



Golden

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](#)



26 likes

nina.vanderlaan

This guy... killin' it on his first day of downhill at Kicking Horse, yeww 🙌 #golden #bc #canada

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: 8 172 615+ online conversations from around the world

When: January 1, 2017 – December 31, 2017

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
- Revelstoke
- Canmore
- Whistler
- Banff

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.

Examples from Golden



Destination promoter

Those actively recommending or speaking positively about your destination to others



I don't know where to begin. Words are somewhat escaping me for the experience I've had this past couple of days at the [@womenwhoexplore](#) [#soulsisters](#) getaway in Golden BC.



Destination passive

Those speaking about your destination from an indifferent point of view



An Echo Sky in Emerald Lake, at Yoho National Park, British Columbia, Canada. [OC]



Destination detractor

Those actively discouraging or speaking negatively about your destination to others



Update. Still stuck, now 37km out from Golden BC, apparently its construction. One lane in, one lane out. Night time repaving 😞

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



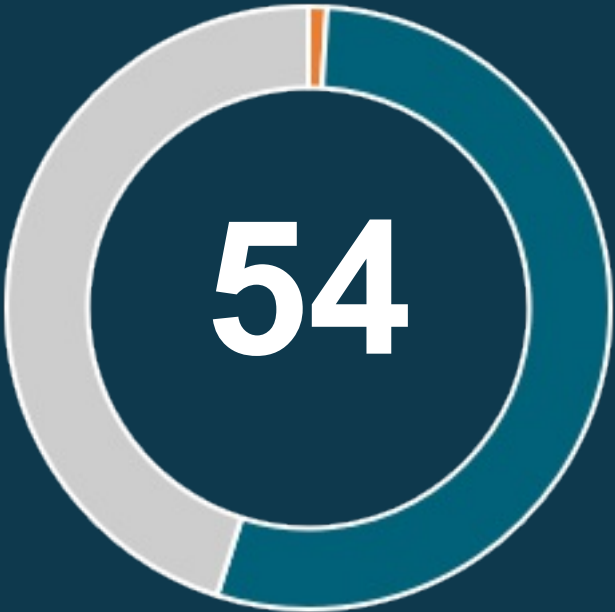
Overall Performance

Of all conversations online being driven by Golden's tourism experience or products, 55% of those conversations have been identified as destination promoters.

That equates to 30 000+ online conversations actively promoting Golden each year.

Destination Performance

Tourism Sentiment Score™ result

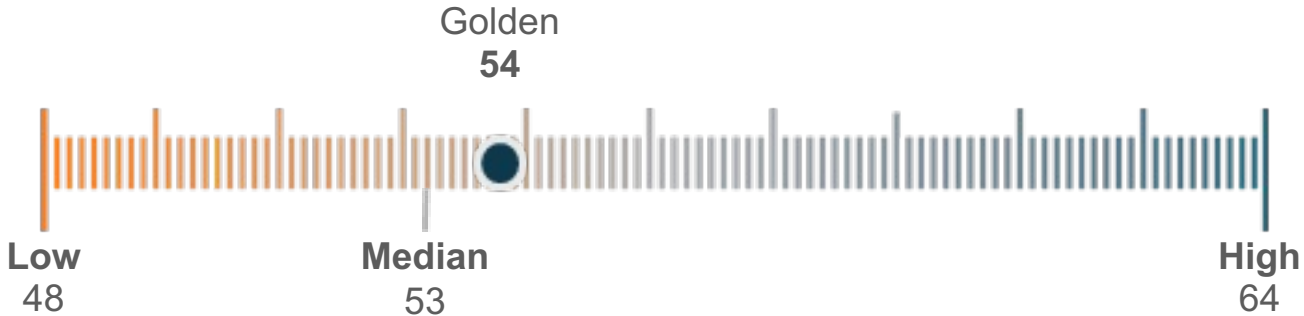


Key Takeaway:

Sentiment driven by Golden's tourism products and experiences are performing above 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.

