

# Deeper Insights on Traveler Sentiment show impact of Tourism on Local Communities with Labor Day weekend approaching

Breakthrough Methodology Taps into Unfiltered Sentiment of over 2.5 Million Individuals

## FOR IMMEDIATE RELEASE

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

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

Key findings from the latest study show that, due to COVID-19, and with Labor Day looming, many trips are trending to local and regional road trips. The impact of these visitors on "sought after" local, more rural communities, requires proactive destination management. Resistance to an influx of drive market visitors is not just a COVID-19 "thing" and may signal permanent shifts in how we vacation. Destinations are taking action to attract more upscale visitors replacing lower spend travelers. Destinations with a higher reliance on tourism will need to reassess the overall impact on their communities even after the pandemic is over. This trend toward higher spend travelers may also permanently impact airline passengers volumes and change the balance of economy and premium seat capacity. This study also shows that restaurants have an opportunity to improve diners' trust in safety measures, and deepening customer relationships, which could offset COVID-19 impact.

Bob Gilbert, Chief Travel & Tourism Strategist, and consumer of travel data intelligence, commented "Destinations and travel related businesses will need to fully understand and adapt to what travelers are looking for and at the same time address the impact of tourism on their local communities even after the pandemic is over. Addressing their concerns over the environment and health fears from the influx of visitors is vital to their response. It will be interesting to monitor these findings and see if there are any longer term effects on sustainable travel."

Simon Knight, CEO noted "Getting to the truth of an issue is the paramount objective. There are numerous research companies in travel and tourism that provide insight, ours goes deeper into the emotions behind travelers' opinions and attitudes. Our data is proven to be more accurate and detailed than other sentiment analysis. 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"

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## About Sentiment Alchemy

Sentiment Alchemy was developed by Simon Knight, using successful 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 120 million data points representing over 2 million individual voices, increasing every week as more data is analyzed.

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