Tracking e-reputation of Europe in Long-Haul Markets

REPORT
September 2021
Background & Objectives
Mapping the State of “Social Sentiment”
As reflected in Social Web Conversations

The “sentiment” reflects the state and dynamic of travel brands’ e-reputation as expressed in global web social conversations “at large”.

Shared by medias, consumers, companies, citizens, brands and officials on websites, forums, blogs & social networks active.

Social conversations content are selected as relevant as long as they can influence the attractiveness of Europe as a place to visit, even if not strictly tourism-related.

Sentiment is not predictive of travellers’ planning, BUT a positive e-reputation is essential to generate preference towards travel activities, destinations and brands, particularly in a post-crisis management context.

OBJECTIVES

1. How far is the Europe travel e-reputation impacted by Covid-19?
2. What drives social web conversations about Europe’s attractiveness?
3. What negative drivers to restore? Which drivers fuels Europe’s image in positive?

SOCIAL CORPUS
Number of posts/articles per country from April to September 2021

<table>
<thead>
<tr>
<th>Country</th>
<th>Posts/Articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>14 836</td>
</tr>
<tr>
<td>China</td>
<td>32 805</td>
</tr>
<tr>
<td>Japan</td>
<td>27 072</td>
</tr>
<tr>
<td>Russia</td>
<td>7 135</td>
</tr>
<tr>
<td>US</td>
<td>450 148</td>
</tr>
<tr>
<td>Canada</td>
<td>23 885</td>
</tr>
</tbody>
</table>

Limitations: though Chinese is a language monitored, access to specific national Chinese social networks are usually restricted then difficult to access via API technology.
Europe Sentiment Trends
The e-Reputation of Europe has recorded a lot of variations year-to-date, often moved up and down by the travel restrictions and conversations around the Vaccination. In the past 4 months, Russia has shown the most stable and positive tonality in social conversations.

**Net Sentiment Index**

The Net Sentiment Index measures the polarity of web social conversations (%positive - %negative)

**NET SENTIMENT INDEX**

Additional period since W20
Europe Sentiment Trends in Brazil
E-reputation of Europe in Brazil is often close to the average markets. However, it tends to be regularly hit negatively by travel restriction issues, notably the CoronaVac non-authorization to enter Europe.

**NET SENTIMENT INDEX**

The Net Sentiment Index measures the polarity of web social conversations (%positive - %negative)

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**BRAZIL**  ... **MEAN SCORE**
Sentiment Drivers
Reputation drivers influencing Europe's attractiveness

Positive drivers
- Lifting of “Brazilian ban” for vaccinated travellers in some countries (e.g.: Switzerland)
- Sharing of motor-home itineraries in Europe
- European gardens listed among the most beautiful in the world
- Eastern European countries seen as affordable destinations for digital nomads
- A medieval history heritage visible in Europe
- An 80-day, no-flight itinerary around the world starting in Europe
- Second home deals in some European countries to revitalise cities
- Reopening of theme parks, such as Disneyland Paris
- The singular story of a walrus visible in several European coastal countries

Negative drivers
- Complicated relationship between Europe and Brazilian governments
- Scepticism with regards to Covid-19 situation in Europe
- Non-recognition of CoronaVac by the European Union
- Bad stories of Brazilians being robbed in Europe
- Wildfires hitting Southern European countries
- Migration crisis in several European countries
- Missed opportunities for study and business tourism
Illustrative Social Posts
Reflecting the Positive Sentiment

Released! Brazilians will be able to travel to Switzerland again from this Saturday
leonardo cassol created a post
... 10 day quarantine on arrival. "We will be the first country in Europe to open to Brazilians without quarantine", celebrated the director of Swiss Tourism in Brazil, Fabien Clerc. However, tourists from Brazil who intend to travel...

published on 25/06/21 at 19:21 | Online News | Brazil | www.melhoresdestinos.com.br

Around the world without a plane! The company offers an 80-day itinerary without taking any flights
Rafael Castilho created a post
...of modern cargo. Trip itinerary Learning London by train, the tourist will explore the central region of Europe until reaching the Ukrainian city of Lviv, which resembles Prague. You will travel to Moscow before heading through the Kazakhstan steppe and learning...

published on 18/06/21 at 17:03 | Online News | Brazil | www.melhoresdestinos.com.br

The 13 most beautiful gardens in Brazil and the world
by fernanda drumond 07:07 created a post
...in Dubai, these parks attract hundreds of thousands of tourists! Especially in Europe, lush gardens have become popular tourist spots. From traditional French landscaping to Brazilian biodiversity and Dubai's ostentation...