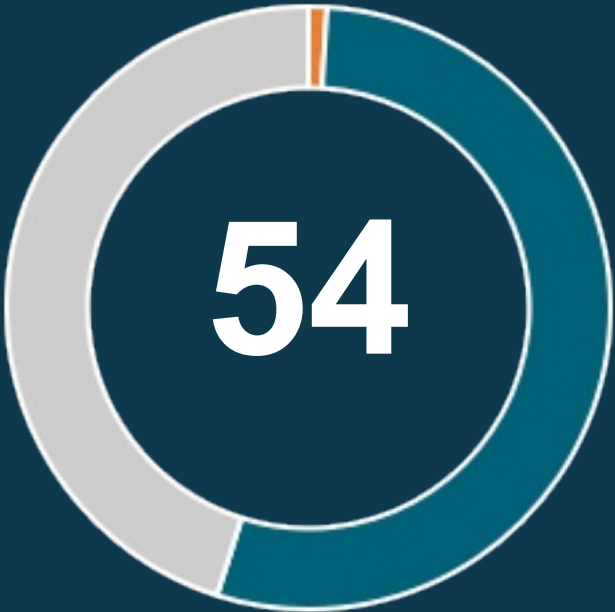
Volume Comparison



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.

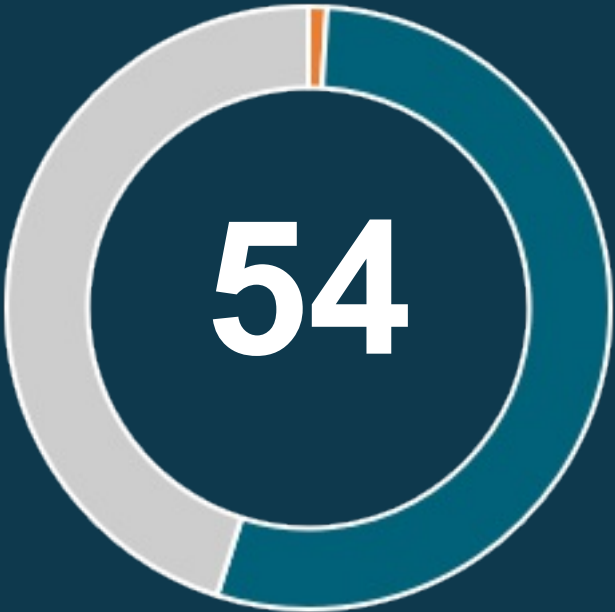
What is driving your Tourism Sentiment Score™

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 Viewing	27 047	Average	Average
Hiking + Rock Climbing	8 462	Average	Average
Skiing + Snowboarding	4 878	Low	High
Paddle Sports	2 199	Average	Average
Camping	1 839	Average	Average
Restaurants	1 746	Low	Low
Cycling + Biking	1 261	Low	High
Festivals + Events	1 172	Low	Average
Wildlife Viewing	830	Low	Average
Accommodation	713	Low	Average

