Tracking E-reputation of Europe in Long-Haul Markets

REPORT
December 2021

EUROPEAN TRAVEL COMMISSION
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.

**SOCIAL CORPUS**
Number of posts/articles per country from Sept. to Dec. 2021

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of posts/articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brazil</td>
<td>21,775</td>
</tr>
<tr>
<td>China</td>
<td>20,139</td>
</tr>
<tr>
<td>Japan</td>
<td>25,748</td>
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<tr>
<td>Russia</td>
<td>4,611</td>
</tr>
<tr>
<td>US</td>
<td>499,307</td>
</tr>
<tr>
<td>Canada</td>
<td>17,591</td>
</tr>
</tbody>
</table>

**OBJECTIVES**

1. **How far is the Europe travel E-reputation impacted by COVID-19?**
2. **What drives social web conversations about Europe’ attractiveness?**
3. **What vigilance points to restore? Which themes drive positive image of Europe in the analysed markets?**

**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 - Overview
The E-reputation of Europe has continued to fluctuate since the end of August, notably since November as a new COVID-19 wave is hitting European countries (leading to further travel restrictions) and concerns about the new variant Omicron grows. In Brazil, Europe E-reputation seems to resist better.
## Positive Sentiment Drivers

### Overview

Themes are selected based on the level of engagement and/or reach of related posts and mentions in web social conversations, assuming they can influence the overall attractiveness of Europe as a place to visit. They are not presented in order of importance.

<table>
<thead>
<tr>
<th>Brazil</th>
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<th>Japan</th>
<th>Russia</th>
<th>US</th>
<th>Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td>New airlines routes</td>
<td>Popularity of European universities</td>
<td>Variety of food markets</td>
<td>Antiquity and flea markets</td>
<td>Europe seen by an American travel writer</td>
<td>Positive political relationship</td>
</tr>
<tr>
<td>Desire to travel to Europe</td>
<td>Desire to travel to Europe</td>
<td>Different Christmas traditions</td>
<td>Diversity of Natural parks</td>
<td>Celebrities travelling to Europe</td>
<td>Variety of cycling routes</td>
</tr>
<tr>
<td>Motorhome life in Europe</td>
<td>Return to Europe</td>
<td>Sharing past travel experiences in Europe</td>
<td>Architectural diversity of churches</td>
<td>Cruise ships to Europe</td>
<td>Airlines’ codeshare deal for transatlantic travel</td>
</tr>
<tr>
<td>European technological know-how</td>
<td>Europe’s well-known gastronomy</td>
<td>Interesting architecture of buildings and public spaces</td>
<td>Options for budget travel in Eastern Europe</td>
<td>City breaks in Europe</td>
<td>Good flight connections with Europe</td>
</tr>
<tr>
<td>Well-developed mobility in Europe</td>
<td>Famous spots to admire wild life</td>
<td>Orient Express train</td>
<td>Famous theme parks in Europe</td>
<td>Entertainment options</td>
<td>Black Friday deals</td>
</tr>
<tr>
<td>Gastronomy diversity and quality</td>
<td>« Instagrammable » destinations in Europe</td>
<td>Variety of railway booking options</td>
<td>European destinations getting tourism awards</td>
<td>Magic Christmas markets</td>
<td>Ease of planning road trips in Europe</td>
</tr>
<tr>
<td>Uncommon vineyards on a lava ground</td>
<td>Haute-Couture exhibitions to get around COVID-19 restrictions</td>
<td>Honeymoon destination</td>
<td>Hidden gems to discover</td>
<td>Getting tourism awards</td>
<td>Cultural partnerships</td>
</tr>
<tr>
<td>Celebrities travelling to Europe</td>
<td></td>
<td>Europe imaginary through video game or Manga</td>
<td>European cities known as “Best Christmas lights”</td>
<td>Magic Christmas markets</td>
<td>Train trips to discover several countries at once</td>
</tr>
</tbody>
</table>

• Magic Christmas markets
**Negative Sentiment Drivers**

**Overview**

Themes are selected based on the level of engagement and/or reach of related posts and mentions in web social conversations, assuming they can have a negative impact on the overall attractiveness of Europe as a place to visit. They are not presented in order of importance.

<table>
<thead>
<tr>
<th>Brazil</th>
<th>China</th>
<th>Japan</th>
<th>Russia</th>
<th>US</th>
<th>Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td>Omicron variant</td>
<td>Omicron variant</td>
<td>Omicron variant</td>
<td>Omicron variant</td>
<td>Omicron variant</td>
<td>Omicron variant</td>
</tr>
<tr>
<td>Indirect Brazilian competition with cities that look like Europe</td>
<td>Environmental issues impacting the openings of tourist sites</td>
<td>Protests in Europe against COVID-19 travel restrictions</td>
<td>Travel costs to visit Europe</td>
<td>Gaps in mindset on societal issues such as LGBTQ</td>
<td>Travel rules and restrictions differ across European countries</td>
</tr>
<tr>
<td>Scams of tourists in Europe</td>
<td>Travel restrictions impacting on commercial exchanges</td>
<td>Indirect Japanese competition with cities that look like Europe</td>
<td>Borders' closure impact on the mountains/ski offer</td>
<td>Protests in Europe against COVID-19 travel restrictions</td>
<td>Migrants' crisis</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Indirect Canadian competition with cities that look like Europe</td>
</tr>
</tbody>
</table>
Europe Sentiment Trends in Brazil
Since the end of August, E-reputation of Europe in Brazil has remained above the long-haul markets average, back to the positive level in February, despite the new wave of COVID-19 hitting Europe and the Omicron variant.
Positive drivers

