

This examination covers the issue that movies have the power to influence individuals travel behavior by altering the image of a certain destination. Initiated by the fact that the destination image is a complex construct which depends on various elements and is of significance to various stakeholders, this thesis aims create an understanding of the actual influence movie tourism has on the destination image.

Numerous researches focused on the phenomenon movie tourism per se, but only several individuals highlighted the influence this niche tourism has on a destination image. In particular, the fact that a destination holds diverse stakeholders that all intent a destination image that comes advantageous, has not been researched exhaustive.

In order to understand their interest in movie tourism being an overall destination image influencer, the author investigated how the stakeholders perceive the particular destination. To get an idea of this perception, the author of this thesis conducted an exploratory Instagram content analysis. It not only gave insights into the projected but also in the perceived online destination image from which one can draw an understanding of the general destination image.

The understanding of the influence a movie production can have on the destination image by exploring the online content of the various stakeholders Instagram profiles will add a new perception on a topic that was already researched intensively.