

WORKSHEET 12A

IDENTIFYING TRAVEL MARKET SEGMENTS

Criteria that can help identify your travel market segments:

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Example: ✓ Pleasure Travel touring or vacation visits to family and friends	Many families take summer vacations to the coast.
Tourist Type and Purpose	
Pleasure Travel touring or vacation visits to family and friends Personal Business Education Medical Other Business commercial salespersons government local companies airlines Convention and Meetings corporate association government social functions Tournament and Sports Groups Passing Through	
Geographic	
State, Province, County Region Urban, Suburban, or Rural City Size Population Density	

√ SEGMENTATION	OBSERVATIONS
Socio-Economic or Demographic Age Education Sex Income Family Size Family Life Cycle Social Class Home Ownership (first, second...) Race or Ethnic Group Occupation	
Product-Related Segmentation Recreation Activity Equipment Brand Loyalty Benefit Expectations Length of Stay Transportation Needs Experience Preference	
Psychographic Personality Traits Lifestyles Attitude, Interest, and Opinions Motivations	
Use Frequency and Seasonality Heavy Users Moderate Users Infrequent Users	

√ SEGMENTATION	OBSERVATIONS
Channel of Distribution	
Direct Customer Sales Travel Agents Tour Operators Tour Wholesalers Airlines Government Tourism Marketing Organizations Regional and Local Tourism Associations	

