



TSI RANKINGS REPORT

QUEENSTOWN

Q3 2021/2022 (Jan - Mar 2022)



ABOUT THIS REPORT

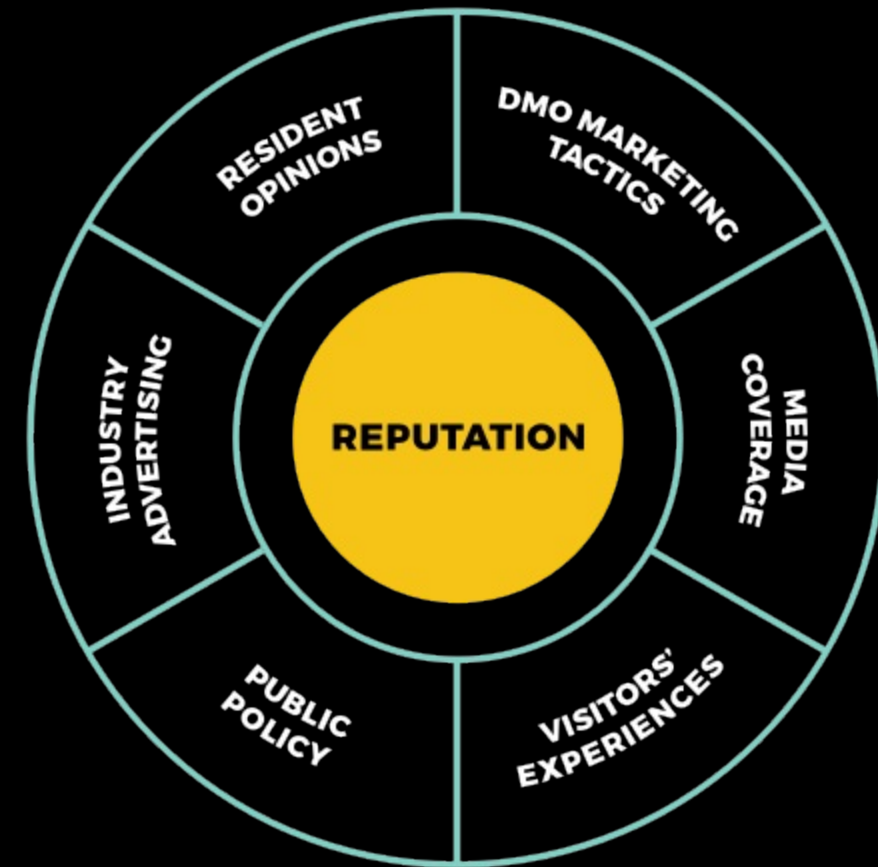
Measure the complete brand behind your reputation with the Tourism Sentiment Index®.

Your organization exists to encourage people to visit. It is a vital force and a vital voice, but it is not alone. Operators, residents, visitors, media and associations are among the many who contribute to your complete brand and, ultimately, its success. Together, these are the voices that build your reputation.

Your organization has a special impact on the complete brand as it directly supports the tourism industry, plus it influences those who intersect and interact with tourism. Knowing the state of your destination's reputation – the results of your activities combined with all the others – is a new necessity for destination marketers.

Tracking reputation is how you measure your destination's success.

Tourism Sentiment Score® is how you measure your reputation.



USING THE QUARTERLY RANKINGS

This report is issued every quarter of the calendar year to:

Deliver the best headlines about your destination.

Track key changes in your destination's reputation, based on its Tourism Sentiment Score®.

Rank destinations around the world in overall performance and for each of the tourism assets monitored by Tourism Sentiment Index.

With this report, your organization can regularly:

Update the reputation KPI.

Share good news and positive developments about your destination with stakeholders and the wider community.

Track performance changes over time, including how specific industry sectors are contributing to success.

Understand how your destination compares to others in your area and around the world.

