Advertising in Tourism and Leisure

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Abstract:

Advertising bombards us every day – from commercials on television and radio, to advertising on buses and billboards, in magazines and on the Internet – and there is an increasing amount of advertising masquerading as something else – on television travel shows, in the latest blockbuster movie and on children’s toys and clothes. We live in a marketing and media-driven world and much of this advertising markets leisure, travel and tourism products and services. In fact, any organization involved in the leisure and tourism business – from local arts centres, museums, sports clubs and small hotels to the largest theme parks, airlines and cruise companies – will be interested in advertising in one form or another. Whilst for the most part in this book, we focus on the strategies of the larger players – the national tourism agencies, the airlines, the global hotel chains and the large tourism operators – many of the ideas and techniques discussed in this book.

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Understanding tourism and leisure advertising

What makes good advertising? Planning the complete campaign

Advertising research.

Part Two. Marketing and promotion in tourism and leisure

It is important to remember that advertising is not developed or delivered in a vacuum – it plays an important although limited role within the process of marketing. At the beginning of the twenty-first century, most people have an understanding of the word ‘marketing’. To solve this crisis in tourism, marketing experts engaged in a new advertising campaign that sought to create an “emotional bond between Canada and the rewards of travel by offering emotional explanations of experiences. The new Canada tag line, “Canada. Keep Exploring” launched with new advertisements that focused on presenting the country as a place worth exploring, in part because of its amazing nature and wildlife, but also because of its progressive, welcoming society. With a greater understanding of the psychology behind travel, tourism, and leisure, marketing professionals are better able to craft effective campaigns. Psychology and Marketing. International tourism advertising campaigns can be highly effective promotional tools. Web-marketing, online marketing or e-marketing are crucial ways to promote your destination and market your travel and tourism services. Tourism Review provides you with unrivalled and comprehensive online tourism advertising services. We are dedicated to the travel and tourism industry, with a strong track record of success and outstanding industry expertise. The main tourism advertisement tools we use include: Enhance Tourism Directory listings (links). Tourism Industry Banner Advertising. Video advertisin...