

A Destination Marketing Study on Capitalising on the Cultural Link between Ireland and North America Using Social Media

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Abstract : This study examines how a destination marketing organisation can use social media channels to engage the interests of the US and Canadian markets in a way that maximises the number of visits (and revisits) to Ireland. The research reveals how the cultural link between Ireland and North America is exploited through the use of social media strategies. The findings are based on quantitative and qualitative empirical data obtained through a survey of North American holidaymakers in the pre, during and post trip phases coupled with in-depth interviews of 20 industry experts who are responsible for the implementation of relationship marketing strategies for this segment. The qualitative data was analysed using Netnography in order to provide insights into the effectiveness of various social media channels in developing cultural links between Ireland and North American tourists. The findings of this investigation will extend an under-researched body of literature pertaining to Ireland and North America. The empirical evidence of this study will be of value to both academics and industry practitioners.

Keywords : Ireland, marketing, North America, relationship, strategies

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