Comparing perceived images with projected images – A case study on Finnish ski destinations

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Abstract

The objective of this study is first to compare the image perceived by the visitors of five Finnish ski destinations with the image projected by the respective ski resort DMOs. Second, the profiles of the five ski resorts are then compared. A quantitative content analysis of the printed marketing material of the destinations was conducted. The importance of the attributes affecting ski destination choice was also investigated with 1,529 effective responses. An exploratory factor analysis using the principal component method with varimax rotation was used to determine the factors of the phenomenon. ANOVA and Post Hoc pairwise multiple comparison tests were used to explore how the identified attributes of ski destination choice differ among tourists in the five ski destinations. Four factors, namely downhill skiing services, cross-country skiing services, restaurants and social life, and spa services were found to differentiate the
destinations. According to the comparison of the results of the content analysis and the factor analysis, the results show that the projected images seem to be congruent with the determinants of ski destination choice of the visitors in the respective resorts. On the other hand, the profiles of the ski resorts differ strongly.

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