



VISITOR ENGAGEMENT AND SATISFACTION

WHY YOU SHOULD JOIN OUR ONLINE COMMUNITY AND WORKING GROUP AND WORKING GROUP FOR TOURISM BUSINESSES AND STAKEHOLDERS

- Did you know that satisfied tourists stay longer, spend more and come back? They also promote the provider on social media and online ratings, thereby contributing to business and destination competitiveness?
- Do you think that it is easy to satisfy travellers in your destination? Visitor satisfaction is determined by a combination of perceived value and quality, it is not at all about the destination itself. It is consumer expectations and actual experience.

Most importantly, satisfaction with vacation time impacts their overall quality of life.

That is exactly WHY within TOURBAN project we will have focused discussions around the topics.

RELEVANCE:

- Without a doubt, “engagement” has been one of the hottest buzzwords, visitors' level of engagement with tourist attractions is vital for successful heritage management and marketing.
- What is visitor engagement and how can it be measured? It can be deployed throughout individual organizations, can add value to the business's current understanding of visitor behaviour and provide additional evidence for the need to make substantive changes to the web site and other digital marketing plans.
- Overall satisfaction has a strong and positive relationship with destination loyalty.
- Helps also to increase employee loyalty, when they have a lot of positive feed-back they tend to find more satisfaction in their job.

OPPORTUNITIES FOR DESTINATIONS AND SMEs

- As a service-orientated industry, tourism operators and destinations must continually strive to meet the demands and expectations of visitors for quality tourism products, experiences, and services.
- For marketers in tourism, the operational measure of visitor engagement provides another valuable input into the process of deciding which message, creative, placement, segment will provide the optimal return on investment.

TOPICS ADRESSED:

- Customer satisfaction vs. sustainable behaviour
- Providing a basis for future strategic planning for tourism development
- Identifying opportunities for value creation in the tourism offering
- Identifying key trends in visitor market expectations and demands

TOURISM SECTOR EXPERIENCE:

Understanding differences in visitor expectations between different visitor markets or segments, including international and domestic visitors or individual niche market segments.

ADDITIONAL INFORMATION:

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