

General Travel - Social Customer Dashboard

Filtering Parameters

Timing: Varies by Widget (2019, 2020 YTD, Feb-Current, Past Month, Past Three Months)

Public Sources: Facebook, Instagram, Twitter, YouTube, Comments, Forums, Reviews

Exclude Filtering: News, Jobs, Self-Promotion, Political, Spam, Coupons, Ads/Sponsored

Comment Type: Personal Narrative

Refresh Rate: Every 10 Minutes

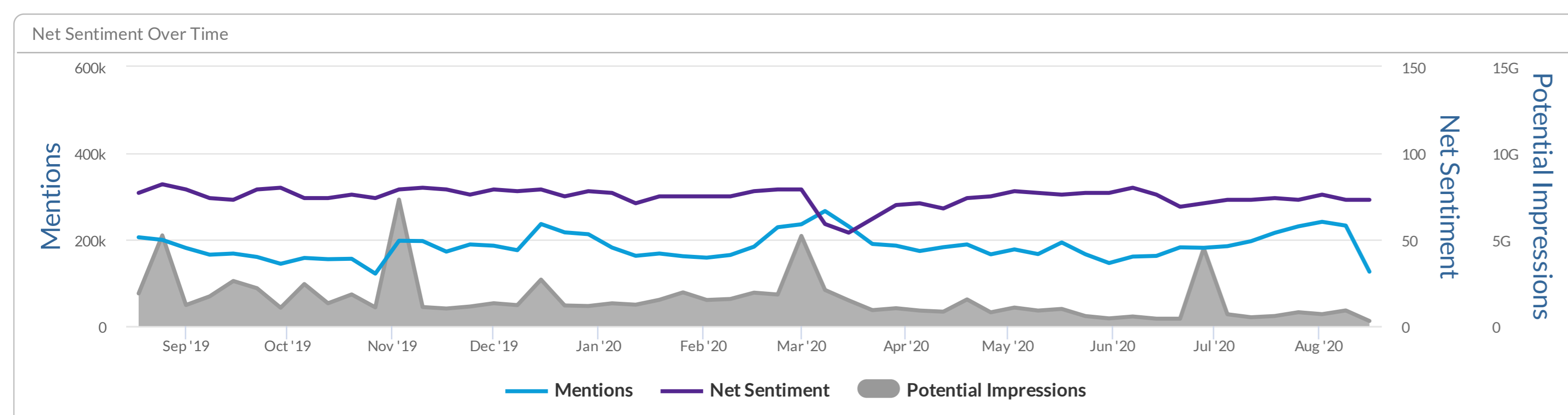
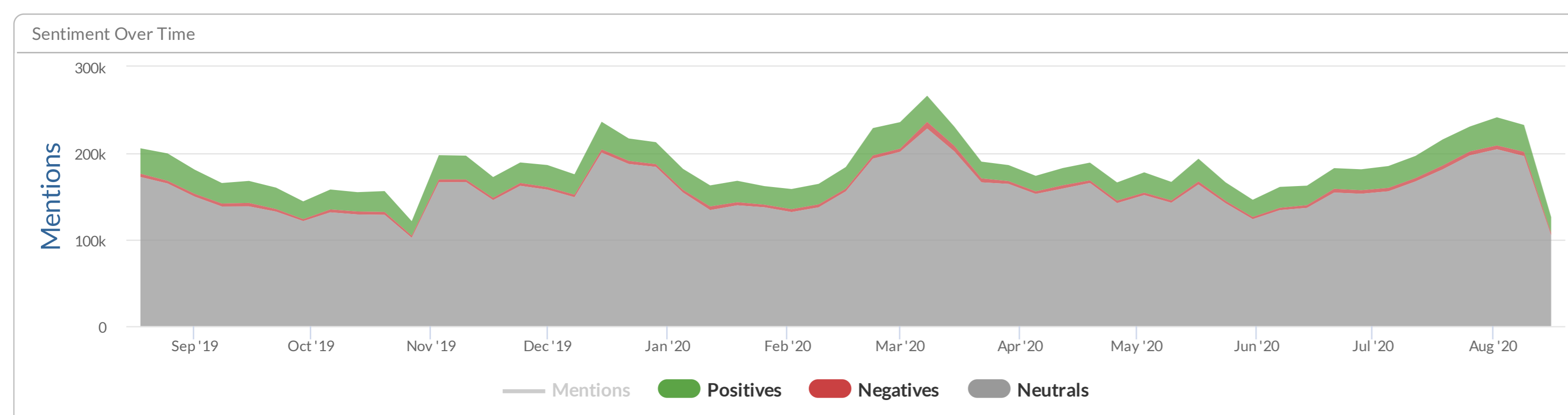
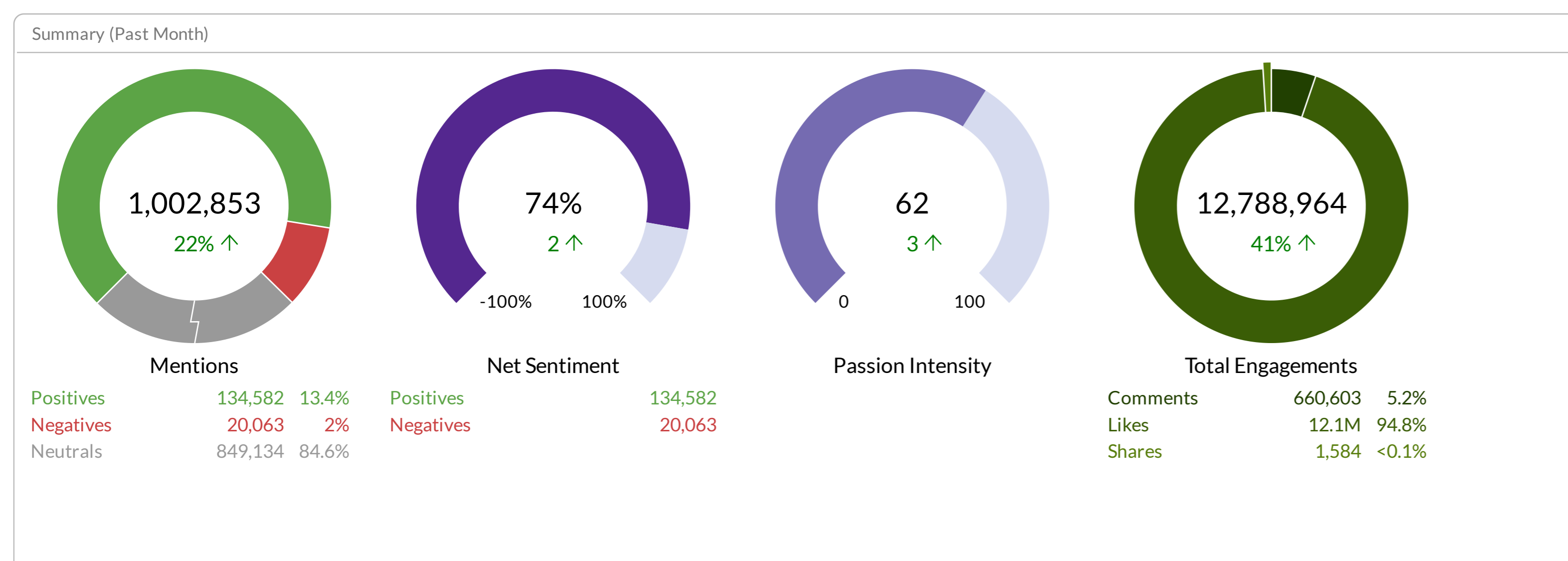
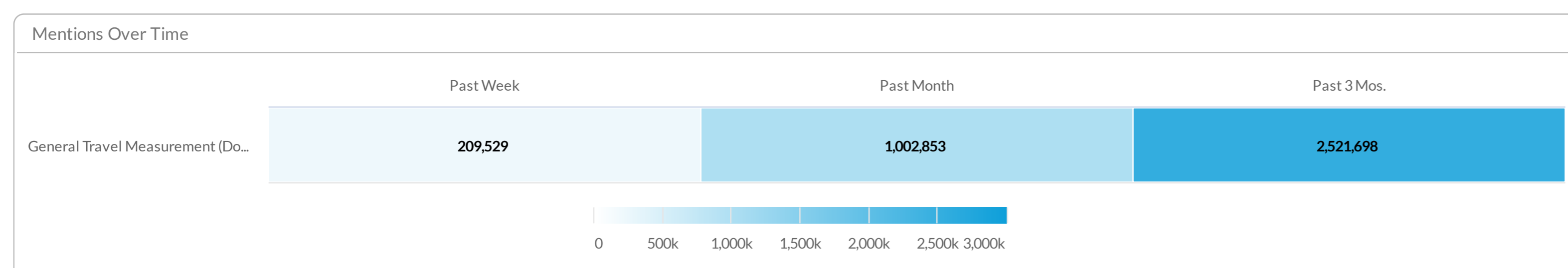
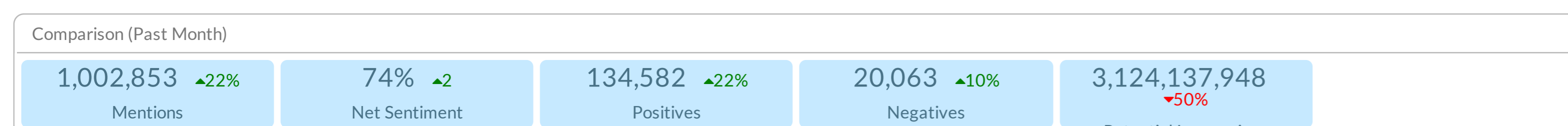
Language: English

Post Type: Original, Replies/Comments

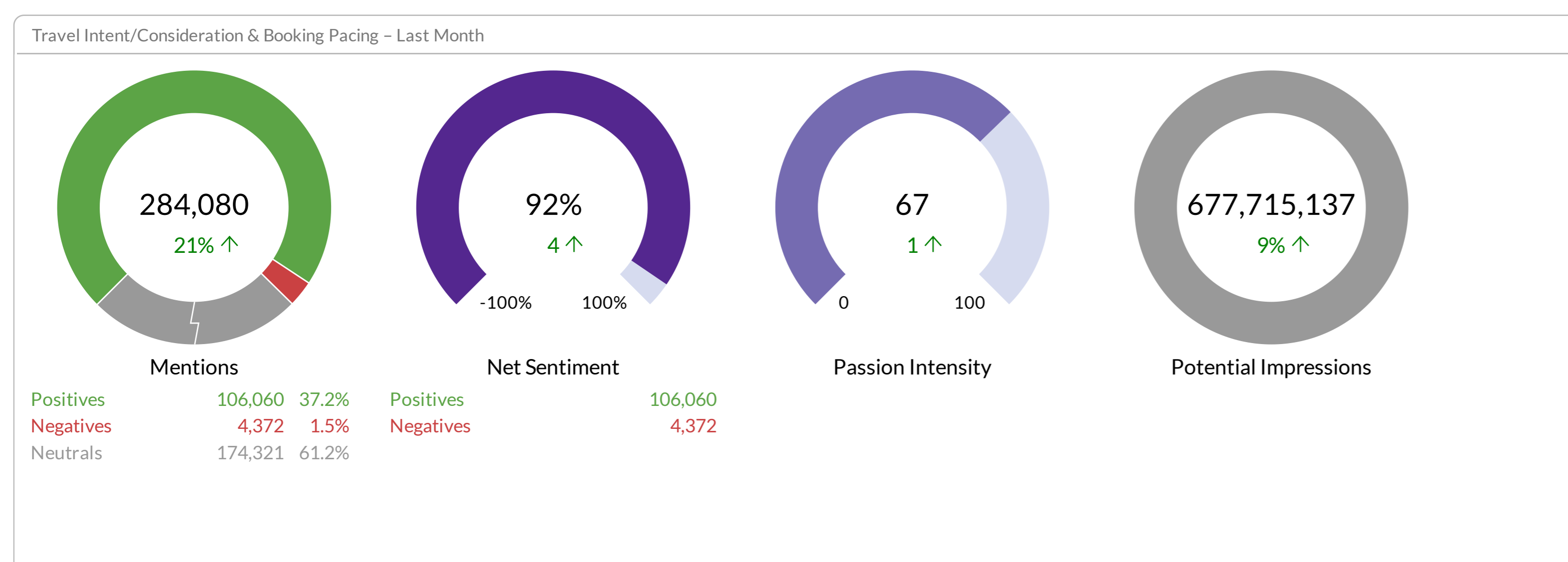
General Topic Keywords: tourism, vacation, getaway, resort, traveler, hotel, hotels, resorts, #vacation, #vacation, #getaway, #resort, #travel, california, #california, texas, #texas, florida, #florida, colorado, #colorado, missouri, #missouri, #minnesota, Minnesota, rhode island, #rhodeisland, #newyork, south carolina, #southcarolina, north carolina, #northcarolina, Tennessee, #Tennessee, wisconsin, #wisconsin, michigan, #michigan, georgia, #georgia, hawaii, #hawaii, utah, #utah, oregon, #oregon, arizona, #arizona, nevada, #nevada, alabama, #alabama, virginia, #virginia, connecticut, #connecticut, ohio, #ohio, #indiana, oklahoma, #oklahoma, iowa, #iowa, maine, #maine, vermont, #vermont, cruise, cruises, road trip, roadtrip, roadtripper, #roadtrip, #roadtripusa, #roadtrippin, #roadtrips, #roadtripping, road trips, roadtrips

