

Tourism Board Market 2017-Facilitate Decision-Making Based on Strong Historic and Forecast Data

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SUMMARY

WiseGuyReports published new report, titled "Tourism Board Marketing Index"

"Tourism Board Marketing Index", measures the marketing efforts of 100 tourism boards around the world.

The Tourism Board Marketing Index provides an insight into the individual marketing performance of different tourist boards. To compile the rankings, a host of direct and indirect indicators are taken into consideration such as the effectiveness of marketing to attract tourists,

the ratio of social media followers to international arrivals and the quality of the design of tourism boards' webpages. The report includes both regional and global rankings that assist stakeholders in the industry to rate the effectiveness of different marketing strategies.

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Scope

- The tourist board of New Zealand is ranked first in the world in terms of marketing performance, followed by the one of the United Arab Emirates and Mauritius.
- Ten out of the top 25 ranking tourist boards in the world are European.

Key points to buy

- The report is an effective tool for policymakers and businesses to assess the performance of the marketing campaigns of tourist boards across the globe.
- The index breaks down the marketing performance of tourist boards into different factors, providing an insight into potential areas of improvement.
- Both the regional and global rankings allow for cross-country comparisons, enabling the reader to identify the best-practices in the field, and hence strengthen or alternate their marketing efforts accordingly.

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Wise Guy Reports is part of the Wise Guy Research Consultants Pvt. Ltd. and offers premium progressive statistical surveying, market research reports, analysis & forecast data for industries and governments around the globe.

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