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INTRODUCTION
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Annals of Tourism Research Empirical Insights is a gold open access social sciences journal focusing upon applied research in tourism. It is a companion title to the highly-regarded Annals of Tourism Research and publishes empirically-based full research articles and research notes where findings have implications beyond the case study context, and are relevant to a broader audience of academy, policy and/or industry practitioners. Work published in Annals of Tourism Research Empirical Insights must be implemented using rigorous research designs to ensure the integrity of conclusions drawn. Annals of Tourism Research Empirical Insights accommodates the open access requirements by some countries, funding bodies and research institutions.

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