



Coronavirus & Travel Sentiment Analysis

Visit Florida

April 3rd, 2020 - April 7th, 2020



Key Insights

April 3rd, 2020 - April 7th, 2020

Based on Organic Twitter Conversation



	Positive	Negative	Neutral
US and Travel	5%	46%	49%
US, Travel, and cancellations	14%	40%	46%
Florida and Travel	12%	21%	67%

National travel conversation revolves around airlines and China.

- A [New York Times article](#) stating that over 40,000 people have traveled from China to the US since the travel ban earned significant engagement and drove negative sentiment.
- Many users felt that they were owed a refund from cancelled flights. American Airlines responded, [making some users applaud the airline](#).

More cruise ship arrivals and other scary realities drive Florida conversation

- As the Coral Princess arrived in Miami with 12 dead, [Floridians shared the story and expressed concern over disembarking procedures](#).
- Roads being closed to the Florida Keys among other scenarios led authors and users to question the [Constitutionality of restricted travel](#).

Coronavirus and US Travel

April 3rd, 2020 - April 7th, 2020

[See full tweet analysis here](#)

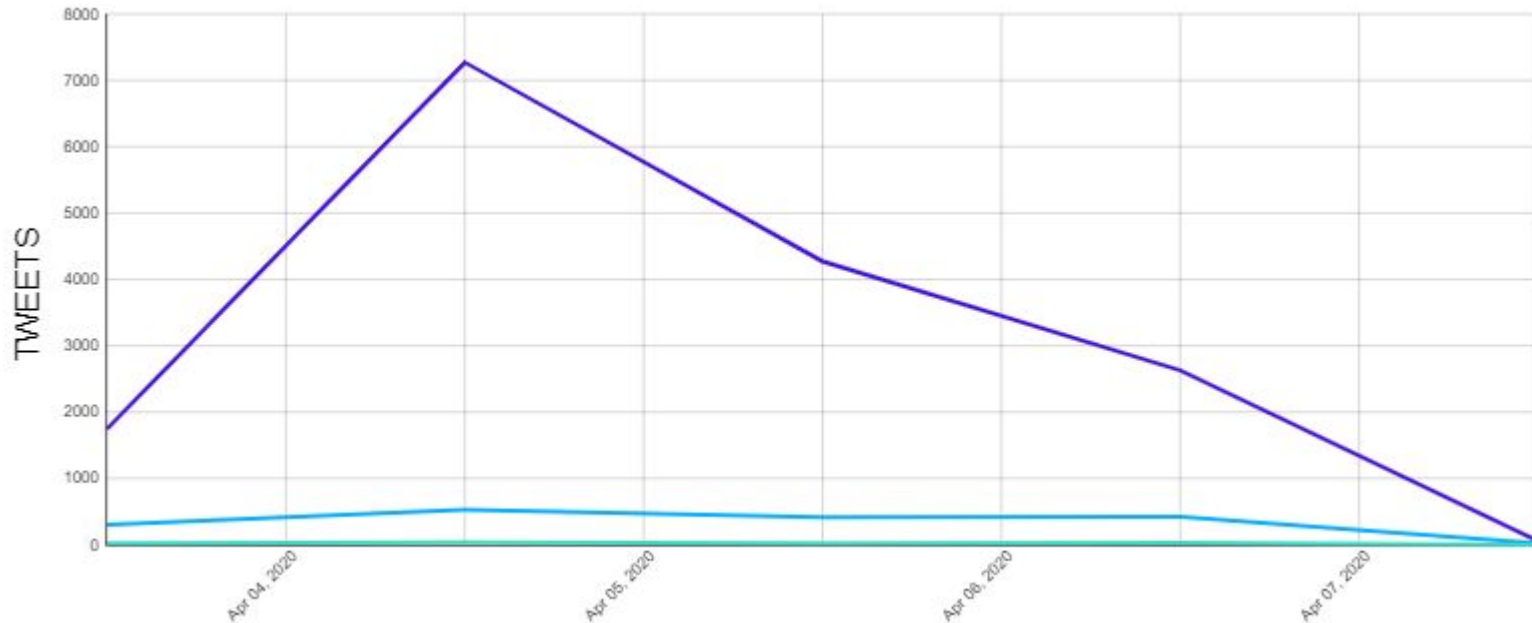


16
Total Tweets
(307K since 2.6)

1,687
Original Tweets
(excluding retweets)

114
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)

