

Social Listening

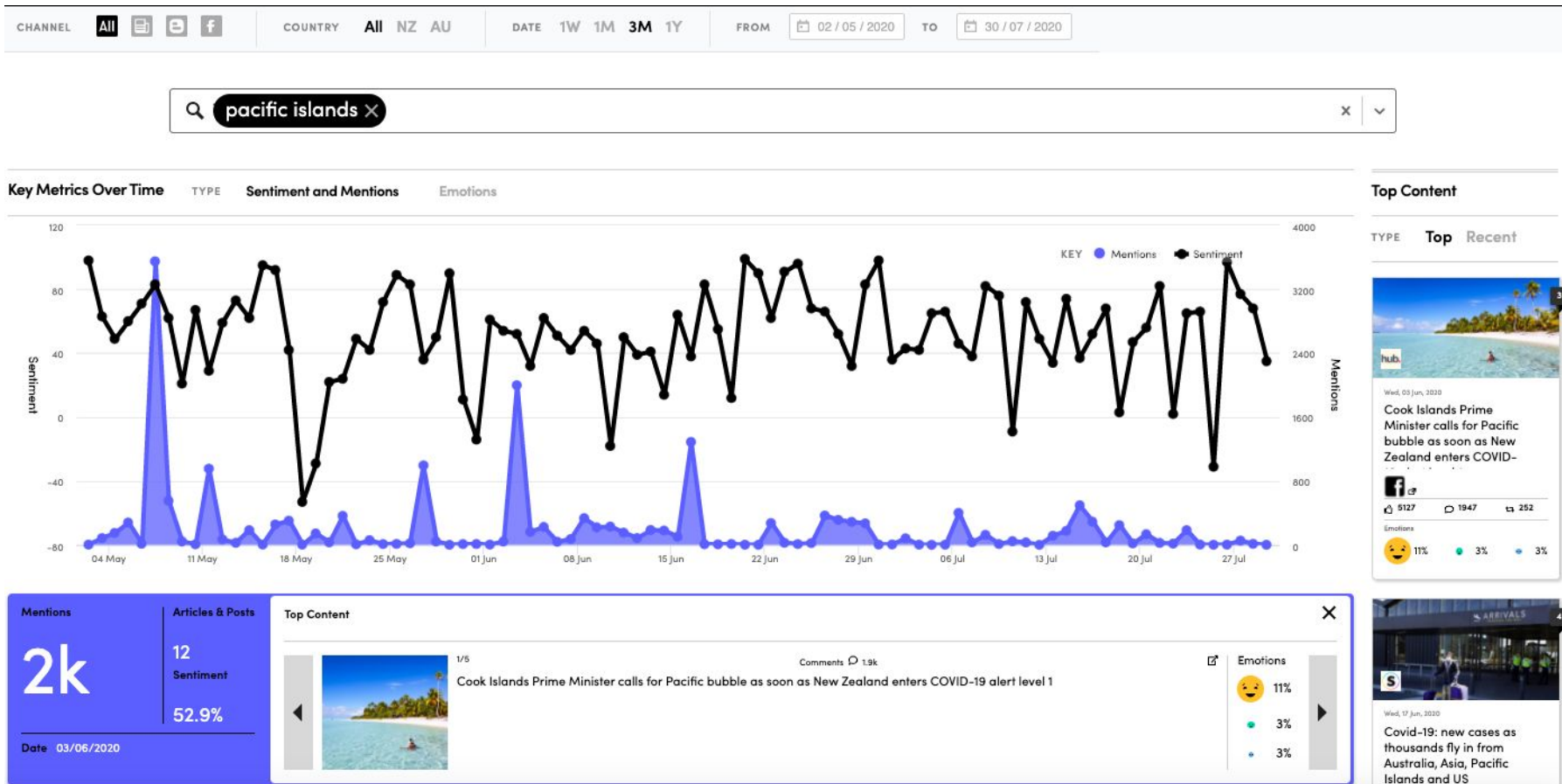
Social media sentiment on potential travel to
the South Pacific from NZ & Australia



**SOUTH PACIFIC
TOURISM
ORGANISATION**

Information provided by Miles Partnership to August 5th 2020

Stay ahead of the conversation: A social media listening tool helps you learn about emotions and conversations at scale. Get searchable, real-time insights from digital news sites and blogs about your brand and specific topics.



