

# 14

# Marketing the Seasons

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## Learning outcomes

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After reading this chapter, you will be able to :

1. Understand how the season can be utilised to extend both the value and volume of tourism.
  2. Explore the concept of temporal marketing
  3. Investigate the semiotic seasonal language of tourism
  4. Identify the role of semiotics in tourism marketing
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## Introduction

This chapter explores the use of seasons in defining the marketing offer for destinations. Rather than examining the traditional idea of seasonality within the tourism industry that is formed around both weather conditions (skiing in winter, beaches in summer etc.) and calendar events (school holidays, Spring break or religious holidays etc.), this chapter explores how the cycle of seasons are linked to specific touristic experiences that help to reduce the impact of seasonality on businesses by creating a continuous sequence of events throughout the year.

Tourism seasonality is generally seen as a negative element of tourism with many workers only being employed for short periods of time (Duro & Turrión-Prats, 2019). Within this context Butler (1998) refers to the problem of seasonality as a 'temporal imbalance' in the phenomenon of tourism.