

# The Effect of Brand Experience on Brand Credibility: An Analysis through Online Destination Platforms

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## **Abstract**

Even though concepts such as brand experience and managing online brand credibility are critical in destination marketing strategies, there have been no studies concurrently analyzing their interconnections until now. In the interest of closing the gap detected in the literature, a multimethod study, using a projective technique and an online experiment, was carried out across five official destination platforms (Website, Facebook, Instagram, Twitter, and YouTube). The results confirm positive direct and indirect relationships among online destination brand experience, perceived online destination brand credibility, and intentions to visit and recommend the destination.

**Keywords:** *experience; destination; credibility*

**Track:** Tourism Marketing