

## **Abstract**

### **Social media and other information sources used by Scandinavian holidaymakers in Mallorca**

It is commonly assumed that social electronic media are playing an increasingly important role as information sources for travellers. The goal of this questionnaire-based project is to investigate the extent to which social and other media were employed by Scandinavian holidaymakers in Mallorca. The study includes visitor assessments of the trustworthiness of travel information sources such as blogs and various tourism-related websites.