



TSI RANKINGS REPORT

GRAMPIANS

Q2 2023



ABOUT THIS REPORT

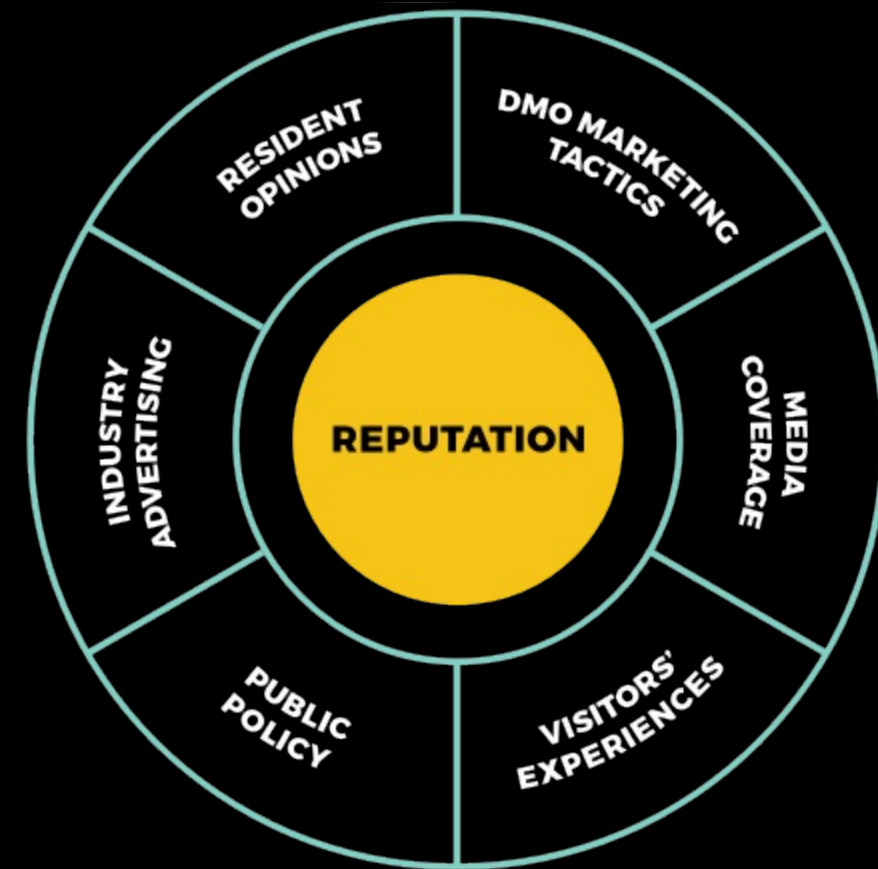
Measure the complete brand behind your reputation with the Tourism Sentiment Index®.

Your organization exists to encourage people to visit. It is a vital force and a vital voice, but it is not alone. Operators, residents, visitors, media and associations are among the many who contribute to your complete brand and, ultimately, its success. Together, these are the voices that build your reputation.

Your organization has a special impact on the complete brand as it directly supports the tourism industry, plus it influences those who intersect and interact with tourism. Knowing the state of your destination's reputation – the results of your activities combined with all the others – is a new necessity for destination marketers.

Tracking reputation is how you measure your destination's success.

Tourism Sentiment Score® is how you measure your reputation.



USING THE QUARTERLY RANKINGS

This report is issued every quarter of the calendar year to:

Deliver the best headlines about your destination.

Track key changes in your destination's reputation, based on its Tourism Sentiment Score®.

Rank destinations around the world in overall performance and for each of the tourism assets monitored by Tourism Sentiment Index.

With this report, your organization can regularly:

Update the reputation KPI.

Share good news and positive developments about your destination with stakeholders and the wider community.

Track performance changes over time, including how specific industry sectors are contributing to success.

Understand how your destination compares to others in your area and around the world.