WHAT'S INSIDE

QUARTERLY HIGHLIGHTS

- Headlines
- Benchmarks
- Drivers

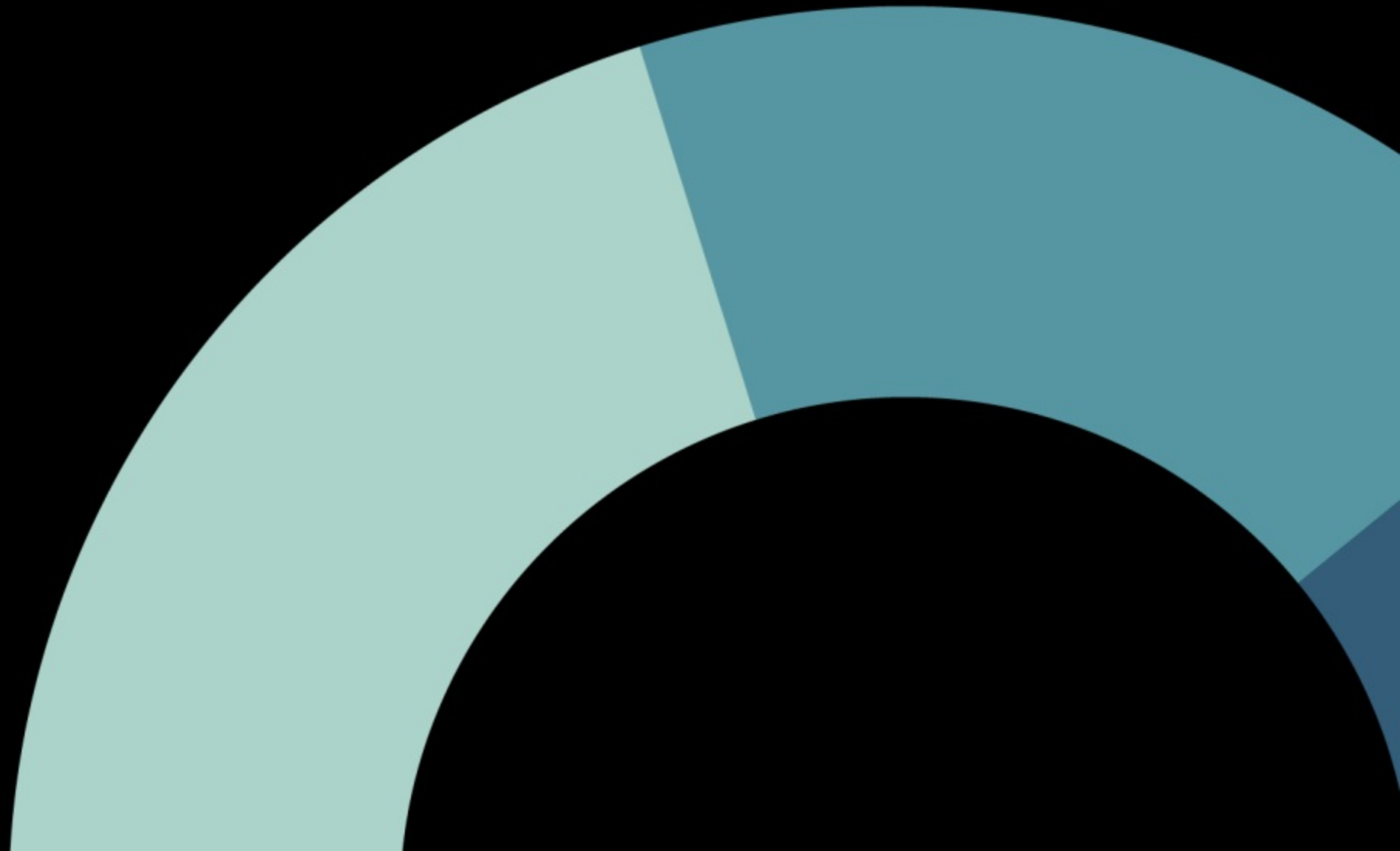
DESTINATION ANALYSIS

- Trends
- Comparisons
- Drivers in detail
- Summary of assets

GLOBAL RANKINGS

- By overall performance
- By tourism asset

QUEENSTOWN
**QUARTERLY
RANKINGS**



QUEENSTOWN HEADLINES FOR Q1 2022

These are the performance highlights for your destination. Share these with stakeholders and your wider community.

Queenstown had a Tourism Sentiment Score® of 33.

Queenstown's Tourism Sentiment Score® is up 24% compared to last quarter and up 12% over Q1 2021.

Queenstown ranked #12 in the world this quarter.

The top contributors to Queenstown's overall performance were: Restaurants + Dining (27%), Skiing + Snowboarding (11%), and Biking + Cycling (9%).

Restaurants + Dining in Queenstown generated 26% more positive sentiment than the global median, placing Queenstown in the top 10% in the world for this tourism asset.

UNDERSTANDING THE TOURISM SENTIMENT SCORE®

The best way to power your destination's success is to foster a reliable, positive reputation.

The best way to track your destination's success is to measure its reputation through the Tourism Sentiment Score®

Your destination's Tourism Sentiment Score® is calculated by analyzing millions of pieces of online content that have been categorized into as many as 50 tourism assets. This captures the many voices of your complete brand and expresses through a score whether their impact is positive or negative.

QUEENSTOWN BENCHMARKS

The Tourism Sentiment Score® at global, national or other levels provides benchmarks that your destination should aim to meet or exceed. When it does, your reputation is strong, and your destination is on the road to success. Track and report performance benchmarks throughout the year.

	MEET OR EXCEED THESE BENCHMARKS	YOUR DESTINATION'S SCORE	SUCCESS?
GLOBAL	19.7	33.0	✓
NATIONAL	20.6	33.0	✓
OTAGO	23.5	33.0	✓

WHAT BENCHMARKS REVEAL

Queenstown's Tourism Sentiment Score® of 33 in Q1 outperformed all three benchmarks at the global, national and Otago levels.

This places Queenstown at the global rank of #12.

QUEENSTOWN DRIVERS

The tourism assets named here appeared most often in the data analyzed to calculate your destination's Tourism Sentiment Score®. They are driving your overall performance and have the most impact on the destination's complete brand. Are they already important parts of your tourism offering? Is their appearance here something to publicize? Are they part of your promotions? If not, should they be? There could be opportunities to enhance the performance of the complete brand by focusing on these.

