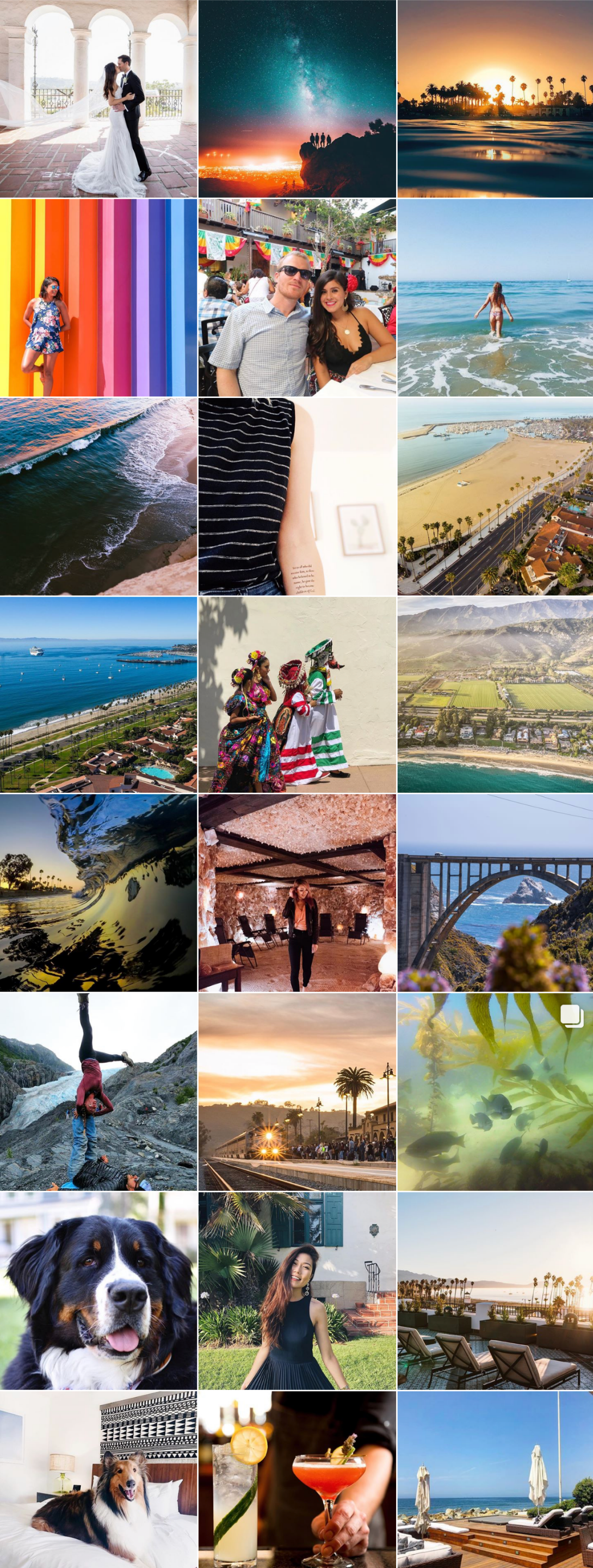


# Visit Santa Barbara

Sentiment Reporting: October 2018 - January 2019







# Reporting objective

Discovery and analysis of social conversation and sentiment of Santa Barbara and Santa Barbara county, specifically focusing on social conversations relating to general travel and themes of homelessness, natural disasters, etc.

# Why it matters

Listening to social audiences provides insights into their understanding, interest and concerns around Santa Barbara, while getting a glimpse of what they're sharing about it. These data create opportunities to inform and optimize our strategic planning in phasing our recovery and future campaign efforts.



