

The Impact of Influencer Marketing on Destination Choice

Bachelor Thesis for Obtaining the Degree

Bachelor of Business Administration in Tourism and Event
Management

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Abstract

In the last two decades alone, influencers have become a marketing phenomenon all around the globe. Companies have started seeing the benefits of implementing influencers into their marketing strategy due to the wide consumer reach these social media users have. Furthermore, influencers allow for a much more personalized connection between consumer and the entity selling the product or service. This paper suggests using this innovative method of marketing to tackle to worldwide problem when it comes to overtourism.

With the travelling trend skyrocketing in the past few years, masses of tourists have become quite a substantial problem in some cities or even countries. This paper suggests the use of newly emerged influencers to re-direct tourism from overcrowded destinations to those that, on the contrary, would benefit from receiving a larger influx of visitors. Amsterdam and Venice were given as examples of overcrowding where influencers could be used to redirect tourism, whilst Cape Verde and Tampere were cited as localities that could benefit from attracting more visitors. Dubai and Tulum demonstrated that influencers, if adequately used, can assist a city in reaching its tourism potential in a positive way.

The main hypothesis on which the paper was based postulates that the trustworthiness of consumers for influencers is higher than that for travel agency websites when choosing a travel destination, was not confirmed. However, the study could confirm that trustworthiness and expertise had a positive impact on booking intention. It remains to be further studied whether the combined use of both methods, influencers and travel agency websites as well as other forms of partnerships would achieve the desired effect of re-orienting tourism from overcrowded areas to less known or less popular destinations, be it within the same country or withing a wider geographic region.