- Portugal is still open to Brazilians despite restrictions in other European countries
- Opening of new airlines routes between Brazilian region Ceará and Europe
- The desire to travel to Europe is still strong among Brazilians
- Brazilians sharing their motorhome life while they are in Europe may be attractive for other potential Brazilian visitors
- Technological know-how in Europe may inspire or attract visitors (e.g. of Falkirk Wheel in Scotland)
- Mobility and accessibility in Europe is well developed allowing visitors with disabilities to enjoy their trip (e.g. Brazilian who is blind)
- An uncommon vineyard on a lava ground to attract wine lovers (Canary Island Lanzarote)
- Europe is known as a best place to enjoy gastronomy diversity and quality
- Brazilians celebrities coming to Europe contribute to spread an image of Europe

Vigilance points

- New Omicron variant impacts the willingness of Brazilians to come to Europe
- Brazilian city Gramado which looks like a European destination: could be assimilated as indirect competition
- Scams of tourists negatively impact the European image for potential visitors (in tourist sites, Paris)
Illustrative Social Posts
Reflecting the Positive Sentiment (1/2)

WALKING THROUGH OPORTO - PORTUGAL LIVE

Apure Gural shared a video

com/apuregurial Videos about our trip to Portugal coming soon! LIST of European Countries open to Brazilians for tourism in 2021, forms, links and travel requirements...

published on 16/10/21 at 19:39 | YouTube | Brazil | youtube.com

juleo @ounejo tweeted

I woke up needing a 1 year trip to Europe to discover my true essence... connect me omg really...

published on 16/10/21 at 19:39 | Twitter | Brazil | twitter.com

Camilo Santana @CamiloSantanaCE shared an image

Today I was at the headquarters of Air France/KLM, in France, dealing with the expansion of flights connecting Ceará to Europe. A very important project for our state, which stimulates tourism, the economy, generating jobs and income for the people of Ceará. (cont) pic.twitter.com/buKIO2RD9T

published on 30/10/21 at 16:08 | Twitter | Brazil | twitter.com

THIS IS THE LIFE OF THOSE WHO LIVE TRAVELING IN MOTORHOUSE THROUGHOUT EUROPE, IN FRANCE, VILLAGES, CHURCHES...

Traveling Geral shared a video

br www.instagram.com/viajando_geral/ www.facebook.com/viajandogeral/ #tourism, #travel, #travel, tourism, #travelinggeral, dickerwevagen, trip, traveling, europe, #ciudadaniaportuguesa, Europe, caravan, motorhome, tips travel, Portugal...

published on 31/08/21 at 21:08 | YouTube | Brazil | youtube.com

Amazoni @zul @AmazoniaAzulBR shared a video

Scotland, like all of Europe, built thousands of kilometers of canals, initially for the traffic of goods and supplies, and then for tourism, building boat lifts that are true works of art. Hidrovia is mobility, tourism, sustainability and economy.

pic.twitter.com/BaCMU6tCN

published on 23/10/21 at 02:31 | Twitter | Brazil | twitter.com
Illustrative Social Posts
Reflecting the Positive Sentiment (2/2)

Blind traveler tells how he explores the world without depending on his sight - 09/19/2021 - UOL Nossa
marcel vincenti created a post
And then because Europe offered a very favorable scenario for him to develop as an independent tourist. In this ... tourist attractions of some of the main European cities. "The issue of mobility in Europe is very good. The...

Going to Spain? Don’t miss the best food markets in Madrid | UOL our
mari campos created a post
...an entire block in Tetuán, completely outside the tourist limits, the Maravillas Market is the biggest in Madrid and one of the biggest in Europe. Frequent almost exclusively by madrileños, it is the darling of many chefs for its diversity...

Island in the Canary Islands that burned for six years became the "Disney of volcanism" | UOL our
eduardo vessonni created a post
According to the local tourism promotion agency, the island has approximately 2,000 hectares of vineyards and 17 producing wineries. Owner of the first harvest in Europe, usually from July onwards, Lanzarote has the title of Denomination of...

