

CAN ADVERTISING HEALTH MANAGEMENT PROMOTE TOURISM?



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Does trust in public health institutions due to advertising successful health management during a pandemic increase the attractiveness of a tourism destination in the recovery stage?

CONTEXT

WA applied strong public health management during the COVID-19 pandemic. When borders were opened to overseas travellers in March 2022, after almost two years of strict closure, there was hope that international tourists will be attracted by WA's successful pandemic management and that WA should be advertised as one of the safest destinations in the world, in order to increase its touristic attractiveness.

HIGHLIGHTS

- Advertising successful health management during and immediately after a pandemic can increase tourism destination attractiveness
- Advertising about successful past public health performance increases intention to book of international tourists
- This effect depends on the information that is given in the advertising: including facts helps
- Including objective information on the *future* ability of a destination to protect tourists from infections, for example through high local vaccination rates, also increases intention to book
- These effects also depend on tourists' attributes: if tourists cannot reduce risks themselves (e.g., through vaccination) informing them about the public health performance of the destination is even more important
- Style variations in advertising (gain or loss message framing of safety information) do not make a difference
- To target the tourist with the lowest intention to visit, a combination of narrative, factual and future-oriented preventive safety information should be used
- Advertising complimentary health insurance has an even stronger impact on visit intentions of international tourists

METHODOLOGY

- Randomised experimental design
- Testing the effectiveness of different advertising messages on tourists willingness to visit WA
- Online survey conducted in May 2022, sample of 509 respondents, including at least 100 from each of the 5 target countries: Singapore, Malaysia, India, UK and NZ

KEY CONCLUSIONS

- Public health performance is important for tourism recovery after pandemics.
- Tourism policy makers should prioritise health management during a pandemic.
- Destination marketers should engage in proactively advertising successful health management.

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