WHAT'S INSIDE

QUARTERLY HIGHLIGHTS

- Headlines
- Benchmarks
- Drivers

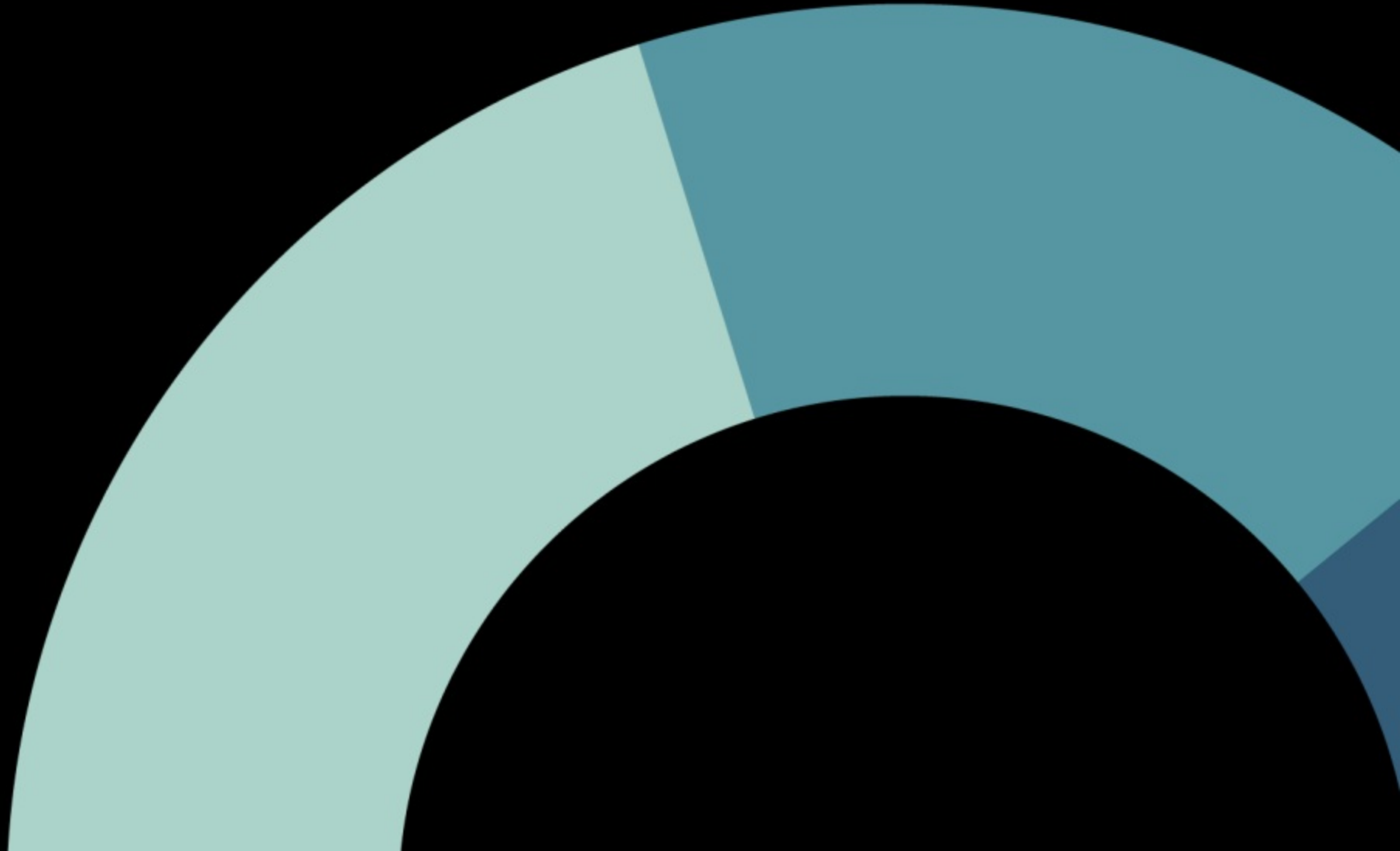
DESTINATION ANALYSIS

- Trends
- Comparisons
- Drivers in detail
- Summary of assets

GLOBAL RANKINGS

- By overall performance
- By tourism asset

GRAMPIANS
**QUARTERLY
RANKINGS**



GRAMPIANS HEADLINES FOR Q2 2023

These are the performance highlights for your destination. Share these with stakeholders and your wider community.

Grampians had a Tourism Sentiment Score® of 19

Grampians' Tourism Sentiment Score is up 5% over last quarter.

This places Grampians amongst the top destinations in Australia with a national rank of #48.

The top contributors to Grampians' overall performance were: Nature Photography (33%), Hiking & Rock Climbing (30%), and Festival & Events & Concerts (26%).

Nature Photography in Grampians ranked amongst the top 10% of destinations in the world this quarter.

UNDERSTANDING THE TOURISM SENTIMENT SCORE®

The best way to power your destination's success is to foster a reliable, positive reputation.

The best way to track your destination's success is to measure its reputation through the Tourism Sentiment Score®

Your destination's Tourism Sentiment Score® is calculated by analyzing millions of pieces of online content that have been categorized into as many as 50 tourism assets. This captures the many voices of your complete brand and expresses through a score whether their impact is positive or negative.

GRAMPIANS BENCHMARKS

The Tourism Sentiment Score® at global, national or other levels provides benchmarks that your destination should aim to meet or exceed. When it does, your reputation is strong, and your destination is on the road to success. Track and report performance benchmarks throughout the year.

	MEET OR EXCEED THESE BENCHMARKS	YOUR DESTINATION'S SCORE	SUCCESS?
GLOBAL	21.8	19.0	—
NATIONAL	23.6	19.0	—
VICTORIA	23.3	19.0	—

WHAT BENCHMARKS REVEAL

Grampians' Tourism Sentiment Score® of 19 in Q2 fell below the global, national and Victoria level benchmarks.