Touring Europe, Grazi Massafera visits Paris and takes photos at the Eiffel Tower
caras digital publicado created a post
Grazi Massafera (39) impressed the web with records visiting Paris during her European tour. The actress appeared in front of the Eiffel Tower, postcard of the city, with a super romantic look, a long dress with small...
Illustrative Social Posts
Reflecting the Negative Sentiment

Regina Sanches  @ Regina90809332  shared an image

Yeah... And Europe again with a pandemic. Now just wait for the tourists to bring the virus again to skip Carnival!
pic.twitter.com/ABL188zJh

Brazilians are afraid to travel to Europe

Young Pan News  shared a video

Brazilian tourists are afraid to travel to Europe due to the new Ómicron variant. Travelers need to present negative tests and proof of vaccination before...

LAWN IS IT WORTH TO VISIT? | A tour through BRAZILIAN EUROPE

Os Pereiras  shared a video

...inside us, and that's why we went to Europe in Brazil (Gramado), in search of more snow. Unfortunately we didn't find snow but we found several sights and decided to record this video. We hope you enjoy! #lawn #OsPereiras Want...

Another blow against tourists in Paris

Ricardo Dourado Reply  created a post

It is to make it clear that, unlike what happens in Brazil, in Europe the dangers are not in the deserted streets or in the bad-looking regions. Where the tourist is in danger is in... tourist places. The artist acting in daylight is not...
Europe Sentiment Trends in China
Polariy of web social conversations about Europe in China has remained below the long-haul market average since the end of August with a significant drop in November when the Omicron variant appeared.

**What is the Tonality of Web Social Conversations in China?**

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

- Universities in Europe are getting more popular among Chinese students while the ones in the US are losing some attraction
- Partnership between Europe and China in freight is still growing
- Autumnal and colourful pictures of European destinations being shared (rail travel in the Western Balkans)
- Chinese visitors sharing their return to some European countries
- European gastronomy is recognised worldwide
- Europe counts beautiful places for admiring wild life (e.g. of Husavik town in Iceland known as the European Whale Watching Capital)
- Some European countries are seen as “Instagrammable” destinations (Paris)
- European Haute-Couture houses (Balenciaga) bring their exhibitions directly to China because of COVID-19 restrictions in place in Europe
- European destinations are still on the bucket list of Chinese tourists (Spain)

Vigilance points

- Omicron variant detected in Europe
- Environmental issues may lead to the closure of some tourist places (e.g. of a lake in Hungary that closed during the summer due to poor water quality)
Illustrative Social Posts
Reflecting the Positive Sentiment (1/2)

Changes emerge in Chinese students’ appetite for studying abroad

du junzhi created a post

...pursue higher education abroad remains strong, but their destinations have grown more diversified over the past two years. Universities in Europe and Asia are gaining popularity while those in the U.S. are losing some of their appeal to a...

published on 07/12/21 at 05:20 | Online News | China | news.gtn.com

Edward Liu @EdwardL10327994 shared an image

Autumn comes to Europe (25) Photoed in #Luxemburg. #PhotoOfTheDay #photography #NaturePhotography #photographer #Travel pic.twitter.com/UTlkJxEOz

published on 04/10/21 at 15:36 | Twitter | China | twitter.com

Chinese city launches new freight train route to Poland

CGTN created a post

Chengdu has added eight new overseas stations to its China-Europe freight train routes so far this year. Its China-Europe freight trains can reach a total of 66 destinations in Europe. (Cover Image: A China-Europe freight train heading to Poland...

published on 18/09/21 at 15:02 | Online News | China | news.gtn.com

Where I’m At: October 2021 – Sarajevo

Carolyn created a post

I made a map for this post. I will be doing some posts about rail travel in the Western Balkans as well, so subscribe to my Europe rail news site to get updates about...

published on 01/10/21 at 07:42 | Bloge | China | www.nomadnotes.com
Illustrative Social Posts
Reflecting the Positive Sentiment (2/2)

French Michelin chef’s restaurant in New York was awarded the “Best Restaurant Owner” in the world

created a post

... USD, including wine and service. Bruder told reporters: “Customers want to have fun. They spend money on wine. They often go out to eat restaurants. We found that their regularity and loyalty make us rest assured.” He is now counting on people from Asia and Europe’s tourists return. By rewarding him, the World Association of Great Tables paid tribute to this man who “embeds French cuisine for many North Americans, and even represents it.” People share his idea also think that Bruder is “a wise and conscientious businessman.” In fact, this boss, who is fortunate that he has no “debt,” was in the heart of Manhattan in May, One Vanderbilt One Vanderbilt, which affects the global financial economy....

published on 03/12/21 at 20:59 | Online News | China | www.mingjingnews.com

Balenciaga brings haute couture to Shanghai museum

Tong Van created a post

... hall, and a banquet room. Source: Balenciaga Insta “As China isn’t able to travel to Europe, either, I felt it was our duty to bring the Balenciaga 50th Couture Collection there,” said Vasella. “I’m proud to share with China this very important...

published on 02/11/21 at 05:11 | Blogs | China | insidewalt.asia

Paris Bucket List: 50 Epic Things To Do In Paris

mayuri created a post

... Paris is such a beautiful city, and it truly is one of the Instagrammable destinations in Europe. We highly recommend joining an Instagram photo tour or a photoshoot done by a local photographer! This will not only make for a memorable experience...

