

Research Snapshot

The impact of video games on destination image

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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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Dubois, L.-E., Griffin, T., Gibbs, C., & Guttentag, D. (2020). The impact of video games on destination image. *Current Issues in Tourism*, 1–13. doi: 10.1080/13683500.2020.1724082

