

Deeper Insights on Traveler Sentiment show Volatility as Spikes seen Across the Country

Breakthrough Methodology Taps into Unfiltered Sentiment of over 2 Million Individuals

FOR IMMEDIATE RELEASE

Dateline: Santa Barbara, CA - August 1st 2020

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

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

Key findings from the study show that easing of restrictions due to Covid-19 are welcome and the desire to travel is increasing. However, there are still underlying public concerns on the readiness of destinations as to safety protocols. Timing of bookings will also be impacted by travelers' trust that all precautions are being taken by hotels, airlines and other key providers to ensure their safety. While travelers are once again actively exploring their travel options, ramping up to pre-Covid-19 levels of travel will take time. The initial trips to be taken will be accessible drive getaways exploring less crowded areas such as beaches, state and national parks and smaller cultural destinations. Until a vaccine is found international travel will take longer to regain consumer confidence notwithstanding government policies.

Bob Gilbert, Chief Travel & Tourism Strategist, and consumer of travel data intelligence, commented "This new study clearly shows the volatility of forward-looking sentiment that is influenced by relevant news and events, almost on a daily basis. Marketers need to be wary of relying on trends until the pandemic is truly seen to be under control and the economic recovery is underway. Destination and travel related businesses need to be able to pivot quickly. I believe we have moved from an age of predictability to an age of adaptability."

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

example, 80% of Tweets are from around 2% of the population and the world of politics. That distorts results significantly. We sample a large number of sources and individual user accounts (anonymized) in and beyond Social Media to ensure that loud and frequent voices don't dominate and skew the data”

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About Sentiment Alchemy

Sentiment Alchemy was developed by Simon Knight, using successful algorithmic formulas he has used in the political electoral arena with Satya Analytics, where understanding voter sentiment is critical.

About Tourism Alchemy

Tourism Alchemy is a division of the Sentiment Alchemy family of products under Satya Analytics. Satya Analytics is a privately held business in Santa Barbara, CA. Satya was established in 2016 to provide an unfiltered source of truth on sentiment analysis in the world of voting and elections. Sample sizes in Tourism Alchemy reports reflect an average of 120 million data points representing over 2 million individual voices, increasing every week as more data is analyzed.

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