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# Measuring Temporal Performance in Tourism

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## Learning outcomes

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At the end of this chapter you will be:

1. Aware of the range of data and tools that individual tourism businesses can use to improve their temporal performance.
  2. Able to use the metrics to improve individual business temporal performance.
  3. Aware of the key metrics used by tourism authorities in understanding the impact of seasonality on tourism at an industry level.
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## Introduction

This chapter introduces the key metrics used by tourism businesses in improving the temporal performance of their businesses, specifically in the areas of occupancy, revenue and profit. The underlying theory of temporal pricing was explored in detail in the previous chapter. In this chapter we focus on the real-life application of these theoretical concepts and review the range of metrics available to individual tourism businesses. The chapter will also raise some of the real-life trade-offs facing tourism businesses in trying to maximise profits in a dynamic marketplace. In addition we will also consider what these practices mean for individual tourist consumers and the metrics and tools available to consumers to benefit from tourism businesses'