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: 134

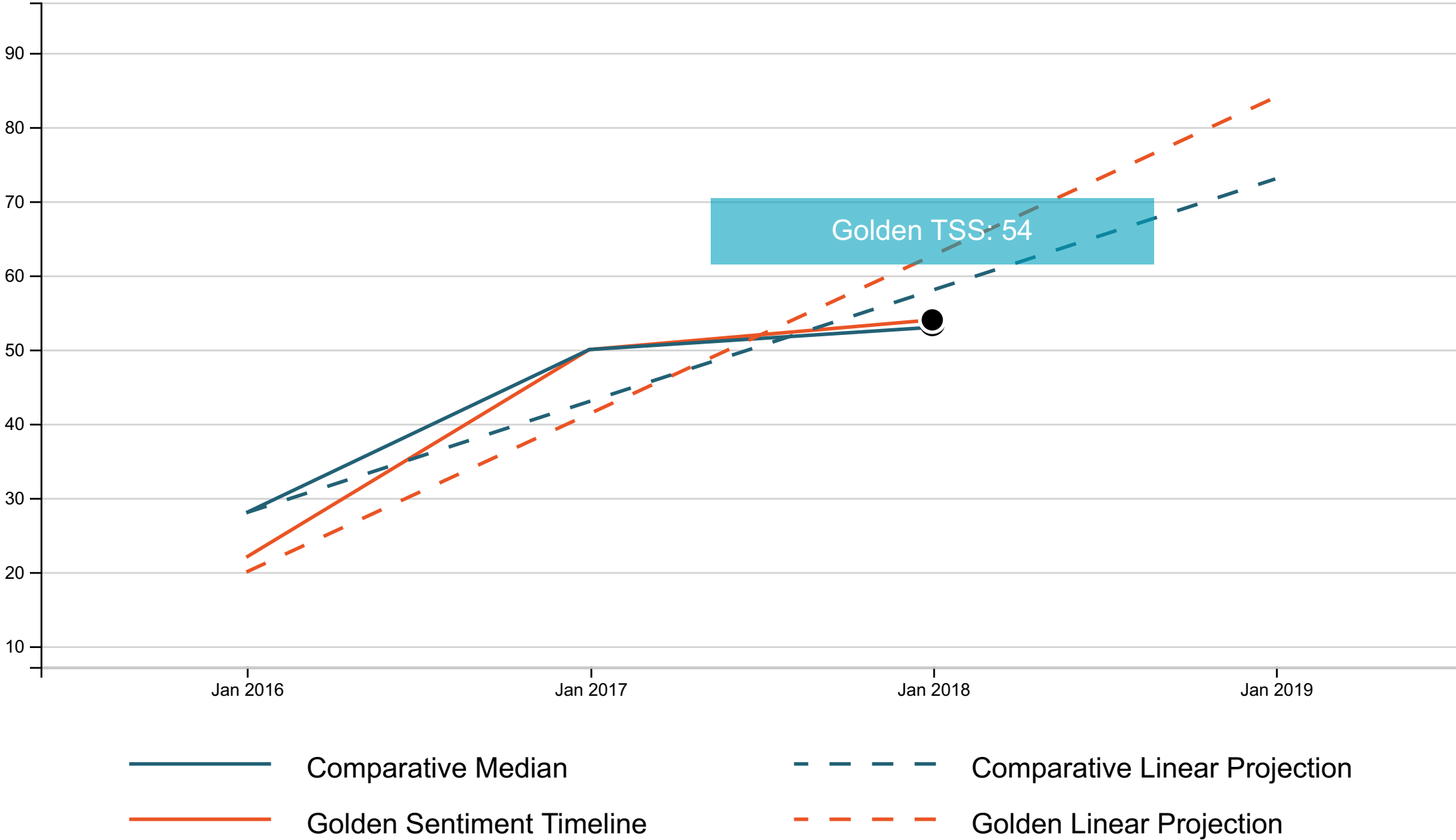
Top Performing Tourism Assets	Global Rank
Paddle Sports	70 th -80 th Percentile
Hiking + Rock Climbing	70 th -80 th Percentile
Snowmobiling	70 th -80 th Percentile
Skiing + Snowboarding	70 th -80 th Percentile
Access + Transportation	70 th -80 th Percentile
Nature Viewing	60 th -70 th Percentile
Camping	60 th -70 th Percentile
Cycling + Biking	60 th -70 th Percentile
Sky Diving / Bungee / Ziplining	60 th -70 th Percentile
Frontline staff	50 th -60 th 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