published on 12/06/21 at 07:07 | Online News | Brazil | revistaacessojardim.globo.com

DIFFERENCES BETWEEN MOTORHOME TRAVELING IN THE US AND EUROPE | Travel and Share
Travel and Share shared a video
...we count the differences between motorhome travel in the United States and Europe. Consult our motorhome group travel itineraries in Europe and the United States or request information for motorhome rental via email...

published on 05/06/21 at 00:00 | YouTube | Brazil | youtube.com

THE BEST AND CHEAPEST COUNTRY TO VISIT IN 2021
Raiam Santos shared a video
...Watch this video to see how good it is to live in Montenegro, don't waste your time and travel to Eastern Europe, especially if you want to be a digital nomad! KOB E PRODUCTS: @kobe.loja - https://www.instagram.com/kobe.loja/ SUBSCRIBE to the channel...

published on 13/06/21 at 17:30 | YouTube | Brazil | youtube.com

Disney Paris reopens after 8 months closed due to pandemic
G1 created a post
...for the public this Thursday (17). The attraction, one of the main tourist destinations in Europe, is back in operation, but maintains "strengthened sanitary measures", including the mandatory use of masques from 6 years of age onwards. But who...

published on 17/06/21 at 20:38 | Online News | Brazil | g1.globo.com

Discover the 25 most amazing and enchanting medieval villages in Europe
rafael castilho created a post
...found by tourists exploring them. We have separated 25 amazing medieval villages for you to visit in Europe. Amorey ... rich in Europe in the Middle Ages thanks to the lucrative textile and wood trade. Today the city enchant thousands of tourists who...

published on 06/06/21 at 11:03 | Online News | Brazil | www.melhoresdestinos.com.br

Tourist: Walrus becomes famous after being present on boats in Europe | Unusual World
IG Last Second created a post
A walrus, known as Wally, was present in European territory this week. His last appearance took place on Monday (9), on a boat in Ireland. In addition to the last destination, Wally passed through France, Spain and the United Kingdom, according to...

published on 12/06/21 at 22:05 | Online News | Brazil | ultimassegundas.ig.com.br

ETC SOCIAL LISTENING REPORT – SEPT. 2021
Illustrative Social Posts
Reflecting the Negative Sentiment

Bea. @BeaChinalder tweeted
Thousands of students, researchers and workers are at risk of losing their work and studies opportunities in Europe due to the travel restriction imposed even for essential travel! #EULITTheSan @maltepagaza @bartopiwo @AndrzeiHaiciki @JLopezAguilar

Andréia Sadi @AndréiaSadi has replied
Below an article showing that smart management in Portugal and advanced vaccination have made the country the main safe tourist destination in Europe. I stood there for a few minutes, looking at it, and thinking about the omissions, what could have been, what lives are we going to lose…

It is misleading that Coronavac has been banned in the US and Europe

do uol, in são paulo created a post
... banned in Europe. Brazilians in Europe. A point that is being discussed is the permission for the entry of tourists from others... traveling for tourism. Among the European Union countries that allow the entry of Brazilians traveling to Europe are the...

Beware of travel traps! Know 22 mistakes and avoid getting stolen
Rafael Castilho created a post
Thefts are common in many countries even more so in big cities against unsuspecting tourists. In the United States and Europe, cases of Brazilians stolen are frequent news. The theft of wallets is common on European public transport...

Fire hits beach and tourists need to be removed from the sand strip in Italy; video
oglobo created a post
World Europe Fire hits beach and tourists need to be removed from the sand strip in Italy. Video: Forest fires were also recorded in Spain, Greece and Turkey in...  

Foreclosure policy of the EU: Another 43 refugees drowned off the coast of Tunisia
created a post
... desperate people who dare to make the life-threatening journey to Europe despite the risk. Instead of saving refugees...  

published on 18/05/21 at 12:02  |  Twitter  |  Brazil  |  twitter.com

published on 18/05/21 at 12:02  |  Newspaper  |  Brazil  |  noticias.uol.com.br

published on 19/07/21 at 09:09  |  Online News  |  Brazil  |  www.maiotrydasnoa.com.br

published on 02/08/21 at 21:58  |  Online News  |  Brazil  |  oglobo.globo.com

published on 08/07/21 at 02:09  |  Online News  |  Brazil  |  www.wams.org
Europe Sentiment Trends in China
What Tonality of Web Social Conversations in China?

Web social conversations’ polarity in China is regularly below the average of Long-haul markets since January 2021, often impacted by external factors (politics, geopolitics, social protests...) and Covid-related content. However, the overall trend in the summer is upwards compared to the first quarter!