GRAMPIANS DRIVERS

The tourism assets named here appeared most often in the data analyzed to calculate your destination's Tourism Sentiment Score®. They are driving your overall performance and have the most impact on the destination's complete brand. Are they already important parts of your tourism offering? Is their appearance here something to publicize? Are they part of your promotions? If not, should they be? There could be opportunities to enhance the performance of the complete brand by focusing on these.

OVERALL PERFORMANCE



#1
LOVED ASSET

Nature Photography



#2
LOVED ASSET

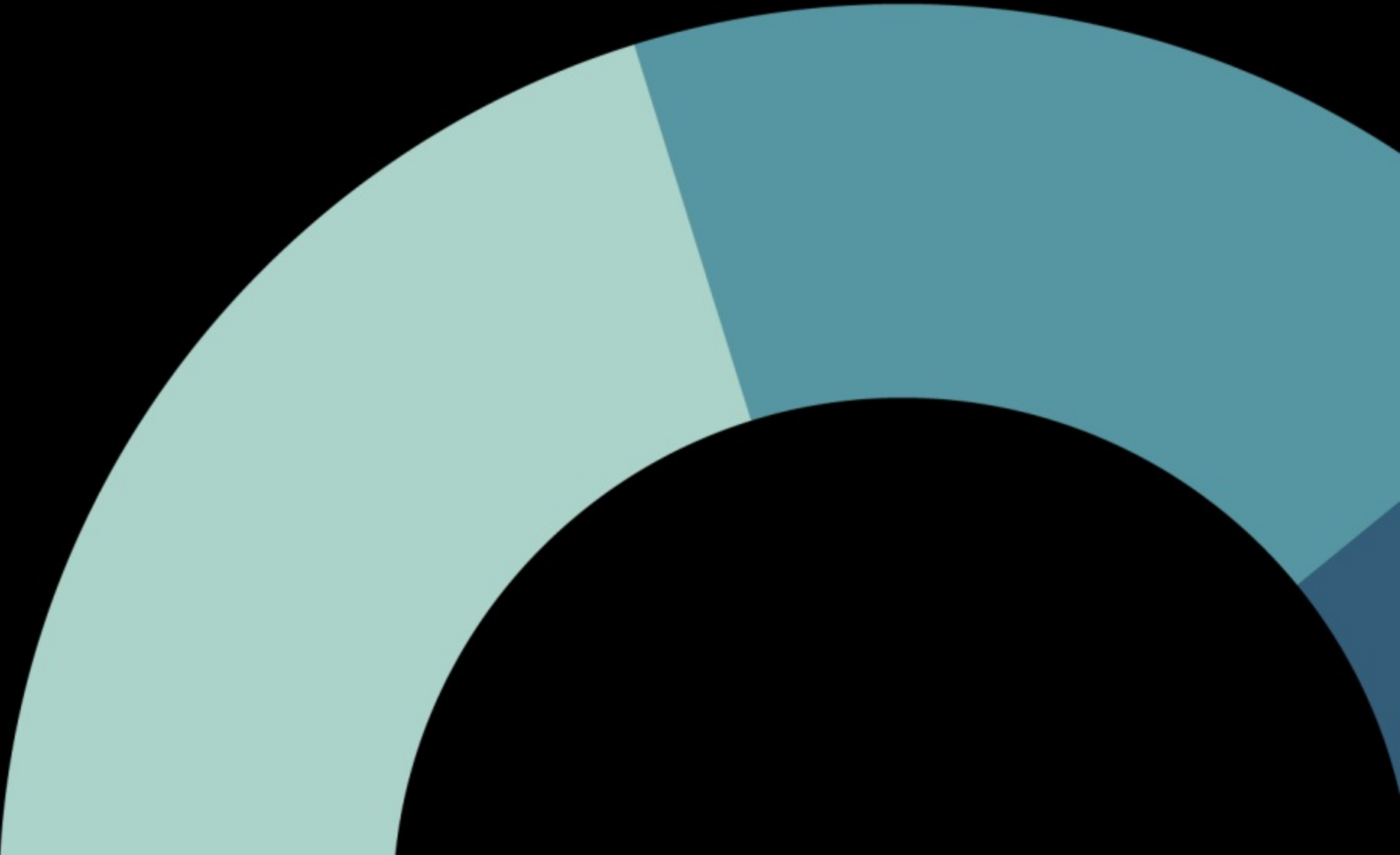
Hiking & Rock Climbing



#3
LOVED ASSET

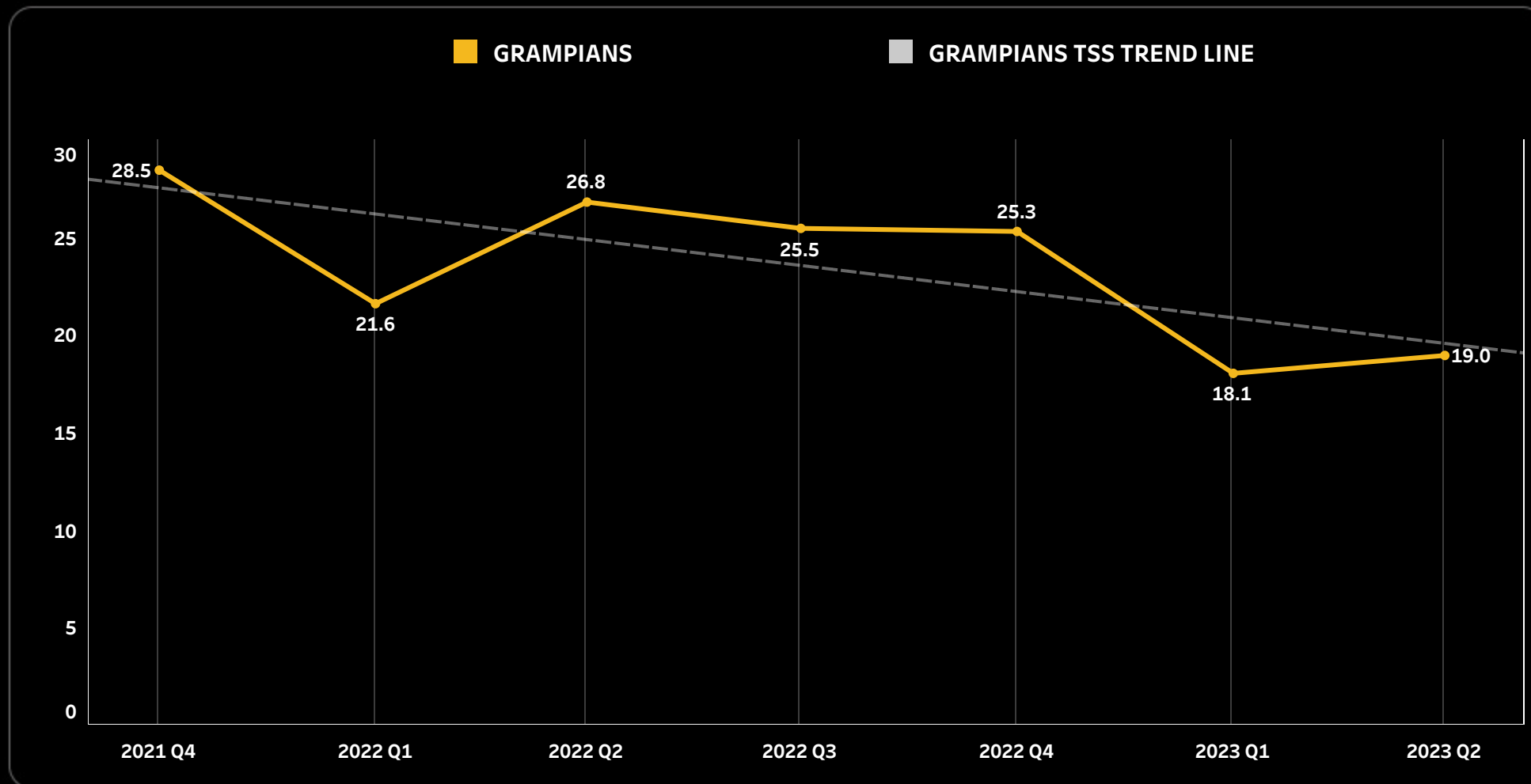
Festival & Events & Concerts

GRAMPIANS
**DESTINATION
ANALYSIS**



GRAMPIANS TRENDS

Following how your Tourism Sentiment Score® climbs over quarters, or goes through cycles rising and falling, identifies time periods that you can investigate to learn what was working well or what to improve. It could reveal the influence of new tourism experiences, campaigns coming and going, happy crowds during festival season and so on. The global average is included as a comparison and reflection of how the tourism industry is faring internationally. Think about elements that may be pushing your score throughout the year to plan how to improve your complete brand.



PERFORMANCE ANALYSIS

Grampians saw a decrease of -29% over the same time period last year. This is behind of the global average of 3%.

Grampians saw an increase of 5% over last quarter. This is ahead of the global average of 4%.

GRAMPIANS COMPARISONS

Looking at five similar destinations, you can see how your destination ranks and understand how to think about your destination's performance. How much higher or lower is your Tourism Sentiment Score®? Consider researching what was happening in the other destinations that may have contributed to their scores, especially the tourism assets that were contributing most to their complete brands.

RANK	DESTINATION	TOURISM SENTIMENT SCORE®	TOP TOURISM ASSET
2	Great Ocean Road	49	Beaches
98	Melbourne	26	Restaurants & Dining
145	Greater Geelong and the Bellarine	24	Restaurants & Dining
210	Yarra Valley	22	Winery & Vineyards
309	Grampians	19	Nature Photography
349	Ballarat	17	Festival & Events & Concerts

GRAMPIANS DRIVERS IN DETAIL

Taking a closer look at the tourism assets having the most impact on your complete brand, you can learn about their popularity based on how much of the analyzed data they represent, and how each one's performance is developing. You may also see one of them noted as particularly strong and worth greater consideration and attention in your own activities, including PR.