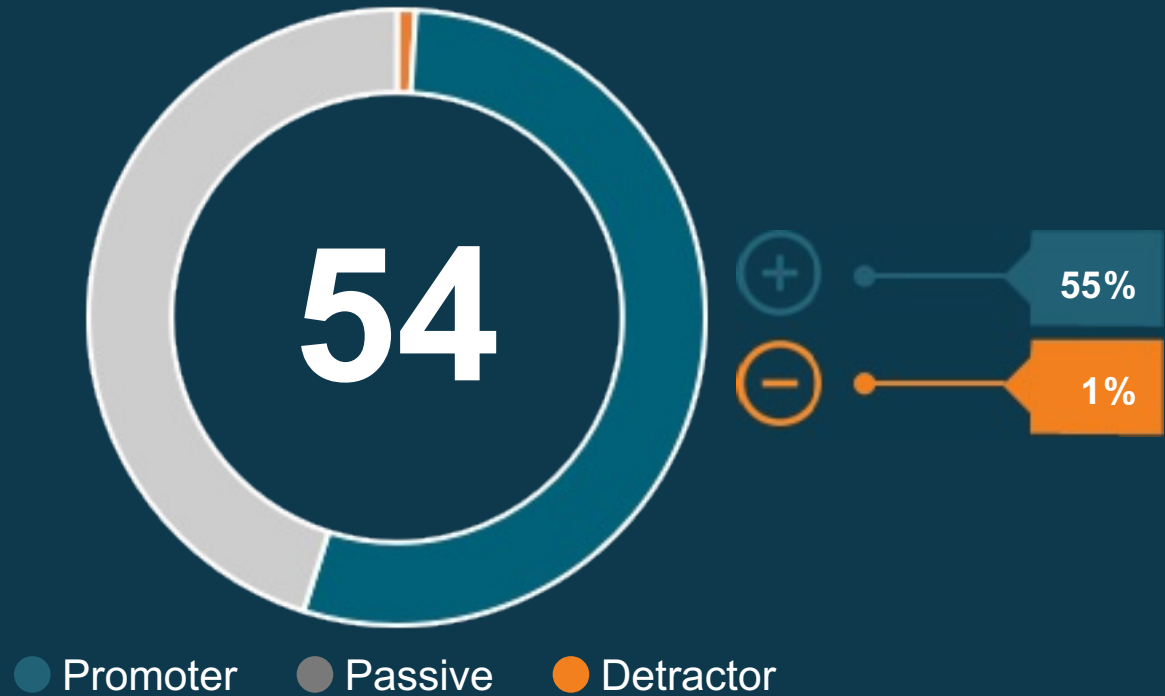


Tourism's Contribution

How does tourism contribute?