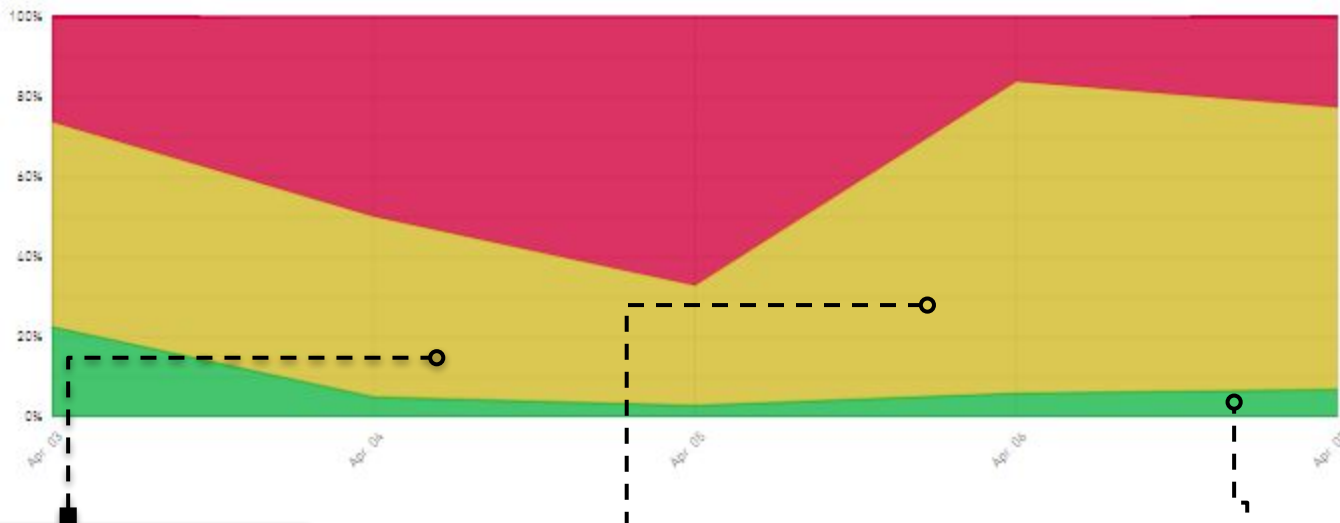
Conversation Drivers

April 3rd, 2020 - April 7th, 2020
 Based on Organic Twitter Conversation
[See full sentiment analysis here](#)



Twitter Conversation Sentiment Analysis

😊 POSITIVE
 😐 NEUTRAL
 😡 NEGATIVE
5% **49%** **46%**



Jeffrey Guterman @JeffreyGuterman

RT @JeffreyGuterman: @realDonaldTrump Nearly 40,000 people flew from China to the U.S. after President Trump enacted travel restrictions th...

430,000 People Have Traveled From China to U.S. Since Coronavirus Surfaced
 There were 1,300 direct flights to 17 cities before President Trump's travel restrictions. Since then, nearly 40,000 Americans and other authorized travelers have made the trip, some this pa...
 nytimes.com

tim anderson @timand2037

RT @timand2037: Masks during the 'Spanish Flu' of 1918. Researchers including John Barry, E. Jordan and MacFarlane Burnet believe that #pan...

Chrissy OnFireWatch @ChrissyFireWat1

When the Corona Virus finally exhausts itself & the danger is over, let's do something good for our country, let's spend our vacation in the USA, eat in local restaurants, buy American products, buy local meats and veggies and support local businesses.
 God Bless America ❤️🇺🇸

Coronavirus, US Travel, and cancellations

April 3rd, 2020 - April 7th, 2020

[See full tweet analysis here](#)