Nature Photography

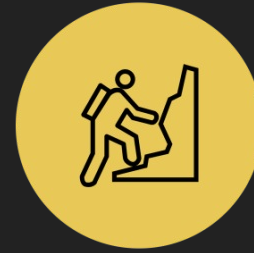
This asset represents **33%** of Grampians' Tourism Sentiment Score®.

TSS compared to last quarter: **+ 58%**

TSS compared to same quarter last year: **-37%**

NOTABLE

Nature Photography in Grampians ranked amongst the top 10% of destinations in the world this quarter.



Hiking & Rock Climbing

This asset represents **30%** of Grampians' Tourism Sentiment Score®.

TSS compared to last quarter: **+ 76%**

TSS compared to same quarter last year: **- 4%**

NOTABLE

Hiking & Rock Climbing in Grampians ranked amongst the top 10% of destinations in the world this quarter.



Festival & Events & Concerts

This asset represents **26%** of Grampians' Tourism Sentiment Score®.

TSS compared to last quarter: **- 59%**

TSS compared to same quarter last year: **- 29%**

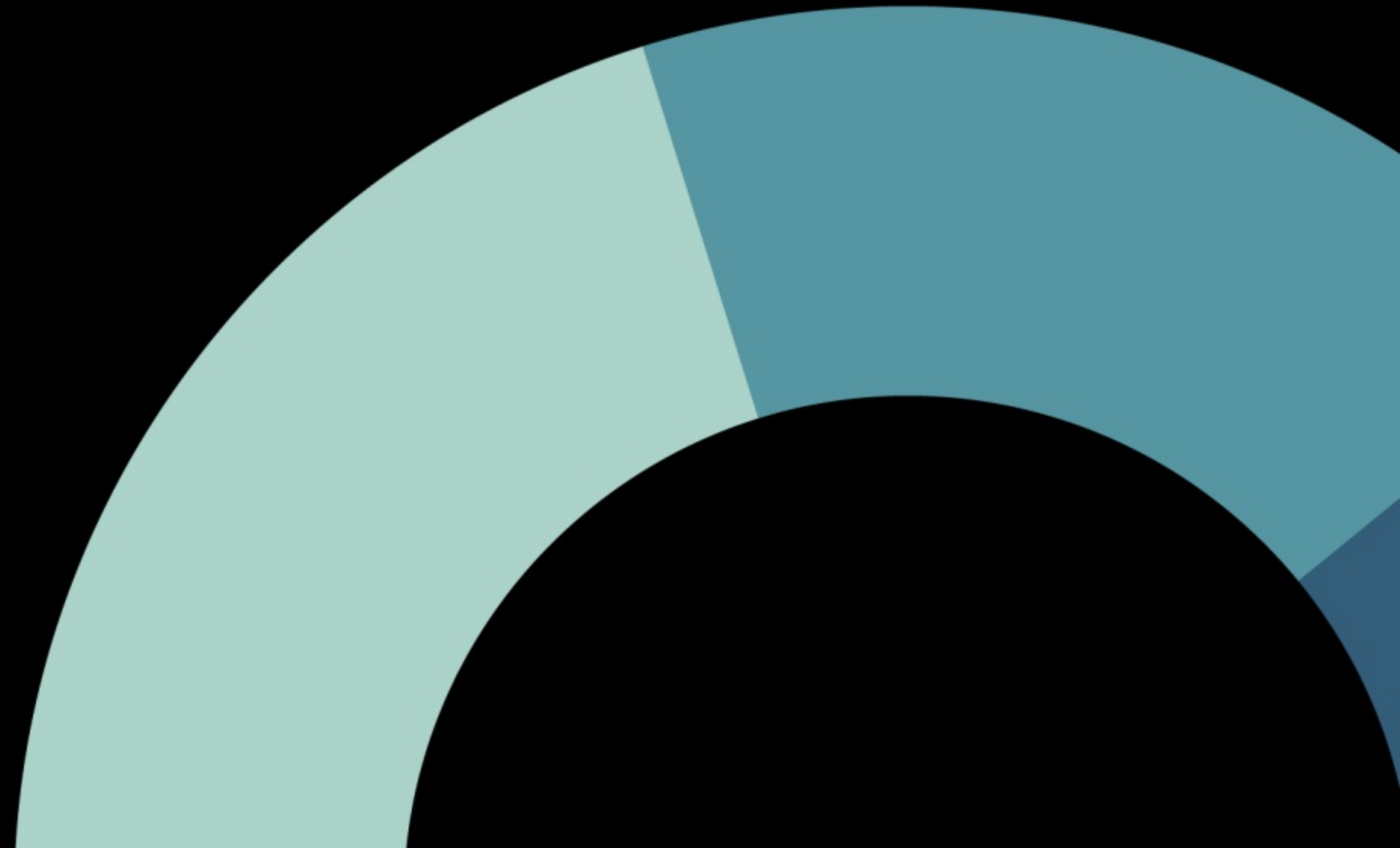
GRAMPIANS SUMMARY OF TOURISM ASSETS

You have seen the top tourism assets, now see the rest. These are performance details about the tourism assets contributing positively to your overall score and representing 1% or more of the data analyzed about your destination. Any asset outperforming a global or national score is an opportunity to enhance your complete brand through further development and promotion.

ASSET	POSITIVE CONTRIBUTION TO TSS	TOURISM SENTIMENT SCORE®	GLOBAL PERCENTILE	NATIONAL PERCENTILE
Nature Photography	33%	26	90th	45th
Hiking & Rock Climbing	30%	24	90th	50th
Festival & Events & Concerts	26%	16	30th	30th
Biking & Cycling	5%	8	50th	50th
Wildlife Viewing	5%	14	90th	55th

Q2 2023