**NET SENTIMENT INDEX**

The Net Sentiment Index measures the polarity of web social conversations (%positive - %negative)
Sentiment Drivers
Reputation drivers influencing Europe's attractiveness

Positive drivers

- **The World's largest railway connection** between Europe and China
- **1st underwater museum to visit** is in Europe
- Still voicing a **desire to go to Europe**
- Story of a Swiss horse-trainer who has spent **the past 8 months walking through Europe** with her horses and dog so as to **reduce her carbon emissions**
- **Mutual recognition of driving licences** between China and France
- European **spa town destinations recorded as UNESCO World Heritage**
- Trip operators still doing **travel offers to Europe** (e.g: Trip.com)
- Europe home of **creative cities to promote urban sustainability** (Mönchengladbach, Germany, winner at the European Mobility Week)

Negative drivers

- People **stuck in Malta and Greece even if they had a “Green Pass”**
- **Refugee crisis** impacting some European countries
- The **tense relationship between the US and China** may impact Europe’s appeal indirectly (US turning G7 into anti-China, Biden’s trip to Europe)
- **Anti-vax protests** in several European countries
Illustrative Social Posts
Reflecting the Positive Sentiment

World's longest rail network turns China-Europe trade green

elizabeth mearns,patrick atack created a post
...enter Europe through Belarus and Poland. The third Southern route will come through Turkey before traveling north through ... China-Europe rail link, the amount of goods moved in June 2020 was up 60 percent compared with June 2019. What goods travel...

published on 26/05/21 at 23:16 | Online News | China | news.eu.cgn.com

Visitors take a deep dive into Greek history at new underwater museum

damenjay wood created a post
Europe’s first underwater museum is welcoming visitors underneath the Aegean Sea. The museum opened in 2020 but the site has been relatively untouched due to COVID-19. Now people are...

published on 25/07/21 at 17:21 | Online News | China | news.eu.cgn.com

Yumpon @ yumpon0524 tweeted
I want to go abroad. I want to go to Europe. In the woods. There is a lake. I became interested when it became a special thing to be able to travel abroad. I think there used to be that I could go if I wanted to. You might want most overseas to go now desiring too much #Pawasupu #ShinTswa #Bayrii

published on 20/06/21 at 12:55 | Twitter | China | twitter.com

Two horses, a dog and a ‘wild woman’ on a road trip across Europe

patrick atack created a post
...has spent the past 6 months walking through Europe with her adopted horses and pet dog Aku in tow. Manisha Berger, 27, from Lausanne said she’s loved traveling since childhood - but no longer wants to take planes, or even cars, to cut down her...

published on 20/06/21 at 23:34 | Online News | China | news.eu.cgn.com

China Travel News @traveldaily.cn shared an image
Mutual recognition of French Chinese driving licenses good news for tourism, says operator France ranks the top destination for Chinese tourists in Europe. chinatravelnews.com/article/147420 pic.twitter.com/0HRTxF3kL

published on 18/06/21 at 08:15 | Twitter | China | twitter.com

Italian spa town Montecatini Terme basking in its UNESCO honor while looking to future

xinhua created a post
‘Before the pandemic, the spa (town) mostly drew visitors from other parts of Italy and Europe, especially Eastern Europe,’ Michelotti said. ‘Now we think we will start to see more visitors from farther away, including the Chinese tourist market...

published on 02/06/21 at 16:21 | Magazine | China | www.globetimes.cn

Trip.com offers dream trips in its European Super Summer Giveaway campaign

PR Newswire created a post
...European travelers the chance to win dream trips for two in its new Super Summer Giveaway campaign as travel across Europe ... s travelers the opportunity to win a roundtrip to the Balearic Island gem of Mallorca, with return flights on Air Europa and...

published on 15/06/21 at 13:44 | Online News | China | www.chinatravelnews.com

Award success for urban innovators

Susan Robertson created a post
Your inspiring achievements really show how cities and towns across Europe can improve people's wellbeing by shifting towards cleaner, greener and more sustainable travel options for all. I invite others to follow this path and to join forces in...

published on 21/04/21 at 03:03 | Blog | China | www.innovatormag.com
Illustrative Social Posts
Reflecting the Negative Sentiment

Malta and Greece, Italian boys in quarantine despite the Green Pass
L'Antidiplomatico created a post
...were not in favor of inoculation, they got vaccinated and are starting to travel to Europe. Everything good? No, bitter surprise. In Malta, a group of 120 Italian students is locked in quarantine and the foreign ministry does not know what to do. To the... published on 12/07/21 at 11:10 | Online News | China | www.antidiplomatico.it

