

# The Tourist Board of Southeast Asia

JUNE 2022





## Highlights

- We posted our strongest performance in six months during the June 2022 news cycle.
- Impressions shot up +457% to 770.5M through 423 stories (+551%)
- \$AVE and PR Value surged +247% to \$37,426,205 and \$112,256,043, respectively.

# Country Report: Americas

Here are the stories that drove growth:

- Announcement that Asia Airlines is set to launch a 19-hour flight from Singapore to New York -shattering the record for the longest flight in the world- was the top storyline.
- The resurgence of formerly side-lined comedies was another popular discussion topic while the soon-to-be-released, 'Table for Six,' hit the big screen in previews and promos in advance of its August release date.
- Singapore's Changi International Airport was voted the top airport in the world for nine years running.
- An additional noteworthy, but lightly covered, storyline discussed Singapore & Scandinavia being voted the safest countries to visit in 2022.

# Country Report: Americas , Cont'd.

Within the Americas market we use several methods to generate coverage. The primary way we produce positive stories is by message pull through. Which, if any, key messages were captured from our message house in June 2022? Did we address any gaps or achieve our objectives through the story coverage?

Key Message: Leisure	Message Key	Number of Clips
Concentration	A	0
Ease	B	0
Renewal	C	0
No key message included	None	414
Key Message: BTMICE		
Vibrant Knowledge and Thought Leadership	A	0
Wide Network	B	0
Ease and Fun	C	0
No key message included	B&C	0
All	All	0
None	None	9

# Country Report: Americas, Cont'd.

Other questions we asked are:

**How was the brand perceived?**

Approximately 100% of the stories were positive.

**Was there anything happening in the industry which we responded to through the media? Are there issues?**

There were no industry happenings that we were required to comment on, and no emerging issues were identified in June.





## Media Highlights

- *Yahoo News* online disseminated our most widely circulated news item, 'Singapore Airlines to Launch World's Longest Flight' (116M impressions). This single story generated 15% of our gross audience during June 2022.
- *New York Times* published the next three most visible stories: 'Singapore Airlines to Shift Planes from SilkAir to Budget Air Scoot' (30,126,541); 'Five International Cities that Could be Bargains for Summer Flights' (30,126,541); 'Two Cities, One Fare: How Airlines Stopover Programs Can Work for You,' (30,126,541).

# Tracked Media

We also track our media coverage by channel and market.