Topic Theme Filter: travel, traveler, visitor, visitors, getaway, trip, vacation

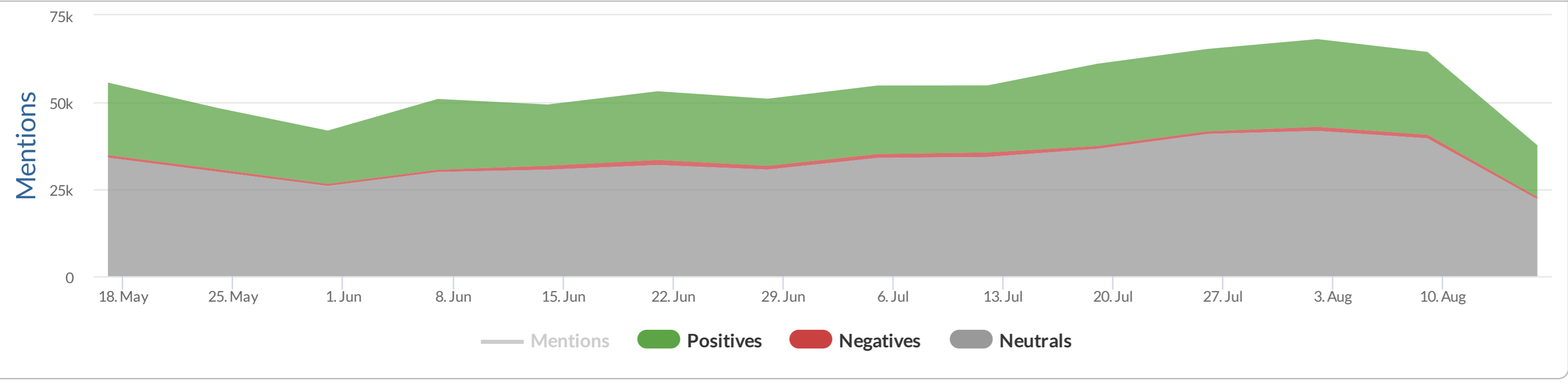
How are social travel conversations pacing over time?



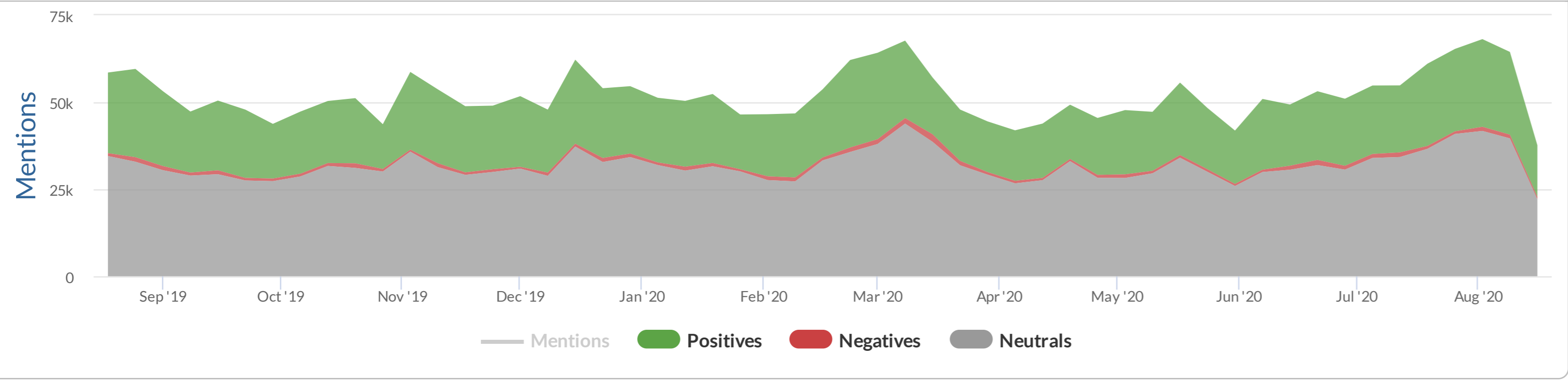
How is travel intent/consideration/booking pacing?



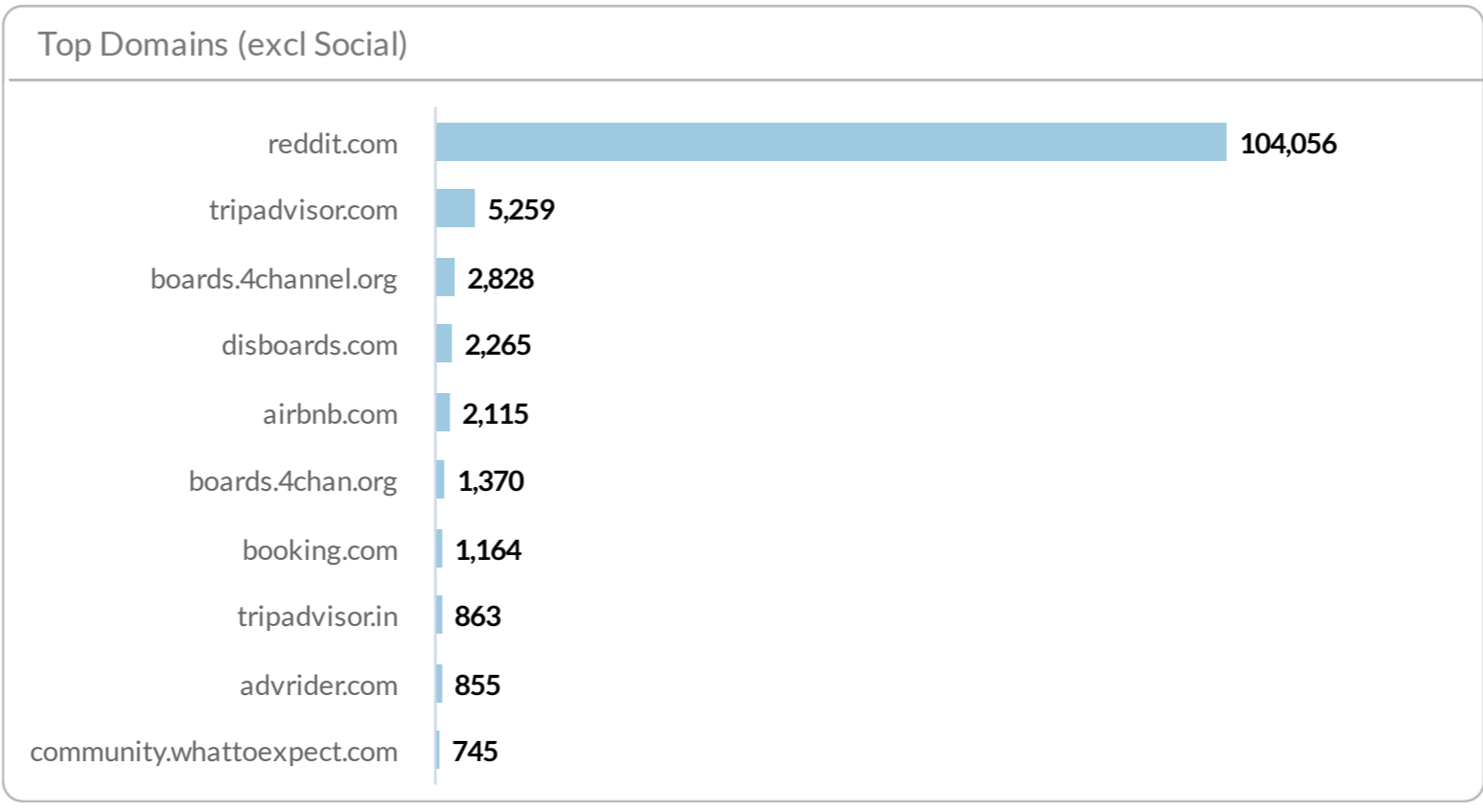
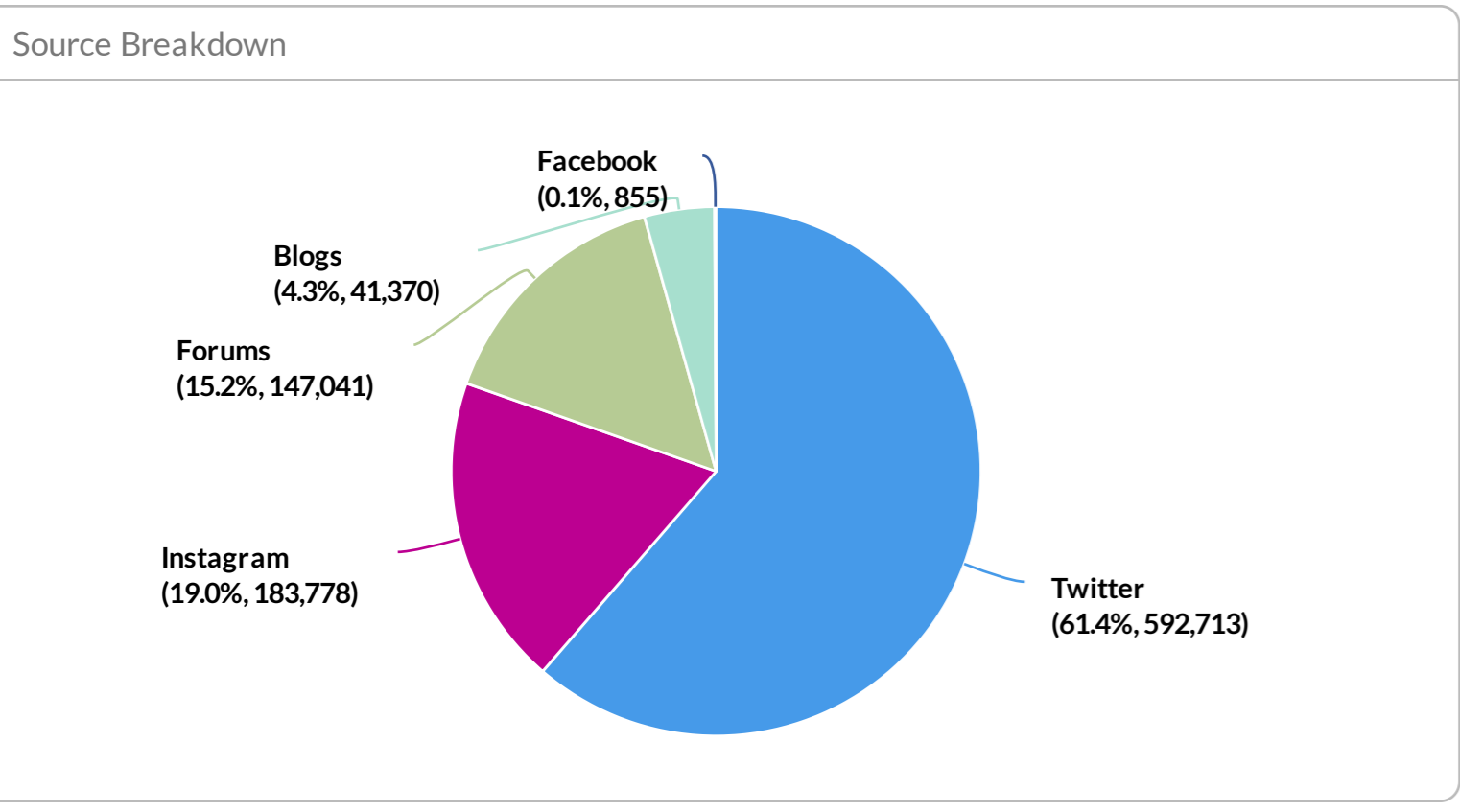
Travel Intent/Consideration & Booking Pacing - Last 3 Months



Travel Intent/Consideration & Booking Pacing - Last Year



Where are people talking about over the past month?



