

WORKSHEET 13A

TOURISM OBJECTIVES

Criteria that can help summarize your tourism objectives:

- Identify target markets, quantified goals and timelines.
- Incorporate the strengths and shortcomings of your community attractions and infrastructure.
- Objectives should align and complement your community values.

MARKET SEGMENT	OBJECTIVES
Example: Young Families History Buffs	Increase number of young families visiting by 5% in next 5 years. Increase market share of travelers interested in history by 2% over the next 18 months.