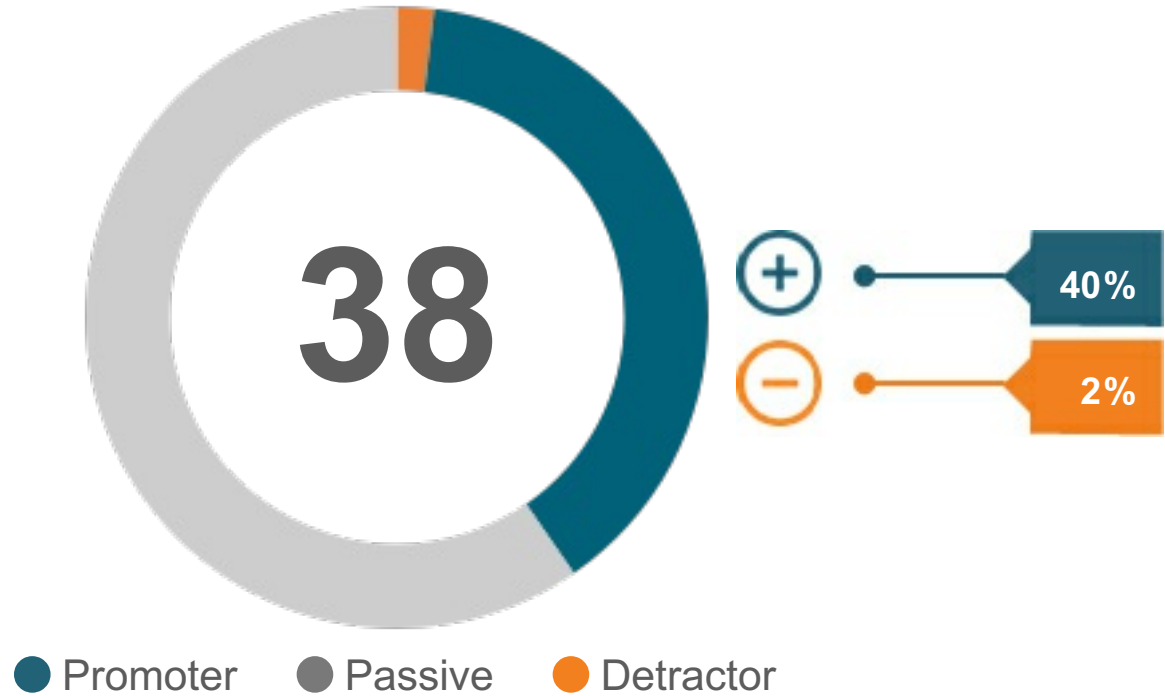
Tourism Sentiment Score™

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™

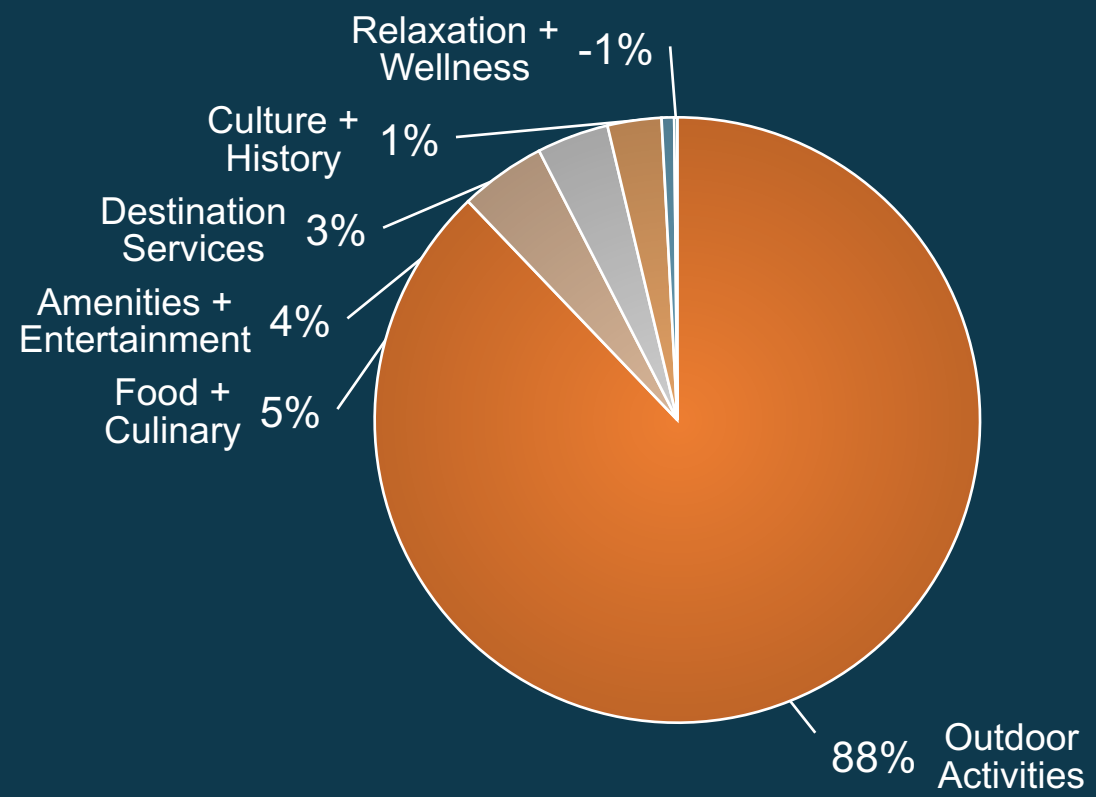
Understanding the Tourism Categories

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
Relaxation + Wellness	8	Low	90	Average
Culture + History	27	Average	365	Low
Amenities + Entertainment	28	Average	2 097	Low
Food + Culinary	42	Low	2 512	Low
Destination Services	54	Average	1 570	Low
Outdoor Activities	56	Average	47 958	Average



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
Amenities + Entertainment Subtotals	30	36	16 250	19 759

Relaxation + Wellness

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	8	33	90	77
