

Micro Segmentation Trends Discovered in New COVID-19 Traveler Study

NextGen Methodology Reveals Unfiltered Sentiment of over 3.2 Million Individuals

FOR IMMEDIATE RELEASE

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Tourism Alchemy (a division of Satya Analytics' Sentiment Alchemy group) has released its latest study on travelers' sentiment utilizing a unique proprietary methodology that captures emotionally driven sentiment from Social Media, news site comments, blogs, and forums.

Unlike other studies, Tourism Alchemy's biweekly reports captures the sentiment of over three million individual voices and delivers an unfiltered perspective and a truer reflection on emotions, attitudes, feelings and insight around travel. This allows a finer level of actionable detail and a greater level of accuracy far beyond surveys and Social Media highlights.

Reaffirming key findings from Tourism Alchemy's previous studies, we see a broader acceptance of wearing masks and social protocols together with the continued trend with road trips and staycations, even as we enter Fall.

As the proprietary methodology dives deeper into the emotional triggers we see possibilities for marketers to identify and attract connected micro segments. As an example, there is an opportunity with a micro segment that combines upscale outdoor enthusiasts open to last minute offers within driving distance of the destination. As the pandemic evolves, there is a clear travel preference distinction emerging between those with a positive outlook versus those with a negative outlook. In order to generate travel, marketing will need to segment its customers at a more granular level.

Bob Gilbert, Chief Travel & Tourism Strategist, and consumer of travel data intelligence, commented "This new study has uncovered some breakthrough insights by identifying similarities between micro segment cohorts identifiable through social channels. This now provides the strategic marketing professionals with clearer direction on who and how to target those more inclined to travel."

Simon Knight, CEO noted "There are numerous research companies in travel and tourism that provide insight, our proprietary algorithms go deeper into the emotions behind travelers' opinions and attitudes. That is how we discovered the connections within micro segment groups. Our data is proven to be more accurate and detailed than other sentiment analysis tools. Social Media can be skewed: for example, 80% of Tweets are from around 2% of the population, and the world of politics. That distorts results significantly. We sample a larger number of sources and individual user accounts (anonymized) in and beyond Social Media to ensure that loud and frequent voices don't dominate and skew the data. Getting to the truth of an issue is the paramount objective."

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About Sentiment Alchemy

Sentiment Alchemy was developed by Simon Knight, using NextGen algorithmic formulas he has used in the political electoral arena with Satya Analytics, where understanding voter sentiment is critical.

About Tourism Alchemy

Tourism Alchemy is a division of the Sentiment Alchemy family of products under Satya Analytics. Satya Analytics is a privately held business in Santa Barbara, CA. Satya was established in 2016 to provide an

unfiltered source of truth on sentiment analysis in the world of voting and elections. Sample sizes in Tourism Alchemy reports reflect an average of 300 million data points representing over 3.2 million individual voices, increasing every week as more data is analyzed.

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