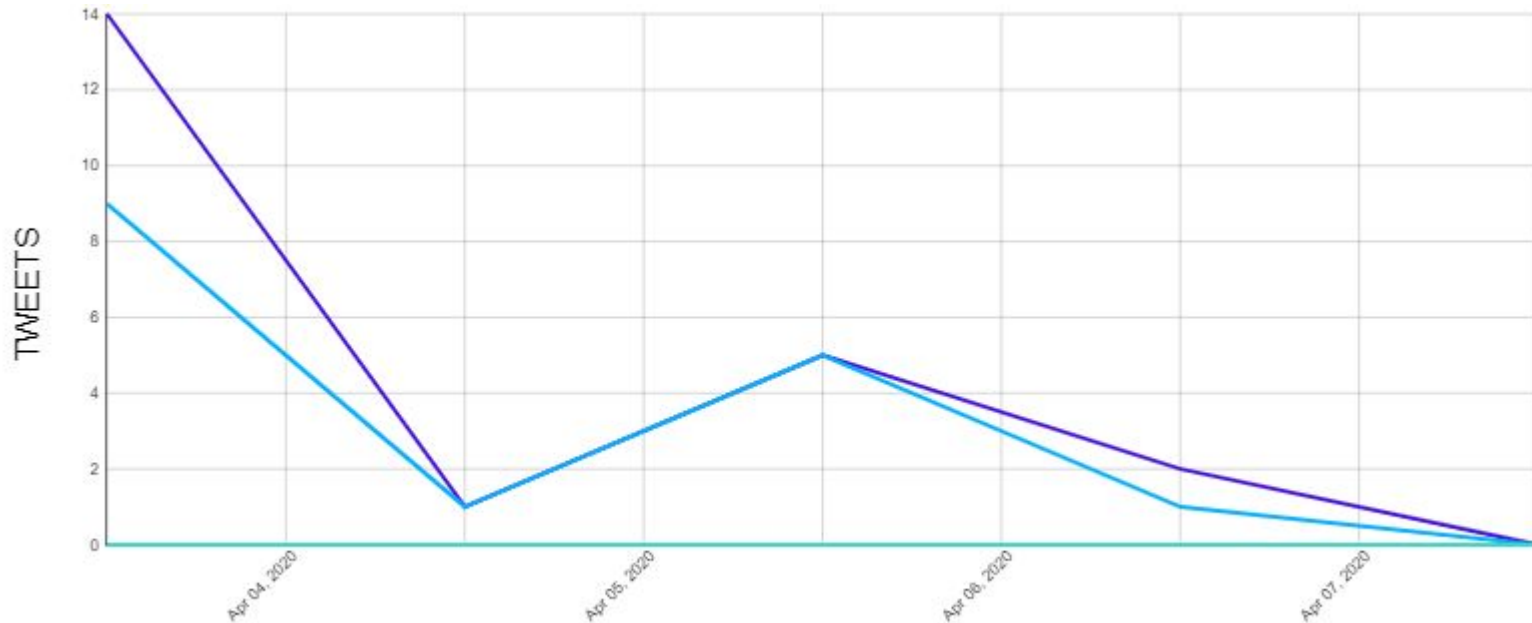


22
Total Tweets
(4,580 since 2.6)

16
Original Tweets
(excluding retweets)

0
Verified Tweets

22.7K
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)

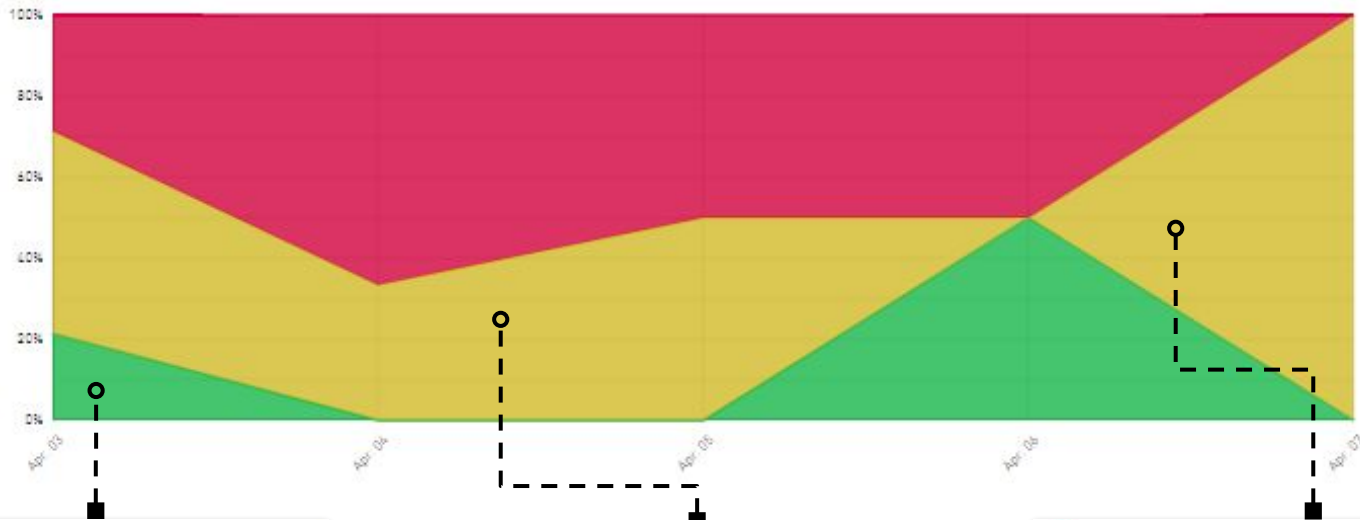
Conversation Drivers

April 3rd, 2020 - April 7th, 2020
 Based on Organic Twitter Conversation
[See full sentiment analysis here](#)