News media & Social media: We used a social media monitoring tool - [Zavy.co](https://zavy.co) in this analysis. Zavy monitors social media conversations & also integrates news media stories that is related to these topics & conversations.



hub.

Tue, 14 Jul, 2020

COVID-19: Quarantine-free travel bubble between NZ, Cook Islands expected within



👍 2292 💬 1622 ➦ 318

Emotions

😊 9% 😬 4% 😞 2%



2

Thu, 30 Jul, 2020

Air NZ preparing for Rarotonga travel bubble



👍 3399 💬 1432 ➦ 151

Emotions

😊 9% 😬 3% 😞 2%



9

Tue, 14 Jul, 2020

Pacific bubble: Flights between Cook Islands and NZ to be confirmed next week | RNZ News



👍 1007 💬 207 ➦ 75

Emotions

😊 8% 😬 4% 😞 3%



7

Fri, 24 Jul, 2020

New Zealand's 'travel bubble' may be with Cook Islands not Australia

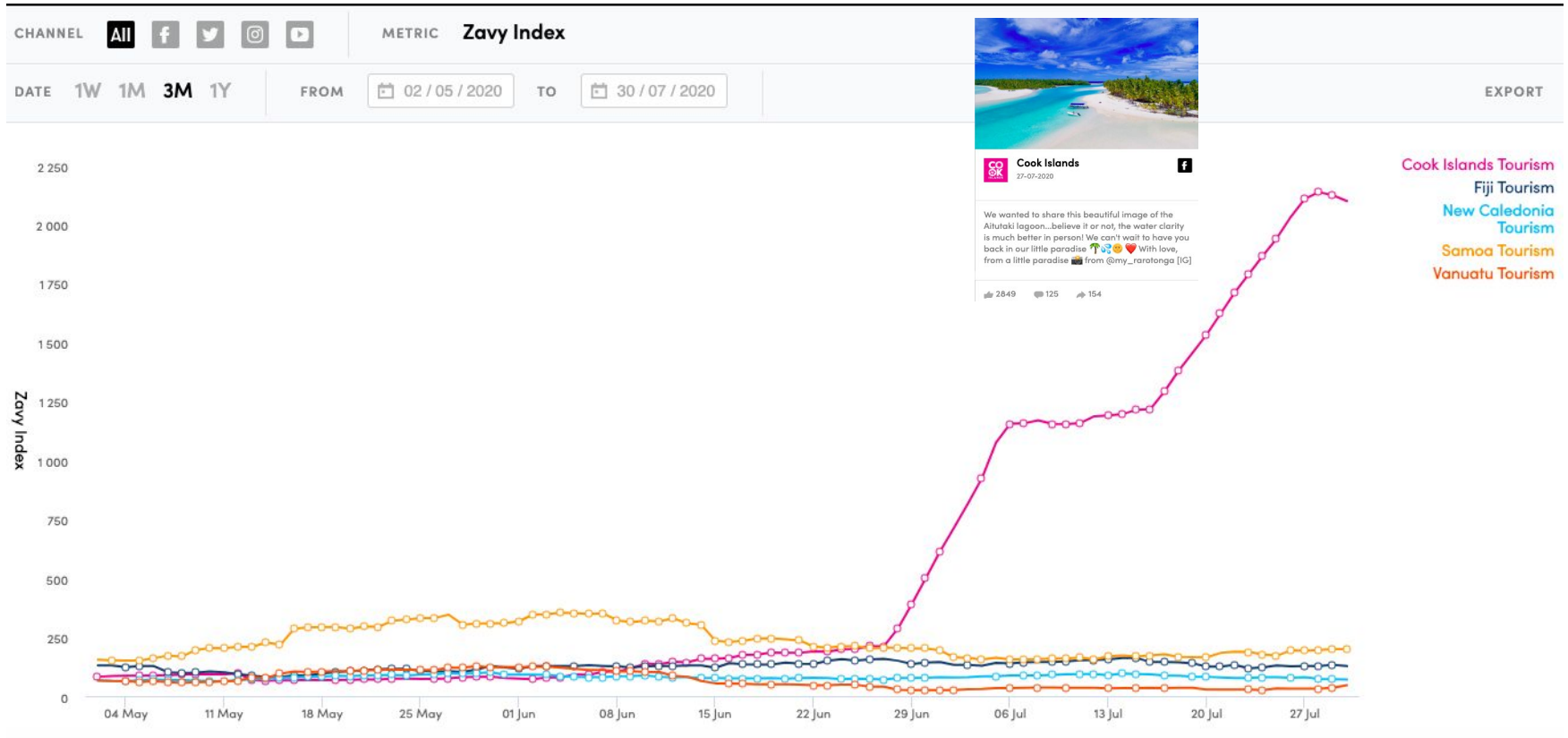


👍 808 💬 381 ➦ 64

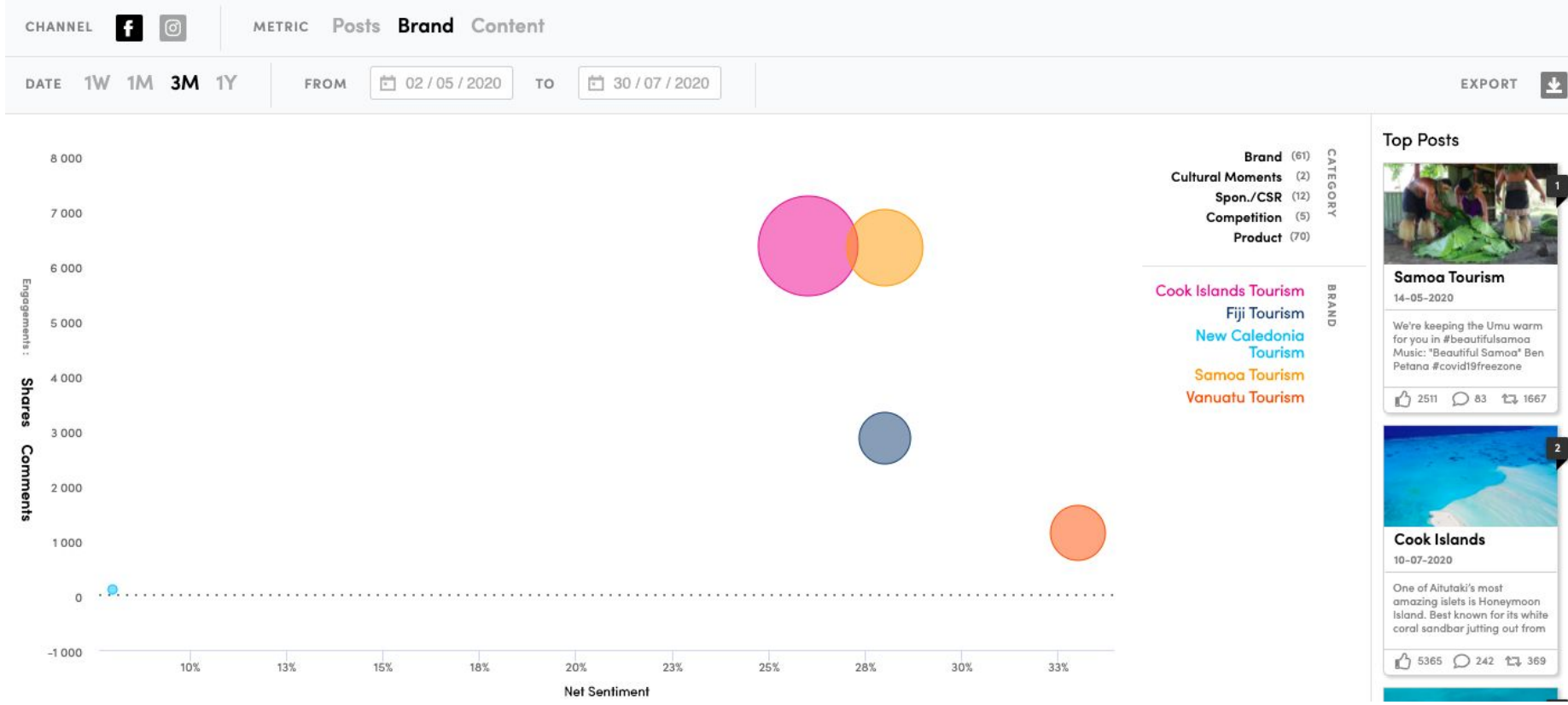
Emotions

😊 13% 😬 12% 😞 12%

Monitoring Interest: As soon as the New Zealand to Cook Islands travel bubble started making news in late June the level of interest and engagement spiked for Cook Islands social media content relative to other island destinations



Reach & Engagement: Mentions of the Cook Islands also grew in both reach & engagement to rival and then pass Samoa - which had the strongest social media presence in the first few months of the COVID-19 pandemic. This was driven by targeted video content aimed at loyal followers and Samoa's large expat community as well as very high sharing/commenting levels.



