



GETMORETOURISTS.COM

Get more visitors by targeting these rewarding travelers.

Tourists use travel books and websites to find great hotels and attractions, so why shouldn't you have a field guide to today's most profitable vacationers?



The tourism industry may be changing, but we've spotted 11 emerging types who are on the move and looking for great places to visit (like yours).

This handy reference reveals what they're looking for, what they're spending money on, and the best ways to attract and keep their business.

THE AUSSIE ATHLETE

They come from a land Down Under, seeking new beaches, spectator sports, and glittering nightlife. These fit, active Australians increased their travel to coastal regions in 2010, particularly in California, and waterfront destinations are already working hard to make sure they'll be back next year.



When you schedule your marketing efforts, don't forget that the Lucky Country's seasons are the opposite of North America's—high summer here is the dead of winter there.

WHAT REACHES THEM:

These tech-savvy tourists respond best to Internet resources like trip advisors, travel guides, and social media. Get online to get their attention.

**Wanna hear, wanna hear the thunder?
Call (714) 841-9600
to get The Aussie Athlete.**

THE LANDSEEKER

Families with young children lead frenzied lives of non-stop drama. So when they hit the road for the "big vacation," it better be a blowout they'll remember until they can afford to get away again.

The budget is often on their minds, making them the most likely group to plan "staycations" or travel by car.

They're big fans of family value discounts, "free" promotions, and club memberships that make planning easy.

Free toys for the kids will attract their attention and encourage repeat business.



WHAT REACHES THEM:

Vacation package promotions, both in print and online, reduce stress and imply value for this group.

Get more Land Seekers by sending a message at JUVECreative.com

THE MIDWEST HISTORY BUFF



*The tourists are coming! The tourists are coming!
And if you've got museums or other landmarks nearby,
they'll be eager to come to you.*

*Nostalgic history buffs, primarily from
Illinois, Iowa, Ohio, and Indiana,
travel in search of legendary places.*

*Some of them even wear retro outfits
from the '70s—the 1770s, that is.*

*They're worth cultivating because they
tend to stick around longer than most guests,
often splurging on dinner after active days
that involve a lot of walking.*

WHAT REACHES THEM:

History buffs still read newsprint, from big national journals to smaller publications aimed at re-enactors and enthusiasts.

Promotions on the History and National Geographic Channels also get great results.

**Email check-in@juvecreative.com
to start making history for
your organization.**

THE LEISURE OPPORTUNIST



*Who says you shouldn't mix business with pleasure?
A growing number of corporate types have been doing
just that in 2010, scheduling extra nights and adding more
personal outings to work-related travel.*

*Business travel is the ticket to discovery for these
frequent flyers who work and play hard.*

*They're into "club points" promos
that earn them extra nights and
first-class upgrades, and often look
for package deals that include spa,
entertainment, and dining options.*

WHAT REACHES THEM:

Online destination marketing that highlights both business amenities and local attractions.

Make sure this audience can get all the information they need on a laptop, iPad, or smartphone.

**Have your people
call our people at
(714) 841-9600 to
get The Leisure Opportunist.**

THE THREAD COUNTER

It's so difficult to be perfect.

But that's what you'll need to be to satisfy these big spenders with high standards. Male or female vacationers age 35 and up, these survivors of grueling Gen X childhoods have come into their own and are ready for the good time they deserve. Seeing the world doesn't interest them as much as being treated like royalty when they roll into town for a long weekend. Pamper them well and they'll be back again and again.

WHAT REACHES THEM:

If you want these fashionable paragons to grace you with their presence (and their credit cards), you'll need to be a regular in the glossy magazines they love—and look as stylish as they do in print.

**Email check-in@
juvecreative.com to learn
how to attract the
Thread Counter with your
peerless excellence.**



THE SNOW BIRDS

The 65-or-better set is the largest demographic in today's travel industry, healthier and more active as a group than ever before.

