



Which keyword and images attract tourists to Toronto?

What is the issue?

Destinations are highly competitive and must constantly differentiate themselves to stand out to attract tourists. Toronto is not considered one of the top global destinations to visit and may not have clear keywords and images that resonate in the minds of the tourist. Therefore, this research sought to better understand which keywords and images tourists visiting Toronto did identify with in order to assist with future promotional efforts.

What did the researcher do?

The researchers collected 400 quantitative surveys from key tourist sites in Toronto from both domestic and international visitors. Questions included length of stay and motivation for visit, key demographic information and which keywords or images were most identified by visitors.

Why is this research useful?

The identification of tourist's motivations in visiting a destination can assist with both the marketing and promotion of the city and help marketing bodies better understand who visits a city and what elements are the most unique.

What were the outcomes?

Results found that the key motivation to come to Toronto was to visit friends and family (23%) and entertainment (17%). Images that best represent Toronto include:

- Image: Tommy Thompson Park (30%)
- Attraction: CN Tower (59%)
- Food & Drink: Tim Hortons (38%)
- Sports: Toronto Blue Jays (37%)
- Entertainment: Drake (47%)
- Keyword: *We The North* (23%)

Recommendations include using new images in promotional activities that align with tourists' motivation and emotions and take action on tourists' recommendations for improvement such as maintaining the cleanliness of the environment, increasing the number of attractions and improving public transportation.

About the Researchers

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Citation

Antonio, M. Han, J., Kim, H., Luo, H. (2016) Popular keywords and Images that Attract Tourists to Toronto. Ryerson University, Toronto, Canada

Keywords

Toronto, tourism, images, keywords, destination competitiveness

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