US turning G7 into anti-China, anti-Russia chorus ‘wishful thinking’
xu keyue created a post
Before Joe Biden departs for Europe, embarking on his first trip abroad since he took office, the US president again tried ... Global Times on Sunday that Biden’s trip to Europe has a clear goal - to consolidate its alliance network in an attempt to... published on 06/06/21 at 15:07 | Magazine | China | www.globaltimes.cn

Austria increases border protection as refugees try to cross Europe
Johannes pleschberger in austria created a post
With the abolition of some COVID-19 travel restrictions, the number of refugees trying to reach Europe is increasing again. Asylum seekers who had made it to Eastern Europe are now on the move in growing numbers, not just... published on 09/28/21 at 14:02 | Online News | China | newsau.cgn.com

Thousands in London protest against the use of COVID-19 vaccines
andrew wilson created a post
...venues or for travel./Henry Nicholls/Reuters/ Despite having the most successful vaccine program in Europe, hundreds of... may determine access to venues or for travel./Henry Nicholls/Reuters/ The streets of London were busy today as thousands... published on 03/03/21 at 02:55 | Online News | China | newsau.cgn.com
Europe Sentiment Trends in Japan
Since the beginning of the year, the tonality of Europe-related web conversations in Japan is fairly positive and most often above the average long-haul markets.
Positive drivers

- Despite the pandemic, European destinations remain attractive
- Numerous historical heritage sites all around Europe
- The beauty of rail-road tracks in Europe
- Cultural partnership exist between Europe and Japan for exhibitions (e.g.: loan of Egyptian collections from the Netherlands in Tokyo)
- Europe has wonderful World Heritage Sites
- Japanese tour company JTB holding virtual tour to promote Europe
- Europe has still hidden gems to discover (e.g.: Moldova)
- “Slow travel itinerary” developed through Europe (ex: Byway company)

Negative drivers

- Delta variant hitting Europe
- Anti-Asian racism stories (in Germany)
- Beauty issues: Japanese travelling to Europe may see their skin become dry!
Illustrative Social Posts
Reflecting the Positive Sentiment

JTB will hold a free online experience of the Grand Prix winning tour on August 24th

NEW! created a post
JTB will hold a free online experience of the Grand Prix winning tour on August 24th. Ltd. JTB tour Grand Prix 2021: (sponsored by The Japan Trip in Dealers Association). “Europe was awarded the Minister of Land, Infrastructure and Transport Prize In local arrival and departure tour bus journey” Land cruise JTB”. This “Land Cruise JTB”...  

published on 31/07/21 at 00:30 | Blogs | Japan | www.kankukuetsu.com

Europe’s last unexplored region “Moldova”, time lapse tilt shift video fascinated by unique beautiful scenery

wakaba created a post
... This is a time-lapse movie of beautiful scenery and cityscape shot with tilt shift. Click here for the video. Moldova in 4k | Europe’s least visited country | Time lapse & Tilt shift & Aerial Travel Video —...  

published on 21/04/21 at 05:12 | Online News | Japan | dailynewsagency.com

Enjoy “slow travel” without using an airplane. Travel agency specializing in land routes “Byway”
livhub bia n ji bu created a post
... and even now, the number of service reservations is constant. Currently, most of the itineraries handled by Byway are in the UK, but with the convenience of the new Corona and the lifting of travel restrictions, it will handle travel throughout Europe and further in the future. Airplanes are a great way to get us fast and far. But what kind of trip can we make when we choose “slow travel” to travel by train, ship, bicycle or on foot? What kind of road can we go around? Now, while enjoying such an imagination, I want to look forward to the day when I will go on a trip next time.  

published on 23/05/21 at 01:00 | Blogs | Japan | livhub.jp

Beautiful World Railroad Tracks-Europe
qiao zhao zhi zhi zhe created a post
... Tomoyuki Hashizume Born in Tokyo in 1973. He spent about five years in England and Italy from 1977 to 1982 before entering elementary school, and from that time he became interested in European railways. Started writing in earnest around 2003 when working at a travel agency. Contributed to the opening feature of the Japanese version of Thomas Cook Time Table and the guidebook “Walking the Earth BY TRAIN”. Currently living in Prague, Czech Republic, as a freelance writer, he wrote articles and provided photographs on European railways, and...  