published on 08/09/21 at 12:11 | Blogs | China | www.toacemplacenew.com

Spain Bucket List: 47 Epic Things To Do In Spain

mayuri created a post

Spain is one of the most popular tourist destinations in Europe, it is one of our favorites too. We have put together this comprehensive guide Spain bucket list and all the amazing things that you must not...

published on 02/10/21 at 07:27 | Blogs | China | www.toacemplacenew.com
Illustrative Social Posts
Reflecting the Negative Sentiment

Summary: Omi Keron virus strain strikes Europe and makes the epidemic worse

created a post
For Europe, which has been the center of the global epidemic since November last year, disaster after disaster is a sudden attack on the new coronavirus -19 itself. In order to prevent the invasion of the Omicron strain, many European countries implemented travel bans for the first time and suspended flights to and from many African countries. However, in just a few days, the Omicron strain spread rapidly in many European countries.

published on 07/12/21 at 10:10 | Online News | China | www.010escw.com

Hungary’s disappearing lake faces uncertain future

penelope liersch in budapest created a post
A lot of seagulls have died.” READ MORE Tourism businesses around the lake have also been affected, with the majority closed when CGTN Europe visited in August before the end of the summer holidays. In July, authorities closed four beaches...

published on 03/09/21 at 14:37 | Online News | China | newsew.cgtcn.com

European luxury goods makers increasingly rely on Chinese markets: analysts

wang ruo nan created a post
...sector, told Xinhua. Boselli said the COVID-19 related travel restrictions have been a major blow to the luxury goods market in Europe, forcing companies to increase their presence in China. “In comparison to the period before the pandemic, the...
Europe Sentiment Trends in Japan
Europe’s E-reputation in Japan has fluctuated since the end of August and lands below the long-haul markets average, showing difficulty to recover its summer period level.

**Net Sentiment Index**

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

**JAPAN**

- The Net Sentiment Index for Japan is shown in the graph below.

**MEAN SCORE**

- The mean score is also depicted in the graph for comparison.
Sentiment Drivers
What has been driving recent conversations associated with Europe...

Positive drivers

- Discovering Europe through food markets (Scandinavian destinations)
- Christmas traditions across Europe create a fairy-tale spirit different to Japanese customs
- The Japanese still share memories of their past trips to Europe (e.g. Porto)
- Europe has a wealth of architecture sometimes used for public places such as fast-food (e.g. McDonald’s in Budapest’s West Station) making them attractive
- The fascinating Orient Express combining luxury and historic art which crosses several European countries
- Europe is seen as a perfect honeymoon destination
- An extension of the game “Planet Zoo” with new animals and landscapes from Europe build the imagination of potential visitors
- A lovely amount of globe-trotting across Europe in the form of Manga (March Story)
- A website that helps to organise European railway bookings [https://eurorail-wcc.com/]

Vigilance points

- New Omicron variant disrupt countries’ entry policies and creates fear
- Violent protest against COVID-19 restrictions in Brussels negatively impacts the European image
- Strolling through a village with an air of medieval Europe named “Warmth Forest”: an overseas trip to Europe... without leaving Japan!
Illustrative Social Posts
Reflecting the Positive Sentiment (1/2)

[Living in Scandinavia] Feeling like traveling to Europe with an exciting meal | Afternoon snack time
Karu & Sirli Scandinavian living  shared a video
Hello everyone 😊 International Market 😊 A popular market event held every year around major cities in Finland. Various European food stalls are participating, and you can enjoy the authentic taste that you can not usually eat. 😍 We are also looking forward to the gluttonous people, and we went again this year! The events were also restricted, so I felt very lonely with few people and shops. (You can see what happened last year in episode 15 of Vlog — 🍎)...

published on 03/10/21 at 03:00 | YouTube | Japan | youtube.com

Shota Shota  @CIp0Z6BhSrHOC  shared an image
9/4 🇨itespace from a three-point headstand in Porto Europe when I went on a trip a long time ago! #Drama starring battle #Mikuche pic.twitter.com/SBpZp0fGy1

published on 04/09/21 at 16:13 | Twitter | Japan | twitter.com

German Tourism Board  @GermanyTravelJP  shared an image
Speaking of German Christmas sweets, Stollen? Speaking of Christmas dinner, roast goose? So what about other Europe? The difference is revealed at the online event ‘Christmas in Europe’ sponsored by the European Travel Committee Date: 12/11 and 12/12 17:00-19:00 App. (free) juta-net.or.jp/jp/membership/ top... #YoursTrulyGermany pic.twitter.com/C6xyCk5bgl

published on 04/12/21 at 04:00 | Twitter | Japan | twitter.com

MORI  isao @hantounosi  shared an image
Orient Express Yesterday's additional photo Seats in the car There are 5 Shinkansen seats, but the Orient Express had 2 seats. Nice furnishings Leric glass pieces are hung all over the walls. I want to travel to Europe again. This time I want to travel by train 😍 pic.twitter.com/nu7MN73Dzj

published on 04/12/21 at 04:00 | Twitter | Japan | twitter.com
Illustrative Social Posts
Reflecting the Positive Sentiment (2/2)

[Overseas travel] I went to McDonald's, which is the most beautiful in the world. Budapest West Station. Really this time. Semi-retir

Amoppe shared a video
McDonald's only once a year. Twitter: pappote111

Top 10 Manga Not Set In Japan [Best Recommendations]

misc created a post
...Published Date: May 2004 – ongoing Let's return to Europe. D.Gray-man is set at the end of the 19th century, and it starts from England to travel around Europe. Our protagonist is Allen Walker, an exorcist. As apostles of God, the exorcists...