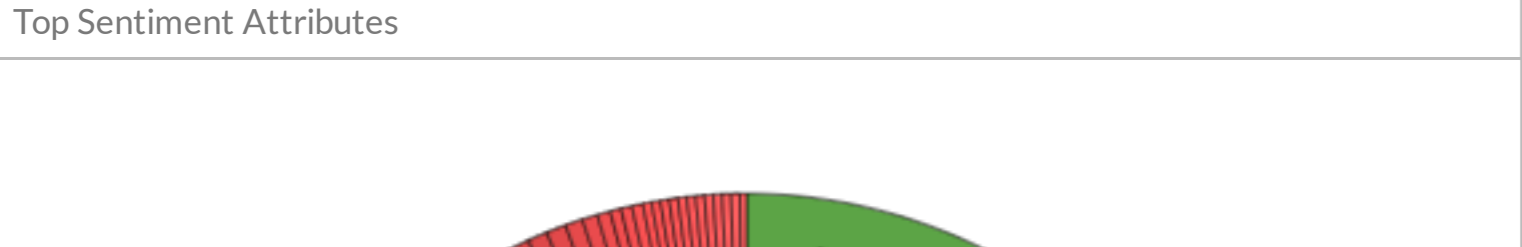
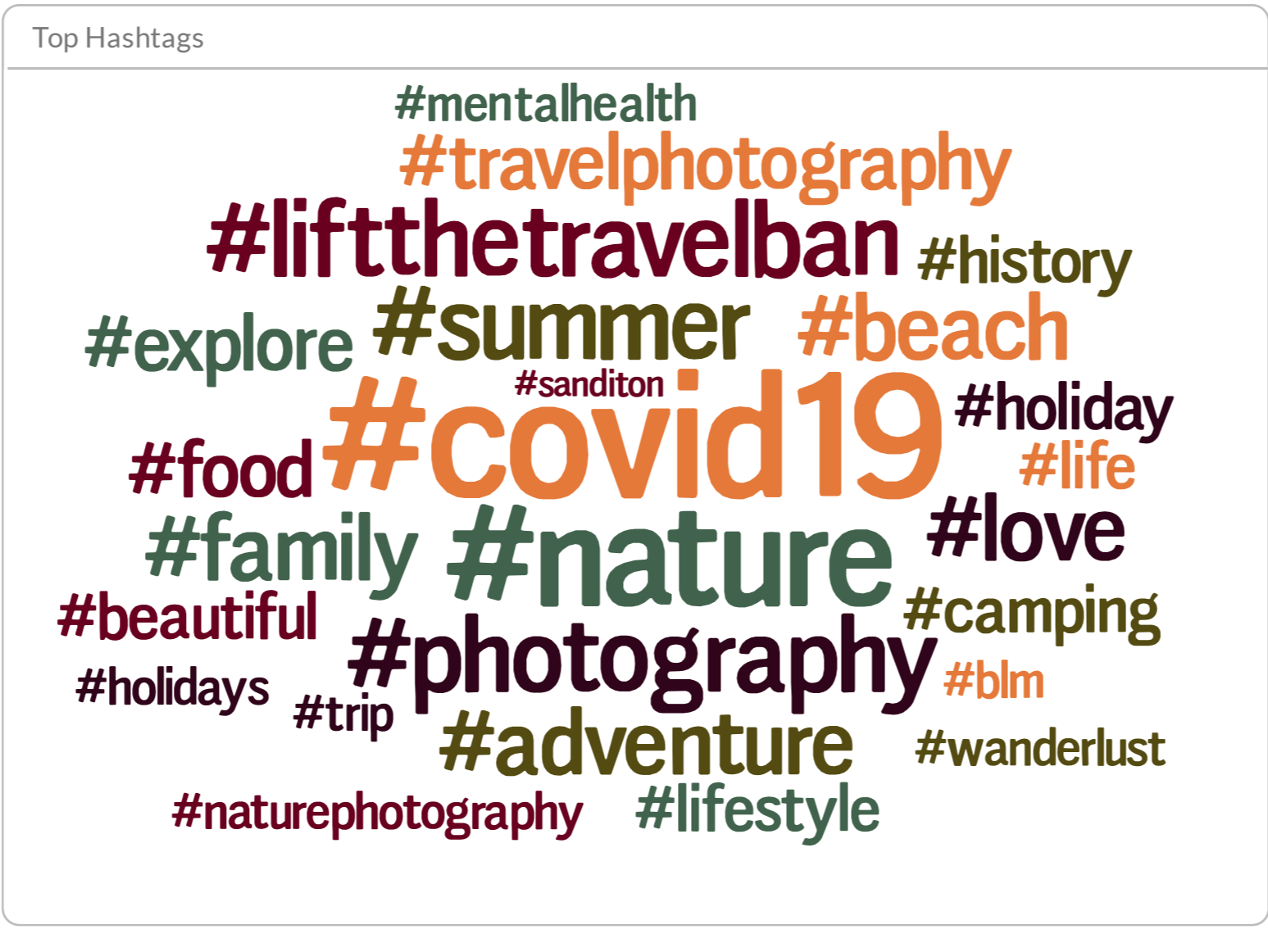
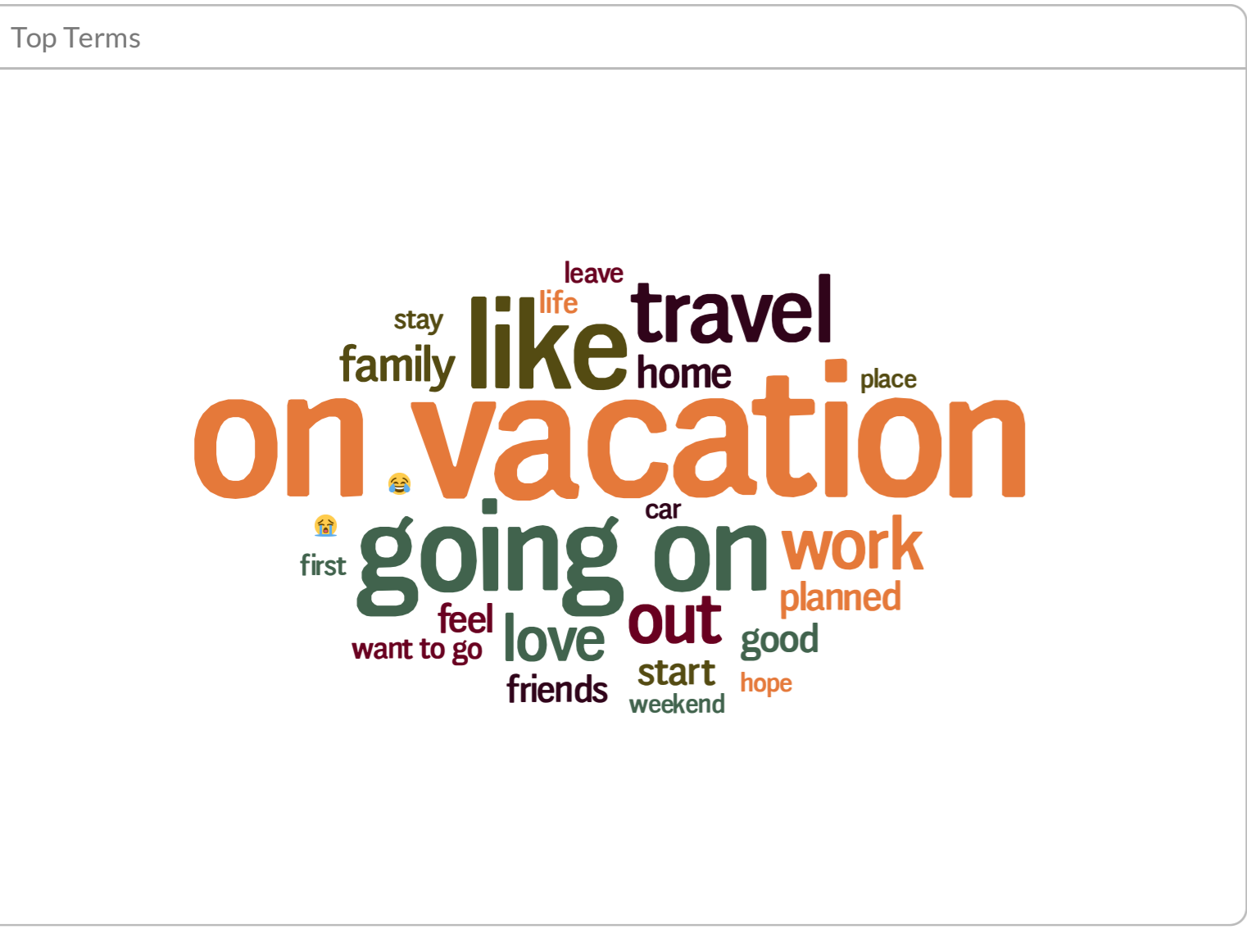
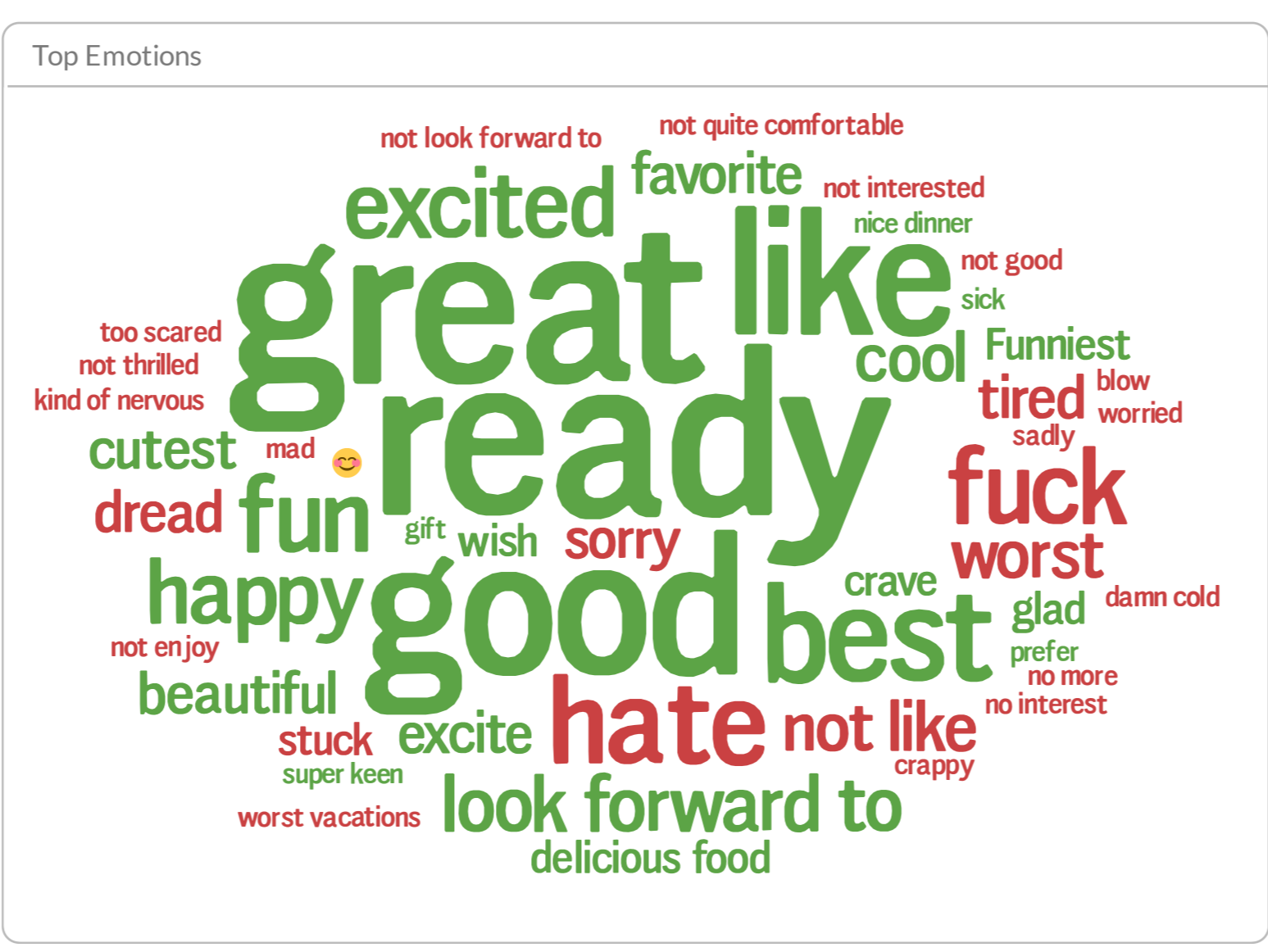
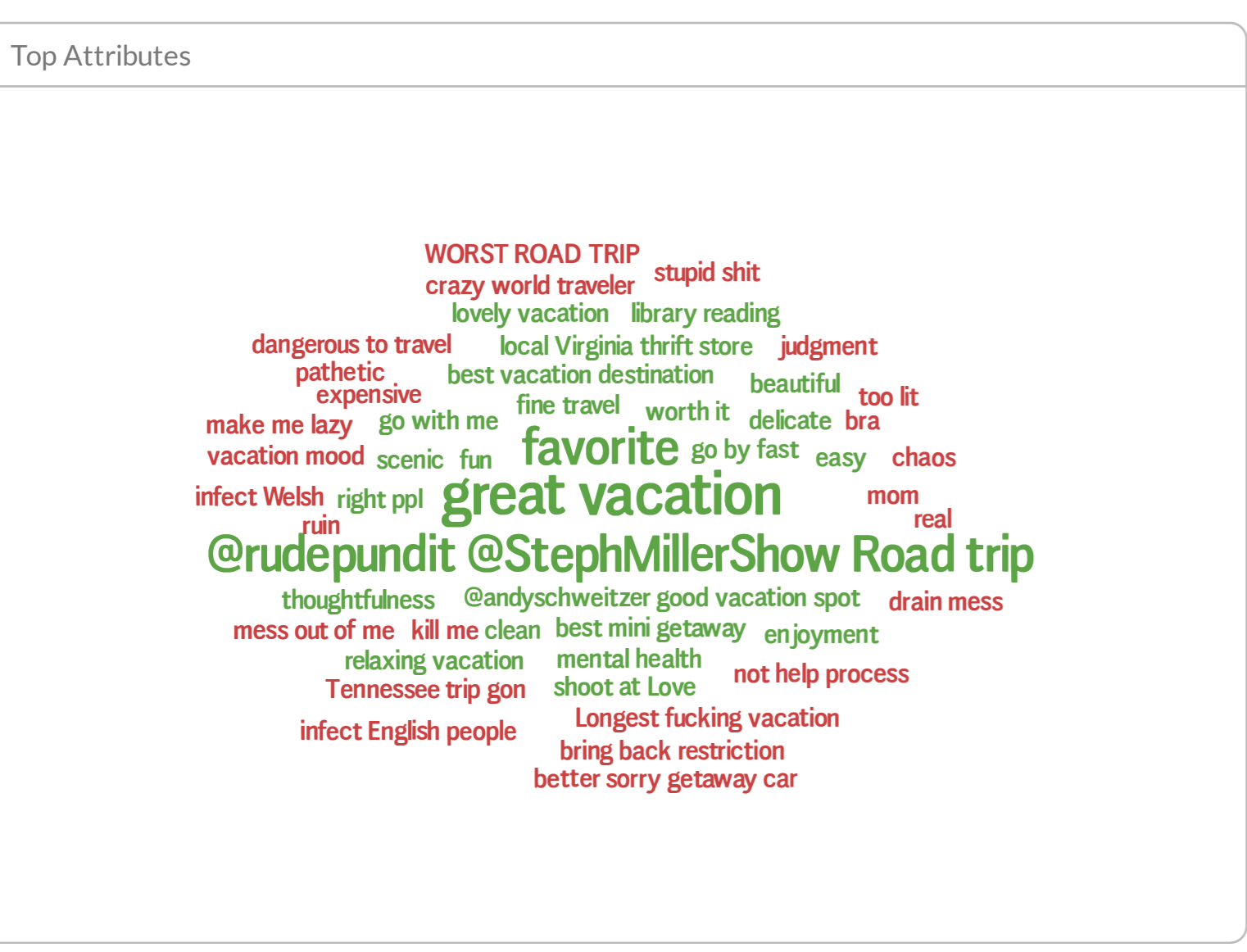
Who is talking the most?