Relaxation + Wellness Subtotals	8	33	90	77

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.

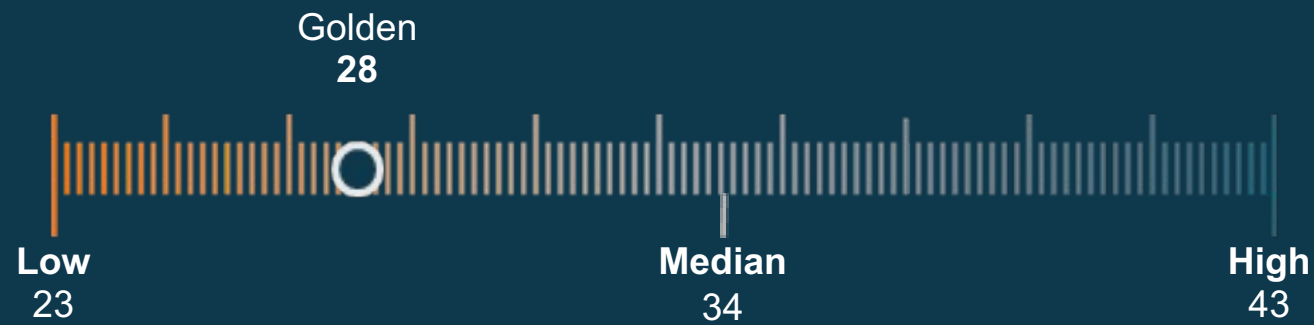
Tourism Asset	Sentiment		Volume	
	Golden	Comparative Median	Golden	Comparative Median
Street + Public Art	54	52	125	361
Museums + Galleries	13	24	240	648
Culture + History Subtotals	27	33	365	1 009

Amenities + Entertainment

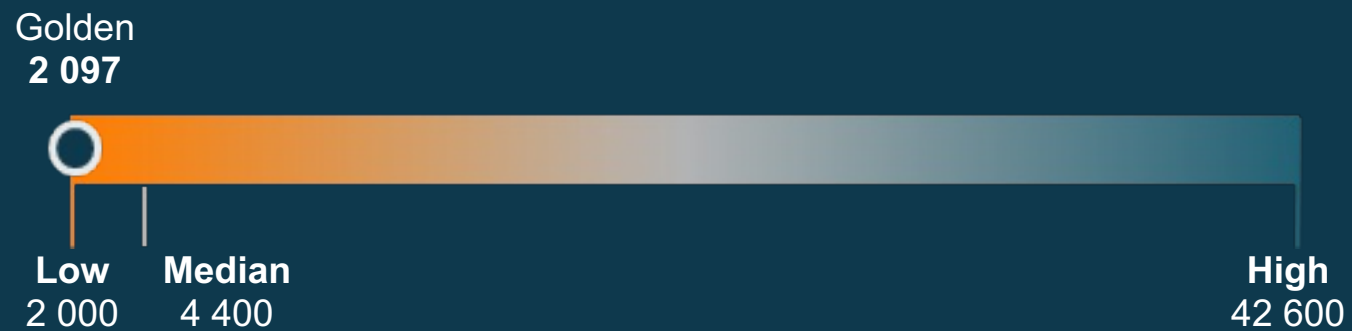
Tourism Sentiment Score™ result



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
Attractions + Landmarks	47	47	382	577
Festivals + Events	21	27	1 172	2 725
Nightlife	69	52	171	551
Music + Performance Art	10	34	372	585
Amenities + Entertainment Subtotals	28	34	2 097	4 381

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.