GLOBAL RANKINGS



GLOBAL RANKINGS *OVERALL*

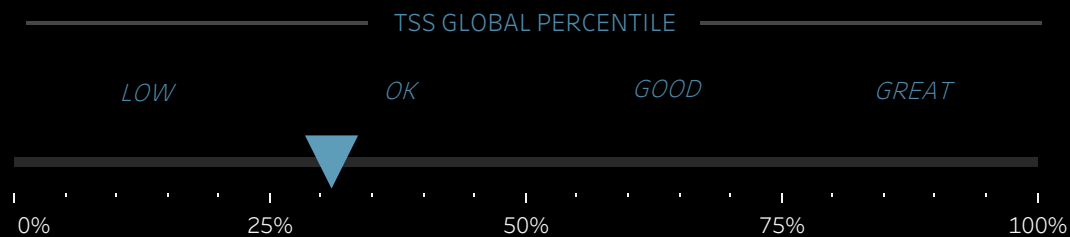
PERFORMANCE

Each January, we release the annual list of 100 most loved destinations around the world, they are the *Leading Places*. Applying the same methodology, we provide these global rankings to your organization in each report. They are the top destinations that have earned the highest *Tourism Sentiment Score*® this quarter.

GRAMPIANS, VICTORIA

TOURISM
SENTIMENT SCORE®

19



GRAMPIANS Q2 2023

TOP GLOBAL DESTINATIONS

RANK	DESTINATION	TOURISM SENTIMENT SCORE®	RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Mykonos	51	26	Puerto Vallarta	34
2	Great Ocean Road	49	27	Cape Winelands	33
3	Capri	48	28	Fiji	33
4	Maldives	48	29	Playa del Carmen	33
5	Seychelles	44	30	Tropical North Queensl..	33
6	Whitsundays	44	31	Pensacola	33
7	Santorini	42	32	Cornwall	32
8	Sharm El-Sheikh	42	33	Bahamas	32
9	Weskus	40	34	Los Cabos	32
10	Lombok	40	35	Amalfi Coast	32
11	Mauritius	39	36	Jamaica	32
12	Aruba	38	37	Cayman Islands	32
13	Gili Islands	38	38	French Polynesia	32
14	Cairns	37	39	Sedona	31
15	Breckenridge	37	40	Ningaloo Coast	31
16	Turin	36	41	Dubai	31
17	Bali	36	42	Palm Springs	31
18	Noosa	36	43	Mornington Peninsula	31
19	Plymouth	36	44	Lake District	31
20	Sunshine Coast	36	45	Agra	31
21	Key West	36	46	Aspen	31
22	Cook Islands	35	47	Austin	31
23	Saint Lucia	35	48	Revelstoke	31
24	Savannah	35	49	Santa Barbara	31
25	Esperance	34	50	Marbella	30

GLOBAL RANKINGS *OVERALL*

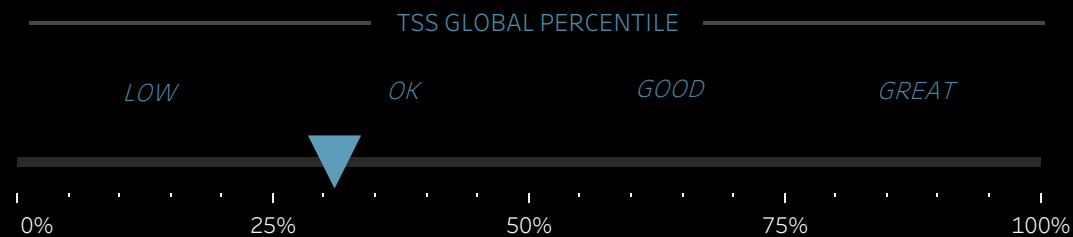
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GRAMPIANS, VICTORIA