## TRACKED MEDIA

### Traditional Print Outlets:

### KEY OUTLET



### Magazines:



### Travel:

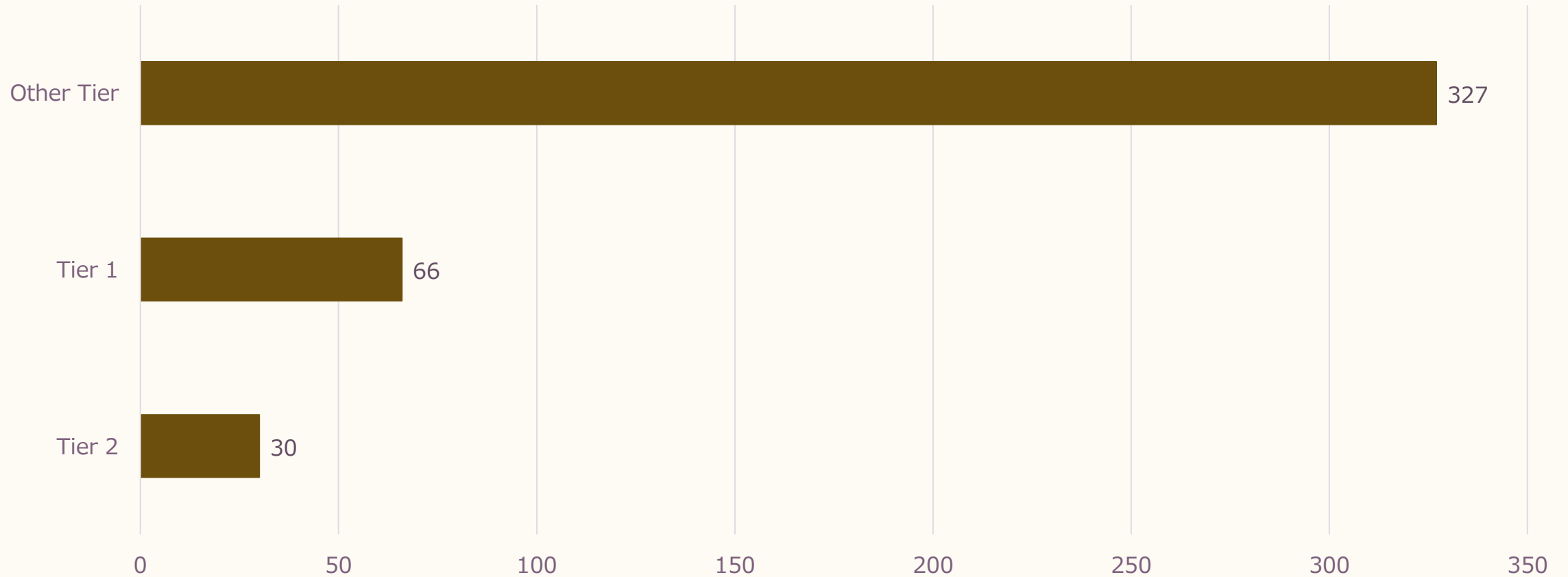


### Online:



# Tier Groupings

Stories: 423