Anna_...@happily_44 shared an image
Honeymoon travel is Europe (I do not have even the boyfriend is now is good Do) Pt: Twitter: Com/yg0eZBzYr

Opened "EURO RAIL by WOLRD COMPASS", a website that handles European railway pass tickets

Dating agency created a post
...is. World compass 1 is, "Rail in January 2021 (Ryowa 3) years Europe entered into a reseller agreement", travel as part of the further arrange service enhancement to the customer, has been promoting the construction of a railway site. "EURO RAIL by WORLD... This information and useful information such as recommended routes are also posted. - Experienced staff who are familiar with not only railways but also European travel and local circumstances are in charge of arrangements. We can handle a wide range of consultations and requests, not just making reservations for railway products."

"Europe Pack" of "Planet Zoo" that introduces new animals and landscape pieces with European theme is announced and released ...

okome created a post
... is divided into three compartments based in Switzerland. To mark a high acroe, expand the three country-themed parcels towards the outside of the mountain. Let your guests enjoy a memorable trip to Europe.
Illustrative Social Posts
Reflecting the Negative Sentiment

New Omicron variant stokes world fears; triggers travel bans

/member/t.t/ created a post

...Union suspended air travel from southern Africa, and stocks tumbled in Asia, Europe and the United States. The Dow Jones... Japan has not yet opened up to foreign nationals. Russia announced travel restrictions effective Sunday. The WHO’s...

published on 20/11/21 at 22:25 | Online News | Japan | japan today.com

Protest against coronavirus restrictions turns violent in Brussels

Reuters created a post

...announced on Friday to curb one of Europe’s highest infection rates, including mandatory mask wearing for most primary school children and a lengthening of the school holidays. In late November, a much larger number of demonstrators clashed...

published on 03/12/21 at 17:15 | Online News | Japan | netdot.app

Time trip to medieval Europe! Photogenic walk in "Warmth Forest" : "It’s like an overseas trip to Europe" | Rurubu & more.

copyright © created a post

About 30 minutes by car from Hamamatsu city, which is an extraordinary picture created by an architect, and about 10 minutes from Hamamatsu Nishi IC on the Tomei Expressway. If you go up the side road of Prefectural Road 319, you will see a lovely building with a medieval European atmosphere in the woods. The extraordinary world is spreading, as if the fairyland that appears in the picture book appeared in front of you. "Warmth Forest" is a place that architect Shigeru Sasaki created over 20 years with the idea that "if there was such a place...". Architect "Sasaki Residence", warmt studio that proposes total coordination with European-style buildings, Sasa...

published on 21/11/21 at 09:43 | Online News | Japan | Rurubu.jp
Europe Sentiment Trends in Russia
The E-reputation of Europe in Russia has been quite volatile since November landing below the long-haul market average for the first time since the beginning of the year.

**Net Sentiment Index**

What is the Tonality of Web Social Conversations in Russia?

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

- Opportunities for shopping as Europe is full of antiquity and flea markets for those looking for special art objects.
- Europe offers several natural parks to visit (Picos de Europa, Spain).
- Europe has a wealth architectural diversity of churches for those looking for historical heritage.
- Eastern European countries are seen as more accessible in terms of budget in comparison to Northern European countries or like Dubai in the Middle-East.
- The most famous theme parks are located in Europe: a strong asset to seduce families!
- European municipalities receive awards in tourism (e.g. of Vizinada in Croatia).
- Europe does not only count big destinations but also small hidden gems like the “Amazing mini-state of Luxembourg”.
- Some cities in Europe are known as having the “Best Christmas Lights”.

Vigilance points

- Difference of culture between Russia and European countries (e.g. difference between Orthodox and Catholic or Protestant: women covering their heads, or not).
- New Omicron variant hitting several countries in Europe with possible new lockdowns announced.
- Going to Europe can be seen as expensive for Russians depending on their budget.
- The European border’s closure to Russian tourists may be a loss for the mountains / ski sector.
Illustrative Social Posts
Reflecting the Positive Sentiment – (1/2)

SHOP BERLIN. Again, some TREASURES!)