# Geography: California owns the conversation

91%

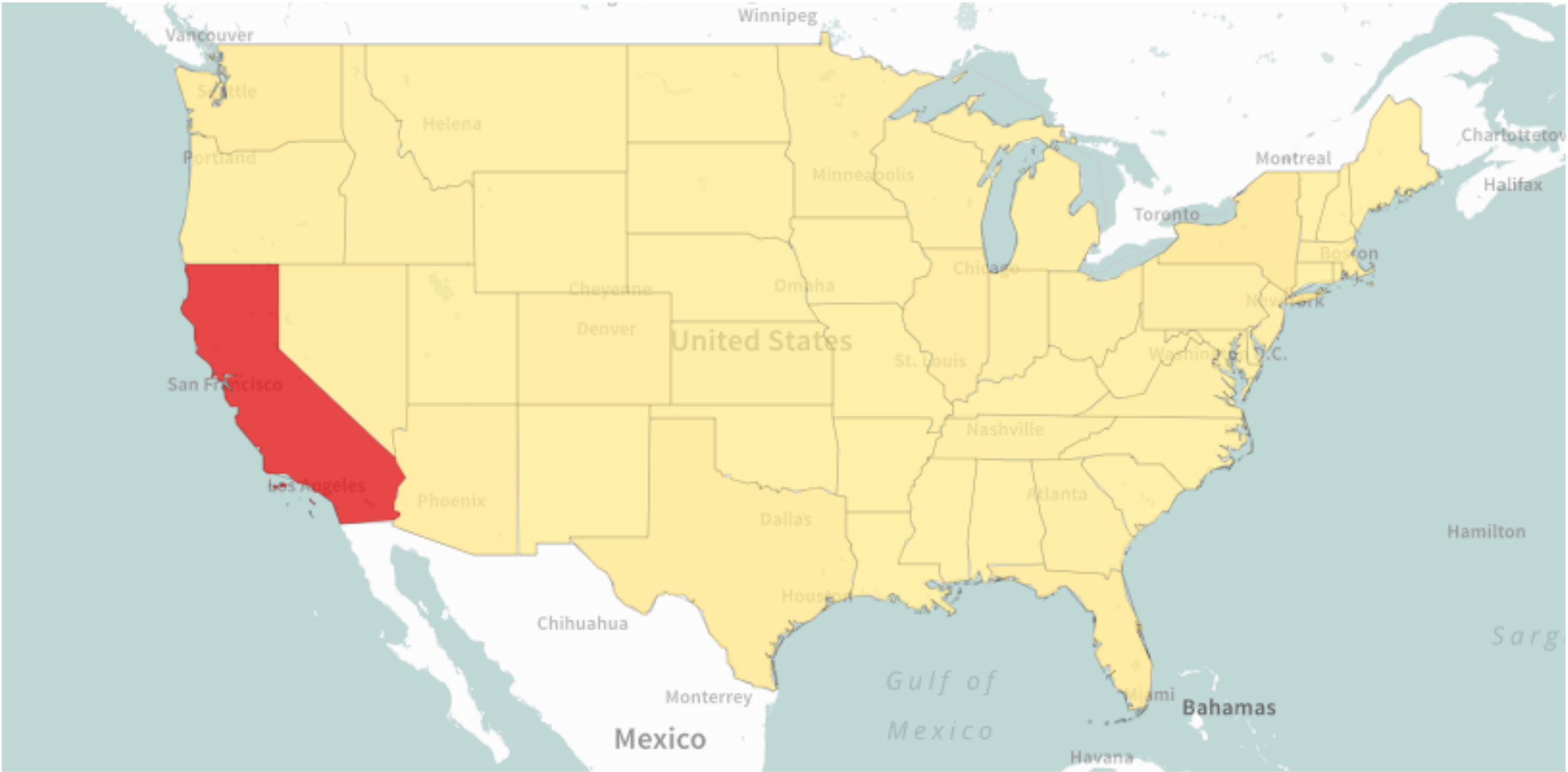
of posts from CA

76%

of posts from SB

8%

of posts from LA



Santa Barbara Sentiment — Map from 10/1/18 to 1/31/19

**Background:**

Sparkloft Media utilizes Crimson Hexagon (more information on slide 8) for social listening. Monitoring the social mentions surrounding interest, planning and visiting Santa Barbara for sentiment, trends and volume of conversation.

