



## Why Tourism Alchemy™

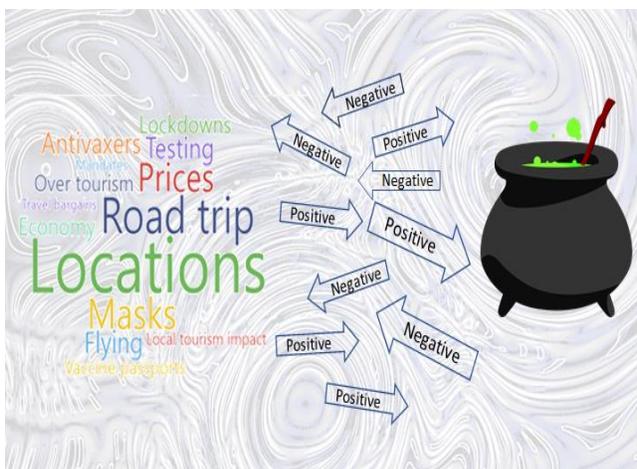
In 2022 and beyond, businesses agree that information is king. But mistakes can be damaging - Starbucks and American Airlines made disastrous changes to loyalty programs because they didn't understand the "Why" behind customers behavior. It's time to grasp that rather than just buying products, customers are looking for rich experiences that are emotional and involve complementary activities. This makes understanding the "Why" essential.



Global consulting company, McKinsey, recognizes the untapped potential of emotional analysis: "Digital data-gathering and monitoring techniques—such as social-media "listening," and artificial-intelligence-driven message boards— will be vital tools to help companies understand emerging behaviors and contextual cues. When structured well, those insights generate new thinking within an organization that can be validated through larger-scale surveys and in-market testing. Companies can then refine their product offerings and marketing messages accordingly."

Why is Tourism Alchemy™ the go-to solution to gain deeper understanding of your customers? Deloitte conducted a study that noted results of Social Media Listening can be unreliable and misleading. Most Social Listening simply scratches the surface and, typically only including major Social Media such as Twitter without understanding context. This means that the loudest and most frequent 'Tweeters' representing only 2% of the population dominate the sentiment.

Tourism Alchemy™ Next Gen analysis of emotional and psychological dimensions delivers new levels of understanding by analyzing billions of data points from millions of people found on a wider range of social media, blogs, forums, and specialized sites to get the most accurate, detailed, comprehensive, and balanced view. Data is curated to make sure that platforms such as Twitter don't dominate and skew the results. Plus we calibrate and validate our results with other information sources, while machine learning and smart humans continuously improve our analysis and uncover hidden insights in the data.



Tourism Alchemy™ proprietary algorithms are context aware and accurately link sentiment and emotion to thousands of detailed topics. Legacy sentiment analysis techniques cannot distinguish precisely what subject the sentiment refers to. This means that they combine positive and negative conversations about a variety of related and unrelated topics, creating a meaningless data soup. Our algorithms' deep level of granularity, contextual understanding, and embedded industry expertise unlock priceless insights into consumer behavior.



The Emotionality Index<sup>SM</sup> uncovers multiple emotional dimensions. Tracking specific emotions is critical to understanding consumer responses and levels of engagement. For example, while desire may be high for a product, distrust of a brand can block someone from buying.



Here's an example. We conducted a study that identified travelers for the owners of a luxury wellness retreat who struggled to get a high enough ranking on booking sites. Their concern was that the lower ranking impacted their ability to attract guests.

Using the Emotionality Index<sup>SM</sup> we identified Dynamic Traveler Personas<sup>SM</sup> interested in visiting the area. We uncovered a large group of people that found the spiritual qualities, year-round great weather and the ability for outdoor activities that included hiking and yoga combined with an interest in healthy dining. Our client acted on this insight by changing their marketing approach and created specials to attract defined groups to the villa. Within three months, the villa was fully booked.

The key to this example is that we were able to identify travelers that the retreat could engage with and respond positively to custom tone and feel messaging. By adding the “Why” factor of emotionally driven decisions, we added another important dimension to the traveler profile. It suggested that this group of travelers were passionate about features that the retreat had to offer in plenty – but had not put it together in a way that would attract visitors. Armed with these new insights, the Wellness Center changed the tone, language, and content of messaging. The success of this shift was evident as bookings increased beyond expectations.

