboarding	61	60	7 238	13 341

# Outdoor Activities (2 of 2)

## Tourism Sentiment Score™ result



## Sentiment Comparison



## Volume Comparison



## Outdoor Activities

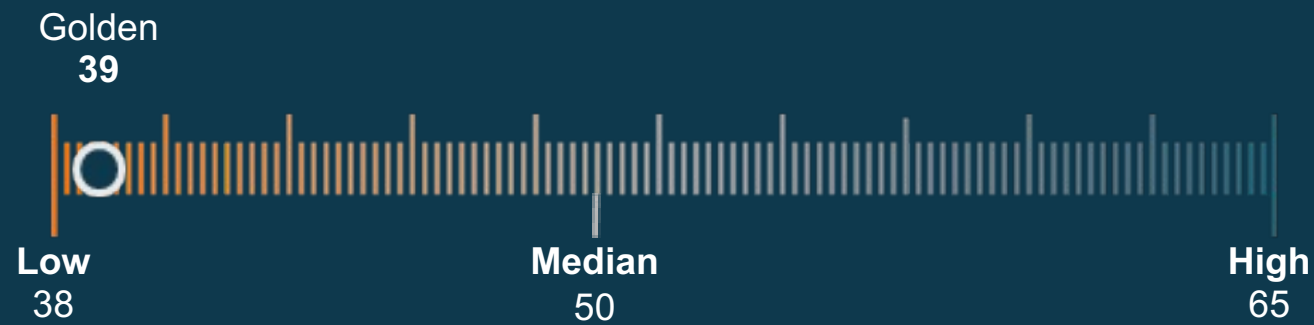
Tourism Asset	Sentiment		Volume	
	Golden	Comparative Median	Golden	Comparative Median
Snowshoeing	76	61	185	784
Hunting	35	31	20	62
Motorsports + Motor Cycles	67	59	39	137
Snowmobiling	51	61	519	681
<b>Outdoor Activities Subtotals</b>	<b>52</b>	<b>56</b>	<b>67 438</b>	<b>103 449</b>

# Destination Services

## Tourism Sentiment Score™ result



## Sentiment Comparison



## Volume Comparison



## Destination Services

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

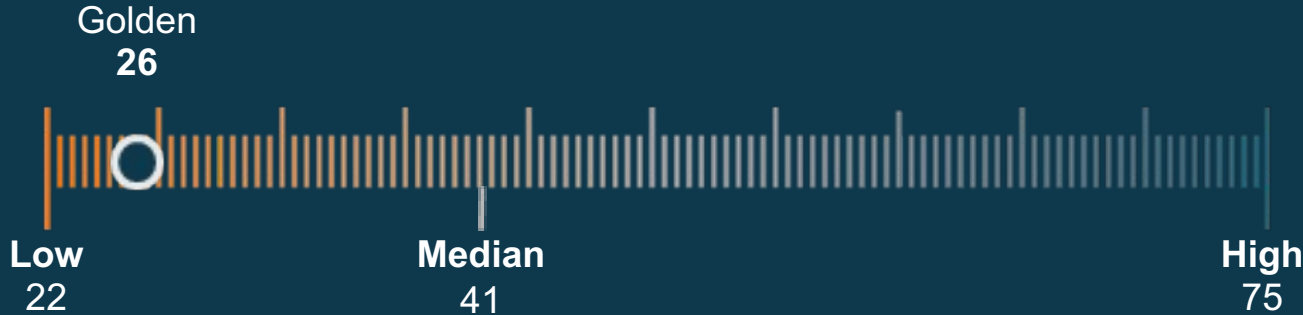
Tourism Asset	Sentiment		Volume	
	Golden	Comparative Median	Golden	Comparative Median
Accommodation	57	56	819	1 788
Weddings	76	76	341	1 517
Frontline staff	9	23	720	620
Tours	11	15	91	212
Access + Transportation	-1	4	89	73
<b>Destination Services Subtotals</b>	<b>39</b>	<b>50</b>	<b>2 060</b>	<b>3 840</b>



## Tourism Sentiment Score™ result



## Sentiment Comparison



## Volume Comparison



## Relaxation + Wellness

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

Tourism Asset	Sentiment		Volume	
	Golden	Comparative Median	Golden	Comparative Median
Shopping	26	41	140	134
<b>Relaxation + Wellness Subtotals</b>	<b>26</b>	<b>41</b>	<b>140</b>	<b>134</b>

# Amenities + Entertainment

## Tourism Sentiment Score™ result



## Sentiment Comparison



## Volume Comparison



## Amenities + Entertainment

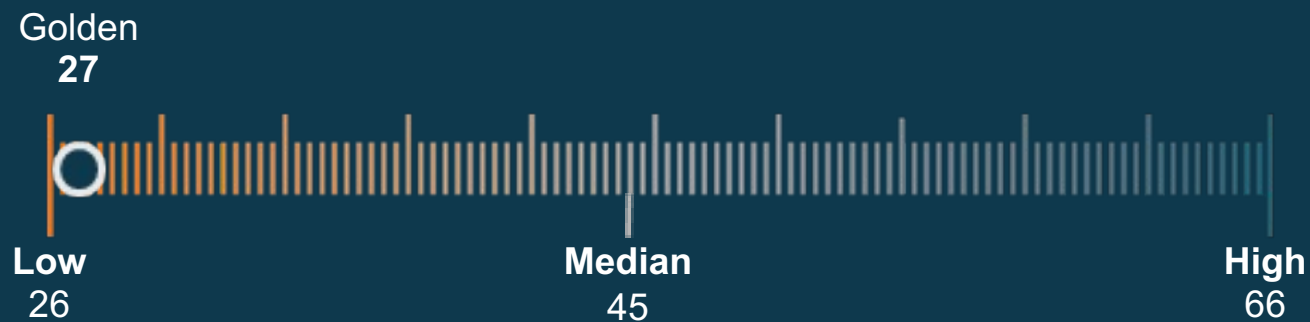
The table below shows the individual tourism assets that make up Golden's Amenities + Entertainment category.