**Objective:**

Provide context to the social share of voice by analyzing the travel conversation for Santa Barbara for the year.

**Methodology:**

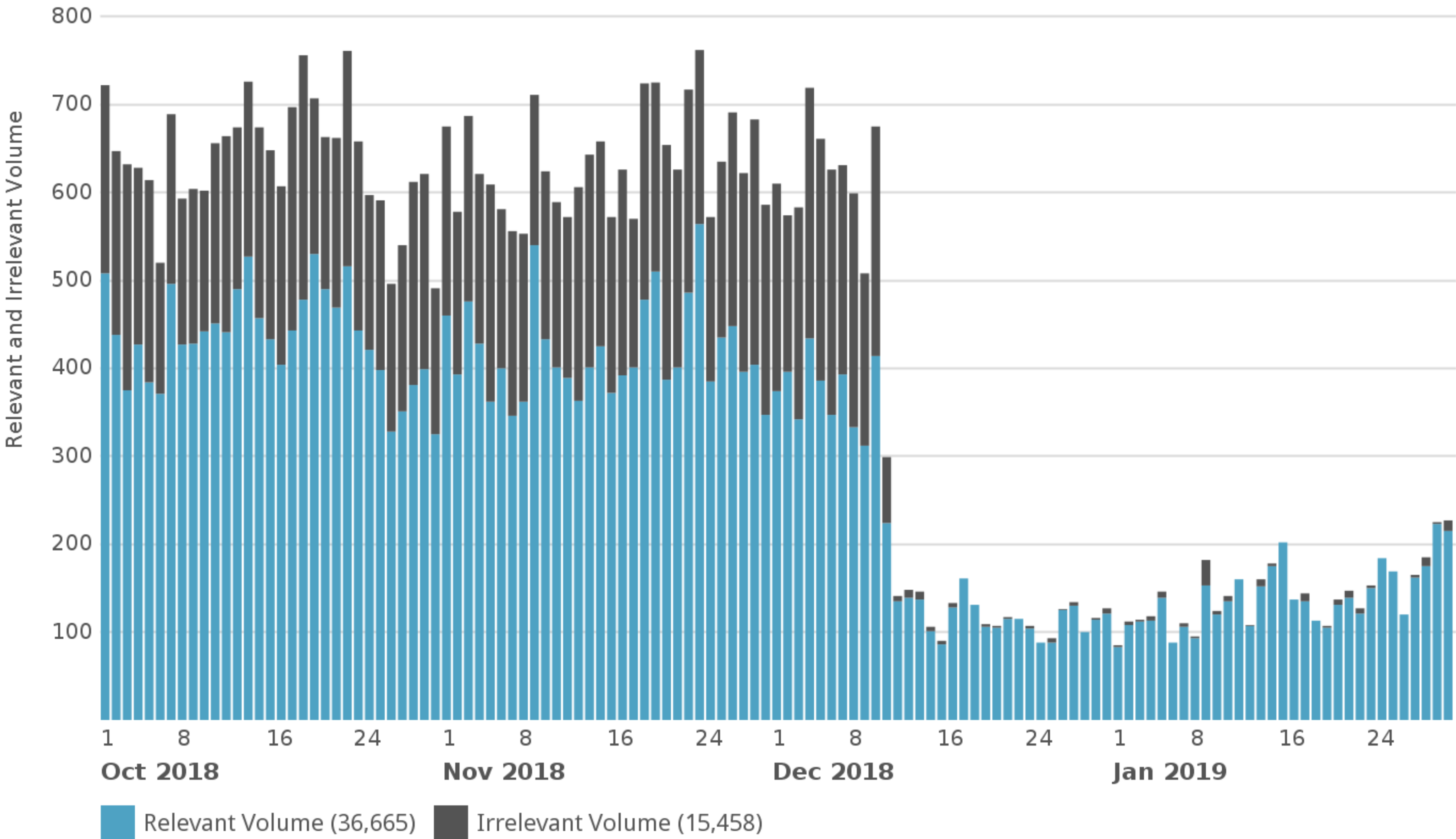
Track all associated public mentions on Twitter, Facebook, Instagram, YouTube and blogs.

