



The Image of Vienna in User Generated Content: An Analysis of Brand Personality and Emotions

Final Report to the Vienna Chamber of Commerce (WKW)

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The emerging technological dynamics and increasing consumer power requires pro-active strategies by Destination Management Organizations (DMOs). Furthermore, positioning a destination around the feelings it generates, and its ability to offer visitors unique experiences, relationships, meanings and self-expressions is a strong competitive advantage. This study analyzed Vienna brand personality and emotions as reflected in online reviews from different service settings such as accommodation, sights, and restaurants. In addition, the study compares the results with tourists' connotations with Vienna as collected in a conventional survey. The combination of content analysis and comparative analysis provides recommendations for DMOs on how to develop emotional links and use consumers' information exposed in an online setting.