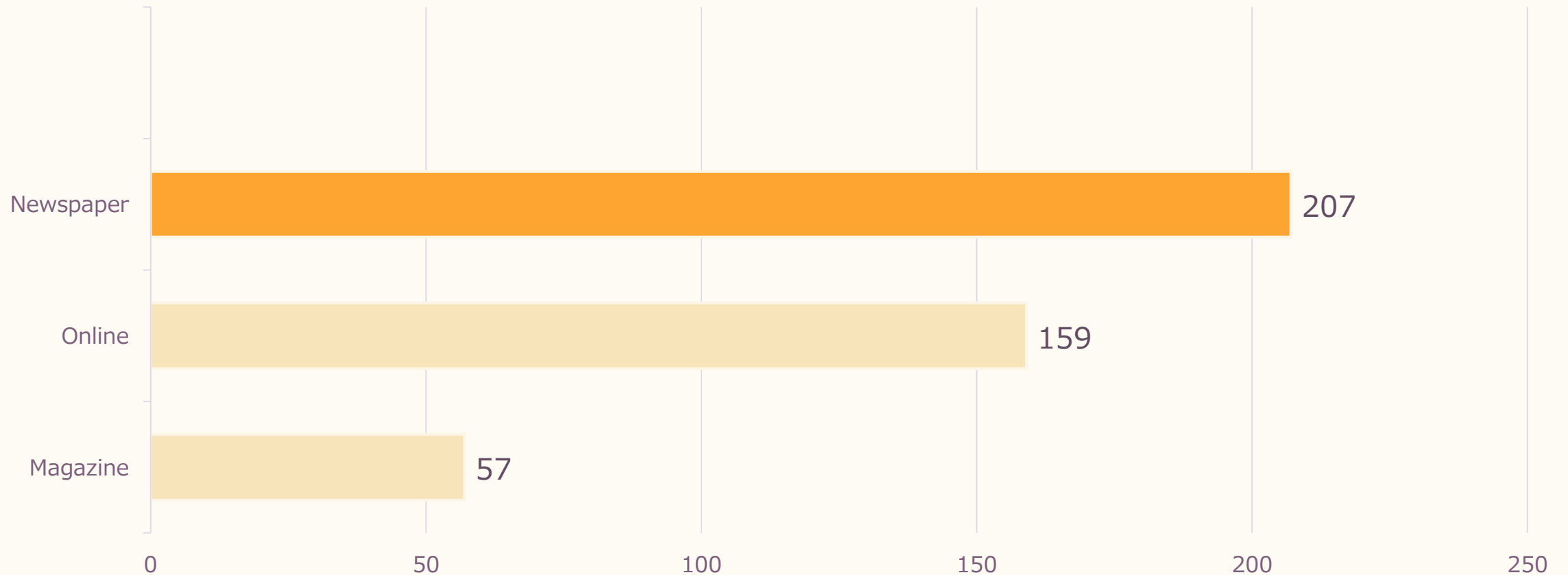


*Please Note: Over 75% of stories appeared in media outside the top tier.*



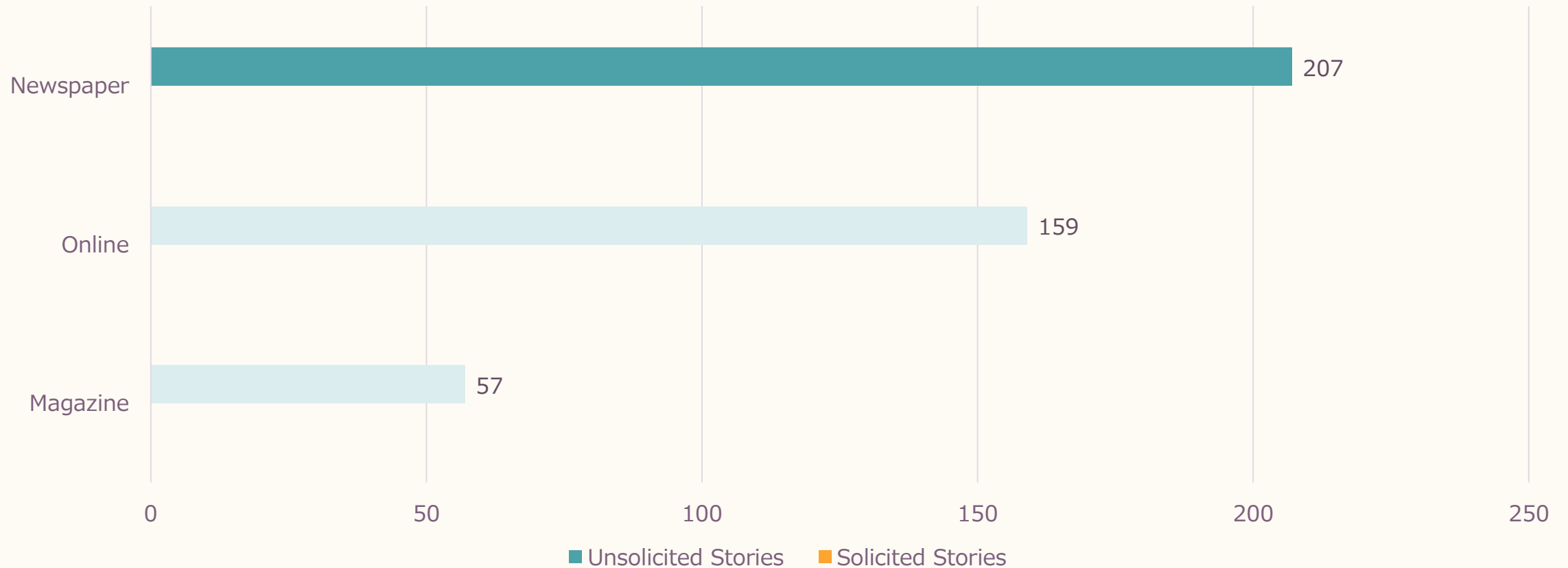
# Media Coverage Analysis

**Total News Stories: 423**