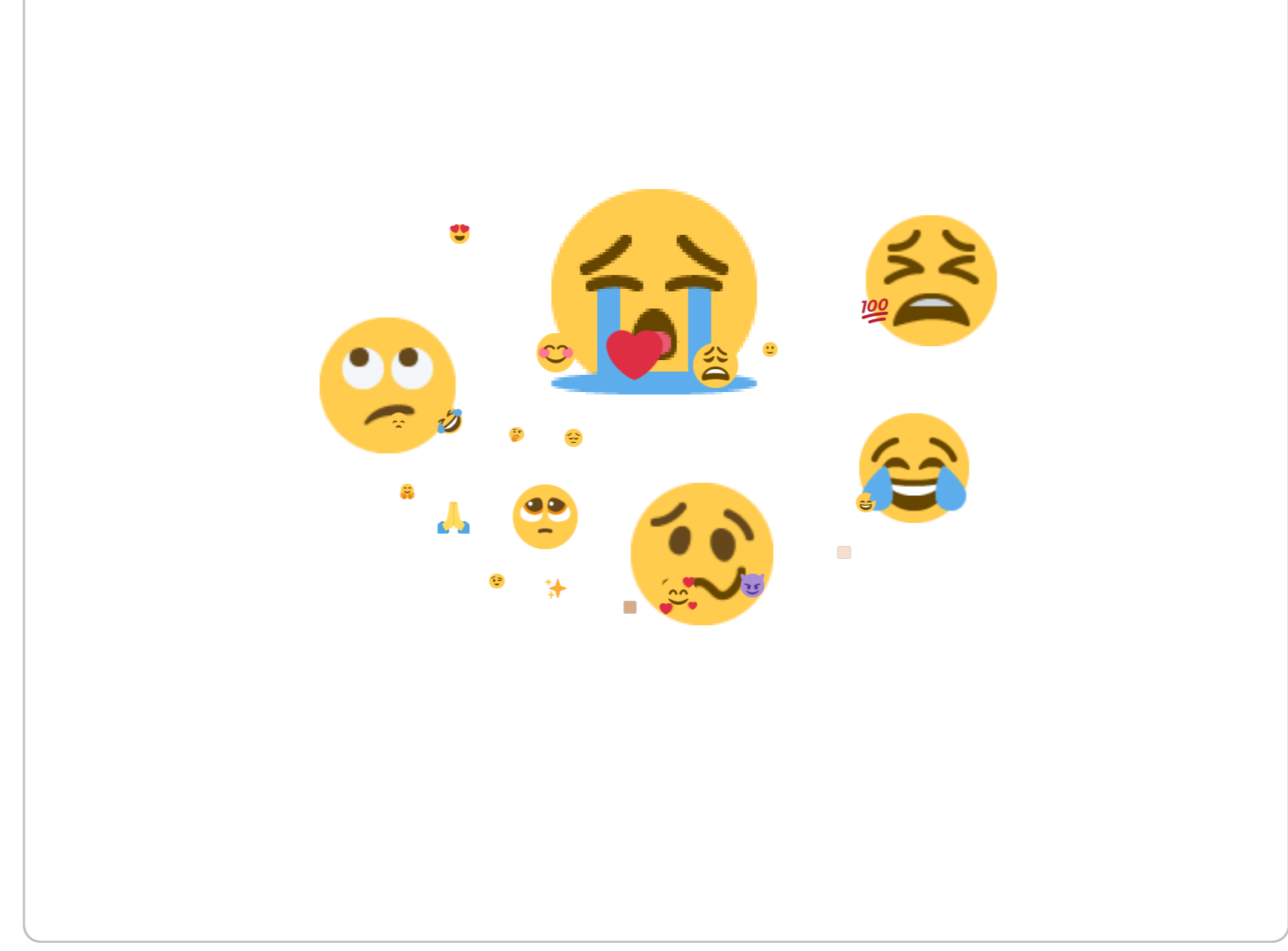
Profile	Mentions	Followers/Visitors	Engagements
Anonymous	2,756		
Anonymous	1,394		
AutoModerator	1,156		
HomerML (@homer_ml)	871	2	
Raymond Merritt (@RaymondMerritt)	475	6,572	

Who is driving the most impressions?

Profile	Mentions	Followers/Visitors	Engagements
CNN (@CNN)	1+	49,317,047	2,217
CNN	7	33,463,935	13,671
CNN International (@cnni)	1+	11,063,619	
Rishi Dastidar	7	10,428,837	
Lonely Planet (@lonelyplanet)	1+	6,298,228	

How are people talking about travel (Past Month)?





Who is talking about travel over the past month?

Gender	Posts	Index vs. Comparison
Female	54%	1.49
Male	46%	0.72

Age	Posts	Index vs. Comparison
25-34	19%	1.13
55-64	16%	0.84
35-44	16%	1.1
18-24	14%	1.19
45-54	13%	0.94
<18	12%	1.16
65+	10%	0.73

What is being shared about travel (Sort by Time/Richness)?

Stream - Sorted by Time/Month (Instagram Only)

- I need a vacation** #vacation #getaway #beachlife 17h @ Unknown Positive
- A few of my faves from back in the day** #worldphotographyday #drawingwithlight #photography #throughthelens #travel #passion #travelphotography #cali #nyc #hereandthere 17h @ Unknown Neutral
- Meet Ary, our fantastic Spa Trainer from Bali.** "I am originally from Singaraja, a port town in northern Bali, which serves as the seat of Buleleng Regency. The name is Indonesian for "Lion King" from Sanskrit singha and raja. I joined Mandara (More...) 17h @ Unknown Positive
- Late June 2020 in AZ.** You are like a loop 🌀 With the end of this epic road trip in sight (~100 miles around Mt. Rainier left to go!) — it's only natural I've been reflecting on the past 2+ months living out of a spaceship car, cozy tent, and (More...) 18h @ Unknown Neutral
- Aruba, Jamaica, oh I want to take ya....** ~Beach Boys 🌴🌊 #mvpmegalamaster #aruba #beachboys #travel #islandlife #island #vacation #vacayvibes #vacay #ineedavacayasap #ineedavacay #ineedavacationasap #ineedavacation #beaches #beachlife #beach (More...) 18h @ Unknown Neutral
- mitla....** #oaxaca #mexico #oaxacamexico #photography #travelphotography #xico #oaxacatravel #oaxacacity #travel #mezcal #trip #oaxacadejuarez #style #igersoaxaca #nature #art #cultura #mitla #tourist #visitmexico #oaxacaphotography (More...) 18h @ Unknown Neutral
- Would I get tired of this if it were my life?** I always wonder that on vacation. Someday I'll have to try it out full-time just to see 🙄👋 Farewell to Taitung today! I'll miss waking up to the sound of the waves, breakfast in the garden, and (More...) 18h @ Unknown Neutral
- This humid weather is making me feel like i** just got off the airplane on vacation & there is no better feeling! 🌞🌧️ 18h @ Unknown Neutral
- By me** #greece #hellenic #ellada #traveler #travelphoto #instatravel #instapic #travelphotography #amateurphotographer #beautifuldestinations #maşallah #güzel #beautiful #colors #view #Boanoite #iyigeceler #evening #kalispera (More...) 18h @ Unknown Neutral

Stream - Sorted by Random/3 Months (Instagram Only)

- Adare Manor - At Your Service** #golfer May 29 @ Unknown Neutral
- Back to one of my fav spots in the UK** #besttravelpics #travelpassion #wanderlust #travelinspiration #instapassport #travel #ilovetravel #instatravel #travelbook #travelgram #travelblogger #bestplacestogo #aroundtheworld (More...) Jun 14 @ Unknown Neutral
- Mr. Clean** #Instagram #Mexico Jul 31 @ Unknown Neutral
- Salzburg, Austria.** #salzburg #austria #österreich #weekendoff #weekend #weekendaway #afterlockdown #travel #vacancy #bluesky #sunny #sunnyday #summer #mountains #sightseeing #peace #happy life #happyme Jun 5 @ Unknown Neutral
- Travel I Marrakech, Morocco** is simply magical, and filled with so many hidden gems ❤️❤️ #Marrakech #Morocco #Travel #Africa #TravelAfrica #blacktravel #TalkingDrums #TalkingDrumsTravel Aug 15 @ Unknown Neutral
- When I think about why I joined my girl** on this crazy health journey that is more about happiness, I realize how grateful I am she shared her journey with me. 🥰 I don't want to be a skinny minnie. I don't want to eat salad every day all day. (More...) Aug 16 @ Unknown Positive
- A last min holiday my friend and I** booked in Nov 2018. •• First stop was a quaint café, where we planned out our long weekend, which consisted of exploring food, drink & culture. •• I like to think I haven't before, but I'll be sure never (More...) May 21 @ Unknown Neutral
- Love my chicas** #trip #beach #issavibe May 22 @ Unknown Neutral
- #travel #citiesofinstagram Aug 19 @ Unknown Neutral

I love the beach 🏖️... #travelingram 18h @
 #mytravelgram #traveling #travelgram
 #instatraveling #igtravel #fun #holiday #travelling
 #visiting #instago #TFLers #tourist #instatravel
 #instagood #tourism #trip #travel #vacation

