

網路體驗行銷策略之研究-以台鐵太魯閣號為例

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### 摘要

The samples of this study were from the famous portal sites in Taiwan. This study searched the journey packages of Taroko train, Subjects studied were 126 data from 7 travel agents' web pages. The purposes of this study are to analysis and compare on how travel agents internet experiential marketing worked in Taroko train in Taiwan. The major research method in this study was content analysis. The data of reliability was through the percentage agreement. The results showed: The contents of the experiential marketing' s 5 modules were more complete in online travel agents, Traditional travel agents has better performance on traditional marketing strategy.

關鍵字：Experiential Marketing, Content Analysis, Railway Traveler, Taroko Train, Travel agents