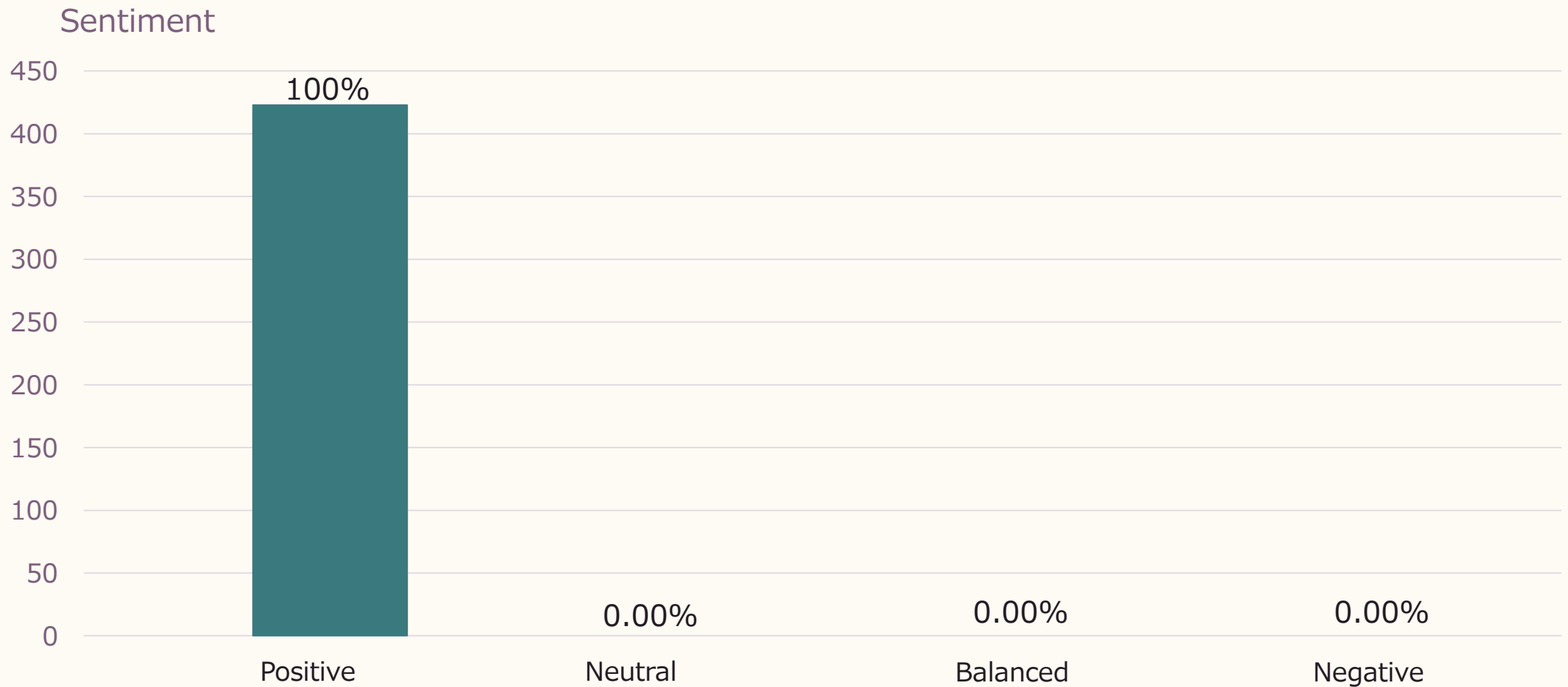
# Media Coverage Analysis, Cont'd.

## Solicited vs. Unsolicited stories



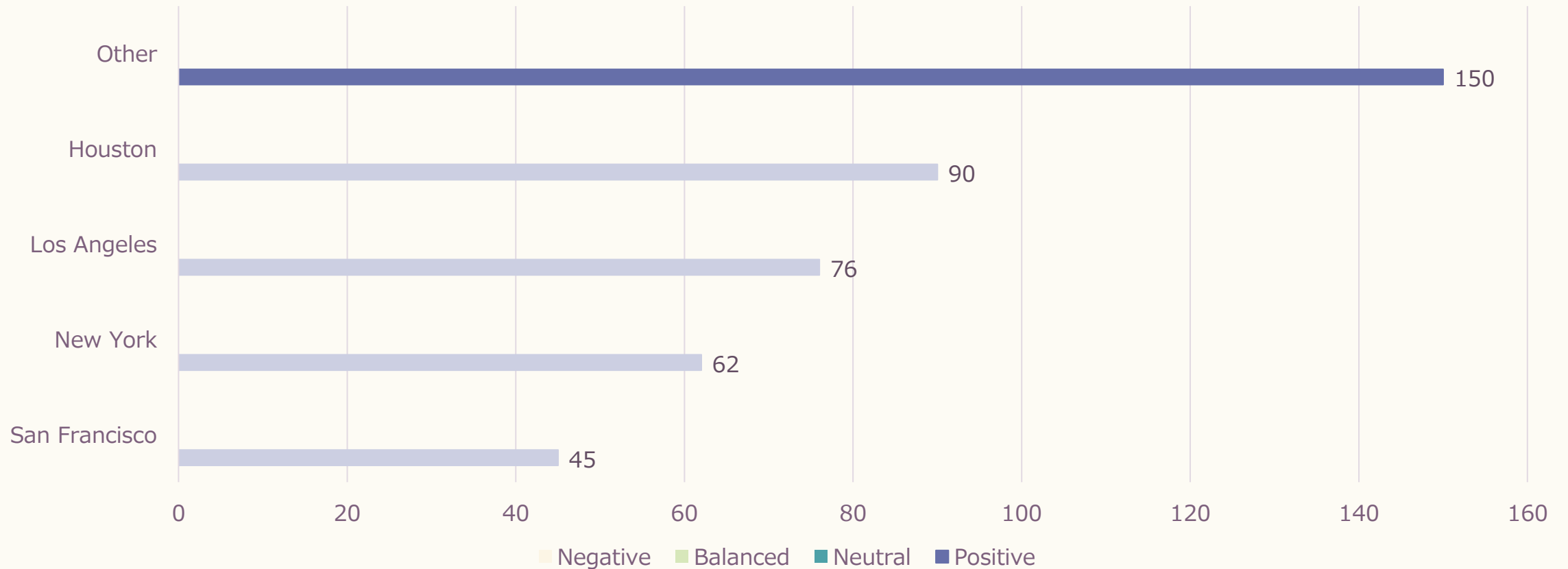
*Please Note: No stories were solicited during the month.*