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Unknown
 Positive
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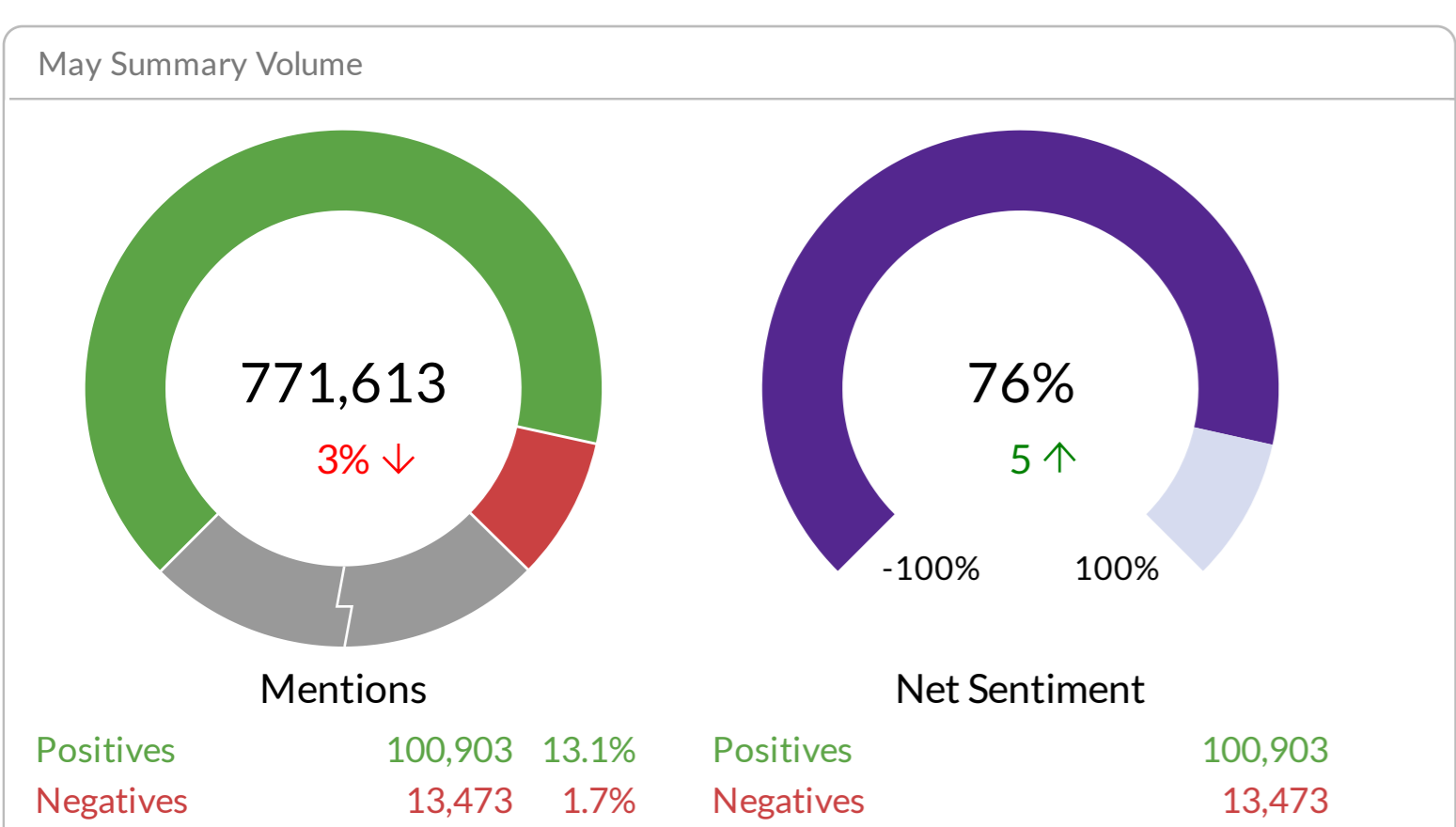
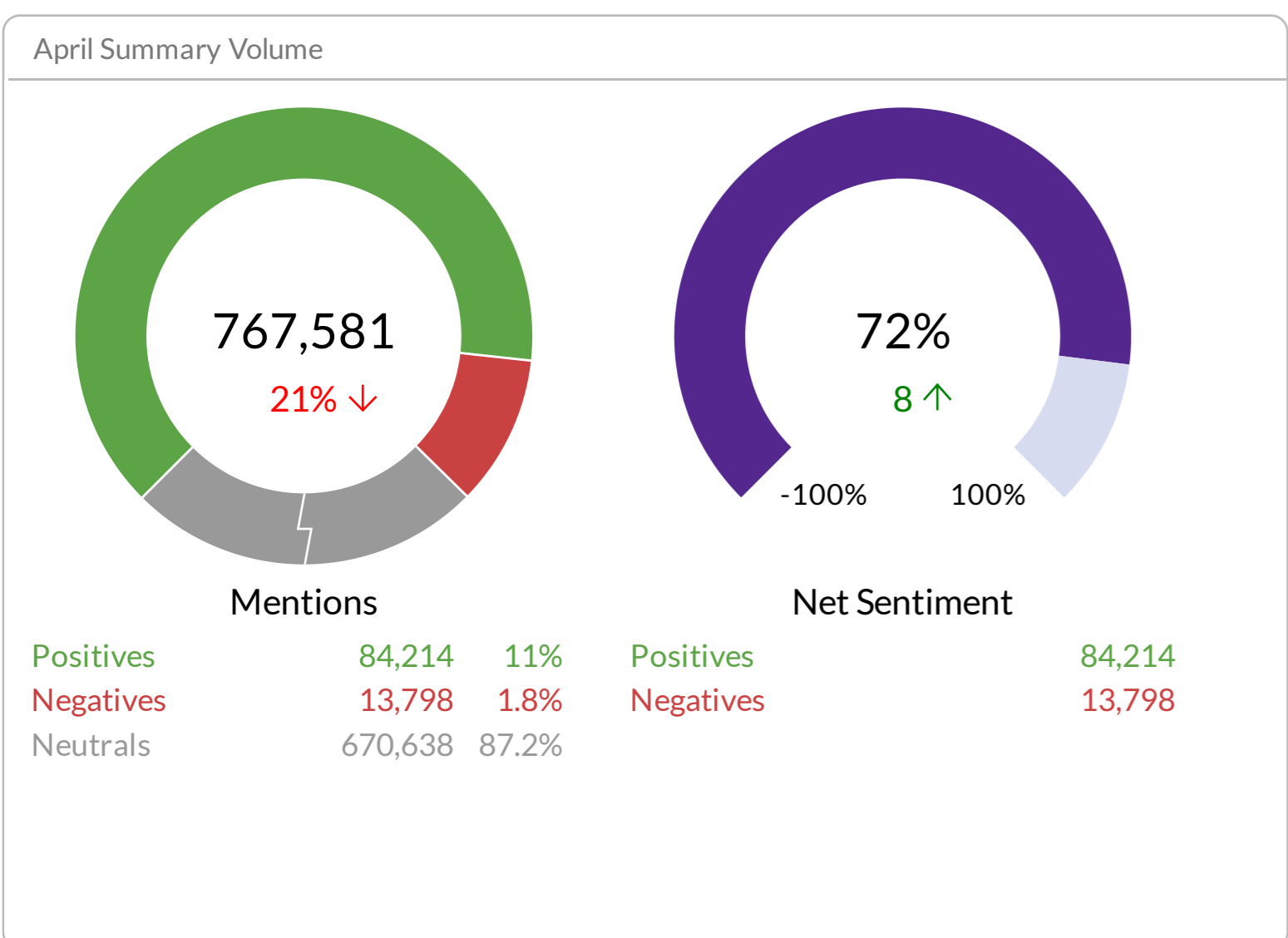
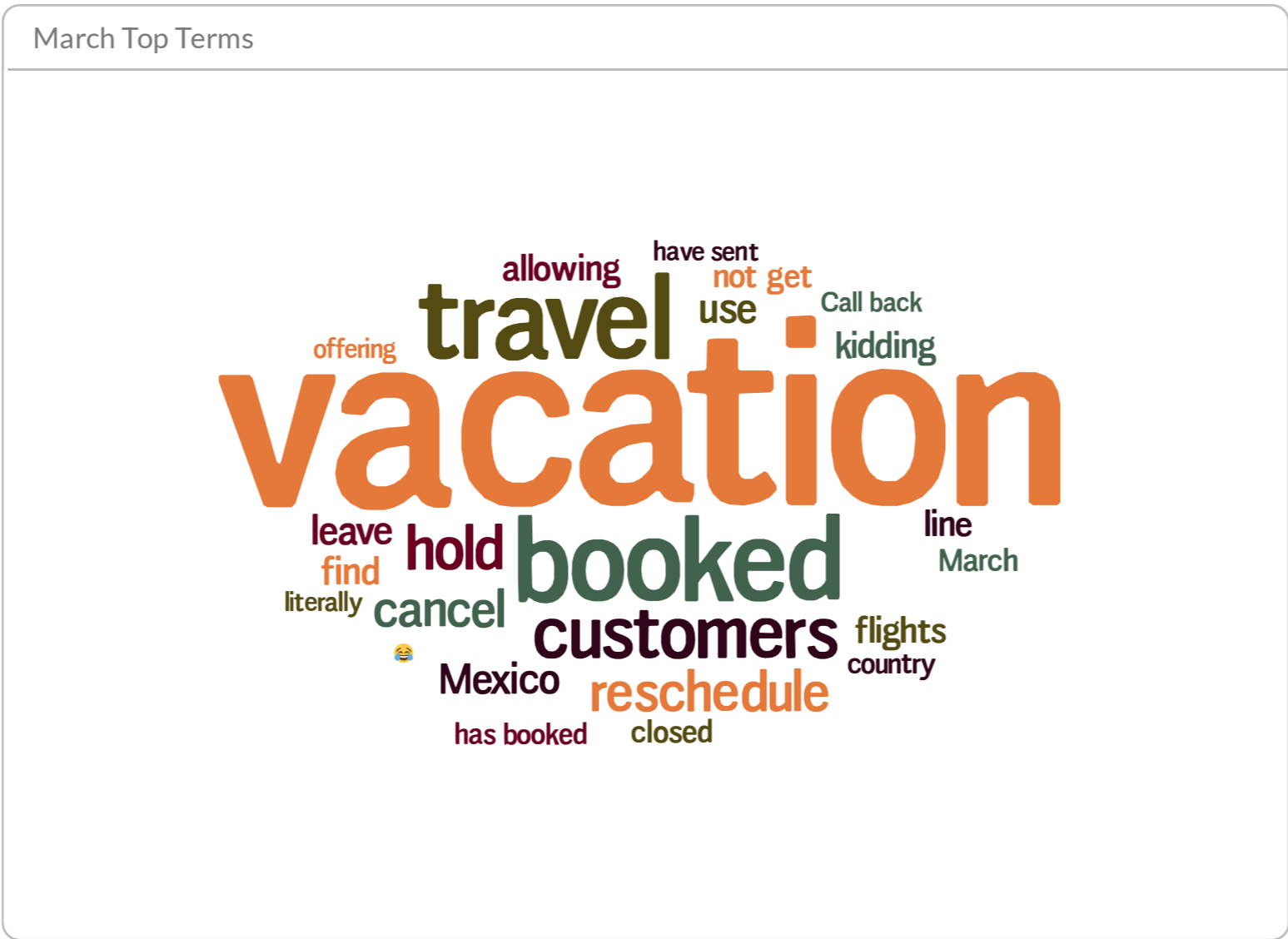
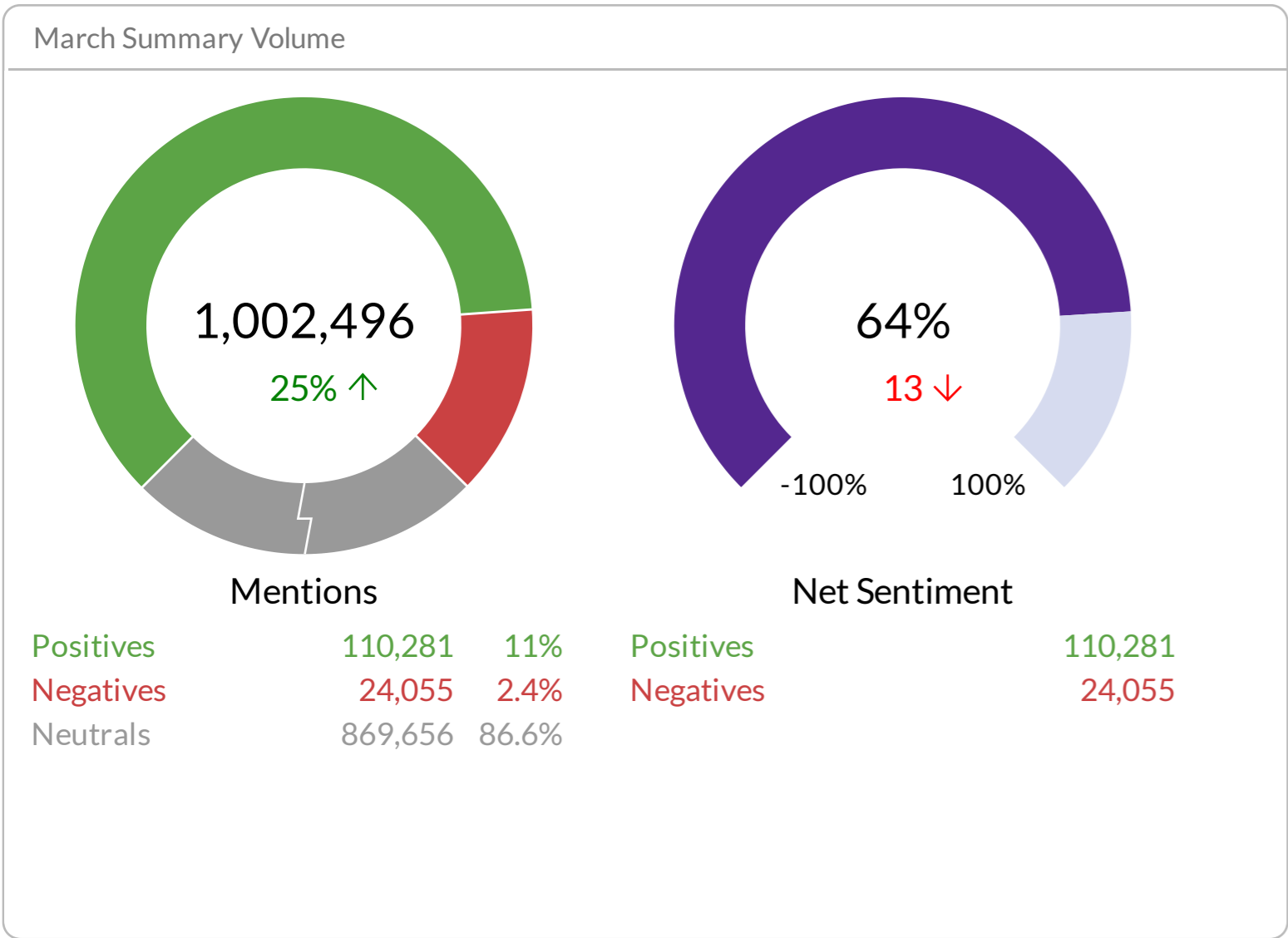
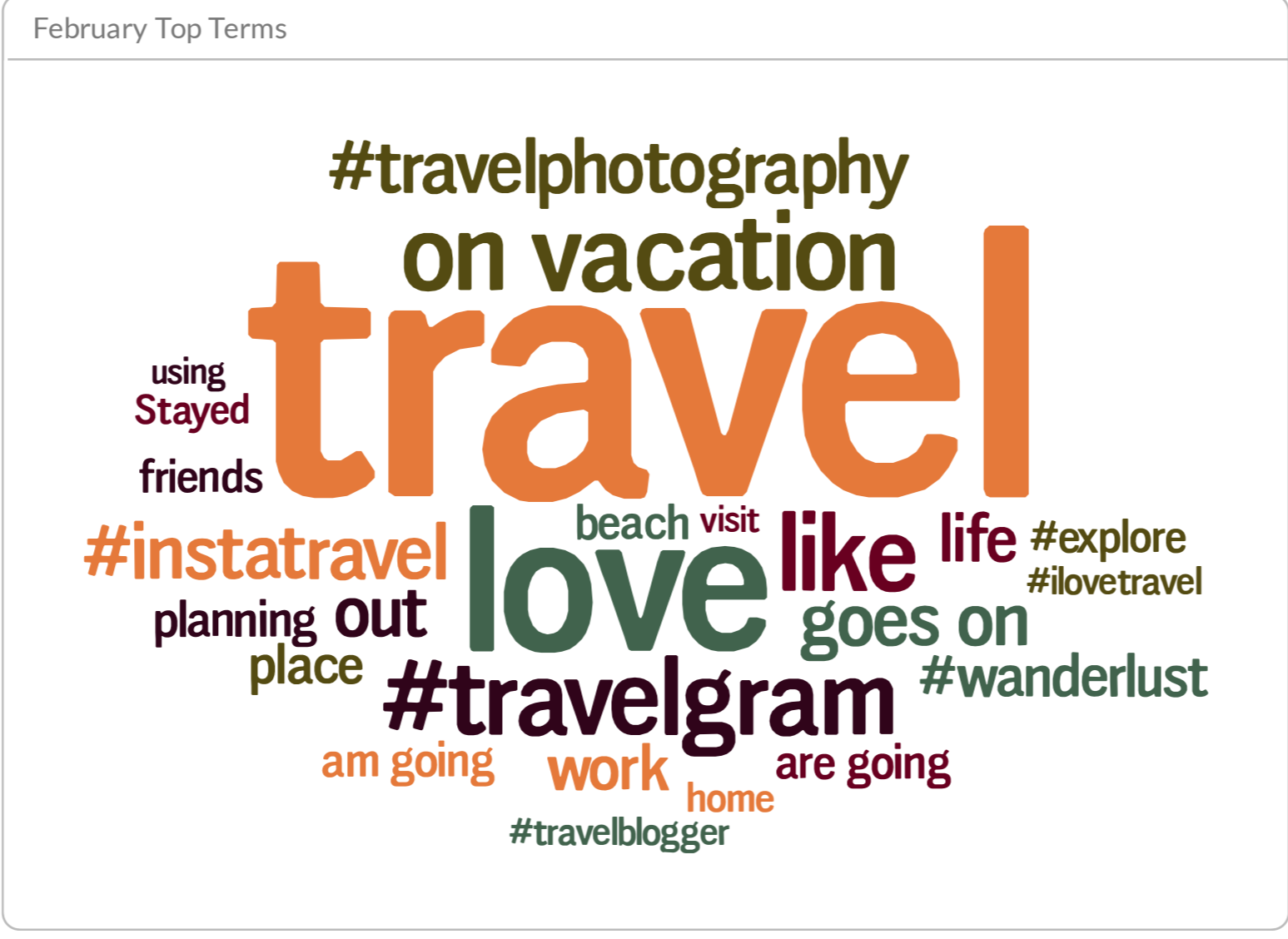
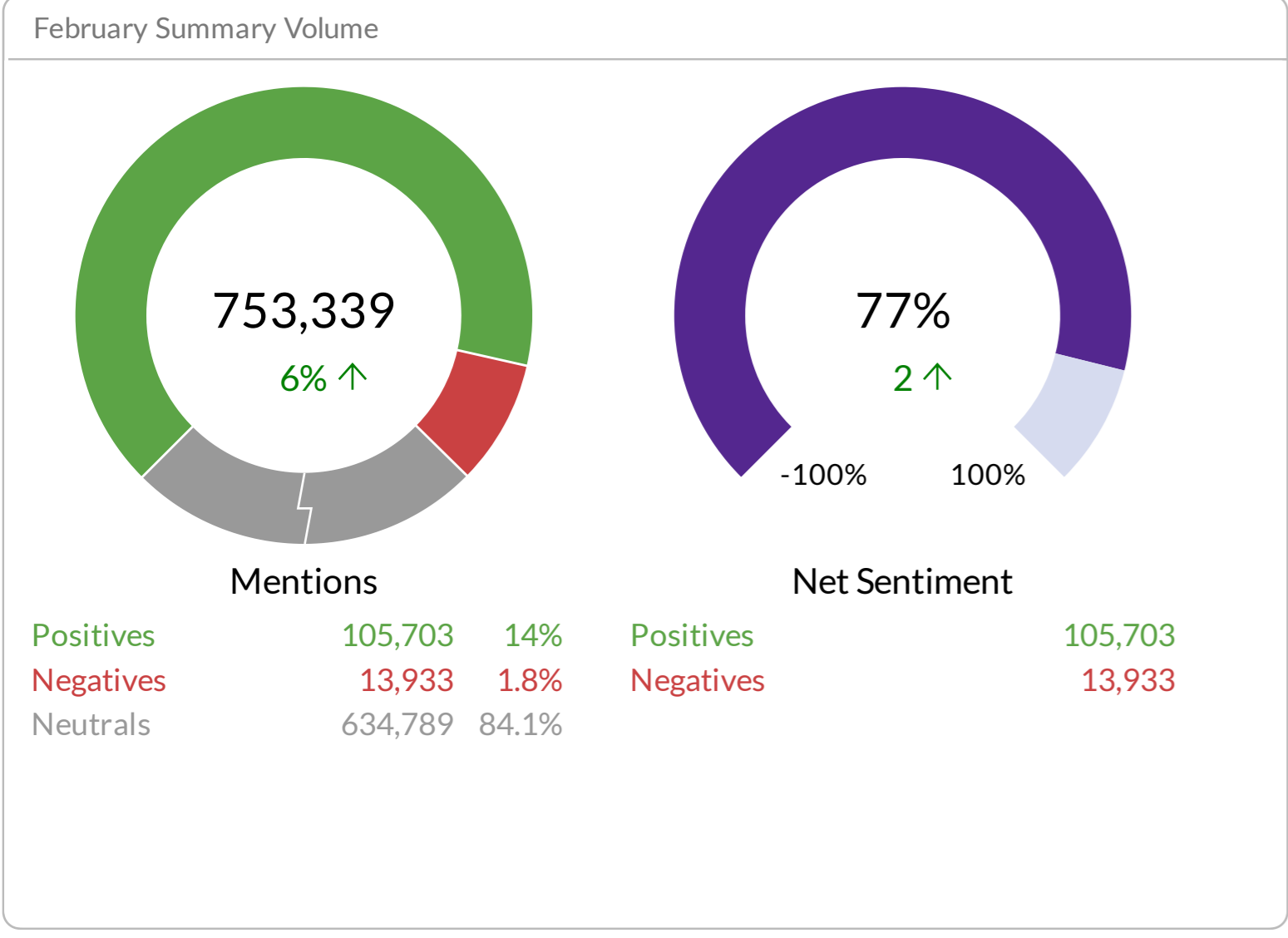
