WEEKLY COVID-19 SENTIMENT REVIEW
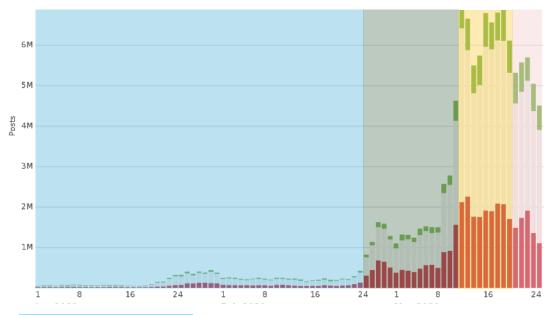## MARCH 23-27

OVERVIEW

ABOUT SPARKLOFT: We are a social-first creative agency focused on the travel and tourism industry. For the last four years we have used sentiment analysis to gain deeper insight into consumer attitudes and behavior.

ABOUT THIS REPORT: Since January 2020 we have been tracking social sentiment data to help clients better understand how the coronavirus crisis is changing consumer behavior, and how to update their strategies and communication plans accordingly. We are now sharing a summary report with interested travel and tourism marketers on a weekly basis.

METHODOLOGY: We use a state-of-the-art machine learning tool to analyze what social media users are saying about the coronavirus on a daily basis. Out of this data we generate weekly insights and recommendations for how to react to the crisis. While data in this summary is for the entire U.S., we are also creating regional reports (state/city level). Please contact us if you are interested in that information for your DMO (coronareport@sparkloftmedia.com). You can subscribe to ongoing iterations of this report on our website at sparkloftmedia.com.

VOLUME OF CONVERSATION + SENTIMENT

This data covers the timeframe of January 1 to March 25:
- Feb 25: The CDC warns of potential coronavirus outbreaks in the U.S.
- Mar 11: Trump's Europe travel ban is announced in the evening and flight cancellations begin
- Mar 16: San Francisco is the first region to enforce stay-at-home measures and other states and regions soon follow

YTD PHASES OF COVID-19

DENIAL little to no conversation
CORPORATE UNEASE conversation is driven by corporate travel cancellations and new WFH policies
PUBLIC TRAVEL PANIC major event cancellations and travel restrictions spur panic
QUARANTINE major social changes spurred by social distancing and government-mandated stay-at-home directives

METRICS BY PHASES

	DENIAL	CORPORATE UNEASE	PUBLIC TRAVEL PANIC	QUARANTINE
PHASE DATES	Jan 1 - Feb 24	Feb 25 - Mar 11	Mar 12 - Mar 20	Mar 21 - Mar 25
TOTAL POSTS	10,239,265	27,330,224	58,455,461	21,121,460
AVG POSTS PER DAY	186,168	1,708,139	6,495,051	5,224,292
🍐	12%	9%	12%	13%
😐	61%	56%	58%	58%
🍎	27%	35%	30%	29%

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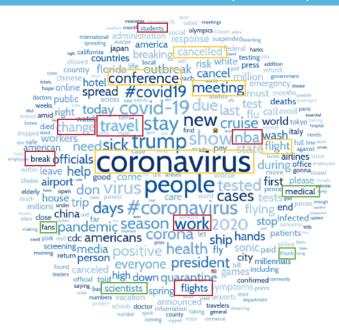## MARCH 23-27

HOW TO USE REPORTS

The world today changes quickly—nowhere is this clearer than the current crisis. Analyzing social data is one of the fastest ways to stay up to date on what consumers (travelers) are thinking and feeling. Use our data and recommendations to understand how to change your marketing priorities, update content plans and, most importantly, strike the right tone in your communication to avoid appearing insensitive or tone-deaf. Keep in mind that the impact of the coronavirus crisis varies greatly by region and keeps shifting rapidly.

INSIGHTS

- Due to all of the policy changes and restrictions, longterm planning has ceased; staying relevant requires focusing on short-term messaging with the most current information.
- People are urgently changing their spending habits and embracing deals.
- The newfound appreciation for frontline medical professionals and scientists reveals a desire for innovation and progress; these stories are quickly consumed and shared.

THE COVID-19 TRAVEL CONVERSATION (US MARKET)

The word cloud at left illustrates the keywords most commonly used in travel specific COVID-19 conversations from March 1-25, 2020.

POSITIVE
- The sacrifice and dedication of the medical professionals and scientists caring for the infected and pursuing a cure
- Building community togetherness and support through this shared, global experience

NEUTRAL
- Questions about current travel bans and restrictions by country and how to get to in touch with customer service agents
- Keeping up with event cancellations and postponements

NEGATIVE
- Fear and uncertainty for employment and potential job loss pushes desire for travel refunds rather than exchanges
- Anger after being forced to cancel and change plans due to travel restrictions and event cancellations

RECOMMENDATIONS

- People stuck at home are seeking long-term insight and context. Leverage long-form content to combat information overwhelm. Give your audiences the complete story by keeping an up-to-date resource of what is available in your community (takeout, virtual tours etc.) and what is not (closures and cancellations).
- Use social data to identify concerns and questions early. Last week we saw a spike in transportation-related questions— appoint a transportation point-person in your office and work with local partners (airport, seaport) so you can offer up-to-date and consistent information. Prepare and update FAQs for your team.
- People are longing for connection. DMOs and travel brands can participate by showing solidarity through collaborations with local brands —either through digital marketing or broader partnerships.
- Show more gratitude. Use social media to celebrate what is great about your community. Your audience is looking for tactical tips and tricks to make it through quarantine; support them through these unprecedented times

WHAT ELSE WE'RE ANALYZING

- COVID-19 specific crisis communication planning
- Spanish-language sentiment for North America
- Identifying the resilient traveler and their intent to book
- Understanding gaps in content to build audience loyalty

FOR MORE INFORMATION

We are providing this free summary report to anybody interested and hope that the information is helpful as marketers adjust their strategies and programs in these challenging times. If you have questions or need additional information please contact us at coronareport@sparkloftmedia.com; we are happy to help.

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