

YouGov launches new daily destination tracker in multiple markets

- **New tool will track public opinion on 120 destinations across 25 key markets – daily**
- **Each destination tracked against 16 separate metrics**
- **Tool will provide marketers with daily insights into public’s perceptions of their destination, as well as their competitors**
- **YouGov DestinationIndex already providing insights into post-lockdown tourist habits**

A new tool tracking public opinion of 120 destinations across 25 key markets – daily - has been launched by global research and data analytics company YouGov today.

YouGov DestinationIndex will provide marketers in the tourism industry with a traveler’s-eye view of the world’s most popular tourist spots, as well as measuring the factors which contribute to their success.

The tool will allow marketers to see rankings of destinations against each metric, as well as track the fortunes of places, on a daily basis (see samples below).

YouGov DestinationIndex can be used to:

- Rank a destination’s status of prestige, quality and value
- Learn how perceptions are affected by global and local events
- Explore target audience preferences
- Support strategy development to ensure messaging hits the spot
- Evaluate and adjust specific marketing campaigns
- Track long-term visitor trends
- Profile travelers by destination
- Measure the economic impact and forecast future expenditures for destinations and more...

Data can be filtered to see the views of thousands of different audience segments – with profiles including domestic or international travelers, those with an airline, hotel or airport preference or those most likely to travel this year - all viewed as a snapshot or tracked over time.

Metrics cover the full purchase funnel for tourism and range from awareness of a destination, through perceptions of quality, value, impression and more, right through to intent to visit.

Stephan Shakespeare, Founder and CEO of YouGov, believes that YouGov DestinationIndex will give tourism marketers a welcome boost after a difficult period.

“Tourism has taken a battering. We can help by putting daily data in the hands of marketers as the industry tries to bounce back.”

Sample data

The table below shows the current top five destinations for Brits and Americans, as per our Travel Intent metric (“When you are next in the market to plan a holiday, which destination are you most likely to visit”). Spain has recently taken over at the top of the UK ranking, while intent to travel to Florida has fallen by 25% in the past week.

YouGov DestinationIndex

Top 5 destinations for Brits and Americans

| Rank | UK | | US | |
|------|--------------------------|--------------|-------------|--------------|
| | Destination | % population | Destination | % population |
| 1 | United Kingdom | 19 | Florida | 17 |
| 2 | Spain | 15 | California | 9 |
| 3 | France | 8 | New York | 6 |
| 4 | Italy | 7 | Canada | 6 |
| 5 | United States of America | 6 | Mexico | 4 |

Source: DestinationIndex 30 June 2020

YouGov DestinationIndex

Notes to editors:

About YouGov

YouGov is an international research and data analytics company.

Our mission is to supply a continuous stream of accurate data and insight into what the world thinks, so that companies, governments and institutions can better serve the people and communities that sustain them. We are driven by a set of shared values.

We are fast, fearless and innovative. We work diligently to get it right. We are guided by accuracy, ethics and proven methodologies. We trust each other and bring these values into everything that we do.

Each day, our highly engaged proprietary global panel of over 8 million people provides us with thousands of data points on consumer opinions, attitudes and behaviour. We combine this continuous stream of data with our research expertise to provide insights that enable intelligent decision-making and informed conversations.

Our integrated suite of products, services and tools operates as a systematic platform serving YouGov data and intelligence for all stages of the marketing workflow.

With operations in the UK, North America, Mainland Europe, the Nordics, the Middle East and Asia Pacific, YouGov has one of the world’s largest research networks.

YouGov

The Best Panel

The Best Data

The Best Tools

For further information visit <https://yougov.co.uk/solutions/sectors/destinationindex>



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Markets covered by YouGov DestinationIndex - United States, China, Indonesia, Malaysia, Thailand, United Kingdom, AUE, Saudi Arabia, Australia, Egypt, India, Japan, Mexico, Canada, Denmark, Finland, France, Sweden, Brazil, Norway, Philippines, Italy, Germany, Spain and Switzerland