Irina Vintage Germany shared a video
... polskaMAROLK # old antique antiquarian pictures # Europe # hannelineBabakhke rynkowskiymeschewy
... babakhkaitaiya # tourism Culture # show # unboxing review SHOCK # # polshomarolk fleamarket OldTHINGS
# Old Flea market Monies ...

published on 28/09/21 at 18:55 | YouTube | Russia | youtube.com

Cathedral in Braunschweig # germanyporussian # tourism # europe # relics # braunschweig # dom # evangelisch

GALINA STAR shared a video
The cathedral was founded as a collegiate church in 1173 by the Duke of Bavaria and Saxony Heinrich Leo, dedicated to Saint Blasius and John the Baptist and was intended as the final resting place of the Duke himself and his wife Matilda of England.
Erection ...

published on 08/09/21 at 17:33 | YouTube | Russia | youtube.com

North of Spain - Trip to Picos de Europa

Pansexual polyamor shared a video
The north of Spain is a wonderful, fabulous place. Especially the Picos de Europa National Park. The video will be dedicated to the trip to this park. As much as I love the sea, I fell in love with this reserve even more. He looks a little unusual. At least in ...

published on 28/09/21 at 14:09 | YouTube | Russia | youtube.com

Your Ultimate Guide To Budget Traveling

Hanna Jobs created a post
...your money can last longer while traveling on a budget. Ten or twenty dollars can last significantly longer in a country found in Eastern Europe or Southeast Asia versus on holiday in Dubai or Stockholm. Being smart and realistic about where you...

published on 29/11/21 at 23:55 | Blogs | Russia | jetsettimes.com
Illustrative Social Posts
Reflecting the Positive Sentiment – (2/2)

5 theme parks and resorts for family fun according to Travel blog Elena Volkova
created a post
... relaxing in these carefully selected amusement parks and resorts Travel blog Elena Volkova has prepared 5 holiday destinations: Europa Park, Germany. Forget classic European travel this summer and enjoy an extravagant ...  

published on 21/10/21 at 14:52 | Online News | Russia | www.vremyan.ru

The Municipality of Vižinada received a valuable international award for quality in tourism
created a post
... a member of the International Jury of Journalists, which includes prominent tourist journalists from Southeast Europe, who present prestigious awards. Thank you to everyone who recognized everything that Vižinada has to offer and confirmed it with this extremely valuable award and ...  

published on 28/11/21 at 19:27 | Blogs | Russia | ponatina.info

Amazing mini state of Luxembourg.
Express - tour selection Lireo shared a video
...and small towns are so fond of visiting numerous turisti. Smotrite and leave on the site their "footprints" in the front of our "Artovoyzhe, Europe" still a lot of interesting and useful video. Subscribe to this channel - our short videos are very...  

published on 28/10/21 at 19:16 | YouTube | Russia | youtube.com

Spain opens Christmas with the lighting of the lights in its streets and squares
the digital confidential is created a post
Christmas lights turn winter nights into warm walks. In Spain, and according to Europe's Best Destinations, an association with more than 300 European tourist offices, Madrid and Malaga are the cities with the best Christmas lighting. No...  

published on 27/11/21 at 11:11 | Online News | Russia | 123ru.net
Why do women cover their heads in Orthodox churches?

Illustrative Social Posts
Reflecting the Negative Sentiment (1/2)

_oleg yegorov_ created a post

...shock you after stepping into a Catholic or Protestant church (say, when on a trip to Europe): women freely walk into those churches bareheaded. In the Orthodox tradition, this is a big no-no. Of course, no one would kick a bareheaded woman out of...

The creation of an EU army could be another disastrous outcome of Biden's Afghan calamity

(created a post)

...army because it represented another step towards a United States of Europe, which, after all, is the desired destination of the Brussels fanatics. Unfortunately, Biden's Afghanistan debacle has taken away one of the most potent arguments against...

New lockdown announced in Europe

RT created a post

...WHO), READ MORE: Omicron's spread across Europe. First confirmed case and dozens more suspected Growing fears of the Omicron variant promptly triggered global travel bans, including in the Netherlands, where flights from South Africa and several...
Illustrative Social Posts
Reflecting the Negative Sentiment (2/2)

*life2hack*  shared an image

...Start with the fact that; To begin with, I don't have enough money to take a trip to Europe this summer. (To begin with, I don't have enough funds to travel to Europe this summer.) Frankly speaking - Frankly speaking...  

published on 03/11/21 at 10:06 | VKontakte | Russia | Vk.com

*The ski season has unexpectedly opened in Turkey, which will be rescued by Russian tourists*

*yandex zen*  created a post

The country hopes that some of these places will be filled by foreign tourists. Moreover, Russia may become one of the target markets, since ski Europe is still closed for our tourists, and the only exception is the slopes of Bulgaria, which are ready...

published on 25/09/21 at 09:00 | Online News | Russia | www.tourprom.ru
Europe Sentiment Trends in the US
Scores in the US were relatively stable until the end of the summer, then became very volatile from October, showing uncertainties in the sentiment.

**NET SENTIMENT INDEX**

*The Net Sentiment Index measures the polarity of web social conversations (%positive - %negative)*
Sentiment Drivers
What has been driving recent conversations associated with Europe...