OVERALL PERFORMANCE



#1
LOVED ASSET

Restaurants + Dining



#2
LOVED ASSET

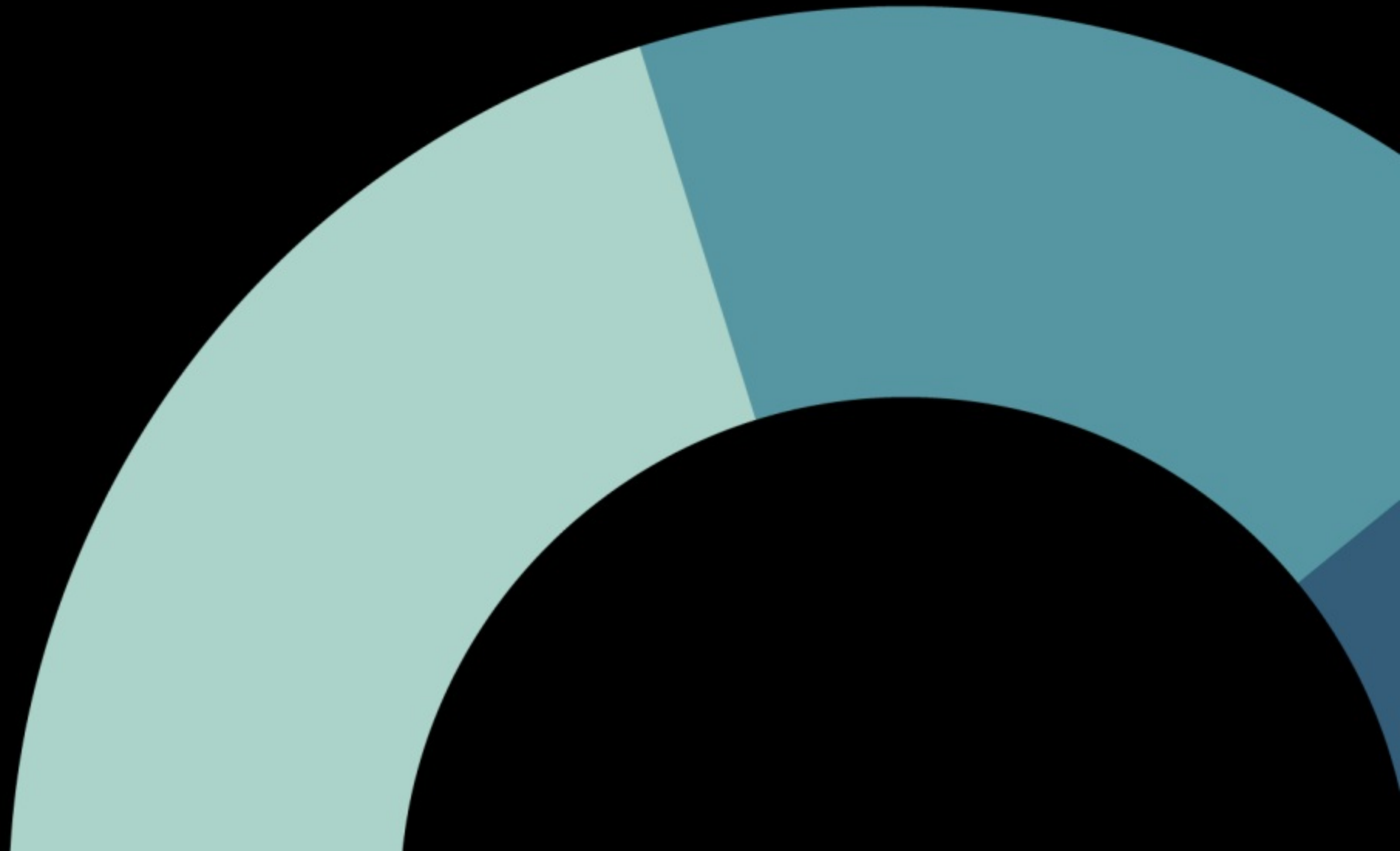
Skiing + Snowboarding



#3
LOVED ASSET

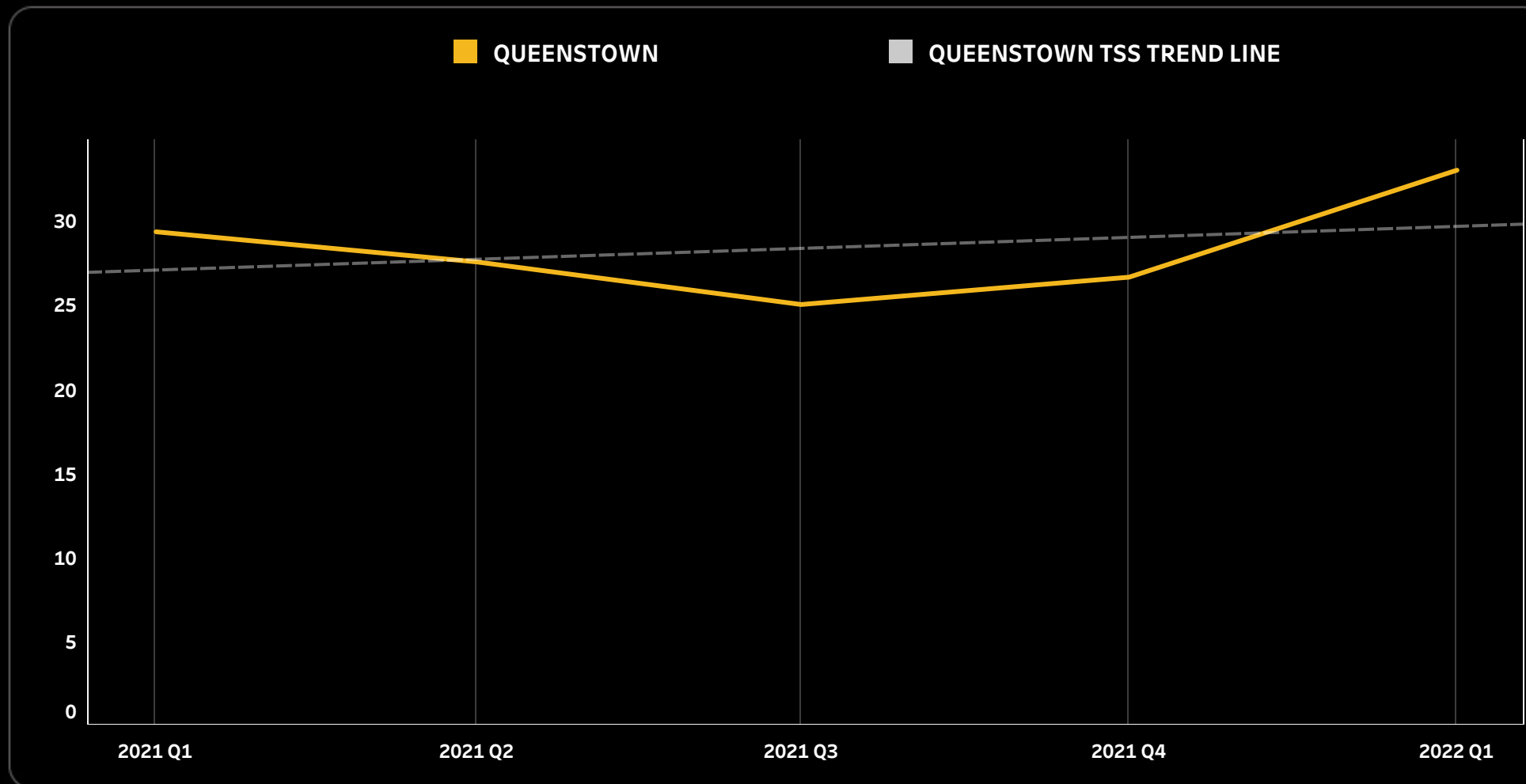
Biking + Cycling

QUEENSTOWN
**DESTINATION
ANALYSIS**



QUEENSTOWN TRENDS

Following how your Tourism Sentiment Score[®] climbs over quarters, or goes through cycles rising and falling, identifies time periods that you can investigate to learn what was working well or what to improve. It could reveal the influence of new tourism experiences, campaigns coming and going, happy crowds during festival season and so on. The global average is included as a comparison and reflection of how the tourism industry is faring internationally. Think about elements that may be pushing your score throughout the year to plan how to improve your complete brand.



PERFORMANCE ANALYSIS

Over the past 15 months, Queenstown's performance has been increasing at an average rate of 8.7%. This is ahead of the national trend of -4.1%.

Queenstown's Tourism Sentiment Score[®] is up 24% compared to last quarter and up 12% over Q1 2021.

QUEENSTOWN COMPARISONS

Looking at five similar destinations, you can see how your destination ranks and understand how to think about your destination's performance. How much higher or lower is your Tourism Sentiment Score®? Consider researching what was happening in the other destinations that may have contributed to their scores, especially the tourism assets that were contributing most to their complete brands.

RANK	DESTINATION	TOURISM SENTIMENT SCORE®	TOP TOURISM ASSET
12	Queenstown	33	Restaurants + Dining
59	Big Bear Lake	26	Skiing + Snowboarding
92	Mammoth Lakes	24	Skiing + Snowboarding
118	Rotorua	23	Attractions
175	Whistler	21	Skiing + Snowboarding
262	Lake Wanaka	19	Hiking + Rock Climbing

QUEENSTOWN DRIVERS IN DETAIL

Taking a closer look at the tourism assets having the most impact on your complete brand, you can learn about their popularity based on how much of the analyzed data they represent, and how each one's performance is developing. You may also see one of them noted as particularly strong and worth greater consideration and attention in your own activities, including PR.



Restaurants + Dining

This asset represents **27%** of Queenstown's Tourism Sentiment Score®.

Performance compared to last quarter: **+ 94.9%**

Performance compared to Q1 2021: **+75%**

NOTABLE

Restaurants + Dining in Queenstown generated **26% more positive sentiment than the global median, placing Queenstown in the top 10% in the world for this tourism asset.**



Skiing + Snowboarding

This asset represents **11%** of Queenstown's Tourism Sentiment Score®.

