

Positioning Analysis of Atlantic Canadian Provinces as Travel Destinations by Americans

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Abstract : This study analyzes Americans' views of four Atlantic Canadian provinces as travel destinations regarding specific destination attributes for a pleasure trip, awareness (heard) of the destinations, past visit to the destinations during the prior two years, and intention to visit in the next two years. Results indicate that American travellers perceived the four Atlantic Canadian provinces as separate and distinct when rating best-fit destination attributes to each destination. The results suggest that travel destinations, specifically the four selected destinations, must be prepared to differentiate their destination's image and the range of experiences and services to appeal and attract more American travellers.

Keywords : American perceptions, Atlantic Canadian provinces, competitiveness, positioning analysis

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