

The Internet has become the primary means with which destination marketing organizations (DMOs) communicate with prospective tourists (Buhalis 2000, 1998; Gretzel, Y. Yuan, and Fesenmaier 2000; Hwang et al. 2006; Morrison, Taylor, and Douglas 2004; Wang, Hwang, and Fesenmaier 2003). Zack et al. (2007) indicate that most destination marketing websites focus primarily on information provision and usability with the belief that this strategy will be sufficient to attract the prospective visitor to the destination. Importantly, the recent evolution in Internet technology representing consumer-generated contents seems to support Fogg, showing that the Internet is, indeed, one of the most persuasive media for destination marketing to influence tourists' travel planning process (Anderson 2006; Hwang et al. 2006; Kim and Fesenmaier 2005, 2006, 2007; Tapscott and Williams 2006). DMOs are faced, however, with tremendous competition whereby destination marketers increasingly try to design their websites as a tool for influencing travellers' decision-making process (Werther and Klein 1999). The research methods and the findings of this study are then presented.5