# Overall Volume of Conversation

Instagram API was taken away from most Third Party services, which is why we see a large drop-off of data in December.

Overall volume numbers through December + January include sentiment from almost entirely Twitter.

We're able to connect certain branded/keyword hashtags that will track moving forward, allowing us to set new benchmarks for total volume and sentiment in the months to-come.



Santa Barbara Sentiment — Volume from 10/1/18 to 1/31/19

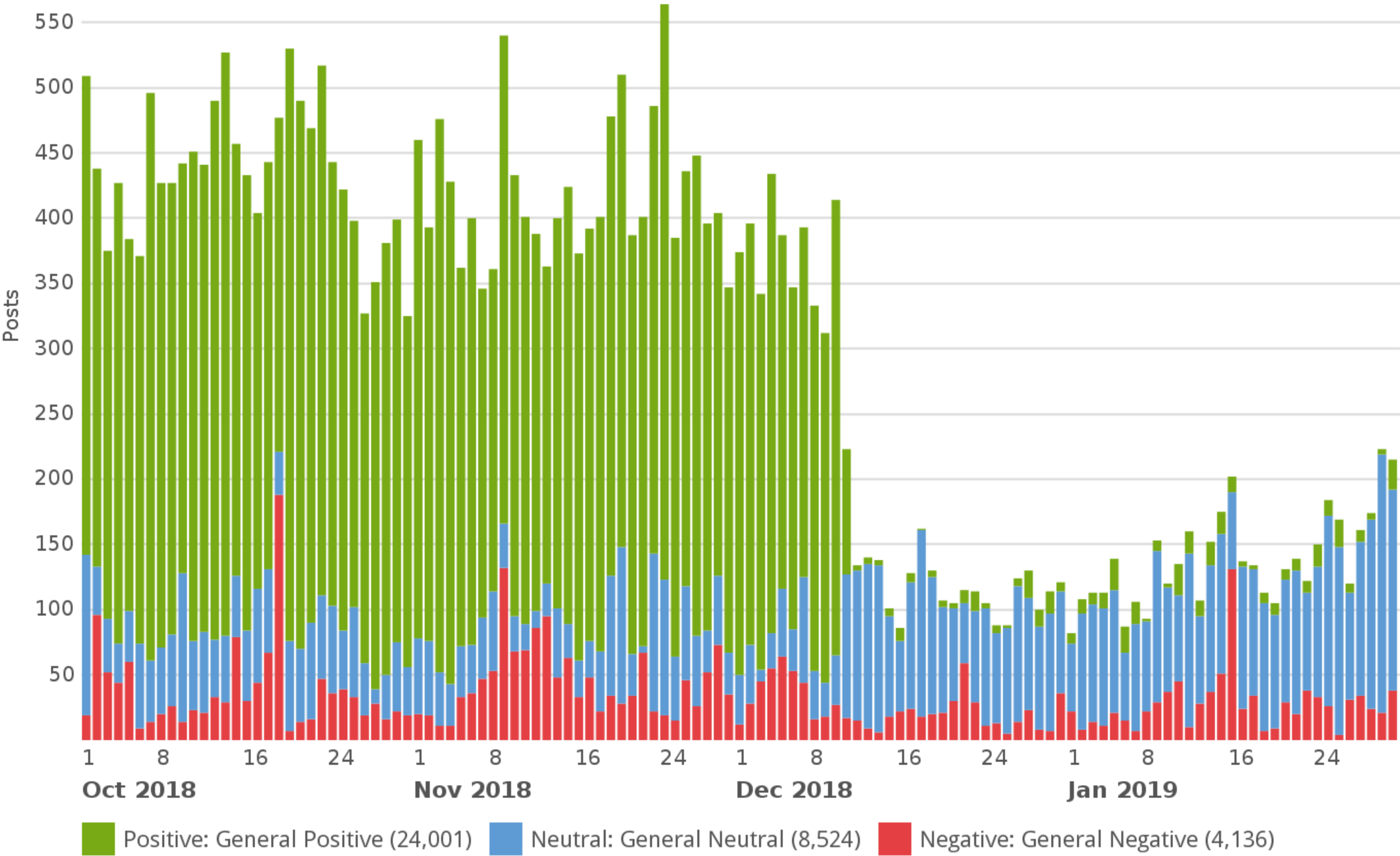


# Sentiment Analysis: October 2018 - January 2019

This visual tracks the volume of conversation and **Positive**, **Neutral** and **Negative** sentiment around Santa Barbara in general.

Almost all of our positive sentiment has been found historically on Instagram - something that reflects the nature of the platform itself.

With sentiment being largely from Twitter in December + January, we see a majority of neutral, news-related sentiment as well as negative sentiment usual for the platform.



Santa Barbara Sentiment — Volume of Posts (Opinion Analysis) from 10/1/18 to 1/31/19