"We owe the Pacific an obligation to actually be good neighbours and this is one way we could do it."



NEWSHUB.CO.NZ
Judith Collins would allow Cook Islands' travel bubble this week if Prime Minister

A primary theme of social media conversations are concerns over health & safety - particularly the safety of travel to the Island communities

Nicole Hunt
Potentially exposing them to a virus they dont currently have so we can holiday, is not being a good neighbour.
Like · Reply · 2 d 31

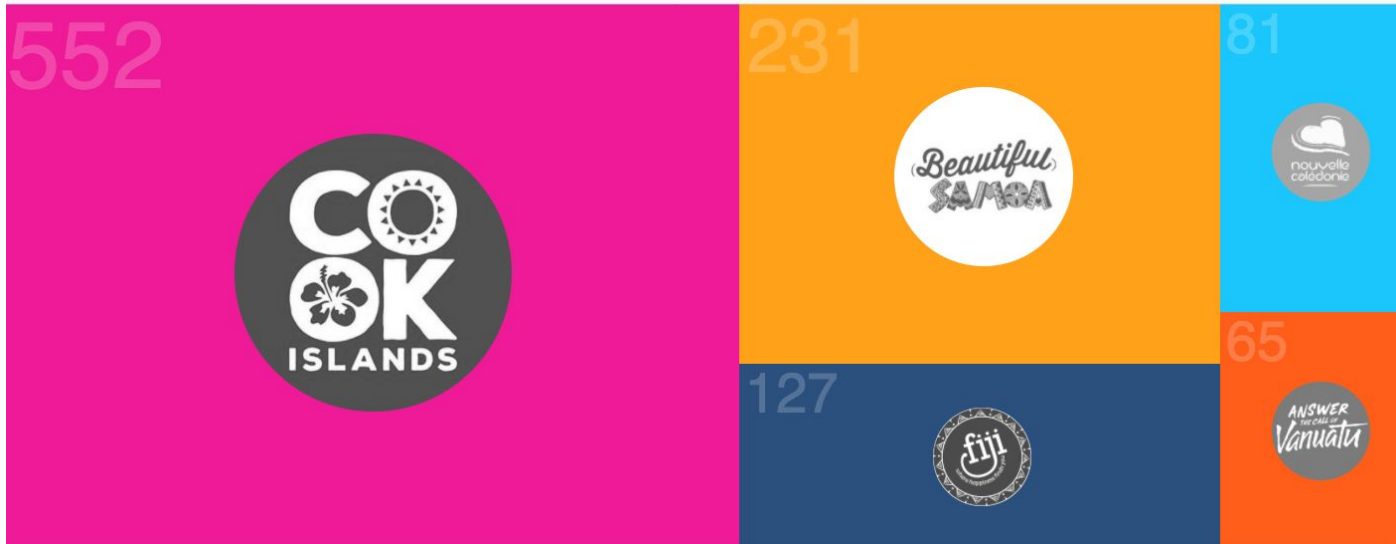
Inger Kite
If they are a bubble (COVID free) and we are a bubble (COVID free) I think it's a great idea! Why shouldn't we be able to travel there? They have never had a case and have been testing. We are the bigger threat to them 🙄
Like · Reply · 2 d 11

All of Fiji's new cases were passengers on the same repatriation flight from India.

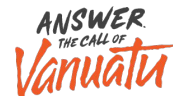


Justin Eagle
this could be tragic, what's Fiji's hospital infrastructure like ?
Like · Reply · 2 w 10

Iain Blackwood
Why aren't we getting this- if the passenger is from a country that has a high Covid rate it will follow to the country they travel to. Forget the pc brigade these are trying times- close the borders to these countries now! Review in a determined time
Like · Reply · 2 w 35



Some of our Island Clients amongst the 150+ DMOs with whom we work



BERMUDA

Benchmark your Digital marketing

Review your digital marketing performance across all channels including shared & earned (social media), paid & own - plus benchmark performance against peers & other leading island destinations..

Destination Marketing & Management

Update your marketing strategy, & execute any part of your marketing including social media, content, website development, SEO, paid media, CRM & Email & Google DMO Support services

Contact Miles Partnership

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