CARMA

SOUTH EAST ASIA TOURISM
SOCIAL MEDIA OVERVIEW

APRIL 1 - APRIL 30, 2024
DATA: X (TWITTER), YOUTUBE, REDDIT

*This infographic presents findings about tourists in Asia. We analysed:*

1) The most-mentioned Southeast Asian countries in YouTube travel vlogs
2) The most-mentioned Southeast Asian theme parks on social media
3) The most-mentioned hotels in Singapore on social media

SOCIAL MEDIA MENTIONS OF YOUTUBE TRAVEL VLOGS IN SEA

We looked at the top-mentioned countries in YouTube travel vlogs to understand their popularity as tourist destinations in Southeast Asia (SEA).

Analysing the share of voice for each country provides insights into which destinations are currently trending and attracting attention from content creators.

Mentions of Countries in YouTube Travel Vlogs - Share of Voice %

Indonesia	Philippines	Thailand	Singapore	Malaysia
28.2%	23.5%	17.6%	16.5%	14.1%
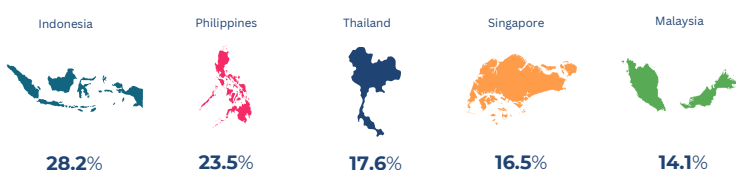
WHY ARE INDONESIA & THE PHILIPPINES LEADING?

Indonesia and the Philippines led in mentions, potentially indicating that they had unique attractions, cultural experiences, or strong marketing efforts in April. Or they may be the more popular times for travellers to visit.
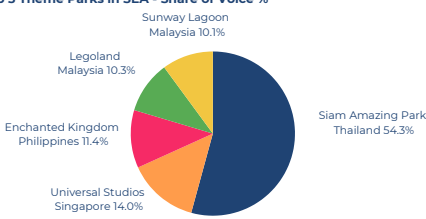
SOCIAL MEDIA MENTIONS OF THEME PARKS IN SEA

We analysed the popularity and appeal of theme parks across SEA. Content creators generally vlog about attractions like theme parks.

Hence, analysing the share of voice of theme parks helps unlock any new potential alignments between destination popularity and the appeal of local attractions.

Top 5 Theme Parks in SEA - Share of Voice %

- Sunway Lagoon Malaysia 10.1%
- Legoland Malaysia 10.3%
- Enchanted Kingdom Philippines 11.4%
- Universal Studios Singapore 14.0%
- Siam Amazing Park Thailand 54.3%

INDONESIA RANKS #1 IN TRAVEL VLOGS BUT....

We see that despite Indonesia ranking #1 for the most number of YouTube travel vlogs, Indonesian theme parks do not have a large share of voice compared to competitors.
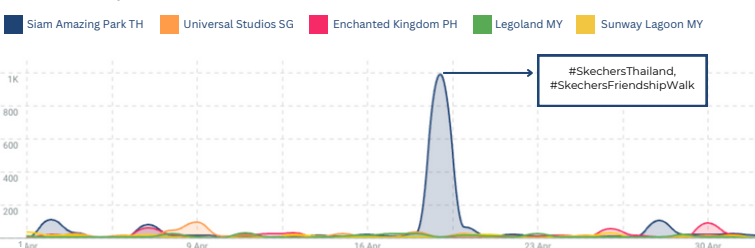
Whereas the other SEA countries with lower share of voice, see more mentions of their theme parks.

A LOOK INTO SIAM AMAZING PARK

Siam Amazing Park captures the most share of voice amongst SEA theme parks due to their partnership with Skechers.

Many netizens are posting about the Skechers Friendship Walk 2024 taking place in the park.

Net Mentions Graph of Theme Parks

Legend: Siam Amazing Park TH | Universal Studios SG | Enchanted Kingdom PH | Legoland MY | Sunway Lagoon MY
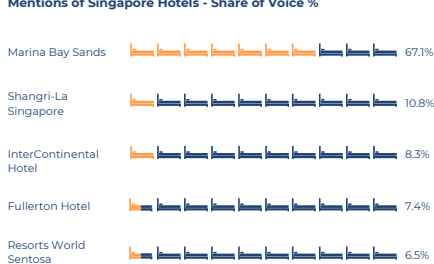
#SkechersThailand, #SkechersFriendshipWalk

WHAT DROVE THE MENTIONS?

The spike in mentions can be attributed to attendees sharing their meet-and-greet opportunities with celebrities.

SOCIAL MEDIA MENTIONS OF HOTELS IN SINGAPORE

Mentions of Singapore Hotels - Share of Voice %

Hotel	Share of Voice %
Marina Bay Sands	67.1%
Shangri-La Singapore	10.8%
InterContinental Hotel	8.3%
Fullerton Hotel	7.4%
Resorts World Sentosa	6.5%

Singapore is regarded as a destination for luxury accommodations and leading events like the Formula 1 Grand Prix.

We ranked the establishments that are most prominent in discussions and reviews on social media.

Share of voice can be correlated to share of mind. This data can provide direction on the PR and promotional strategies to help boost a hotel's brand and customer loyalty.

A LOOK INTO MARINA BAY SANDS

The data illustrates that Marina Bay Sands (MBS) stands out as the most-mentioned hotel, indicating it has a significant presence, particularly on social media.

Focusing our analysis on MBS helps provide a deeper understanding of why it ranked as the top hotel in Singapore in terms of share of voice.

Net Mentions of Marina Bay Sands (MBS), April 2024

- A cluster of posts highlighting its luxury hotels, upscale malls, and iconic landmarks.
- References to a K-pop band 'Astro' and a singer named Cha Eun-woo.
- Apple CEO Tim Cook visits Apple store at MBS
- Debut of Hamilton in Singapore

KEY TAKEAWAYS

DIFFERING MARKETING STRATEGIES

While theme parks are significant attractions in some SEA countries, Indonesian and Filipino theme parks ranked lower compared to other SEA countries. It's possible that Thailand, Singapore & Malaysia have invested more in promoting their theme parks, resulting in higher visibility and driving mentions in online media.

This poses an opportunity for tourism boards or brands in Indonesia and the Philippines to leverage their theme parks and attractions for their marketing campaigns.

INFLUENCE OF PROMINENT PUBLIC FIGURES

Celebrity meet-and-greets play a crucial role in boosting the online mentions of hotels and destinations on social media.

The presence of high-profile individuals like CEOs and entertainment figures like K-pop bands can further solidify the appeal and awareness of these hotel groups.

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WHAT'S NEXT

CARMA is a global leader in communications intelligence.

We deliver actionable insights and unrivalled analysis, empowering our clients to make informed decisions and achieve their PR goals with precision.

Our measurement and evaluation programmes are supported by our global team of analysts, and powered by primary research capabilities and real-time media monitoring across print, broadcast, online and social media.

Discover CARMA's suite of solutions, our team of experts, and the work we do.
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