

TOURISM DESTINATIONS CANNOT IGNORE DIGITAL BRAND IDENTITY



Countries and regions have come to terms with the need to strategically manage their brand reputation, improve trade and investment, and attract tourists.

As the entire world goes online, tourism industries constantly have to build an online brand and presence to represent them and what they have to offer tourists.

Studies have shown a correlation between national and domestic brand image and a destination's appeal to visitors.

Founding partner and CEO of Bloomberg José Filipe Torres says that when people have a good impression of a country, people can embrace their tourism sector more because they associate it with positive emotions.

According to a traveler's research by Google, 65% of tourists use online search engines to research before deciding where to go.

What this means is that any information or article about a country or city available in the digital world has a massive impact on real-life perceptions.

Another research has shown that search engines have become the most reliable sources of information, surpassing traditional media outlets, and social media channels.

To survive and attract tourists, investments, and other sources of income in times like this, countries must embrace digital branding and sell their best part to the world.

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