These emotional drivers aren't found in focus groups or surveys and are sometimes impossible to find without extensive and expensive research. The Tourism Alchemy<sup>TM</sup> Next Gen Emotionality Index<sup>SM</sup> uncovered these insights in weeks at a fraction of the retreat's marketing spend.

By analyzing consumer responses more deeply than just sentiment “positive” “neutral” and “negative” it is possible to then tweak the message tone and feel to create a more engaging experience for the consumer. When you discover the range of emotions being experienced, you can take the best actionable approach. Emotional responses should be part of your KPI's as you continue to inspire consumers with messaging that directly matches their needs, interests, and personalities.

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However, not all factors in a purchasing decision are captured by explicit sentiment. The Emotionality Index<sup>SM</sup> also tracks psychographic traits that reveal more unconscious factors such as decision-making styles, social dynamics, attitudes to risk and change, communication preferences, and the likelihood of taking action. For example, the mix of these traits in a persona will affect their desire for group, intimate, or more solitary activities; their interest in new experiences or revisiting familiar locations; their need for thrills and adventure, or a safe relaxing vacation. Communication preferences determine whether informational content will be effective or if more aesthetic and visual messaging will engage them.

The figure below shows a psychographic profile for a Dynamic Traveler Persona<sup>SM</sup>. The persona's mix is gregarious and trusting, but not action oriented and might not follow through on booking without multiple reminders. They are slightly cautious, and more interested in repeating familiar experiences than breaking new ground. The persona contains a fairly even mix of people that like organized activities and those who go with the flow, and they are unlikely to be excessively demanding regarding quality.