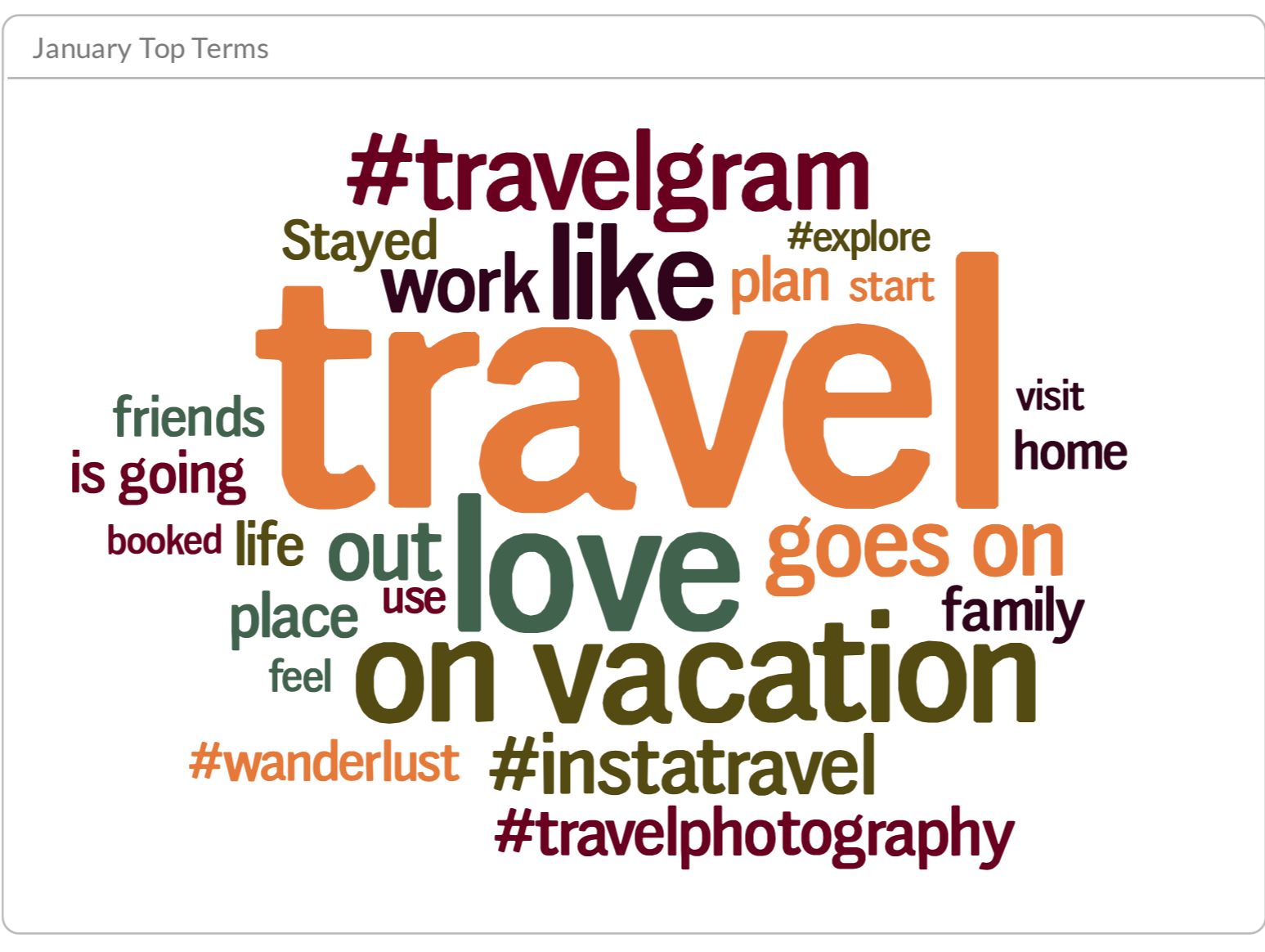
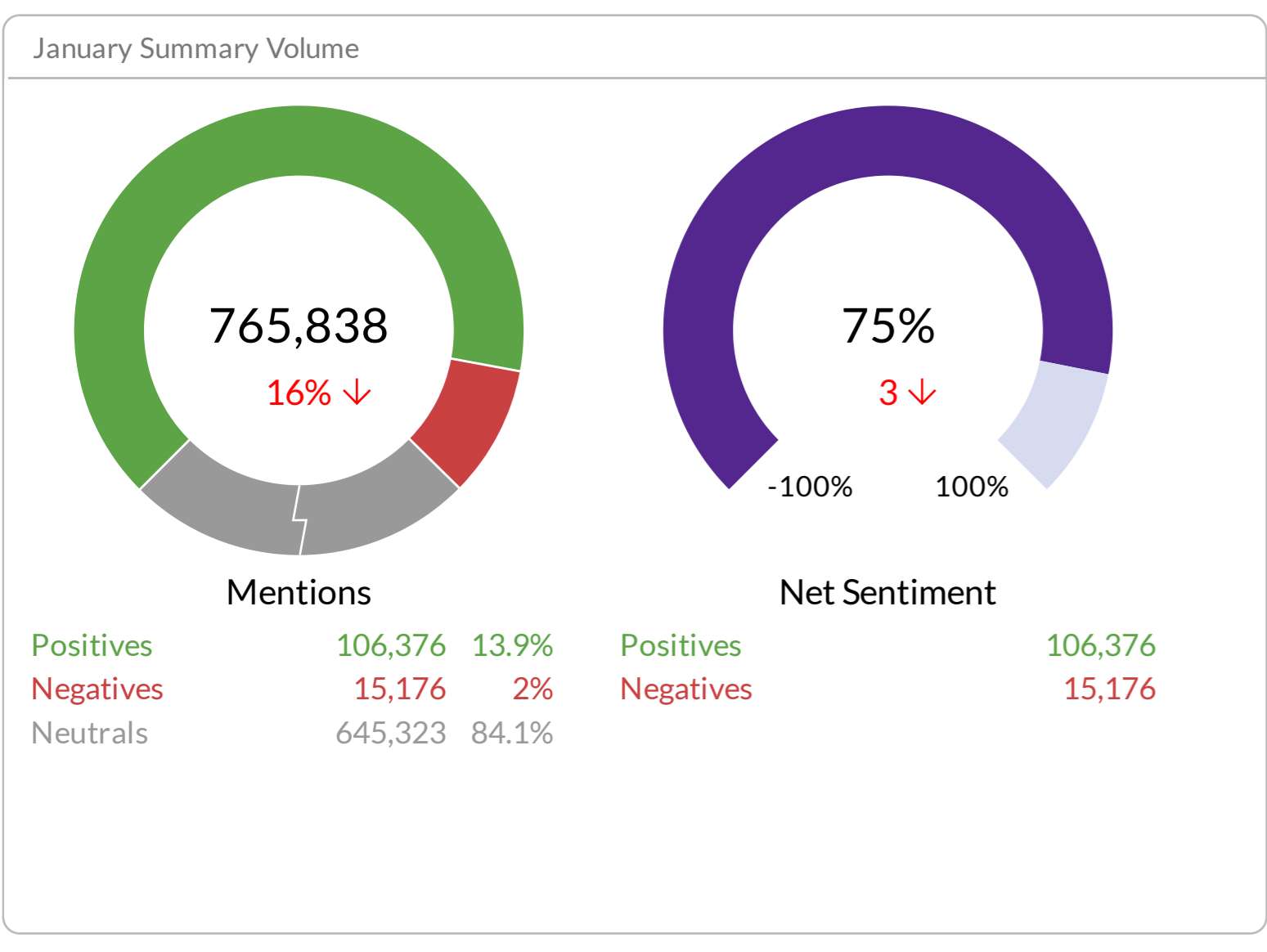
In the street in Trinidad Cuba. #cuba 🇨🇺 Jun 7 @
 #trinidadcuba #streetlife #beautifulbeaches
 #cubanlife #doors #cubansdelmundo
 #cubanclassiccars #cubanosporelmundo
 #cubagallery #cubatavel #photography #travel
 #travelholic #travelpics #travelslife (More...)