# Media Coverage Analysis, Cont'd.



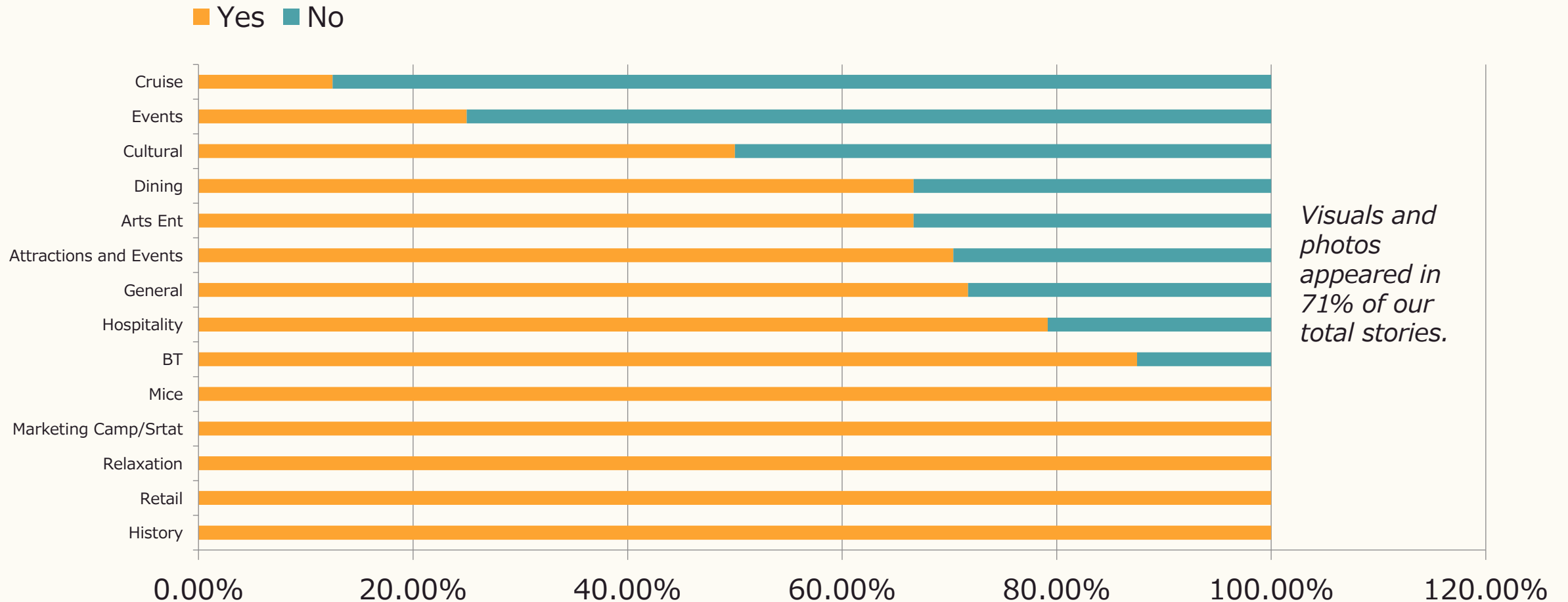
# Media Coverage Analysis, Cont'd.

## Sentiment by Tiered City



# Media Coverage Analysis , Cont'd.

## Presence of Visual by Percentage - Pillar Comparison







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