published on 21/07/21 at 13:33 | Online News | Japan | gphys.jp

10 spectacular views of Germany with a sense of openness-Castle surrounded by forests and World Heritage Sites-
th 2020 Mia created a post
... I visited the welfare housing of the Fugger family in Augsburg, Germany. Beautiful modern church S election [Germany] Jan 26th, 2020 of Germany | Eisuke Kave: Europe trip one of the highlights of the Church visit than anything. Historical churches are listed in guide books, but relatively new and beautiful churches and chapels built from modern to modern times are rarely introduced. So I would like to introduce you to a relatively new and beautiful church in Germany. I want to go once! The center of Munich, "Marienplatz", is now Dec 17th, 2012...  

published on 01/07/21 at 04:30 | Blogs | Japan | tasbione.jp

ETC SOCIAL LISTENING REPORT – SEPT. 2021
Delta variant threatens to destroy another European summer

bloomberg created a post

...and that recent progress in the virus fight could be undone. Given tourism’s importance to countries in southern Europe, including Portugal, the disagreement is yet another manifestation of the north-south divide that’s long plagued the...

published on 27/06/21 at 02:28 | Newspaper | Japan | www.japantimes.co.jp

[Sad news] Germans assault Koreans! Asia hatred incident occurs at Berlin subway station! South Korean reaction: World melanch...

1. ming wushisan created a post

... • Please write “I’m not Chinese” in English before and after the T-shirt. Related: Korean “Let’s stop racist money in Japan ...” Korean, Korean wakes up Reaction • Germany and Berlin were the only racists in the three months of traveling to Europe • Let’s put the Tegeuk flag on the chest when going abroad • Chinese completely image the Asian Related to the crash ...

published on 11/06/21 at 02:30 | Blogs | Japan | blog.livedoor.jp

Don’t take a shower?! European beauty and health methods | Natasha | note

natasha foroshimashita created a post

... When I return to Japan, the whole family’s skin becomes shiny and soft. Since Japanese water is soft water, it is gentle on the skin and I take a bath or shower without worrying about it drying out. People who are moving or traveling are also worried that their skin will become dry when they come to Europe. So did my husband. I quit the long shower so far, but rather a cold shower instead of a warm shower. Then, instead of moisturizing cream (which also dries for some reason), apply oil such as almond oil, Aegan oil, or coconut oil. This will prevent it from drying out ...

published on 30/04/21 at 10:01 | Online News | Japan | noci.com
Europe Sentiment Trends in Russia
Europe’s e-reputation in Russia remains positive and above the long-haul markets average; recording a stable and high Net Sentiment Score. Even if the Russian vaccine is not admitted yet across Europe, the impact seems limited on conversations’ polarity.

**NET SENTIMENT INDEX**

*The Net Sentiment Index measures the polarity of web social conversations (%positive - %negative)*
Sentiment Drivers
Reputation drivers influencing Europe's attractiveness

Positive drivers

- Reopening of European amusement parks (e.g.: Europa Park, Disneyland Paris)
- Trips in Europe inspiring Russian artists’ works of art
- Anecdotal stories of cities giving their names to emblematic products (e.g.: Leerdammer)
- Russian travellers sharing unforgettable experiences in Europe
- The romantic atmosphere of European cities (e.g.: Budapest)
- Europe is home to many luxury hotels and restaurants
- Europe mentioned as a good example of transport sustainability as rail or bus are well developed and easily accessible
- Castles and historical palaces mentioned as points of interest in Europe

Negative drivers

- EU/Russia political divergences
- Sputnik vaccine not recognised yet for travellers coming to Europe
- Migration crisis in Europe
- Scepticism with regard to Covid-19 situation during summer
- Some beaches in Sardinia at risk of running out of sand due to visitors’ bad habit of bringing some back as souvenir
Illustrative Social Posts
Reflecting the Positive Sentiment – (1/2)

Cinema and amusement park only with a mask?

...Lower Saxony). The Park reopened its gates for the first 3,000 visitors on Friday with a grand ceremony. He...

published on 21/05/21 at 18:45 | Newspaper | Russia | daz.com

Europe through the eyes of Russian artists

alexandra guzeva created a post

...final-year project and a stipend to travel to Europe. In 1818 he went to Italy and became so captivated by the country that ... Istanbul). The artist also traveled to Lisbon, Portugal, at the very edge of Europe. Venice, 1842 Peterhof...

published on 11/05/21 at 10:11 | Online News | Russia | www.rtbh.com

Leerdam gave its name to Leerdammer cheese. The ancient city of Leerdam (1143) gave its name to cheese...

