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Tourism advertising and marketing performance metrics

TOURISM ADVERTISING AND MARKETING PERFORMANCE METRICS Arch G. Woodside

ABSTRACT Although scientific methods are available for evaluating the impact of intervention programs (e.g., plant growth of

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actual usefulness of tourism destination websites. Woodside and Dion use this rubric to examine the information available in the tourism marketing websites promoting visits to four countries.

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Arch G. Woodside, (2010). Tourism advertising and marketing performance metrics, in Arch G. Woodside (ed.) Tourism-Marketing Performance Metrics and Usefulness Auditing of Destination Websites (Advances in Culture, Tourism and Hospitality Research, Volume 4) Emerald Group Publishing Limited, pp.1 - 14

Tourism-Marketing Performance Metrics and Usefulness ...

Information usefulness auditing of tourism destination websites: Assessing Los Angeles, San Diego, and San Francisco's performance Carlynn Woolsey (pp. 15 - 26) Type: Chapter Item

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Tourism-Marketing Performance Metrics and Usefulness Auditing of Destination Websites by Arch G. Woodside (2011-06-08): Books - Amazon.ca

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This volume provides specific answers to hard questions about how to create valid metrics to measure the

effectiveness of tourism advertising and the usefulness of destination marketing websites. An extensive literature review describes 40+ years of research on the effectiveness of tourism

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