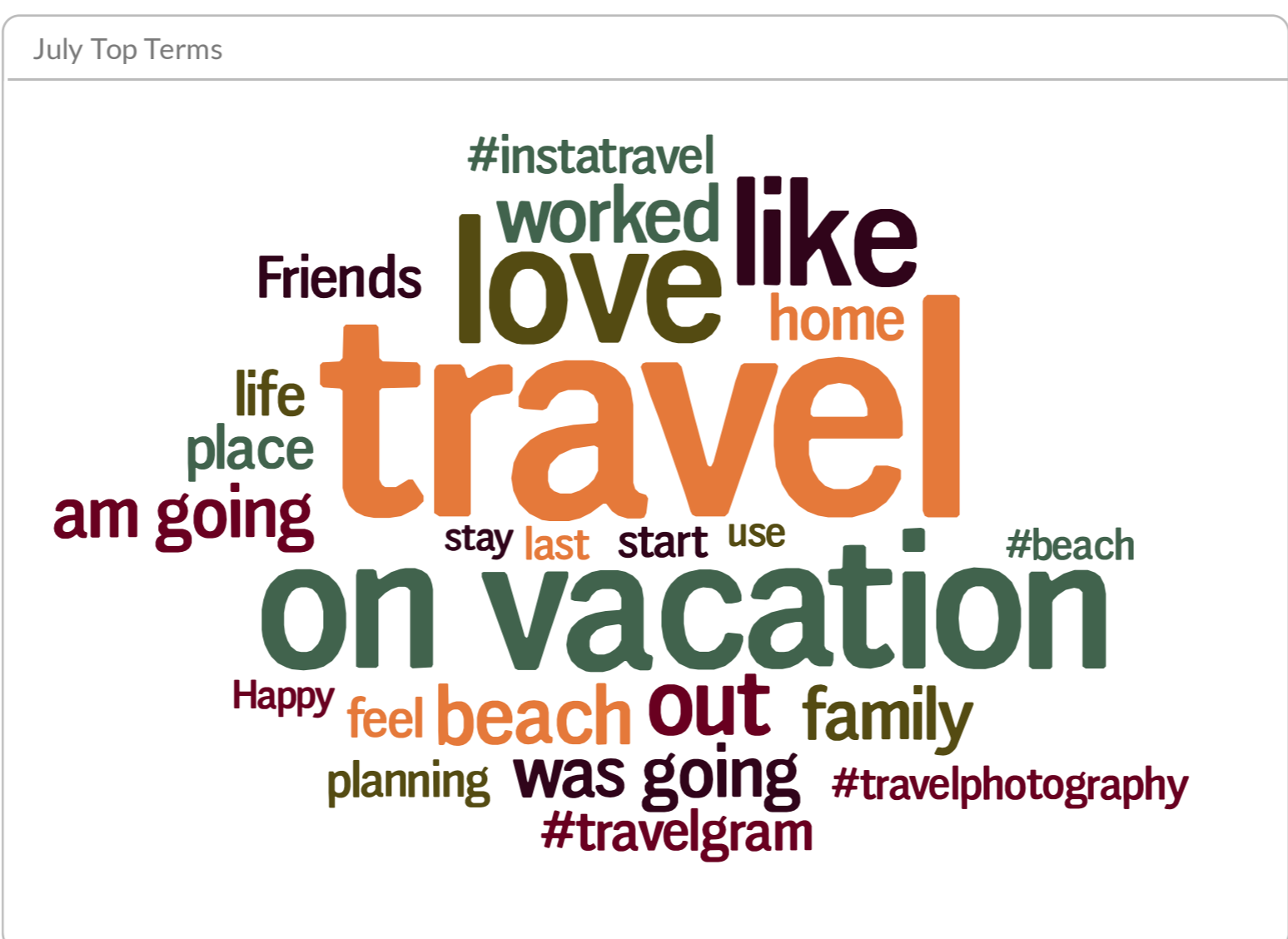
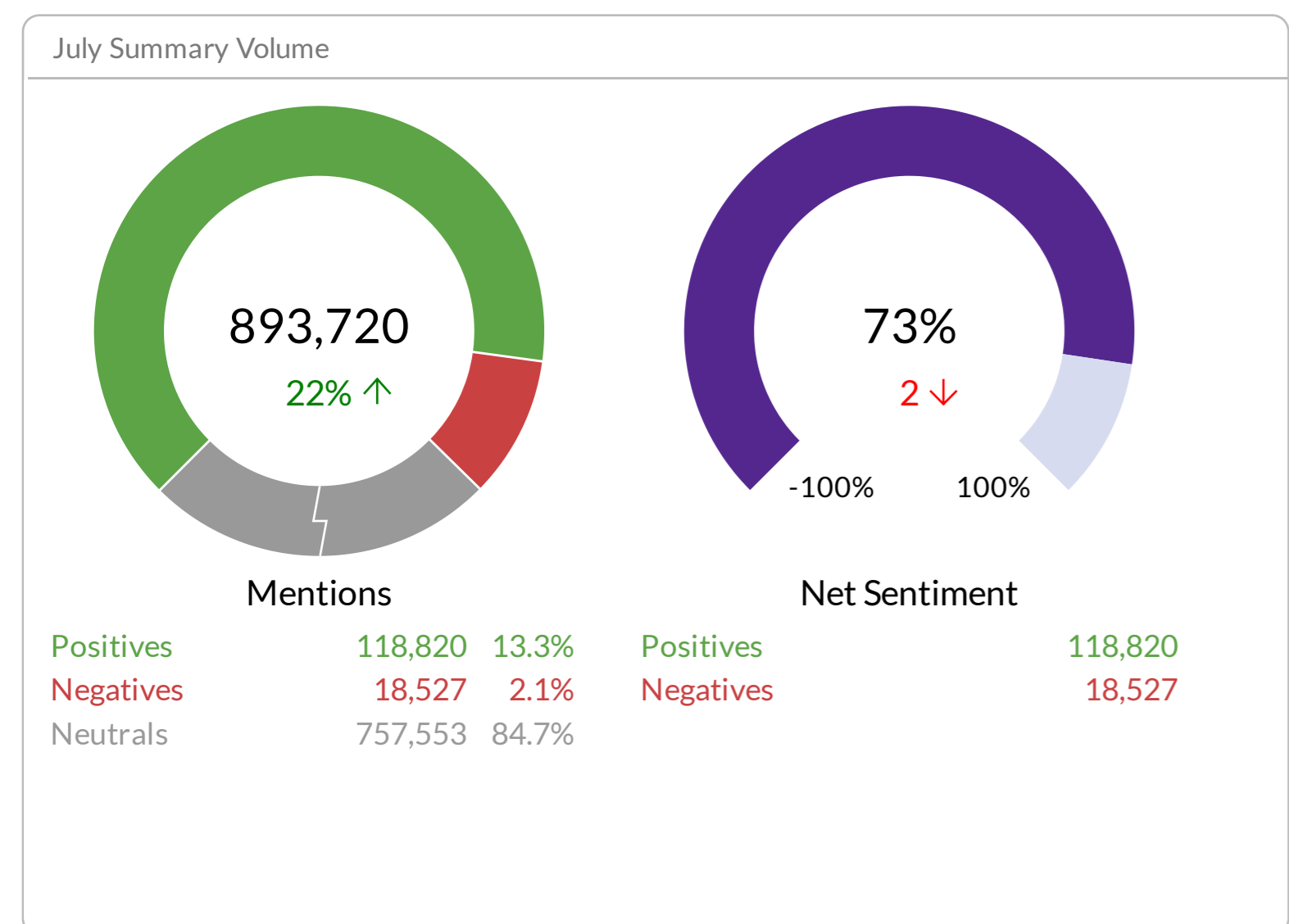
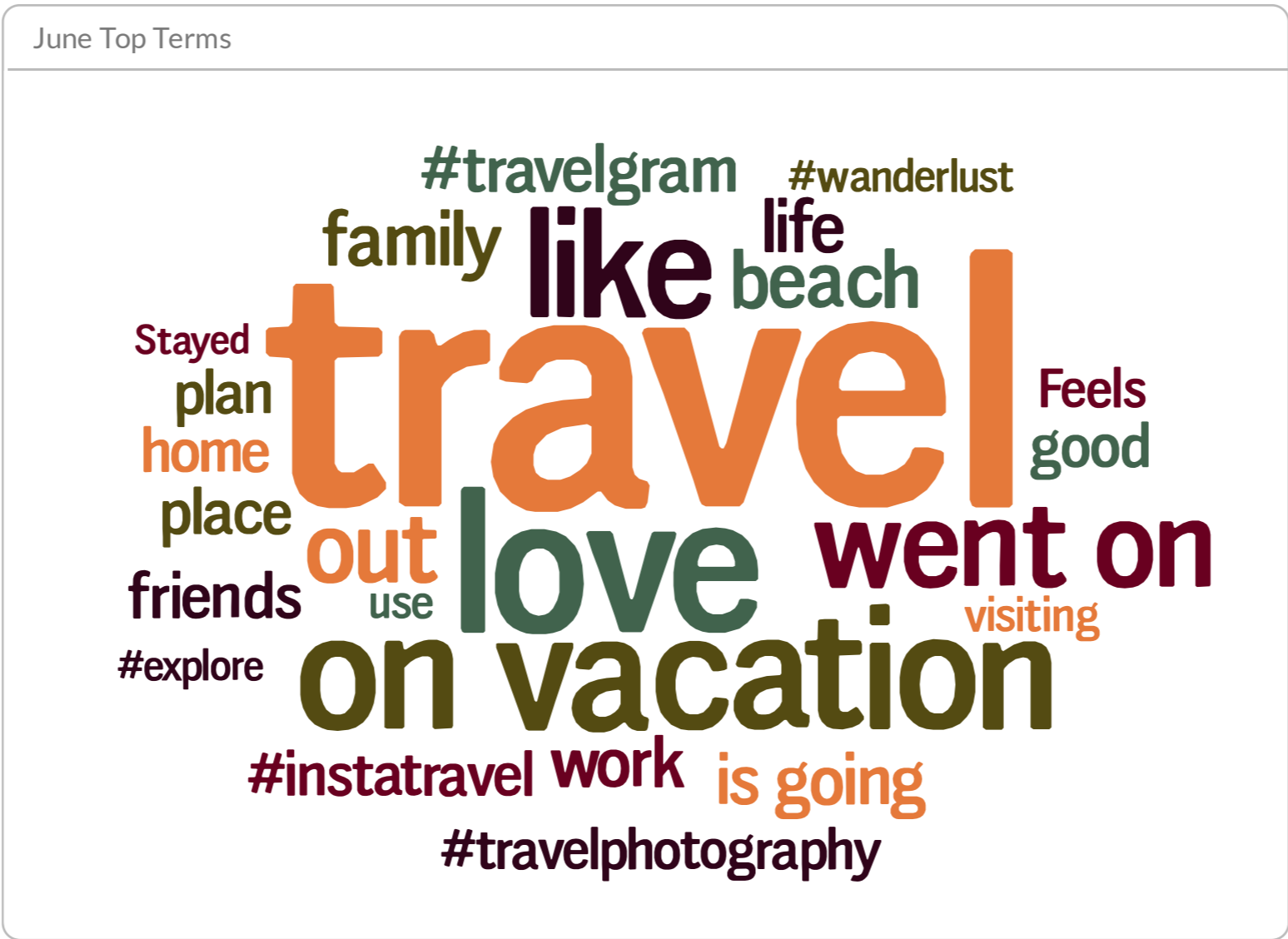
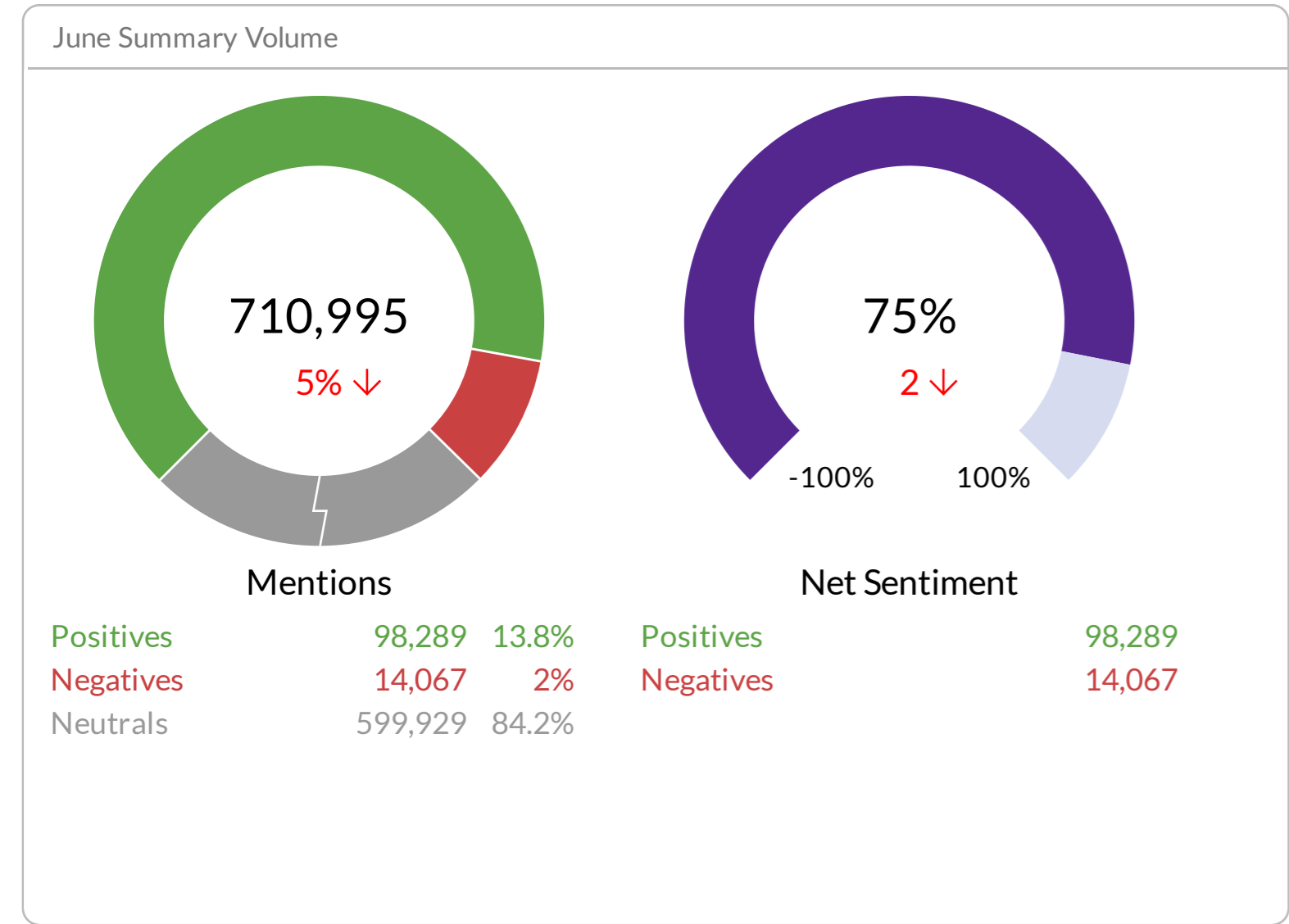
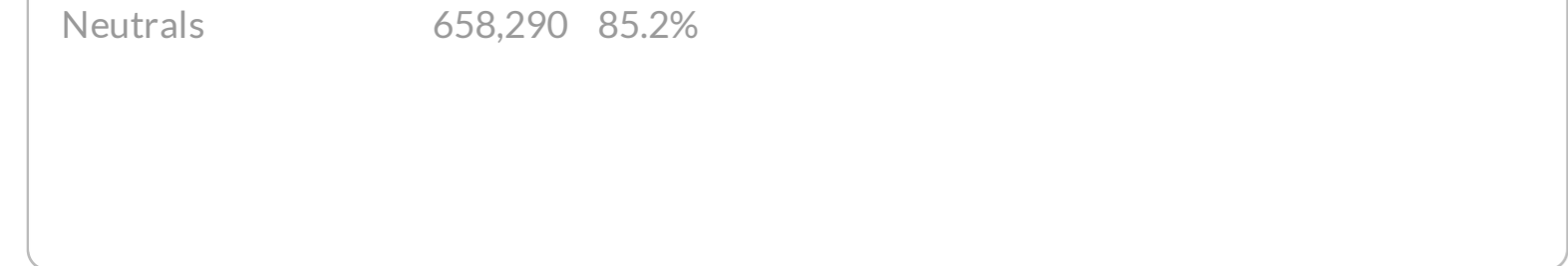
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 Neutral