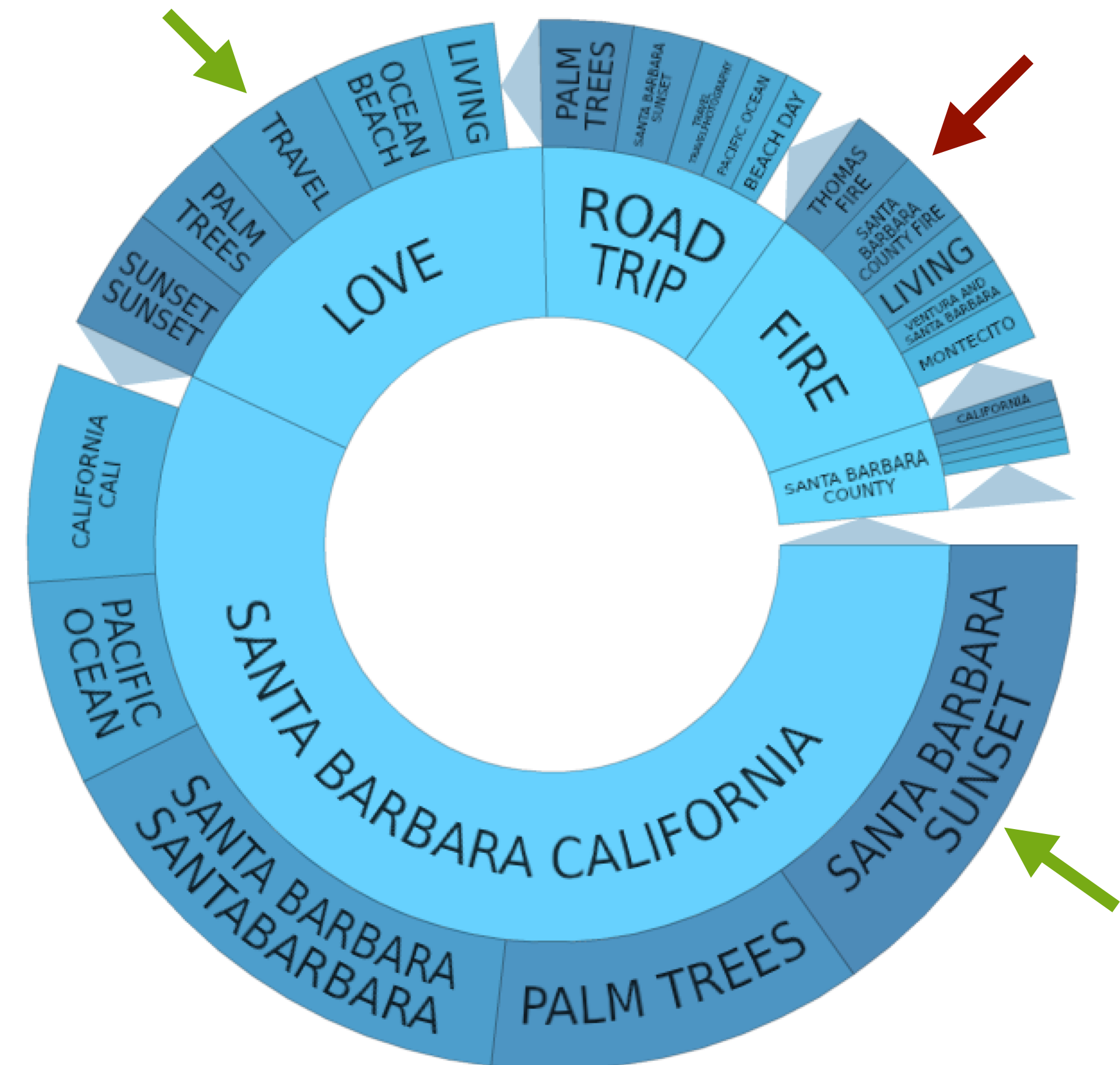
# Topics + Phrases

Both the word cloud and the topic wheel display common words and phrases from a sample of posts within this timeframe. Though we see traces of a few negative topics - around the anniversary of the Thomas Fire - majority of these phrases are around travel, beaches, road trips and other positive associations.

## Word Cloud



# Topic Wheel





## Key Learnings

On Instagram, **sentiment is generally positive and leads among platforms**

- After losing access to overall Instagram keyword tracking, overall volume and sentiment has dropped

On Twitter, **sentiment is generally neutral (news-related) and negative**

- Twitter previously made up less than half of total sentiment, but now generates nearly 100% without Instagram

## Opportunities

**Set new benchmarks** to compare future months

- Compare overall Twitter sentiment to past months, and set new averages for overall sentiment with new Instagram allowances

**Set up significant hashtags** to track whatever Instagram posts we can

- Hashtags include #SantaBarbara #SeeSB #VisitSantaBarbara #AmericanRiviera
- Will begin tracking in mid- February and onward



# Crimson Hexagon: Tracking Overview

Crimson Hexagon is a leading social listening and analytics tool. Crimson analyzes data across multiple social media platforms to deliver insights on sentiment, consumer trends and other audience conversations. To track sentiment and conversation about Santa Barbara, we set up a general “monitor” to aggregate and analyze data.