Positive drivers

- Rick Steves, an American travel writer specialised in European destinations encouraging people to “hold on to their travel dreams”: a daily dose of Europe
- American celebrities coming to Europe may attract “fans” (e.g. of Jennifer Lopez and Ben Affleck who attended the Venice Film Festival)
- Royal Caribbean launching the longest cruise that will end up in Europe
- Europe remains appealing for 2022 despite the pandemic (city breaks)
- The possibility to go from one European country to another by train makes it easier compared to taking the plane (e.g. Paris to Switzerland)
- Americans going to Europe for a trip are excited to share their experience (camper van road trip)
- Christmas markets all over Europe attract visitors to get a fairy-tale and magical spirit

Vigilance points

- Different state of mind between Europeans and Americans on societal questions (e.g. Norway has the most progressive legislation on LGBTQ vs the US is more puritan)
- Omicron spreading worldwide
- Protests against COVID-19 restrictions getting violent negatively impacts the European image
- Rules on restrictions based on the COVID pass differ between European countries: complicated for potential visitors
Illustrative Social Posts
Reflecting the Positive Sentiment - (1/2)

Rick Steves Says Hold On to Your Travel Dreams

Rachel Sym created a post
travel plans, but it cannot stop our travel dreams. On our social media, we started something called “daily dose of Europe.”
European travel restrictions. Should people be making plans for next summer now? Europe wants to enjoy and allow tourism...

Royal Caribbean is launching what it says is the world’s longest cruise. It lasts 274 days and...
gdean@insider.com (Grace Dean) created a post
Middle East and the Mediterranean, and Northern Europe. Passengers are also able to book onto these individually, rather than opting for the full nine-month trip. Bookings opened on Wednesday for Crown and Anchor Society members at Diamond level or...

Jennifer Lopez & Ben Affleck Attend Venice Film Festival 2021 – Hollywood Life

alyssa norwin created a post
...their water transportation. This is Ben and Jen’s second trip to Europe since rekindling their romance back in April. In July, they traveled to St. Tropez, Monte Carlo, Portofino and more during a excursion for Jen’s 52nd birthday. They were...

16 Best City Breaks in Europe for the Ideal Weekend Away

edited by how oliver created a post
...passion for travel – and in particular, the food, nightlife, culture and community that have always made Europe’s cities...
Illustrative Social Posts
Reflecting the Positive Sentiment - (2/2)

Paris to Switzerland by Train | Telugu Traveller

Telugu Traveller shared a video
to/3DFaDVK Swiss Half price card etc fare details https://www.sbb.ch/en/travel-cards-and-tickets.html Watch all Europe trip videos in this playlist https://youtube.com/playlist?list=PLFqyZH7EXYALobuW81hXzwSkhoUo6tpna Follow me on Instagram...

7 amazing European Christmas markets you need to go to this holiday season

skye sherman created a post
...planning your holiday travels. Between the mulled wine, carols, and delicious sweet treats, organizing a trip to a ... In Europe is a surefire way to head straight into the holiday season. So, this year, plan for a perfectly wintry holiday...

We're Traveling to EUROPE! Our First Flight IN OVER A YEAR 🤗 (Denver to Munich, Germany 😊)
The Endless Adventure shared a video
...2 years, since COVID. Can you believe it?? Our first destination is Europe! We're heading to Germany to start an electric camper van road trip. We're so happy to be back traveling again! PREVIOUS VIDEO: ⏪ Our First Time Staying in a CONVERTED...

LIVING IN A TINY SPACE... how we stay sane as a VAN LIFE COUPLE. Travelling Europe in a campervan.
Camper Vibe shared a video
...our journey as we attempt to create a proper YouTube travel series as we, two female travelers and vanlifers, attempt to travel across Europe in our rolling tiny home. Hit the subscribe button to see where our DIY campervan takes us next and how...

published on 10/11/21 at 06:45 | Youtube | United States | youtube.com

published on 01/12/21 at 21:00 | Online News | United States | matadornetwork.com

published on 02/09/21 at 22:31 | Youtube | United States | youtube.com

published on 14/11/21 at 17:00 | Youtube | United States | youtube.com
Santa Claus gets a boyfriend in Norwegian Christmas commercial

Reflecting the Negative Sentiment

Protest against coronavirus restrictions turns violent in Brussels

Eric Feigl-Ding @DrEricDing shared an image

Covid Pass in Lithuania and Europe

ETC SOCIAL LISTENING REPORT – DEC. 2021
Europe Sentiment Trends in Canada
The E-reputation of Europe in Canada has been quite high since the beginning of October until the end of November. Then, the Omicron variant was detected in several European countries, leading to a decrease of the Net Sentiment Score which fell below the average.
Sentiment Drivers
What has been driving recent conversations associated with Europe...