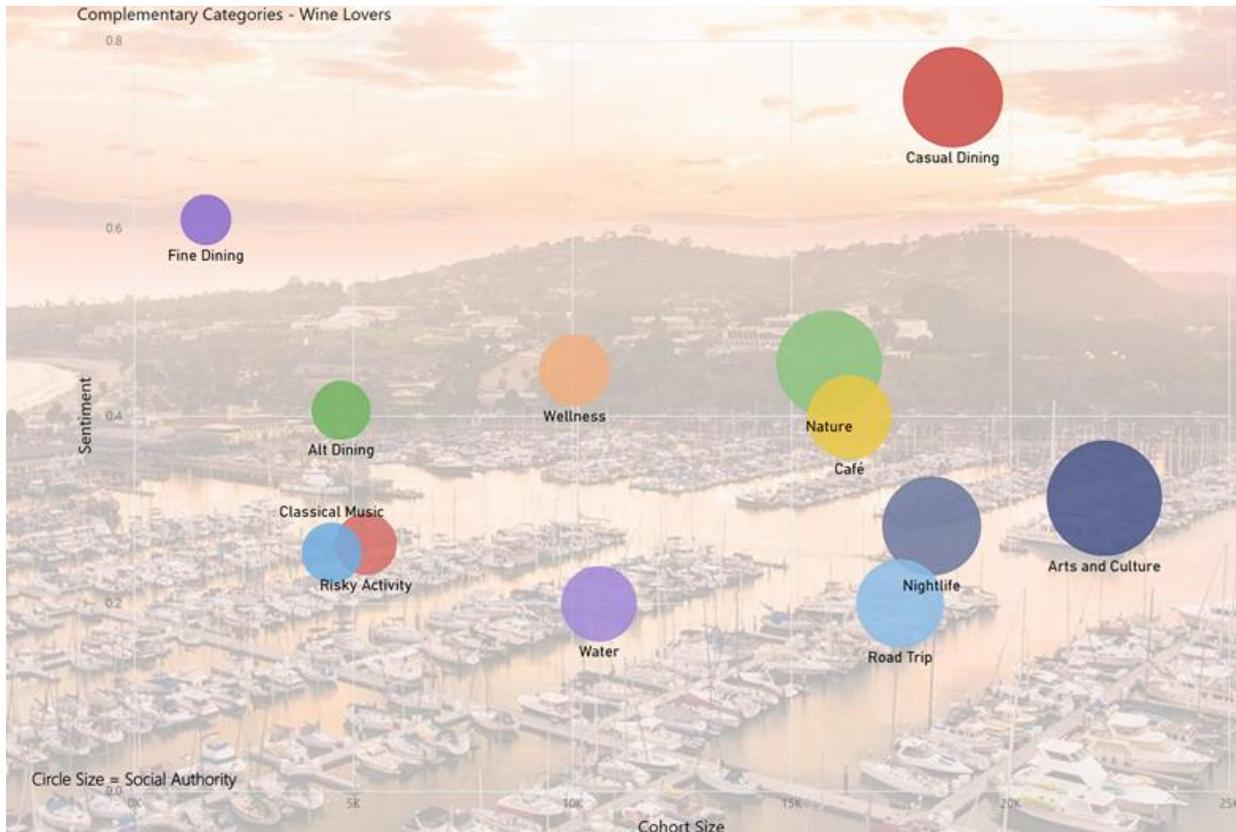


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Dynamic Traveler Personas<sup>SM</sup> are built on current real-world data. They use the Emotionality Index<sup>SM</sup> to create a comprehensive profile of the cohort's dominant psychographic traits, emotional tendencies, and sentiment toward other topics. This provides a picture of complementary interests that can identify new and adjacent markets.

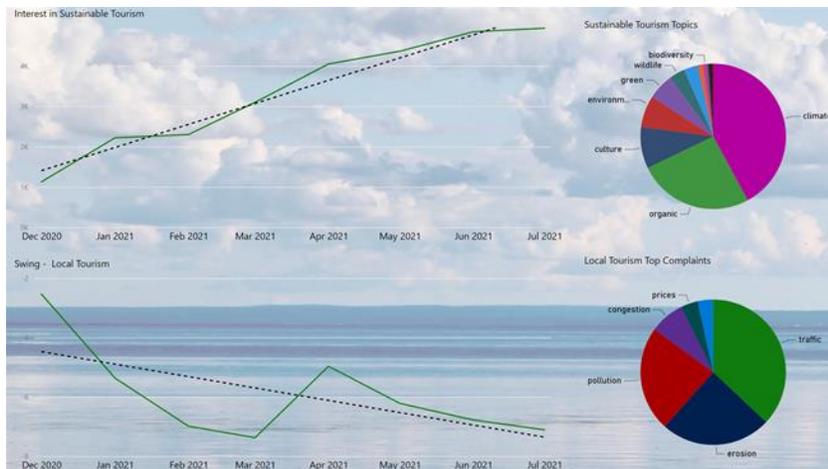
In the example below, wine lovers are more likely to favor casual dining than fine dining, suggesting that lower priced wine selections should not be overlooked. An interest in arts and culture goes hand-in-hand with wine appreciation, as does a love of nature.



A Tourism Alchemy<sup>TM</sup> study found that windsurfers who enjoy farm-to-table dining, micro-breweries and typically drive to reachable destinations at short notice is a Dynamic Traveler Persona<sup>SM</sup> that can be identified and engaged with and would respond positively to a custom message that talks to these characteristics. When combined with the “Why” factor of emotionally driven decisions, you add another critical dimension to the Dynamic Traveler Persona<sup>SM</sup>. It suggests that this group is passionate about the environment, nature, sustainable and responsible tourism. This is an emotional lever that talks to the tone and language of messaging.



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Legacy online sentiment analysis frequently misses underlying trends due to its reliance on aggregated and inaccurate sentiment analysis - the Data Soup. Tourism Alchemy™ uses an anonymized database of historical sentiment comprising tens of millions of consumers and thousands of topics, allowing us to track individuals changing their opinions.

All these features amount to a massive real-time focus group with a deep dive into a comprehensive range of travel, social, and leisure topics. But unlike a focus group or survey, individuals respond to their unfiltered truth rather than to a set of predesigned questions that may skew the results.

**Use Tourism Alchemy Dynamic Traveler Personas<sup>SM</sup> and Emotionality Index<sup>SM</sup> to generate up to 20x higher Social Media engagement rates, create winning custom audiences, or scope surveys more effectively and validate their results – GET TO THE WHY behind the answers.**

*To learn more about how Tourism Alchemy can transform your marketing ROI, call us on (888) 344-9850 or email [insights@satya-analytics.com](mailto:insights@satya-analytics.com).*