Performance compared to last quarter: **+ 127.2%**

Performance compared to Q1 2021: **+ 44.9%**

NOTABLE

Skiing + Snowboarding in Queenstown generated **20% more positive sentiment than the global median, placing Queenstown in the top 10% in the world for this tourism asset.**



Biking + Cycling

This asset represents **9%** of Queenstown's Tourism Sentiment Score®.

Performance compared to last quarter: **- 3.2%**

Performance compared to Q1 2021: **+ 75.6%**

NOTABLE

Biking + Cycling in Queenstown generated **15% more positive sentiment than the global median, placing Queenstown in the top 15% in the world for this tourism asset.**

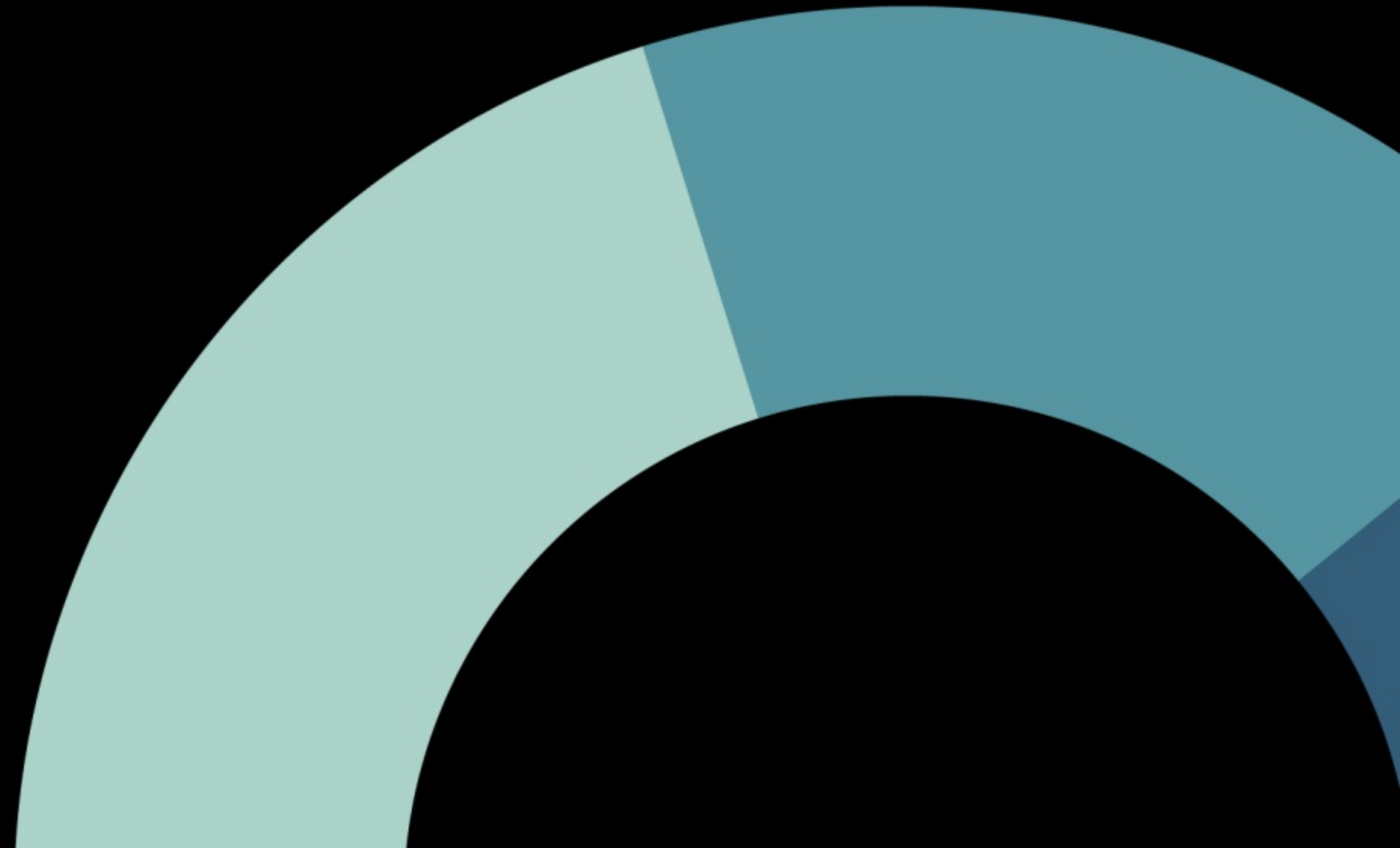
QUEENSTOWN SUMMARY OF TOURISM ASSETS

You have seen the top tourism assets, now see the rest. These are performance details about all tourism assets representing 1% or more of the data analyzed about your destination. Any asset outperforming a global or national score is an opportunity to enhance your complete brand through further development and promotion.

ASSET	CONTRIBUTION TO TSS	TOURISM SENTIMENT SCORE®	GLOBAL PERCENTILE	NATIONAL PERCENTILE
Restaurants + Dining	27%	64	95th	95th
Skiing + Snowboarding	11%	39	90th	90th
Biking + Cycling	9%	29	90th	85th
Nature Photography	9%	32	90th	75th
Accommodation	6%	21	50th	40th
Air Travel	4%	10	65th	70th
Hiking + Rock Climbing	4%	21	90th	45th
Winery + Vineyards	3%	26	90th	30th
Festival + Events + Concerts	3%	26	50th	30th
Nightlife	2%	41	90th	85th
Weddings	2%	49	90th	95th
Beaches	2%	35	90th	90th
Tours	2%	20	90th	65th
Wildlife Viewing	2%	23	90th	80th

Q3 2022

GLOBAL RANKINGS



GLOBAL RANKINGS *OVERALL*

PERFORMANCE

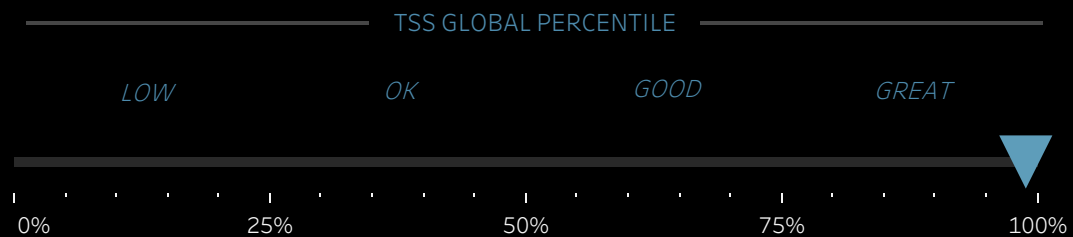
In January, we released the 100 most loved destinations around the world. They are the Leading Places for 2022. Applying the same methodology, we provide these global rankings to your organization in each report. They are the top 100 destinations that have earned the highest Tourism Sentiment Score® this quarter.

