Decoding Destination Image and Performance: Insights from Microblog Metrics

Ilona Pezenka
FHWien der WKW University of Applied Sciences for Management & Communication
Christian Weismayer
Modul University Vienna
Melise de Lima PEREIRA
Federal University of Paraná

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Abstract: This study introduces an automated text mining method to analyze the perceived image of Brazilian coastal tourism destinations based on data from X (formerly Twitter). Using a classification algorithm and sentiment analysis, the importance and performance of fourteen tourism types defined by the UNWTO is measured. The resulting metrics are then combined in a grid to visualize destination images, offering a comparative, attribute-based approach for destination management. This method provides a flexible, temporally unlimited, and destination-independent tool for analyzing and understanding destination image across various contexts.

Keywords: *destination image positioning, importance-performance analysis, user-generated content.*

Track: *Tourism Marketing*