Meteorological conditions and travel choices: some evidences

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Extended Abstract: Tourist industry is climate dependent, especially for many warm destinations in the Mediterranean that attract regular flows of tourists from northern to southern Europe during the summer months. Interest in climate change has fueled a growing number of studies that evaluate the effects of climate change on tourism demand and simulate how marked shares are expected to be altered in the long-run. However, in contrast with long-term climate issues, the short-run relationship between weather and tourism has its own interest appeal specially because of the reduction of the time between the booking and the trip (lead time) and last-minute decisions to take vacations overseas have become popular in recent years. If climate conditions are key factors in tourism destination choices, meteorological conditions and their predictions could lead to increase adjustments of tourism demand forecasts. Under this hypothesis, this presentation aims to show different evidences about how weather anomalies affect travel choice behaviors with special reference to the Balearic Islands. For this, the results of three papers (Álvarez and Rosselló, 2010; Rosselló et al, 2011; Rosselló and Waqas, 2016) analyzing different contexts of tourist time series and their relationship with meteorological time series are analyzed. Results show how weather conditions both at the destination and at origin can be related to the tourism demand time series and the interests in destination captured by Google Trends tool. However, more work is required in order to incorporate these results to current management tools.

Keywords: Weather; Climatic Change; Tourism Demand; Time Series

References