QUEENSTOWN, OTAGO

GLOBAL RANK: #12

TOURISM
SENTIMENT SCORE®

33



TOP 100 GLOBAL DESTINATIONS

RANK	DESTINATION	TOURISM SENTIMENT SCORE®	RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Sunshine Coast	55	26	Marbella	30
2	Maldives	38	27	Sedona	30
3	Whitsundays	38	28	Tropical North Queensl..	29
4	Ibiza	37	29	Cayman Islands	29
5	Seychelles	37	30	Miami Beach	29
6	Mornington Peninsula	36	31	Fiji	29
7	Maria Island	36	32	Scottsdale	29
8	Cairns	34	33	Pembrokeshire	28
9	Hunter Valley	34	34	Durango	28
10	Perth and Kinross	34	35	Cornwall	28
11	Zanzibar	34	36	Barbados	28
12	Queenstown	33	37	Niagara Falls	28
13	Yarra Valley	32	38	Hermanus	28
14	Airlie Beach	32	39	McLaren Vale	28
15	Bali	32	40	Asheville	28
16	Okinawa	32	41	Coromandel	28
17	Exmouth	32	42	Barrington Coast	28
18	Knysna	32	43	Cape Town	28
19	Noosa	32	44	San Antonio	27
20	Esperance	31	45	Canmore	27
21	Great Ocean Road	31	46	Antigua and Barbuda	27
22	Oceanside	31	47	Port Douglas & Daintree	27
23	Cariboo Chilcotin Coast	31	48	Greater Geelong and th..	27
24	Mauritius	31	49	French Polynesia	27
25	Central Coast	30	50	Austin	27

GLOBAL RANKINGS *OVERALL*

PERFORMANCE

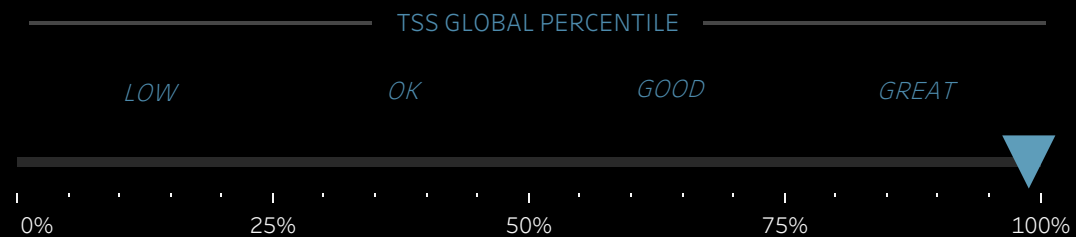
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QUEENSTOWN, OTAGO

GLOBAL RANK: #12

TOURISM
SENTIMENT SCORE®

33



TOP 100 GLOBAL DESTINATIONS

RANK	DESTINATION	TOURISM SENTIMENT SCORE®	RANK	DESTINATION	TOURISM SENTIMENT SCORE®
51	Kelowna	27	76	Gippsland	25
52	Okaloosa County	27	77	Byron Bay	24
53	Townsville	27	78	Blue Mountains	24
54	Puerto Rico	27	79	Banff	24
55	Lake District	26	80	Albury	24
56	Aspen	26	81	Arlington	24
57	Dubai	26	82	Melbourne	24
58	Jamaica	26	83	Lexington	24
59	Big Bear Lake	26	84	Yosemite	24
60	Bordeaux	26	85	Hollywood	24
61	Dallas	26	86	Sacramento	24
62	Aruba	26	87	Tucson	24
63	Gulf Shores	26	88	Tofino	24
64	Kalispell	26	89	Taupo District	24
65	Gold Coast	25	90	Dorset	24
66	Bristol	25	91	Sonoma	24
67	Mississauga	25	92	Mammoth Lakes	24
68	Milton Keynes	25	93	Sarasota	24
69	Coffs Coast	25	94	San Diego	24
70	San Juan Islands	25	95	Barossa	24
71	Pretoria	25	96	Bermuda	24
72	Bath	25	97	Brisbane	24
73	Clearwater	25	98	Adelaide	24
74	Margaret River	25	99	Santa Fe	24
75	Bergen	25	100	Wagga Wagga	23

GLOBAL RANKINGS

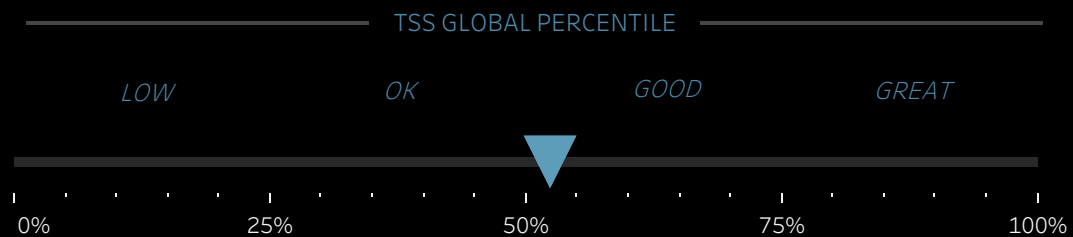
BY TOURISM ASSET

Applying the same methodology as we used to rank the top destinations for overall performance, we provide these global rankings for each of the tourism assets monitored by Tourism Sentiment Index. These destinations had the highest asset scores for this quarter.

QUEENSTOWN, OTAGO

TOURISM
SENTIMENT SCORE®

21



Accommodation TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Puerto Vallarta	67
2	Prague	48
3	Cairo	40
4	Seychelles	40
5	Macau	39
6	Aberdeenshire	37
7	Lake District	37
8	Okanagan	37
9	Charleston	35
10	Calgary	35
11	Zanzibar	34
12	O'ahu	33
13	Maldives	32
14	Honolulu	32
15	Doha	32
16	Myrtle Beach	31
17	Cumbria	31
18	Cape Town	30
19	Dubai	29
20	Rome	29

GLOBAL RANKINGS

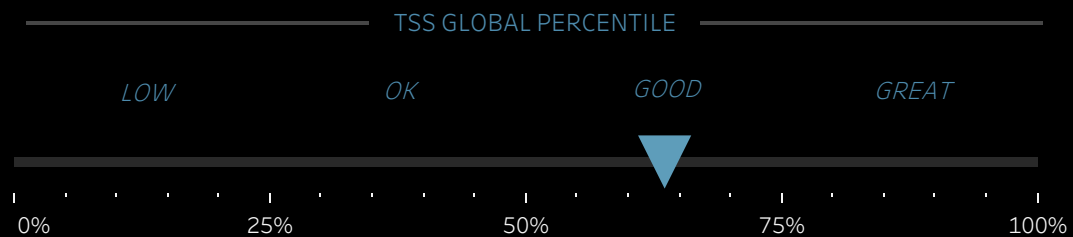
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QUEENSTOWN, OTAGO

