

# **A Model of Multidestination Travel: Implications for Marketing Strategies**

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## **Abstrak**

Because tourists derive utility from the enjoyment of destination characteristics, Lancaster's approach is putatively appropriate to address the particular structure of the tourism industry. Most research efforts regarding tourism destination, including those applying Lancaster's model, specifically address the choice of a single destination. This article is intended to explain multiple destination choice using Lancaster's characteristics model and a discussion of model implications of some marketing strategies for destinations as well as for tour operators. The model developed herein explains that packages of multiple destinations can create preferable combinations of characteristics for certain travelers. Furthermore, the model provides useful strategies for tour operators in combining destinations into a travel menu or package.

**Key Words:** destination choice • multidestination • Lancaster's model • tourism marketing • package tour