TOURISM
SENTIMENT SCORE®

19



GRAMPIANS Q2 2023

TOP GLOBAL DESTINATIONS

RANK	DESTINATION	TOURISM SENTIMENT SCORE®	RANK	DESTINATION	TOURISM SENTIMENT SCORE®
51	San Antonio	30	76	Coffs Coast	27
52	Overberg	30	77	Corpus Christi	27
53	Telluride	30	78	Gulf Shores & Orange B..	27
54	Jackson Hole	30	79	Pembrokeshire	27
55	Estes Park	30	80	Laguna Beach	27
56	Asheville	29	81	Napa	27
57	Blue Mountains	29	82	South Coast	27
58	Bar Harbor	29	83	Garden Route and Klein ..	27
59	McLaren Vale and Fleurieu ..	29	84	Park City	27
60	Dallas	29	85	Barbados	27
61	Willamette Valley	29	86	Rio de Janeiro	27
62	Ibiza	29	87	Shoalhaven	27
63	Hanoi	29	88	Santa Monica	27
64	Norfolk County	29	89	Whistler	27
65	Cape Town	29	90	Penticton	27
66	Canmore	28	91	Bergen	27
67	Orange Beach	28	92	McLaren Vale	26
68	Antigua and Barbuda	28	93	Frankenmuth	26
69	Queenstown	28	94	San Diego	26
70	Big Bear Lake	28	95	Brisbane	26
71	Charleston	28	96	Whanganui	26
72	New Plymouth	28	97	Isle of Wight	26
73	Boulder	28	98	Melbourne	26
74	Tulum	28	99	Oceanside	26
75	Bend	28	100	Marrakesh	26

GLOBAL RANKINGS

BY TOURISM ASSET

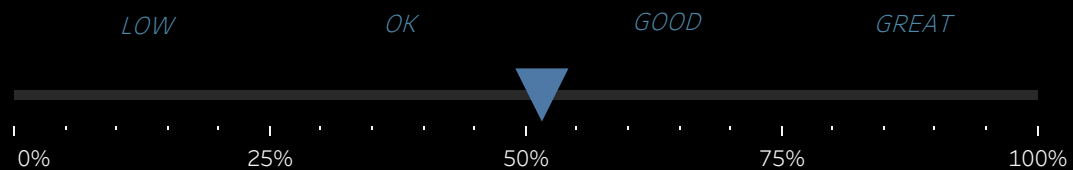
Applying the same methodology as we used to rank the top destinations for overall performance, we provide these global rankings for each of the tourism assets monitored by Tourism Sentiment Index. These destinations had the highest asset scores for this quarter.

GRAMPIANS, VICTORIA

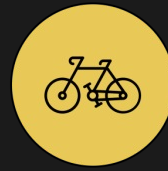
TOURISM
SENTIMENT SCORE®

8

TSS GLOBAL PERCENTILE



GRAMPIANS Q2 2023



Biking & Cycling

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Lake District	72
2	Valencia	46
3	Paris	34
4	Copenhagen	33
5	Tucson	33
6	Melbourne	32
7	Norfolk County	30
8	Guadalajara	27
9	Cape Town	26
10	Frankfurt (Oder)	25
11	Hanoi	25
12	Glasgow	24
13	Boulder	24
14	Brussels	24
15	Isle of Wight	23
16	Seattle	23
17	Nashville	22
18	Corvallis	21
19	Sedona	20
20	Portland	20

GLOBAL RANKINGS

BY TOURISM ASSET

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GRAMPIANS, VICTORIA

TOURISM
SENTIMENT SCORE®

16

TSS GLOBAL PERCENTILE

LOW

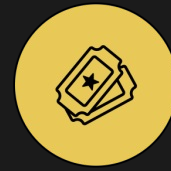
OK

GOOD

GREAT

0% 25% 50% 75% 100%

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Festival & Events & Concerts

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Telluride	53
2	Napoli	52
3	Sonoma County	48
4	Puerto Rico	47
5	San Antonio	46
6	Halifax	45
7	Napa	45
8	Buenos Aires	44
9	Dundee	43
10	Athens	40
11	Dubai	38
12	Copenhagen	37
13	Perth	37
14	Winnipeg	36
15	Liverpool	36
16	Barbados	35
17	Long Beach	35
18	Melbourne	35
19	Barcelona	34
20	Memphis	33

