Coronavirus & Travel Sentiment Analysis
Visit Florida

March 27th, 2020 - March 31st, 2020
### Key Insights
March 27th, 2020 - March 31st, 2020
Based on Organic Twitter Conversation

<table>
<thead>
<tr>
<th></th>
<th>Positive</th>
<th>Negative</th>
<th>Neutral</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>US and Travel</strong></td>
<td>12%</td>
<td>32%</td>
<td>56%</td>
</tr>
<tr>
<td><strong>US, Travel, and cancellations</strong></td>
<td>0%</td>
<td>22%</td>
<td>78%</td>
</tr>
<tr>
<td><strong>Florida and Travel</strong></td>
<td>19%</td>
<td>26%</td>
<td>55%</td>
</tr>
</tbody>
</table>

Florida State Government continues to take criticism
- *Citizens are upset* at the lack of effort to control the spread of COVID-19 in Florida
- *Floridians are also vocal* about the *pending arrival of the cruise ship Holland America*, Many oppose the possible arrival of the ship which has COVID-19 cases aboard. Four passengers have reportedly passed away on-board.

New Yorkers traveling to Florida continue to spark conversation
- *President Trump mentioned* a *potential quarantine* of New York, New Jersey, and Connecticut to prevent people from the area from traveling to Florida.
- *News broke about* hospital leaders from Mount Sinai Health System in New York who have been “holed up in Florida vacation homes,” sparking outrage.
Coronavirus and US Travel
March 27th, 2020 - March 31st, 2020
See full tweet analysis here

9.3K
Total Tweets (278K since 2.6)

1,914
Original Tweets (excluding retweets)

270
Verified Tweets

281M
Impressions

Definitions:
Total Tweets: See appendix for search string.
Verified Tweets: Mentions from users who have a blue check next to their username (may include celebrities/influencers, press, or news outlets)
Conversation Drivers
March 27th, 2020 - March 31st, 2020
Based on Organic Twitter Conversation
See full sentiment analysis here

Twitter Conversation Sentiment Analysis

- Positive: 12%
- Neutral: 56%
- Negative: 32%
Coronavirus, US Travel, and cancellations
March 27th, 2020 - March 31st, 2020
See full tweet analysis here

- **18** Total Tweets (4,303 since 2.6)
- **3** Original Tweets (excluding retweets)
- **0** Verified Tweets
- **76.6K** Impressions

**Definitions:**
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Conversation Drivers
March 27th, 2020 - March 31st, 2020
*Based on Organic Twitter Conversation*
See full sentiment analysis here

Twitter Conversation Sentiment Analysis

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<tr>
<th>POSITIVE</th>
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<td>0%</td>
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USA has become the next epicenter of corona virus. Pakistan should cancel all flights from US and should issue travel advisory for its citizens to not to travel there. Pak should also not allow Trump Administration people to enter in Pakistan.

#CoronaVirusPakistan
Coronavirus and Florida Travel
March 27th, 2020 - March 31st, 2020
See full tweet analysis here

19.3K Total Tweets (167K since 2.6)
431 Original Tweets (excluding retweets)
215 Verified Tweets
192M Impressions

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Twitter Conversation Sentiment Analysis

19%  55%  26%

Trump just said he is considering “ordering” a two-week “enforceable quarantine” of NY, NJ and CT to “restrict travel” from those states “because they are having problems down in Florida with New Yorkers going down & we don’t want that.” Folks, you can’t make this stuff up.
Appendix

US Travel Search String:

(coronavirus OR #coronavirus OR #covid19 OR COVID-19 OR "infection control" OR corona OR "corona virus" OR Wuhan OR 2019-nCov OR pandemic OR quarantine OR "world health organization") (travel OR "travelling to" OR "travelling from" OR flying OR "fly to" OR "fly from" OR fly OR vacation) ("united states" OR "to the US" OR "to the U.S." OR usa OR "of america")

US Travel Cancellations Search String:

(coronavirus OR #coronavirus OR #covid19 OR COVID-19 OR "infection control" OR corona OR "corona virus" OR Wuhan OR 2019-nCov OR pandemic OR quarantine OR "world health organization") (cancel OR postpone OR change) (travel OR "travelling to" OR flying OR "fly to" OR fly OR vacation) ("united states" OR "to the US" OR "to the U.S." OR usa OR u.s.a. OR "of america")

Florida Travel Search String:

(coronavirus OR #coronavirus OR #covid19 OR COVID-19 OR "infection control" OR corona OR "corona virus" OR Wuhan OR 2019-nCov OR pandemic OR quarantine) (travel OR "travelling to" OR "travelling from" OR flying OR "fly to" OR "fly from" OR fly OR vacation) ("to florida" OR florida OR miami OR orlando OR tampa OR clearwater OR boca OR "key west" OR "disney world" OR @Waltdisneyworld OR @universalORL)