Mila Raida shared a video

...достопримечательности, Европа. - tourism and recreation, travel, history, attractions, Europe. - tourism on recreat ... Chamon. Nature, Holidays, Video Clip, Tourism and Recreation, Travel, History, Attractions, Europe. THANK YOU for stopping by and ...

published on 07/05/21 at 18:00 | YouTube | Russia | youtube.com

Dresden, Germany - Weekend Trip

Alex 4tune shared a video

Don’t forget to like and subscribe. Thank you all! #Dresden #Germany # Travel #Vlog #youtube #youtubeer # Europe # Dresden # Germany # travel # Europe # YouTube # YouTuber # Vlog # Blog ...

published on 16/08/21 at 15:13 | YouTube | Russia | youtube.com

European romance. Lights in Budapest. From Budapest With Love.

BUDAfuckinPEST / Travel Vlog With Love shared a video

More photos and video: https://www.instagram.com/buda_fuckin_pest/ # budapest hungary # # # Ukrainians tourism # zarovitchane #europe # vzglyediznutri #budafuckinpest #withlove #romantic #city #view #hungary #ukrainian #people #workers # budapest #night flight ...

published on 04/05/21 at 16:58 | YouTube | Russia | youtube.com

Baccarat Hotel Florence set to open in 2024

created a post

...Florence experience, making it a luminous new destination in one of Europe’s most vibrant and beautiful cities." Omnam Group aims to create a new contemporary destination that pays homage to its historical tradition and celebrates the natural...

published on 27/07/21 at 11:00 | Online News | Russia | tass.com
4 Ways You Can Be An Ethical Traveler

Lyon Nishizawa created a post
You don’t always have to go to Switzerland to have an awesome time. Whenever possible, consider taking the land route. For example in Europe or in the U.S., you can travel to pretty much all corners by rail or bus, and for much cheaper than...

published on 20/05/21 at 20:21 | Blogs | Russia | jetsettimes.com

Route of the Palaces and Castles in the Heneares Valley

digital star is created a post
... catalog of the most beautiful urban complexes in Europe. It highlights the Castle, former Arab fortress and later the residence of bishops, current hostel tourism, and strength Cathedral, begun in Romanesque style and completed following ...

published on 21/09/21 at 02:16 | Online News | Russia | 123rus.ru

Greece and Santorini are winners of the FXExpress 2021 Awards

elgreeko created a post
... Destination) of the Global Traveler’s - The Trazees competition. At the same time the eighth consecutive year of Santorini was named “Best Island in Europe” (the Best Island in Europe) in the competition of Global Traveler’s - Leisure Lifestyle Awards. » Voting took place in ...

published on 24/09/21 at 18:12 | Blogs | Russia | greeceonline.ru
Illustrative Social Posts
Reflecting the Negative Sentiment

Estonia’s ex-president compares today’s Russian policy with Hitler’s attack on Poland

Published on 10/04/21 at 07:32 | Newspaper | Russia | de.rt.com

Vaccination with Sputnik V is not accepted: The EU endangers Russia’s vaccination campaign

Published on 22/06/21 at 07:32 | Newspaper | Russia | de.rt.com

Italy: African migrant from Guinea commits suicide after being deported from the country

Published on 23/03/21 at 03:11 | Blogs | Russia | www.radiofusion.cl

Europeans can now take a beach holiday. But does their summer relaxation signal a new wave of Covid...

Published on 30/05/21 at 09:45 | Newspaper | Russia | www.rt.com

The beaches of Sardinia are at risk of running out of sand

Published on 25/08/21 at 01:51 | Online News | Russia | 24x7.net
Europe Sentiment Trends in the US
What Tonality of Web Social Conversations in the US?

Year-to-date, the Europe e-Reputation in the US is quite stable in tonality and positive in value yet below the average markets. The reopening of Europe to US travellers acted as a very positive driver, but other stories have mitigated the impact on the overall sentiment.
Sentiment Drivers
Reputation drivers influencing Europe's attractiveness

Positive drivers

- The reopening of Europe to American travellers
- Travellers excited to share their “1st International” trip in Europe for one year!
- Poland portrayed as one hidden gem to discover in Europe
- An American couple sharing their retired life in Europe
- Europe has many destinations linked to famous artists (e.g.: Barcelona with Gaudi)
- TV Food-show influencer Ina Garten sharing memories of camping trip in Europe
- Europe offers many islands seen as safe and not too crowded
- Restart of cruising in Europe
- A Chicago travel company promoting group trips to Europe for women over 50

Negative drivers

- Individual European countries may have different policies against Covid-19, which can be complicated for travellers
- Quebec region in Canada seen as a European equivalent destination
- Stories about American travellers getting Covid-19 while in Europe
- US towns that can replace “European destinations”
- Fake Covid papers for flights given to migrants by people traffickers
Illustrative Social Posts
Reflecting the Positive Sentiment - (1/2)

Spain And France Are Opening Up To Americans This Week - Here's What You Need To Know
robert hart created a post

...leisure travel has been slowly returning to Europe after more than a year of harsh restrictions shutting down the tourism ... Zealand and Singapore, as well as those traveling within Europe, often not needing to provide tests or be vaccinated. What...