GLOBAL RANKINGS

BY TOURISM ASSET

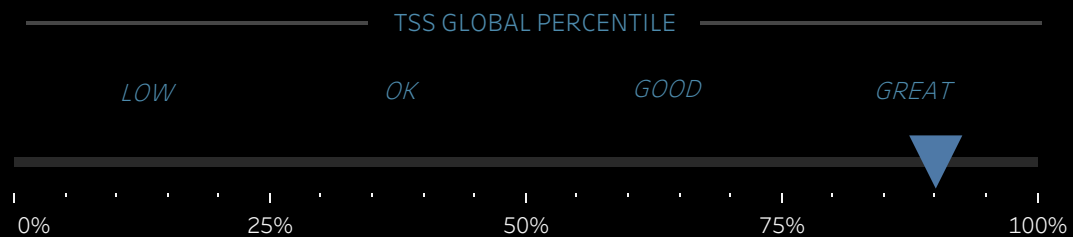
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**Note:* to qualify for the top destinations list, a destination must satisfy two criteria. #1) destinations must maintain the highest sentiment scores set by all destinations that quarter. #2) destinations must generate enough conversation volume within the category to be in the top 50% of destinations globally. If both criteria are met, then a destination qualifies for the top destination list. In this quarter, sentiment driven by your destination was amongst the top 10% in the world, however it fell below the volume threshold required to qualify for the global ranking.

GRAMPIANS, VICTORIA

TOURISM
SENTIMENT SCORE®

24*



GRAMPIANS Q2 2023



Hiking & Rock Climbing

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Chamonix	42
2	Oahu	40
3	Canmore	40
4	Boulder	37
5	Sedona	31
6	Cape Town	30
7	Lake District	29
8	Tropical North Queen..	28
9	Blue Mountains	27
10	West Yellowstone	24
11	Anchorage	23
12	Banff	23
13	Jasper	21
14	South Lake Tahoe	20
15	Iron County	20
16	Canyonlands National..	19
17	Yosemite	17
18	Bend	15
19	Zermatt	14
20	Cornwall	14

GLOBAL RANKINGS

BY TOURISM ASSET

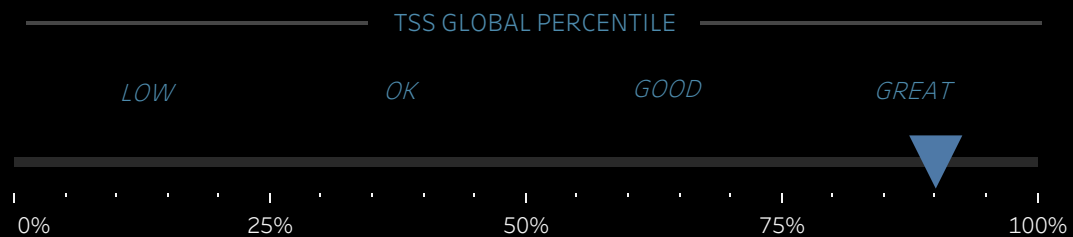
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GRAMPIANS, VICTORIA

TOURISM
SENTIMENT SCORE®

26 *



GRAMPIANS Q2 2023



Nature Photography

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Mauritius	51
2	Blue Mountains	45
3	Sedona	44
4	Maldives	40
5	Cape Town	40
6	Bergen	38
7	Bali	37
8	Jamaica	36
9	Rio de Janeiro	35
10	Lake District	35
11	Niagara Falls	32
12	Vancouver	31
13	West Yellowstone	27
14	Cumbria	27
15	Oxfordshire County	27
16	Orange County	26
17	Kyoto	26
18	Osaka	24
19	Banff	24
20	Sofia	20

GLOBAL RANKINGS

BY TOURISM ASSET

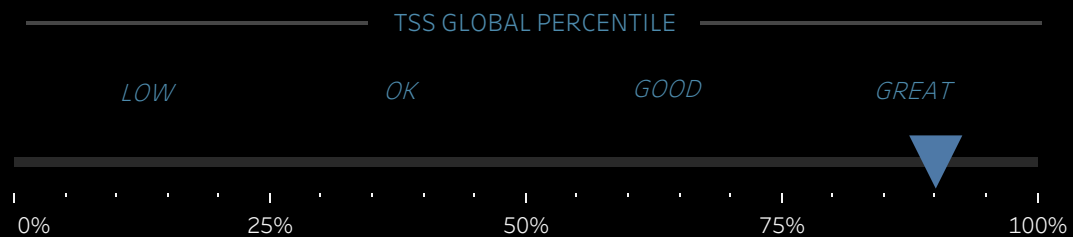
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GRAMPIANS, VICTORIA

TOURISM
SENTIMENT SCORE®

14*



GRAMPIANS Q2 2023



Wildlife Viewing

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Whitsundays	50
2	Maldives	35
3	Tropical North Queen..	29
4	Isle of Wight	27
5	Cebu	27
6	Tucson	25
7	Aberdeenshire	21
8	South Coast	21
9	Florida Keys	18
10	Cape Cod	18
11	Pembrokeshire	17
12	Gold Coast	17
13	Seychelles	14
14	Garden Route and Kle..	13
15	Fiji	12
16	Yosemite	12
17	Bahamas	12
18	Squamish	11
19	Anchorage	11
20	Banff	10



TSI RANKINGS REPORT

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