Twitter Conversation Sentiment Analysis

😊 POSITIVE
 😐 NEUTRAL
 😡 NEGATIVE
14% **46%** **40%**



Sam @M2AllRounder

THAT'S HOW YOU BUILD BRAND LOYALTY

USA TODAY: Coronavirus: Delta waives change fee for two years for passengers due to fly in April, May.

Coronavirus: Delta waives change fee for two years for passengers due to fly in April, May
 Delta Air Lines is allowing travelers who planned to fly in April and May the ability to re-book or change until May 31, 2022. See who's eligible.
 @usatoday.com

Chris Murphy @ChrisMurphyCT

RT @ChrisMurphyCT: Lots of people are having to cancel their travel plans and economic uncertainty means they may not be able to rebook. Th...

Senators urge U.S. airlines to issue ticket refunds after bailout
 Nine Democratic U.S. senators on Tuesday urged the chief executives of 11 major airlines to issue full cash refunds to customers canceling flights during the coronavirus pandemic after ...
 @reuters.com

Times of News Europe @TimesEurope

Airline cancel your flight due to coronavirus crisis? You're still due a refund, DOT says usa.timesofnews.com/travel/airline...

FAQs

Coronavirus and Florida Travel

April 3rd, 2020 - April 7th, 2020

[See full tweet analysis here](#)

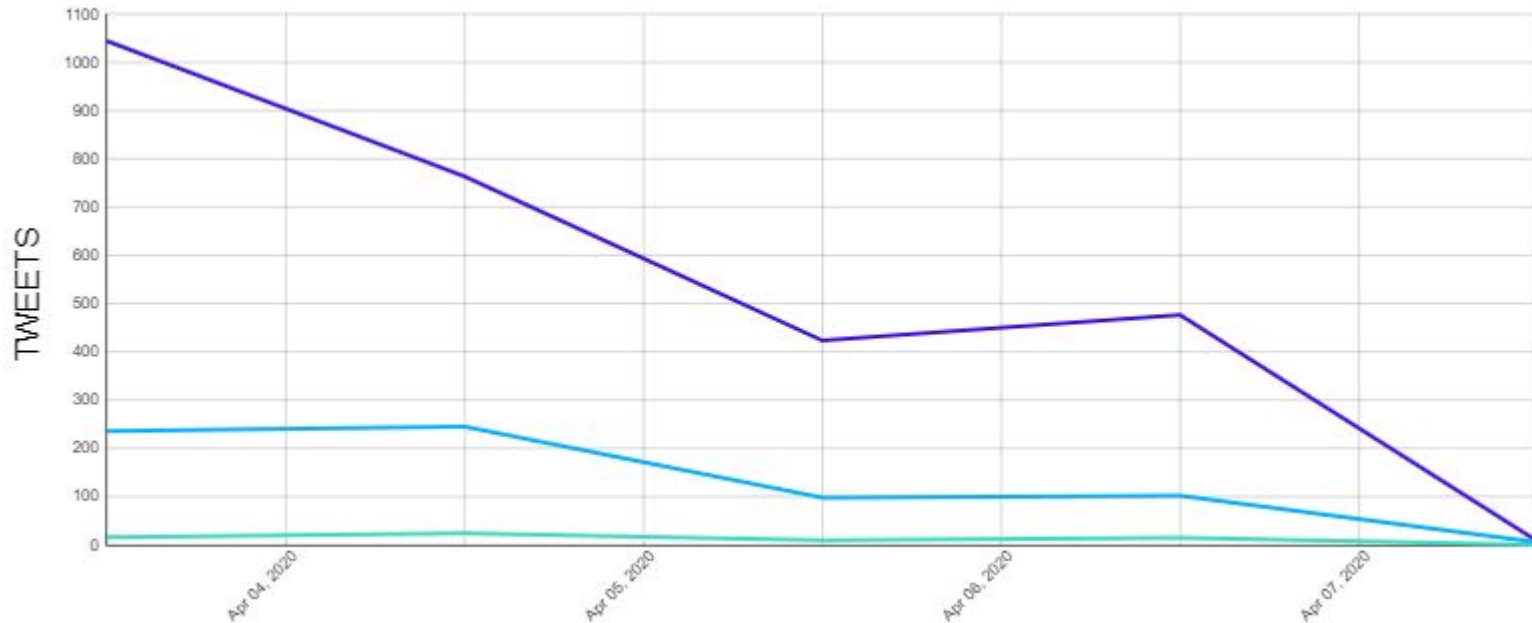


2.7K
Total Tweets
(173K since 2.6)