TOURISM SENTIMENT SCORE®

10



Air Travel TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Sunshine Coast	44
2	Jamaica	38
3	Jakarta	28
4	Sedona	23
5	Cornwall	23
6	Osaka	21
7	Barbados	20
8	Cayman Islands	20
9	Whitsundays	18
10	Fort Worth	18
11	Asheville	18
12	Bali	18
13	Columbus	18
14	Gold Coast	17
15	Tampa	17
16	Milwaukee	16
17	Glasgow	16
18	Newark	15
19	Fiji	15
20	Cape Town	15

GLOBAL RANKINGS

BY TOURISM ASSET

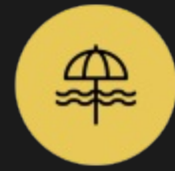
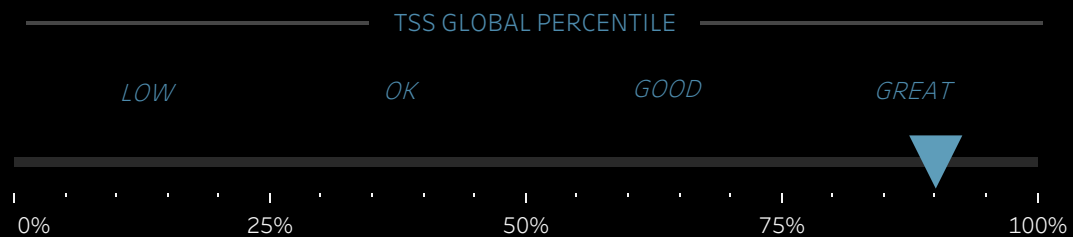
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**Note: to qualify for the top 20, destinations need to meet a minimum conversation volume threshold. This minimum allows for a greater confidence interval within the analysis and a more reliable ranking. In this quarter, Queenstown scored a very high TSS for this category, but did not meet the minimum conversation volume threshold. This tourism asset could present future opportunity.*

QUEENSTOWN, OTAGO

TOURISM
SENTIMENT SCORE®

35 *



Beaches TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Sunshine Coast	62
2	Mauritius	52
3	Zanzibar	50
4	Ibiza	49
5	Kangaroo Island	46
6	Noosa	46
7	Maldives	46
8	Seychelles	45
9	Cairns	44
10	Whitsundays	41
11	Shoalhaven	41
12	Turks and Caicos Islands	40
13	Fiji	40
14	Jamaica	40
15	Bermuda	38
16	Barbados	38
17	Bali	37
18	Esperance	37
19	Port Douglas & Daintree	35
20	Marbella	35

GLOBAL RANKINGS

BY TOURISM ASSET

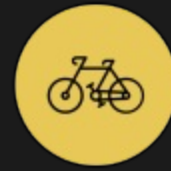
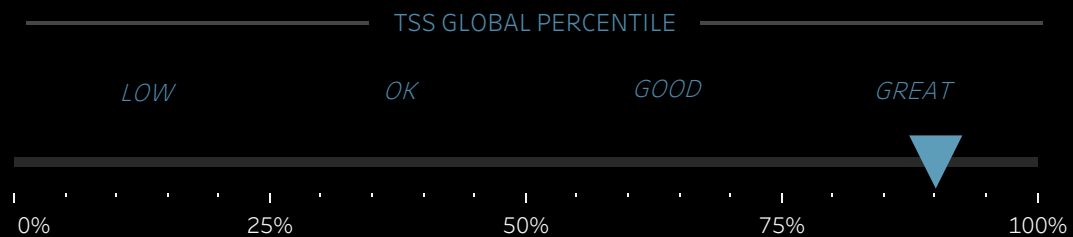
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QUEENSTOWN, OTAGO

TOURISM
SENTIMENT SCORE®

29 *



Biking + Cycling TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Tokyo	38
2	Boston	32
3	Hamburg	29
4	Bristol	27
5	Long Beach	27
6	Lincolnshire	27
7	Copenhagen	26
8	Cornwall	26
9	Banff	25
10	Lake District	25
11	Cape Town	24
12	Brisbane	23
13	San Francisco	22
14	Melbourne	22
15	Cumbria	22
16	Austin	22
17	Oxford	21
18	Minneapolis	21
19	Paris	21
20	Cleveland	20

GLOBAL RANKINGS

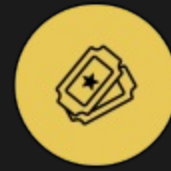
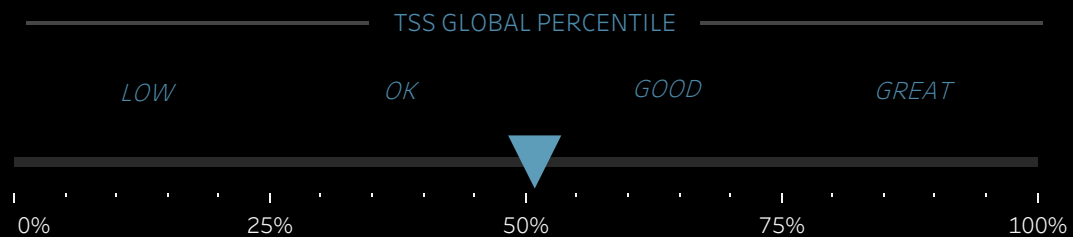
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QUEENSTOWN, OTAGO

TOURISM
SENTIMENT SCORE®

26



Festival + Events + Concerts TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Anaheim	47
2	Park City	43
3	Cornwall	43
4	Adelaide	42
5	San Jose	41
6	Christchurch	39
7	Charleston	38
8	Hanoi	38
9	Tokyo	37
10	Havana	37
11	Johannesburg	37
12	Dubai	36
13	Miami Beach	36
14	Belfast	36
15	Cumbria	36
16	Delhi	35
17	Tampa	35
18	Mumbai	35
19	Antwerp	35
20	Perth	34

GLOBAL RANKINGS

BY TOURISM ASSET

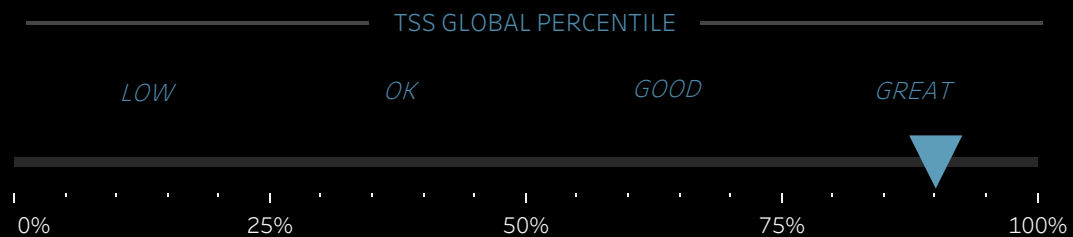
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QUEENSTOWN, OTAGO

