The impact of video games on destination image

Louis-Etienne Dubois, Tom Griffin, Christopher Gibbs, and Daniel Guttentag

Process

- Compares the impact of different communications media on image and behavioural intentions for potential visitors to Montana
- Groups either played Far Cry 5, watched a movie, or viewed printed materials

Results

- Video game group returned less positive ratings than other groups
- Tourism marketers should be mindful of the media’s intent and use of imagery, especially when it comes to violent content

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