Research Article

Economic measures of tourism yield: what markets to target?[†]

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Abstract

An understanding of the yield potential of different source markets and segments can underpin destination marketing by both public and private sector organisations. The standard yield measure relates to expenditure injected into a destination from different market segments. This measure has several limitations, which are discussed in the paper. With the increasing sophistication of economic models such as computable general equilibrium, models, it is now feasible to develop new and more useful measures of tourism yield, which directly measure the gains to different stakeholders. Several economy-wide impact measures of yield are developed and contrasted for selected Australian inbound tourism markets. The measures produce conflicting signals for public and private sector tourism marketers and planners. The reward from further research in developing and operationalising yield measures is more informed policy-making by destination managers in respect of destination marketing and new product development, resulting in greater economic gains from inbound tourism. Copyright © 2008 John Wiley & Sons, Ltd.

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