TOURISM
SENTIMENT SCORE®

21*



Hiking + Rock Climbing TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	O'ahu	38
2	South Lake Tahoe	34
3	Bend	34
4	Honolulu	30
5	Cornwall	30
6	Cape Town	29
7	Yosemite	28
8	Canmore	27
9	Tropical North Queensland	27
10	Anchorage	26
11	Lake District	24
12	Banff	21
13	Scenic Rim	21
14	Maui	20
15	Chattanooga	20
16	Boulder	19
17	Blue Mountains	19
18	Vancouver	17
19	Estes Park	16
20	Jasper	16

GLOBAL RANKINGS

BY TOURISM ASSET

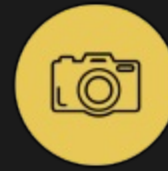
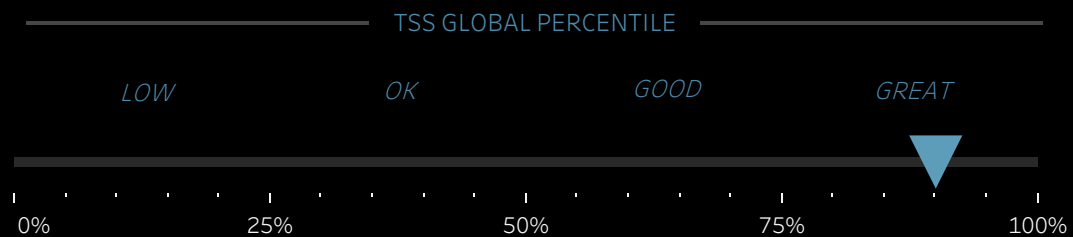
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QUEENSTOWN, OTAGO

TOURISM
SENTIMENT SCORE®

32 *



Nature Photography TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Barbados	49
2	Heidiland	44
3	Maldives	41
4	Bali	40
5	Cape Town	38
6	Gold Coast	37
7	Mauritius	35
8	Tucson	35
9	Blue Mountains	34
10	Miami	32
11	Perth	32
12	Yosemite	32
13	Vancouver Island	31
14	Salt Lake City	31
15	Seychelles	31
16	Puerto Rico	31
17	Reykjavik	30
18	Bergen	29
19	O'ahu	27
20	Cornwall	27

GLOBAL RANKINGS

BY TOURISM ASSET

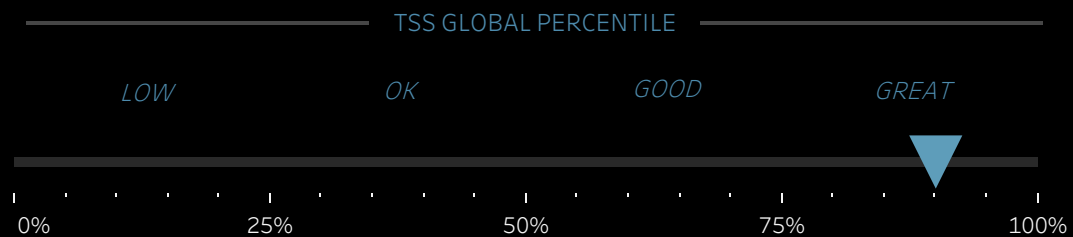
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QUEENSTOWN, OTAGO

TOURISM
SENTIMENT SCORE®

41*



Nightlife TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Gold Coast	46
2	Savannah	39
3	Leeds	39
4	Cape Town	38
5	Miami Beach	35
6	Hamburg	35
7	Brisbane	35
8	Cardiff	34
9	Tulum	33
10	San Diego	33
11	Melbourne	33
12	Austin	32
13	New Orleans	32
14	Belfast	32
15	Orlando	31
16	Hollywood	29
17	Brussels	29
18	Auckland	29
19	Los Angeles	29
20	Tokyo	28

GLOBAL RANKINGS

BY TOURISM ASSET

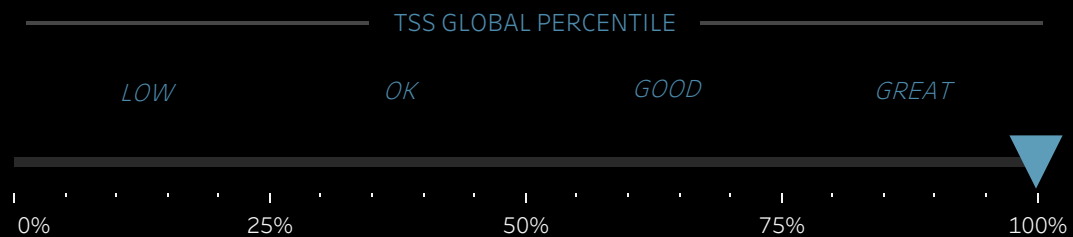
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QUEENSTOWN, OTAGO

GLOBAL RANK: #1

TOURISM
SENTIMENT SCORE®

64



Restaurants + Dining TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Queenstown	64
2	Daytona Beach	50
3	Frankfurt (Oder)	49
4	Santa Barbara	46
5	Tucson	45
6	Macau	45
7	Cornwall	45
8	Charleston	42
9	Copenhagen	42
10	Isle of Wight	41
11	Leeds	40
12	Dallas	39
13	Asheville	38
14	Austin	37
15	Cape Town	37
16	Cincinnati	37
17	San Antonio	37
18	Maldives	37
19	Cancun	36
20	Tulum	36

GLOBAL RANKINGS

BY TOURISM ASSET

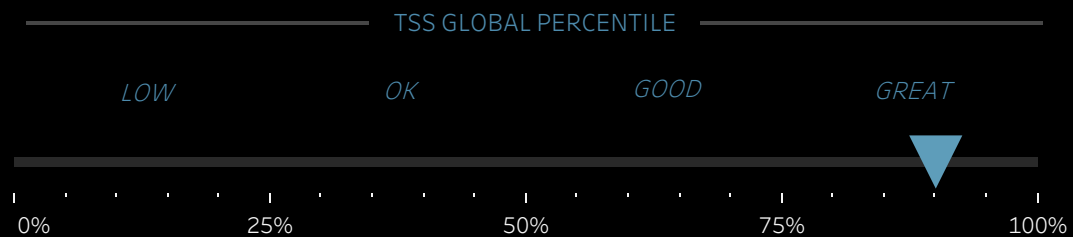
Applying the same methodology as we used to rank the top destinations for overall performance, we provide these global rankings for each of the tourism assets monitored by Tourism Sentiment Index. These destinations had the highest asset scores for this quarter.