Positive drivers

- Borders are open to Canadians coming to Europe
- Canada and Europe have a positive political relationship (Justin Trudeau visiting the Netherlands and Italy)
- Europe is a "playground" with plenty of bicycle paths: a sustainable destination?
- A code-share agreement between Air Transat and WestJet allows travellers to book flights to Europe involving both airlines on a single ticket
- Good deals for trips to Europe were available on Black Friday
- The good airplane connection between Canada and Europe eases travel
- Europe is an easy destination for those who want to discover it on a road trip (Switzerland)
- The Cultural partnership between a Canadian studio and some European countries
- The possibility to discover several European countries at once by train through the Alps (Switzerland, Italy, and Austria)
- Soak up the magic of Christmas with Christmas markets across Europe (e.g. Vienna)

Vigilance points

- Omicron variant spreads in Europe
- EU lack of harmonisation on COVID-19 restrictions may impact travellers’ confidence to travel to Europe
- The migrant crisis in Europe impacts European image
- Places in Canada looking just like...
Illustrative Social Posts
Reflecting the Positive Sentiment - (1/2)

More and more countries are welcoming Canadian travellers. So is it time to book a holiday?

And, once again, the pandemic has already led the couple to throw their original travel plans out the window. "Initially, we thought we'd head to Europe and spend a few months there travelling to various countries," Anna says. "However, with the..."

Alexander Verbeek @Alex_Verbeek shared an image
If you are planning a cycling holiday in Europe, where would you go? The map of bicycle paths in Europe. #sustainabletravel #ecotourism #greentravel #maps #Sustainability (Map via @BrianRoemmele) pic.twitter.com/foC8YMgEHX

Prime Minister to travel to the Netherlands, Italy, and the United Kingdom

The Prime Minister, Justin Trudeau, today announced he will travel to Europe for a bilateral visit to the Netherlands before participating in the Group of Twenty (G20) Leaders' Summit in Italy and the United Nations Climate Change...

Air Transat and WestJet sign codeshare deal for transatlantic travel
canadian press created a post
...agreed to co-operate on a codeshare agreement for transatlantic travel. The deal will allow travellers to book flights to Europe involving both airlines on a single ticket with through-checked bags. Under the arrangement, WestJet's code will be...
Illustrative Social Posts
Reflecting the Positive Sentiment - (2/2)

Ariel Rebel @ArielRebel tweeted
Just booked my first trip since the pandemic. Hello Europe. I'll be in you this winter 😊😊😊😊😊😊😊😊😊

Looking to score a travel deal? Here's some of the best available this Black Friday

barry choi created a post
Alternatively, if you book six nights, the seventh night is free. You must book by Dec. 22 for stays throughout 2022. Book a trip to Europe on Black Friday Beloja Hotels, which has multiple properties in Rome, is offering a discount of 30 per...

Air Canada @AirCanada tweeted
Welcome back to Montreal, @Austrian Airlines! Vienna is a unique city to visit during the winter, with its beautiful palaces and Christmas markets. Our long-standing relationship allows passengers to connect seamlessly in #Vienna to key destinations in Europe & the Middle East.

Must See Places on a Switzerland Road Trip

Ally Mashaura created a post
...great and smallest countries in Europe, is through a road trip. You can do as much as you want, depending on the number of... Iceland, Vietnam, and Europe. He loves sharing his experience through his travel blog. His mission is to get more people in...
New projects signed by Moment Factory in France

Doris-Maria Heilmann @111publishing shared an Image

PAXnews @PAX_news shared an image

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

Radio-Canada Info @RadioCanadaInfo shared a video
Omicron variant has spread to Europe. Authorities in UK, Germany and Italy have confirmed cases in travelers. Report from @emvermette.ca/SDK6CR pic.twitter.com/2dV672am

published on 28/11/21 at 00:07 | Twitter | Canada | twitter.com

Poland-Belarus border: How Lukashenko's political chess game has trapped migrants in Eastern Europe
mark mackinnon created a post
* For months, Belarusian embassies in places such as Damascus, Baghdad and Beirut have been rubber-stamping visas for those hoping to reach Europe. Some travel packages – which reportedly cost between $17,000 and $21,000 a person – include flights...

published on 09/11/21 at 22:30 | Online News | Canada | www.theglobaandaemail.com

THERE IT IS @IATA shared a video
Confusion over travel rules in Europe is wasting the good work on the EU Covid Certificate. EU states must harmonize measures to give travelers more confidence. See our research stats. *And* our press release bit.ly/2YdxeCO
pic.twitter.com/SWyUFXhCYc

published on 02/09/21 at 15:35 | Twitter | Canada | twitter.com

9 Spectacular Places In Canada That Will Make You Feel Like You’re Experiencing Winter In Europe
helena hanson created a post
...whimsical winter trip overseas, look no further. These places in Canada look just like Europe and they'll transport you to ... be out of place in Europe, especially during the winter season. This quaint and tourist-friendly spot has a likeness of ski...

published on 08/11/21 at 20:51 | Blogs | Canada | www.narcy.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 standard, endorsed and awarded by reputable tourism organizations.

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

From real-time data dashboards to long-term trends analysis, the data scope and frequency you need!

Let’s continue the conversation about your destination competitiveness!