## Santa Barbara General Keyword Monitor

((“santa barbara” OR #santabarbara OR #seesb OR #americanriviera OR "american riviera" OR montecito OR summerland OR goleta OR #visitsantabarbara OR #santabarbaracounty OR "santa barbara county" OR @visitsantabarbara OR @santabarbara))

AND ("thomas fire" OR "southern california fires" OR "california fires" OR wildfire OR fire OR fires OR "going to" OR vacation OR travel OR cancel OR #familytravel OR #tinyatlas OR #Vacation OR #Wanderlust OR #Travelphotography OR #Discover OR #Explore OR explore OR #lovetravel OR #Travelpics OR #Traveltipvisit OR #instatravel OR #travelgram OR #travel OR travel OR "going to" OR plan OR trip OR went OR "want to go" OR holiday OR "dream destination" OR destination OR "dream vacation" OR "travel bucket list" OR "want to go to" OR trip OR "will visit" OR festival OR hotel OR "went to" OR experience OR wine OR beach OR spa OR art OR shop OR shopping OR "wine tasting" OR "winery" OR resort OR #hotel OR biltmore OR "four seasons" OR sunset OR sun OR sunny OR love OR "state street" OR "art gallery" OR brunch OR "happy hour" OR harbor OR "stearns wharf" Or yoga OR hiking OR #yoga OR "inspiration point" OR "butterfly beach" OR "channel islands" OR sup OR "stand up paddle boarding" OR "girl's weekend" OR bachelorette OR wedding OR "bachelorette party" OR honeymoon OR weddings OR presidio OR "funk zone" OR "the funk zone" OR vineyard OR sail OR "sunset sail" OR "film fest" OR sbiff OR "santa barbara international film fest" OR "santa barbara bowl" OR zoo OR "old mission")



# Thank You

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