**Note: to qualify for the top 20, destinations need to meet a minimum conversation volume threshold. This minimum allows for a greater confidence interval within the analysis and a more reliable ranking. In this quarter, Queenstown scored a very high TSS for this category, but did not meet the minimum conversation volume threshold. This tourism asset could present future opportunity.*

QUEENSTOWN, OTAGO

TOURISM
SENTIMENT SCORE®

39 *



Skiing + Snowboarding TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	St. Moritz	39
2	Mammoth Lakes	33
3	Big Bear Lake	31
4	South Lake Tahoe	30
5	Banff	28
6	Salt Lake City	27
7	Revelstoke	27
8	Aspen	26
9	Mt. Tremblant	25
10	Shuswap	23
11	Lake Placid	23
12	Vail	23
13	Turin	23
14	Whistler	22
15	Big Sky	21
16	Park City	21
17	Truckee	21
18	Jackson Hole	20
19	Breckenridge	19
20	Chamonix	19

GLOBAL RANKINGS

BY TOURISM ASSET

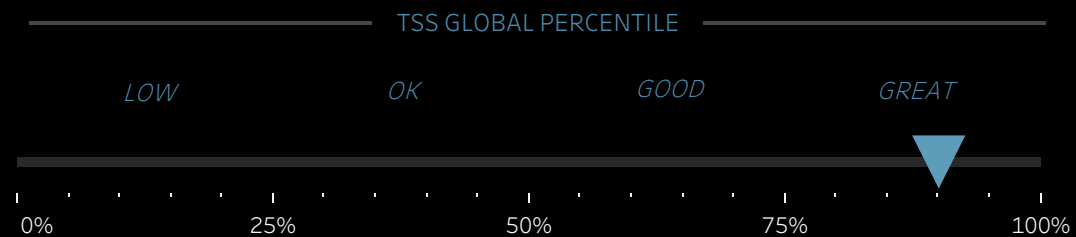
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QUEENSTOWN, OTAGO

TOURISM
SENTIMENT SCORE®

20*



Tours TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Yosemite	76
2	Barcelona	39
3	Bali	38
4	Orlando	31
5	Delhi	30
6	Maldives	29
7	Sydney	27
8	Cape Town	26
9	Puerto Rico	25
10	Milano	24
11	Kolkata	23
12	Mumbai	22
13	Barbados	21
14	Cumbria	21
15	Rome	21
16	Nashville	20
17	Hollywood	20
18	Los Angeles	18
19	Marrakesh	18
20	Jaipur	17

GLOBAL RANKINGS

BY TOURISM ASSET

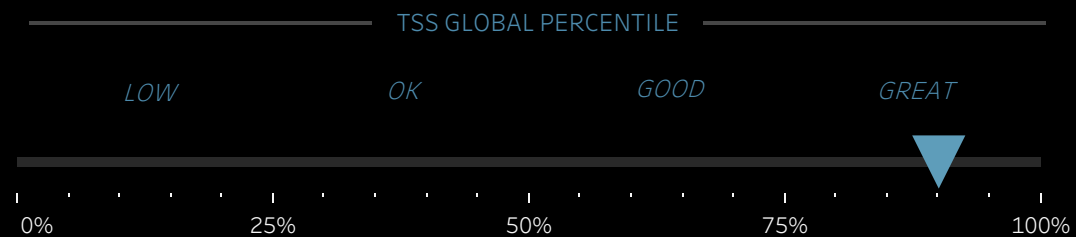
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QUEENSTOWN, OTAGO

TOURISM
SENTIMENT SCORE®

49*



Weddings TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Bali	55
2	Cape Town	55
3	Philadelphia	50
4	Melbourne	50
5	Cheshire	46
6	New Orleans	43
7	Maldives	43
8	Toronto	42
9	Orlando	41
10	Singapore	41
11	Cairo	39
12	Chicago	39
13	Boston	38
14	London	38
15	Dallas	37
16	Paris	37
17	Houston	37
18	Dubai	37
19	Sydney	36
20	Miami	32

GLOBAL RANKINGS

BY TOURISM ASSET

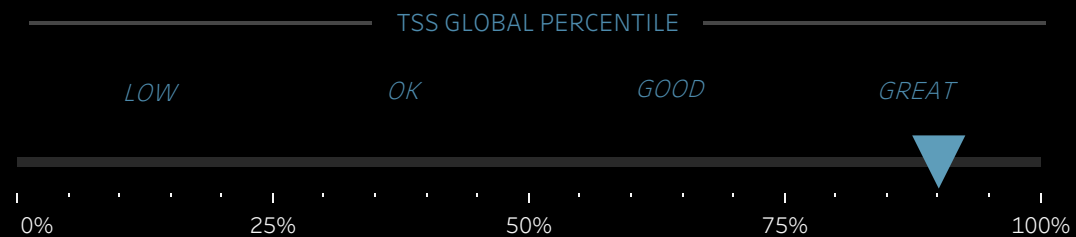
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QUEENSTOWN, OTAGO

TOURISM
SENTIMENT SCORE®

23 *



Wildlife Viewing TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Cairns	36
2	Isle of Wight	33
3	Tropical North Queensland	29
4	Maldives	29
5	Zanzibar	29
6	Yosemite	28
7	Hermanus	27
8	Whitsundays	26
9	Seychelles	24
10	Dana Point	19
11	Vancouver Island	19
12	Anchorage	19
13	Ontario Highlands	18
14	Orkney Islands	18
15	Collier County	18
16	Banff	17
17	Lincolnshire	17
19	Perth	16
20	Gold Coast	16

GLOBAL RANKINGS

BY TOURISM ASSET

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QUEENSTOWN, OTAGO

TOURISM
SENTIMENT SCORE®

26 *

TSS GLOBAL PERCENTILE

LOW

OK

GOOD

GREAT

0% 25% 50% 75% 100%



Winery + Vineyards TOP 20

RANK	DESTINATION	TOURISM SENTIMENT SCORE®
1	Margaret River	34
3	Hunter Valley	31
4	South Burnett	31
5	Yarra Valley	31
6	McLaren Vale	31
7	Cape Town	30
8	Stellenbosch	30
9	Sebastopol	30
10	McLaren Vale and Fleurieu Coast	29
11	San Diego	26
12	Napa	25
13	Monterey	24
14	Lismore	22
15	Bordeaux	22
16	Okanagan	21
17	Sonoma	21
18	Barossa	19
19	Adelaide	18
20	Santa Barbara	16



TSI RANKINGS REPORT

To review our FAQ, please visit sentiment-index.com/faq.

