

3.0 Characteristics and Needs of Travelers

In order to design effective marketing and communications tools, it is essential to first understand the characteristics and needs of those targeted by the program. Therefore, the research focused on first understanding why clients prepare or do not prepare for foreign trips, as well as the steps they might take to prepare. An understanding of trip motivations can be used to increase the effectiveness of messaging. Similarly, describing the behaviour of travelers in preparing for trips leads to better use of channels for disseminating information. This chapter provides an understanding of traveler needs and behaviour with the objective of offering recommendations with respect to the marketing and communications program.

3.1 Traveler Segments

The research showed that the characteristics and behaviour of clients vary on the basis of:

- the destination and trip purpose (i.e. whether the trip is taken for a vacation, or for a learning experience); and
- the travel motivations and experience of the person.

3.11 Segmentation on the Basis of Travel Purpose and Destination

There are two basic segments of travelers based on the purpose of their trip:

- *sun vacation travelers*; and
- *foreign trip travelers*.

Exhibit 1 summarizes the characteristics of each of these traveler segments. The paragraphs below describe the motivations, preparation behaviour, and information sought by each traveler segment.