

Research Snapshot

Preferences at city and rural beaches: Are the tourists different?

Rachel Dodds and Mark Robert Holmes

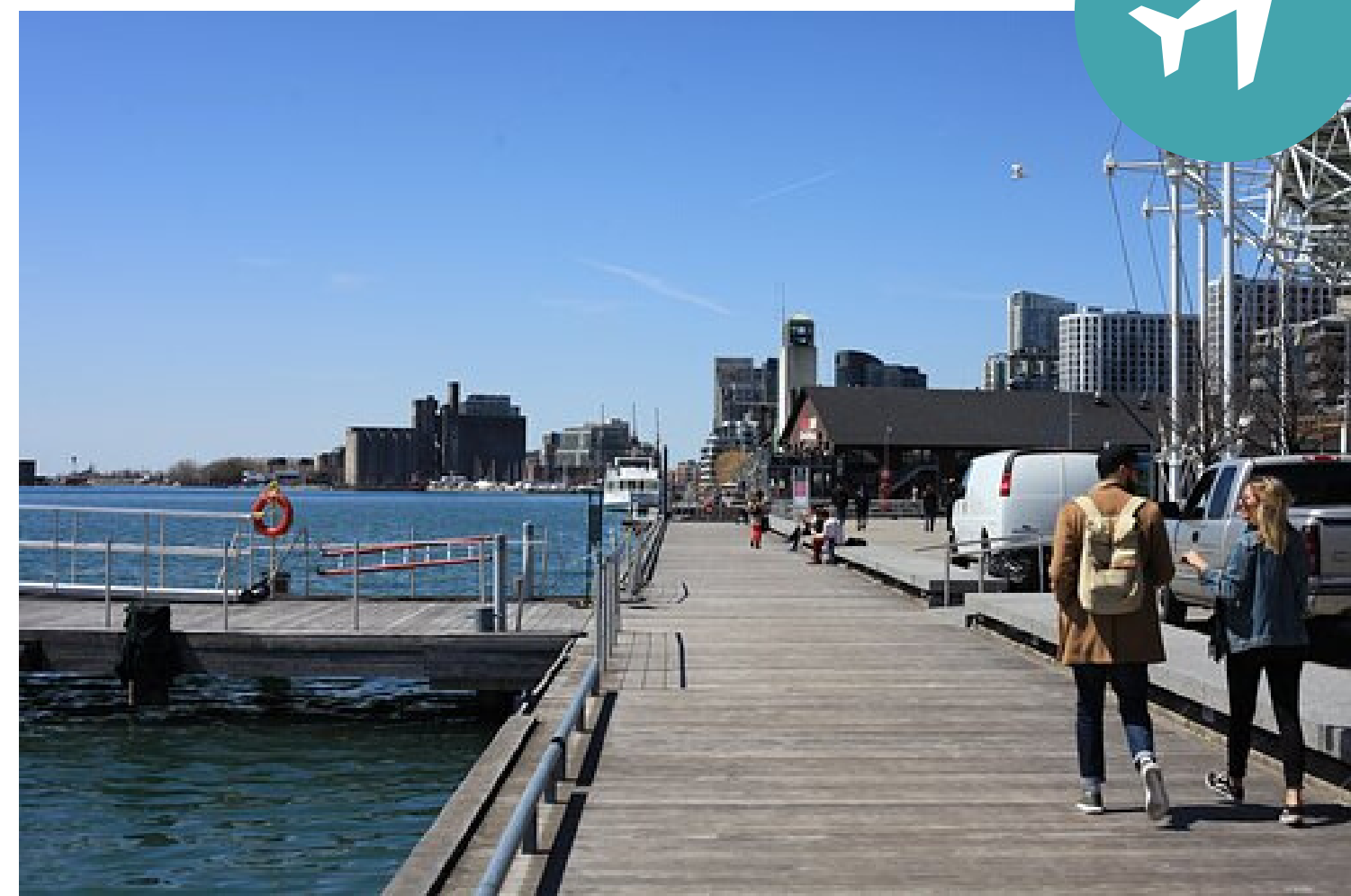


Process

- Examines tourist motivations to visit beaches within the context of geographic location
- Links behaviour to the setting's environmental management
- Results are drawn from quantitative survey data

Results

- Beachgoers are more likely to visit Blue Flag certified beaches
- Rural beachgoers spend more per trip than urban beachgoers
- Enables destinations to target their marketing for beachgoers



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Dodds, R., & Holmes, M. R. (2020). Preferences at City and Rural Beaches: Are the Tourists Different? *Journal of Coastal Research*, 36(2), 393. doi: 10.2112/jcoastres-d-19-00048.1