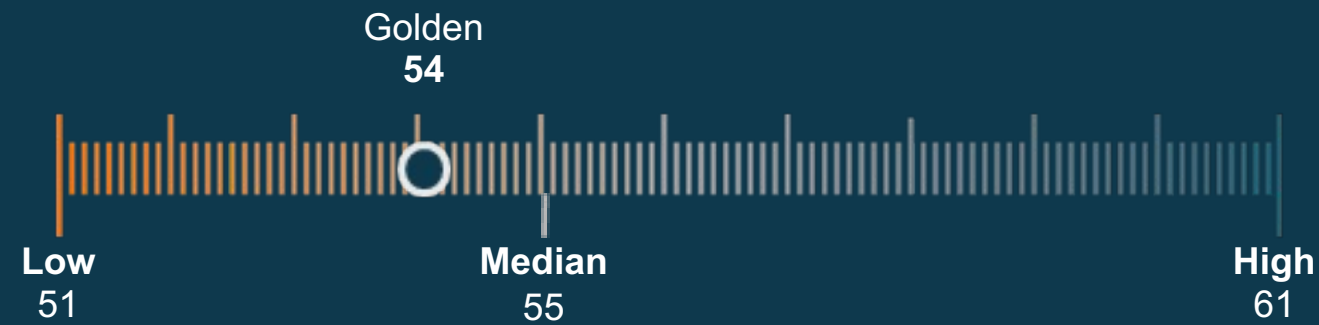
Tourism Asset	Sentiment		Volume	
	Golden	Comparative Median	Golden	Comparative Median
Restaurants	43	58	1 746	4 355
Breweries + Pubs	38	55	711	2 222
Food Producers + Farmers Markets	64	53	55	160
Food + Culinary Subtotals	42	58	2 512	6 616

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.

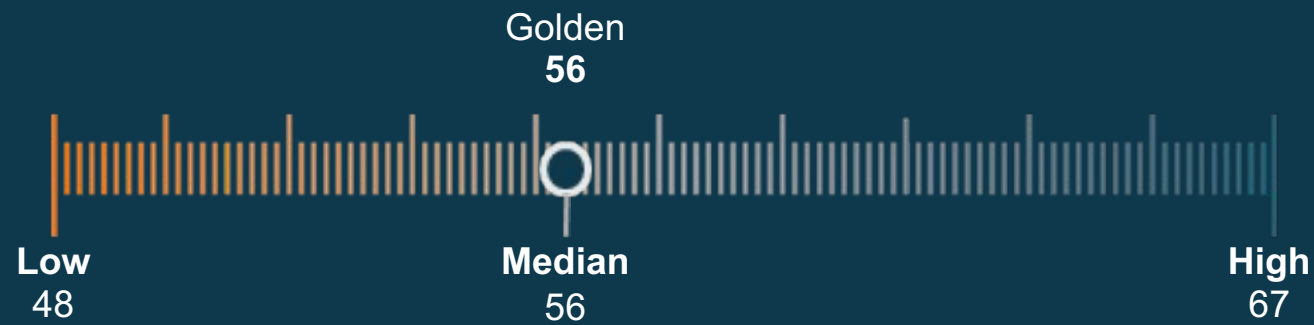
Tourism Asset	Sentiment		Volume	
	Golden	Comparative Median	Golden	Comparative Median
Tour	24	19	135	189
Access + Transportation	54	23	41	53
Frontline staff	34	35	334	333
Accommodation	58	58	713	3 387
Weddings	78	66	347	1 714
Destination Services Subtotals	54	55	1 570	5 353

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.