686
Original Tweets
(excluding retweets)

64
Verified Tweets

104M
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)

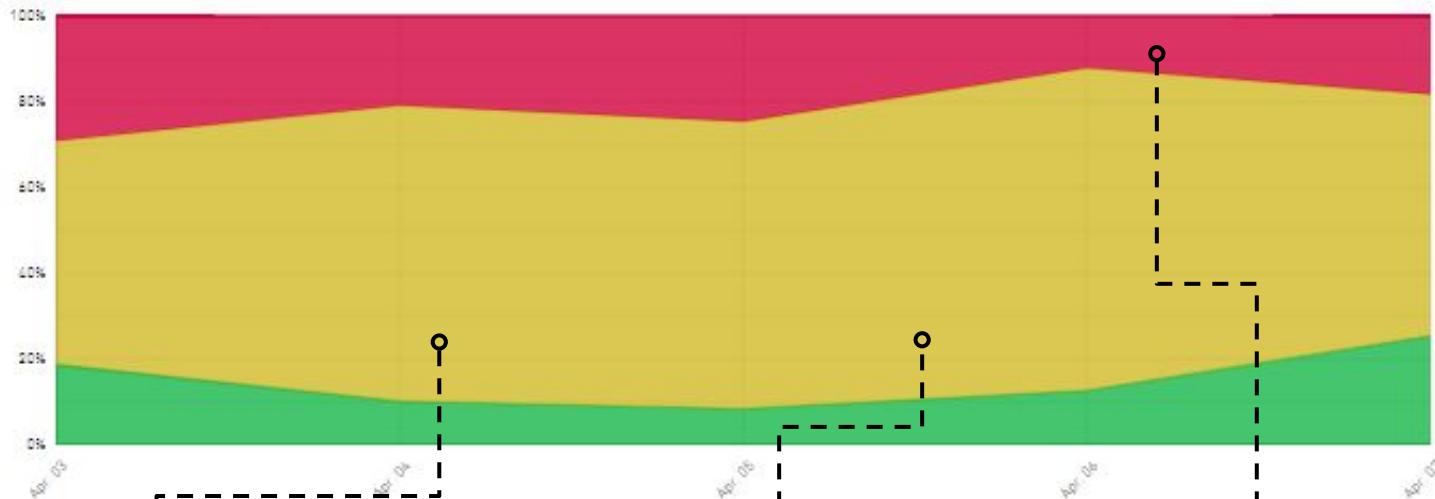
Conversation Drivers

April 3rd, 2020 - April 7th, 2020
 Based on Organic Twitter Conversation
[See full sentiment analysis here](#)



Twitter Conversation Sentiment Analysis

😊 POSITIVE 😐 NEUTRAL 😡 NEGATIVE
12% **67%** **21%**



Thomas Burr @thomaswburr

After two weeks in quarantine, @SenatorRomney has reunited with his wife, Ann, in Florida. He chartered a jet to fly there rather than have her come to Utah. Ann has M.S. and was safer to have her stay in Fla., Romney's office says.

The New York Times @nytimes

In Florida, authorities are stopping traffic on roads into the Keys. In New Jersey, some drivers are being turned around if their travel is deemed nonessential.

The U.S. Constitution ensures a "right to travel." But new limits are emerging.

The Open Road Calls, but Authorities Say 'Stop'
 The U.S. constitution ensures the "right to travel," but during the coronavirus pandemic, state and local officials are increasingly telling drivers to stay home.
 @nytimes.com

Jennifer Cohn @jenrycohn1

"Cruise ship docks in Florida with two dead and 12 testing positive for coronavirus"

"The company said it would take several days to unload all the passengers, most of whom will be put on planes to fly home."

Um, will they test them first?!!! #COVID19

The Guardian

Cruise ship docks in Florida with two dead and 12 testing positive for coronavirus
 Coral Princess pulls into Miami with 1,000 passengers and 878 crew, after being refused permission to dock in Fort Lauderdale
 @theguardian.com

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)