OUR FIRST INTERNATIONAL FLIGHT IN OVER A YEAR (United Polaris Business Class)
Kara and Nate shared a video

...United Polaris Lounge 09:33 Business class flight to Europe 13:06 Tempest upon arrival 16:17 The dinner that made Kara cry 15:53 Incredible travel credit card offer 20:24 Bloops ------------------------- This video may contain links through with we are...

published on 27/06/21 at 16:00 | YouTube | United States | youtube.com

How our day looks like in Poland | Special Announcement | Poland Vlog Hindi
Ishan Goyal shared a video

...where I live... its an extremely beautiful city and a hidden gem in Europe. Most people don't consider Poland as a tourist destination but I really think that its much more beautiful then many western European countries. BEST PLACES TO GET MUSIC FOR...

published on 02/06/21 at 07:30 | YouTube | United States | youtube.com

ETC SOCIAL LISTENING REPORT – SEPT. 2021
Illustrative Social Posts
Reflecting the Positive Sentiment - (2/2)

Ready To Travel? These 12 European Islands Are The Safest And Awaiting Visitors
Cecilia Rodriguez, Senior Contributor created a post
... start traveling, the European Best Destinations organization (EBD) has prepared a list of “Safest Islands in Europe” for a ... clear standards for safe stays in Europe. For the tourist season, Greece has already announced that it will lift lockdowns...

published on 02/05/21 at 20:23 | Magazine | United States | www.forbes.com

Oceania Cruises Announces 3 More Ships to Restart
CiN Staff created a post
... prepare another three ships to resume sailing in Europe, the Caribbean, and the eagerly anticipated kickoff of our epic Around the World in 180 Days voyage for 2022,” stated Bob Binder, President & CEO of Oceania Cruises. Voyage itineraries for...

published on 26/05/21 at 14:53 | Online News | United States | www.cruiseindustrynews.com

Chicago travel company specializes in group trips for women above 50
alison bowen created a post
A year in London through an Oberlin College program opened her schedule to weekend trips around Europe, visiting Paris as a 20-something. “Anybody that knows me knows how much I love to travel,” she said. “I’ve always been a traveler.” Every Jan. 1...

published on 14/03/21 at 04:49 | Newspaper | United States | www.chicagotribune.com
Illustrative Social Posts
Reflecting the Negative Sentiment

Travel to Europe: A Complete Guide to Where Americans Can Visit
Megan Spurrrell created a post
Though local restrictions have been widely rolled back, the Local reports that four out of Italy's 20 regions—Sicily, Campania, Marche, Abruzzo—could lose their lowest-level "white zone" classification and bump up to the "yellow" zone, which would...

published on 03/07/21 at 19:16 | Magazine | United States | www.cntraveler.com

A weekend in "Europe" // family TRAVEL VLOG
Tara Michelle shared a video
WEEEKEND VLOG!!! And this weekend we went a FAMILY TRIP to Montreal (which is essentially Europe hahaha)!! I couldn't get over how much it felt like Europe, and how amazing it felt to live what felt like a normal life again. HELLO...

published on 21/06/21 at 20:05 | YouTube | United States | youtube.com

Blindsided Abroad: Vaccinated But Testing Positive on a Trip to Europe
Ceylan Ngenius created a post
...Testing Positive on a Trip to Europe The prevalence of the Delta variant means many travelers, including those who are ... percent of the cases in Europe and the United States, stories of travelers catching the virus abroad — including those who...

published on 18/08/21 at 11:00 | Newspaper | United States | www.nytimes.com

22 Small Towns In The US To Visit In Summer
jennima skelley created a post
Helen, Georgia Visit this photo on Instagram instagram.com Best for: Pretending you're in Europe. If a Euro trip isn't in the cards for a while, you can still get a taste of Germany by taking a trip to Helen, Georgia. The second you turn onto...

published on 29/05/21 at 01:22 | Online News | United States | www.business.com

People-Traffickers Caught Giving Migrants Fake Covid Papers for Flights
chris tomlinson created a post
...from where they intended to board a flight to another country in Europe. The smugglers had supplied the migrants with fake travel documents as well as falsified certificates indicating a negative test for coronavirus. Following the arrest, police...

published on 15/08/21 at 03:56 | Online News | United States | www.breitbart.com
Europe Sentiment Trends in Canada
Europe’s e-Reputation in Canada has been extremely volatile year-to-date, with positive and negative stories impacting the conversations’ tonality in the market. A rise in the Net Sentiment Score has developed in August after a sharp decline related to Covid Vaccine-related controversies.