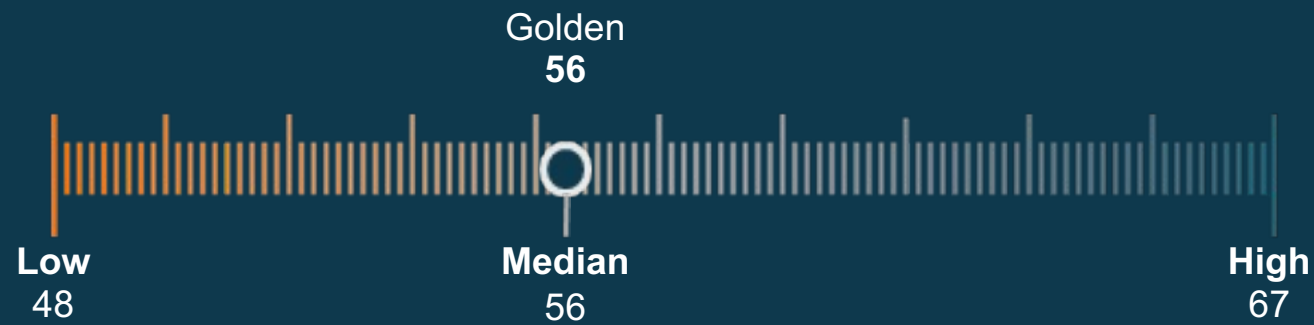
Tourism Asset	Sentiment		Volume	
	Golden	Comparative Median	Golden	Comparative Median
Hunting	46	36	13	74
Skiing + Snowboarding	67	57	4 878	10 611
Snowshoeing	53	60	163	718
Motorsports + Motor Cycles	71	60	51	97
Wildlife Viewing	58	49	830	2 106
Golfing	16	20	176	1 051
Skateboarding	75	63	20	79
Sky Diving / Bungee / Ziplining	37	49	175	85
Hiking + Rock Climbing	63	66	8 462	16 512
Paddle Sports	59	57	2 199	2 074
Cycling + Biking	57	45	1 261	3 501

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
Camping	52	50	1 839	2 785
Fishing	60	61	366	1 174
Nature Viewing	51	60	27 047	37 696
Snowmobiling	67	55	478	663
Outdoor Activities Subtotals	56	56	47 958	77 094

All Tourism Asset Data

Tourism Asset	Sentiment		Volume	
	Golden	Comparative Median	Golden	Comparative Median
Relaxation + Wellness				
Shopping	8	33	90	77
Culture + History				
Street + Public Art	54	52	125	361
Museums + Galleries	13	24	240	648
Amenities + Entertainment				
Attractions + Landmarks	47	47	382	577
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Tourism Asset	Sentiment		Volume	
	Golden	Comparative Median	Golden	Comparative Median
Outdoor Activities Continued				
Paddle Sports	59	57	2 199	2 074
Cycling + Biking	57	45	1 261	3 501
Camping	52	50	1 839	2 785
Fishing	60	61	366	1 174
Nature Viewing	51	60	27 047	37 696
Snowmobiling	67	55	478	663
TOTAL	54	53	54 592	92 147

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 Viewing**
- **Hiking + Rock Climbing**
- **Skiing + Snowboarding**

Potential Growth Opportunities

While these tourism assets may not generate the most volume, they are generating a high level of sentiment. Because of this, these categories potentially present potential for future growth. Among Golden's tourism assets, the following stood out as potential growth opportunities.

- **Cycling + Biking**
- **Skiing + Snowboarding**
- **Weddings**

Under Performing Assets

Not every aspect of your destination needs to be at the top. However, the following assets within Golden fell below the competition for both volume and sentiment.

- **Restaurants**
- **Breweries + Pubs**