WORKSHEET 12B

SUMMARY OF TRAVEL MARKET SEGMENTS

Criteria that can help summarize your travel market segments:

- Trip Purpose (What type of tourist are they?)
- Geographic (Where are they from?)
- Socio-economic or Demographics (What are they like—gender, income,...?)
- Product Related (What attractions and services do they look for?)
- Psychographic (What are they like—personality traits, interests...?)
 Use Frequency and/or Seasonality (When do they come here? How often?)
- Best Method of Communication (How do we reach them?)
- Rank (Trip purposes are ranked with one being the most important, two the second, and so on. Existing markets are usually higher priority than potential tourist markets because fewer resources and less time are required to develop them.)

TRIP PURPOSE	GEOGRAPHIC	SOCIO-ECONOMIC OR DEMOGRAPHICS	PRODUCT RELATED	PSYCHOGRAPHICS	USE FREQUENCY AND/OR SEASONALITY	BEST METHOD OF COMMUNICATION	RANK
Example: Pleasure travel	South Texas San Antonio	Married 55+	Historic sites Fine dining	Sophisticated Educational experiences	Winter	Travel agents Travel magazines	

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