Concentrated in the Southwest, East Coast and Florida, they're poised to continue growing as Baby Boomers start hitting retirement.

With time on their hands they're likely to stay at your destination longer, traveling with friends or bringing the grandkids along.

They're still budget-conscious, though, so keep those coupons and discount cards coming.

WHAT REACHES THEM:

Vacation getaway promotions. Print advertising is great, but don't neglect online promos—high-tech know-how is on the rise in this group.

**Use our contact form at
juvecreative.com to learn how to
get the Snow Birds.**





"Will travel for food" is the motto of this culinary connoisseur, whose quest for gourmet cuisine leads them far from home. Ranging from ages 25 to 44, it goes without saying that they spend more than average at restaurants.

A two-fer coupon or other good deal may attract them to an eatery they've never visited, but they're just as likely to come and pay top dollar if you've earned a scrumptious reputation.

They're also drawn to heritage and culture destinations... at least until it's time for the next meal.

THE FOODIE

WHAT REACHES THEM:

Take full advantage of social media and travel channels. Get on the Food Network if you can, but unless those onion rings are really good, be careful about hiking your prices when you do. Foodies talk to each other.

Hungry? Order more tasty tips that make The Foodie's mouth water by calling (714) 841-9600.

THE TOKYO TOURIST

When it comes to global travel, The Tokyo Tourist is the undisputed leader.

You'll find them tooling around the country in tour company groups, stopping for every landmark and amusement park in their path.

This group spends a lot of time and money on destination shopping, a key part of their long, activity-packed days. They'll want souvenirs to show off where they've been, so destination brands are a must if you've got a yen for their business.



WHAT REACHES THEM:

Use product placement, online strategies, and vacation guides to woo Tokyo Tourist groups to your destination.

Say "moshi moshi" and get The Tokyo Tourist at (714) 841-9600.

THE TREE HUGGER

This eco-friendly wanderer is looking for adventure and unspoiled wilderness to explore.

South America, with its towering rain forests, stately mountains, and big-eyed frogs is their most popular choice, but any haven from pollution and engine noise that gets them closer to nature has its appeal.

Just make sure you're the real deal before you crank up that solar-powered marketing machine—Tree Huggers are vocal online and can smell "greenwashing" from thousands of miles away.

WHAT REACHES THEM:

Tap into the online blogging community to get the word out. Cable Channels, free Public Broadcasting, and especially NPR are your most valuable publicity outlets.

Don't send a paper note. Find peace, love, and more eco-tourists by contacting us through our website at juvecreative.com/contact

THE PARTY PLANNERS

This pair of bachelorettes is ready for a good time, and the party begins the moment they walk in the door.

They're trendy and young—ages 21–33—and they're ready to cram as much fun as they can into their short stay.

Modern women with regular jobs, they always travel between Thursday and Sunday and typically stay for just two nights.

They're looking for the hippest destinations in town—those lacking dazzling nightlife need not apply.



WHAT REACHES THEM:

Party Planners crave the latest in cool. Use social media and email marketing to show them your fun side.

Get The Party Planners with your chic little smartphone by emailing check-in@juvecreative.com.

THE PET LOVER

Rover, Max, and Tiger aren't just homebodies anymore; they're members of the family.

If the Pet Lovers' fluffy friends aren't welcome at your port of call, they'll shake your dust off their Crocs and head for the competitor with a welcoming water dish next door.

Travelers in search of pet-friendly destinations are often single, and many call the West Coast or Northwest home. Cater to their critter companions and you'll earn a friend for life who will attract other two- and four-legged visitors.

WHAT REACHES THEM:

Product placement and social media are the cat's meow for this group.

**Fetch more
Pet Lovers by calling
(714) 841-9600.**



JUVE® specializes exclusively in marketing for the travel and tourism industry.

We don't just turn people into tourists—we turn tourists into your customers. We're in tune with who's on the go, what they're looking for, and the best methods available to attract the visitors you want most. Call us today to get them moving.



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