**NET SENTIMENT INDEX**

*The Net Sentiment Index measures the polarity of web social conversations (%positive - %negative)*
Sentiment Drivers

Reputation drivers influencing Europe's attractiveness

Positive drivers

- Canada on the EU “green list” for travel (even for unvaccinated)
- A new vaccine passport App launched for travel-ready Canadians
- Air Transat planning flights to Europe this winter
- Europe is a shooting spot for the Viking TV-show (e.g.: Ireland)
- The wealth of historical heritage in Europe
- European leadership in high-speed trains’ future developments

Negative drivers

- Vaccines’ authorisation may differ between Europe and Canada
- Protests in some European countries against Covid-19 passes
- Europe can be seen as too expensive for short trips
Green light for Canadian tourists to return to Europe, even unvaccinated

The press created a post
Brussels EU member states gave the green light on Thursday to add Canada to the list of countries and territories...

published on 07/07/21 at 20:15 | Newspaper | Canada | www.lapresse.ca

Calgarian launching vaccine passport app for travel-ready Canadians

stephanie babych created a post
Hussein said he wanted to build a solution for Canadians in Canada, and the digital health pass is just that. “For example, if you want to travel to Europe right now, they’re going to ask if you have proof of vaccination or a negative test..

published on 06/30/21 at 00:12 | Newspaper | Canada | calgaryherald.com

Air Transat plans flights to nearly 50 destinations this winter as travel set to resume

copyright created a post
...will fly to destinations in the Caribbean, Mexico, Central and South America, the United States and Europe starting Nov... 29 after Ottawa requested a suspension of travel to Mexico and the Caribbean as well as the adoption of new quarantine...

published on 06/06/21 at 18:39 | Online News | Canada | www.theglobeandmail.com

Illustrative Social Posts
Reflecting the Positive Sentiment

Vikings: Every Country The Main Characters Visit (In Maps)
Jake Dee created a post
While the show is primarily set in Scandinavia, here is the full itinerary of destinations visited by the Vikings. 11 Canada After conquering the majority of Europe in the first five seasons, Floki, Torvi, Othere, and Ubbe set sail across the...

published on 04/21/21 at 02:00 | Online News | Canada | ecorevent.com

MD WTH are we doing? @maryderrickart shared a link
WOW!! Europe is leaving North America in the dust!! “Paris to Berlin in an hour: Welcome to the future of high-speed rail travel in Europe” twitter.com/.../14238...

published on 06/21/21 at 04:15 | Twitter | Canada | twitter.com

Top 7 Historical Places to Visit in Ukraine
John Peterson created a post
...let’s debunk some myths about Eastern Europe. Debunking Myths About Eastern Europe Western societies might get you thinking twice about booking that trip to Eastern Europe. That’s because this part of the globe has been under the communist regime...

published on 05/21/21 at 22:04 | Blog | Canada | guidestravel.ca
Illustrative Social Posts
Reflecting the Negative Sentiment

Over 270K Canadians got the Covishield vaccine. They may not be eligible for EU travel

global news created a post
...themselves running into a roadblock as they try to book a trip to the E.U., should Europe’s internal passport program be extended to international travellers. “My understanding is that the two AstraZeneca manufactured vaccines, European Union and...

published on 30/06/21 at 15:40 | Online News | Canada | globalnews.ca

France: Thousands protest against vaccination, COVID-19 passes
constantin gouvy and angela charlton created a post
That includes people who received AstraZeneca's Indian-manufactured vaccine, and not just AstraZeneca vaccines made in Europe. The move to start accepting visitors vaccinated with AstraZeneca's vaccine made by India's Serum Institute came after a...

published on 17/07/21 at 19:40 | Online News | Cenede | www.ctrnews.ca

リン Barb aka Kelownagurl 😂🤣 @kelownagurl has replied
@jennifer_runs @WestJet I doubt we will go for more than 4 weeks on our next trip but Europe is too expensive to go for short trips.

published on 09/07/21 at 21:25 | Twitter | Canada | twitter.com
TCI Research is an independent UNWTO-Awarded market intelligence agency leading in international tourism and travel competitive analysis. It provides public and private players of the visitor economy with innovative research solutions and insights combining conventional surveys with controlled Big Data analysis covering the whole visitor journey.

We are a global leader in destination competitive analysis.

Our standpoint is international.

Our methodologies are endorsed and awarded by reputable tourism organizations.

We control smart integration of Big Data in combination with traditional surveys.