Tourism Asset	Sentiment		Volume	
	Golden	Comparative Median	Golden	Comparative Median
Music + Performance Art	60	45	196	1 068
Attractions + Landmarks	44	48	260	632
Festivals + Events	17	33	1 938	3 621
Nightlife	45	48	181	689
<b>Amenities + Entertainment Subtotals</b>	<b>25</b>	<b>38</b>	<b>2 575</b>	<b>5 911</b>

## Tourism Sentiment Score™ result



## Sentiment Comparison



## Volume Comparison



## Food + Culinary

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

Tourism Asset	Sentiment		Volume	
	Golden	Comparative Median	Golden	Comparative Median
Restaurants	35	47	1 977	3 624
Breweries + Pubs	15	45	1 325	1 664
Food Producers + Farmers Markets	48	50	65	244
<b>Food + Culinary Subtotals</b>	<b>27</b>	<b>45</b>	<b>3 367</b>	<b>5 533</b>

## Tourism Sentiment Score™ result



## Sentiment Comparison



## Volume Comparison



## Culture + History

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

Tourism Asset	Sentiment		Volume	
	Golden	Comparative Median	Golden	Comparative Median
Street + Public Art	56	53	201	730
Museums + Galleries	19	33	207	741
<b>Culture + History Subtotals</b>	<b>38</b>	<b>46</b>	<b>408</b>	<b>1 472</b>

# All Tourism Asset Data | Year over Year Comparison

Tourism Asset	Sentiment		Volume	
	2018 Sentiment Score	YOY Sentiment Change	2018 Volume	YOY Volume Growth %
<b>Outdoor Activities</b>				
Nature Photography	55	+4	37 054	+37%
Paddle Sports	39	-20	5 029	+129%
Skateboarding	78	+3	9	-55%
Golfing	18	+2	386	+119%
Fishing	67	+7	615	+68%
Cycling + Biking	45	-12	1 573	+25%
Camping	32	-20	2 459	+34%
Hiking + Rock Climbing	49	-14	10 419	+23%
Wildlife Viewing	47	-10	1 740	+110%
Sky Diving / Bungee / Ziplining	58	+21	153	-13%
Skiing + Snowboarding	61	-6	7 238	+48%
Snowshoeing	76	+23	185	+13%
Hunting	35	-11	20	+54%
Motorsports + Motor Cycles	67	-4	39	-24%
Snowmobiling	51	-16	519	+9%
<b>Destination Services</b>				
Accommodation	57	-1	819	+15%
Weddings	76	-2	341	-2%
Frontline staff	9	-25	720	+116%
Tours	11	-13	91	-33%
Access + Transportation	-1	-55	89	+117%
<b>Relaxation + Wellness</b>				
Shopping	26	+18	140	+56%
<b>Amenities + Entertainment</b>				
Music + Performance Art	60	+50	196	-47%
Attractions + Landmarks	44	-3	260	-32%
Festivals + Events	17	-4	1 938	+65%
Nightlife	45	-24	181	+6%
<b>Food + Culinary</b>				

Tourism Asset	Sentiment		Volume	
	2018 Sentiment Score	YOY Sentiment Change	2018 Volume	YOY Volume Growth %
<b>Food + Culinary Continued</b>				
Restaurants	35	-8	1 977	+13%
Breweries + Pubs	15	-23	1 325	+86%
Food Producers + Farmers Markets	48	-16	65	+18%
<b>Culture + History</b>				
Street + Public Art	56	+2	201	+61%
Museums + Galleries	19	+6	207	-14%
<b>TOTAL</b>	<b>50</b>	<b>-4</b>	<b>75 988</b>	<b>+39%</b>

*Note: In this section, we have broken down the data to look at Golden's performance in 2018 as compared to 2017. Within the table, we have highlighted the tourism assets that saw significant change year over year (tourism assets conversation volume that exceeds 200 annual conversations and saw +/- 10 point movement in sentiment or a +/- 50% conversation volume).*

# Summary

This report provides Golden 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 Golden, 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 Golden are:

- **Nature Photography**
- **Hiking + Rock Climbing**
- **Skiing + Snowboarding**

## Potential Growth Opportunities

While these tourism assets may not generate the most volume, they are showing positive signs of year over year sentiment growth. Because of this, these categories present future growth potential. Among Golden's tourism assets, the following stood out as potential growth opportunities.

- **Music + Performance Art**
- **Sky Diving / Bungee / Ziplining**
- **Snowshoeing**

## Under Performing Assets

Not every aspect of your destination needs to be at the top. However, the following assets within Golden fell below the comparative set.

- **Access + Transportation**
- **Frontline Staff**
- **Breweries**
- **Paddle Sports**
- **Camping**