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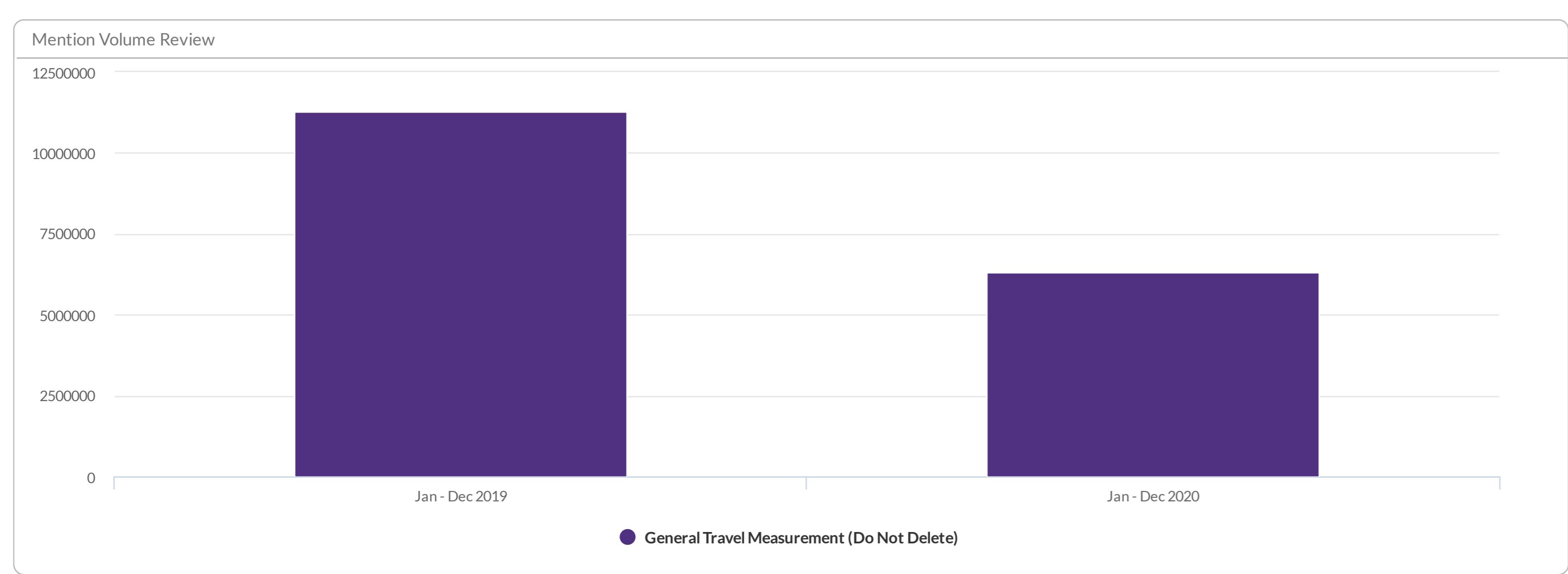
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2020 Review by Month





2019 / 2020 Year-Over-Year Comparision



2019 Summary Performance Review

