



This market research report of findings is fictitious (i.e., it's based on a fictitious study concerning travel to the imaginary State of Alpinia, in the United States) and only for the purpose of demonstrating MarketWise's expertise with regard to qualitative and quantitative market research.

The scope of work and report of findings in this example are somewhat abbreviated due to the fictitious nature of the study. Please note that all data used for statistical analysis was generated randomly and the results of this study as a whole are not intended to provide a real set of findings for any market. All calculations and secondary research sources are real, however; and all qualitative findings have been presented in as realistic a manner as possible.

If you would like further examples of MarketWise's work, or if you'd like to discuss any portion of the report in more detail, please contact Mike Haldane at [mikeh@marketwiseadvising.com](mailto:mikeh@marketwiseadvising.com).

May 1, 2024

## Report of Findings — Travel Opportunities in the State of Alpinia *(fictitious)*

Prepared For:  
**Prospective Customers of MarketWise**

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# Executive Summary

## *Objectives:*

With the goal of driving “off-season” (non-winter) leisure travel to the State of Alpinia, a market research project was scoped and executed, leading to a thorough understanding of the factors that will lead to a willingness to choose Alpinia as a preferred vacation destination. The study had the following objectives:

1. Confirm interest in traveling to Alpinia in the spring, summer and fall for leisure travel
2. Understand the demographic/psychographic characteristics of the ideal target travelers
3. Determine which markets represent the most significant concentrations of ideal travelers
4. Identify effective messaging and ways to reach the targets
5. Understand competitive considerations and how best to position Alpinia to attract travelers

## *Methodology:*

To fully address the objectives of the study, MarketWise examined all available and relevant secondary market research to establish a base of knowledge; and then facilitated twenty focus groups around the country, followed by a large-scale survey and finally a second set of focus groups to confirm the accuracy of the personas that were built as a result of analyzing the survey’s data.

## *Key Findings:*

***Focus group discussions confirmed a strong contingent of those who have an interest in travel to the State of Alpinia for leisure during the spring, summer and fall.*** What the research participants liked most were the variety of activities and that the majority of them could be done with friends and family, including hiking, biking, camping, fishing, rollerblading, white water rafting and relaxing, in addition to exploring, gold panning, visiting museums, attending festivals, etc. There were also several younger, single participants who mentioned the reputation of Alpinia for its climbing spots.

***While interest in travel to Alpinia was significant, the feasibility of such travel was gated for some based on certain demographic and psychographic factors.*** With this in mind, the ideal traveler profile is as follows:

- Male and female Baby Boomers, Gen Xers, Millennials and Gen Yers, all of which have slightly different interests and needs (see below)
- No more than 70 miles from a major airport, but ***within all regions of the United States***
- Households that include those with no less than some college or technical certification
- Incomes of no less than \$60,000 annually
- Enjoy spending free time with friends and family, traveling and/or doing outdoor activities
- Want to spend free time promoting physical/mental health, exploring new areas and/or working out

Focus group feedback and analysis of survey data enabled assembly of five traveler personas, including parents, adult children living at home, extended family (e.g., aunts, uncles, etc.), grandparents and adults living alone or with roommates. Personas provide insight into generational differences, academic

backgrounds, income, needs, preferences, etc., providing marketers for the State of Alpinia with key insights related to messaging and how best to reach targeted travelers.

To ensure the accuracy of the personas, a second set of focus groups were conducted, where participants were presented with the five personas and asked to comment on what was right, what wasn't quite accurate and what had been missed. With that information, the personas were modified slightly and then finalized.

#### *Market Overview:*

With approximately 43% of 128 million households in the United States showing a willingness to travel outside their home state for vacation, assuming one major vacation per year for these households, the potential number of trips planned could equal more than 55 million annually. With the assumption of four travelers for one week, at approximately \$10,000 spent on average, there's an opportunity for the State of Alpinia to compete for \$550 billion in travel dollars spent each year.

***Key competition for these travel dollars includes Colorado, Utah, Wyoming, Idaho and Montana, however from the research, it's been determined that while Alpinia is viewed similarly to Colorado and Utah once awareness of its off-season options occurs, there's an opportunity to differentiate it by demonstrating a price that is more comparable to Wyoming, Idaho and Montana. To differentiate Alpinia from those states, the convenience factor of a major airport will need to be emphasized.***

According to Travel & Leisure, there are several trends emerging this year, including:

1. The use of Artificial Intelligence (AI) to pick destinations and construct travel itineraries
2. The "dupe" trend, which is to substitute higher-cost destinations for lower cost ones
3. "Set-jetting," where travelers are influenced by what they see on television or movies
4. "Dry-tripping," which emphasizes destinations where alcohol isn't a significant factor

#### *Recommendations:*

Given the review of secondary data and the three phases of primary research, it's safe to say that Alpinia is in the position of attracting visitors from all over the country, however there is work to be done to build awareness of what Alpinia has to offer in the warm-weather months.

***Messaging should match the interests, challenges and functional, emotional and social needs of each persona, meaning messaging to each persona will need to be slightly different. Likewise, the methods to reach the individual personas should be based on where they prefer to get information to learn about travel options, including television, radio, social media, billboards, the Internet, travel sites, travel magazines, etc.*** AI and other trends should be watched carefully, since they too can have an impact on marketing strategy, messaging and the best ways to reach prospective travelers.

Further detail on all topics within the Executive Summary can be found throughout the remainder of this report of market research findings.

## Background and Challenges

### *Tourism Growth:*

The State of Alpinia is located in the middle of the Rocky Mountain range. The State's tourism industry has seen steady growth in recent years, with visitors drawn to its diverse winter activities, including world-class skiing, snowmobiling, dog sledding and the Olympics and other winter competitions. While most visitors come for winter sports, Alpinia also offers a beautiful setting for summer activities, such as golfing, camping, fishing, hiking, mountain bike riding, whitewater rafting and a variety of unique places to visit given Alpinia's gold mining history. However, most visitors in the summer months are local to the State of Alpinia and a few surrounding states.

### *Visitor Demographics:*

The State attracts a wide range of visitors, including families, couples and solo travelers. Key demographics include Baby Boomers interested in luxury ski experiences, Millennials and Gen Xers looking to share the tradition of skiing with their families and Gen Zers traveling with friends to ski, snowboard and snowmobile.

### *Top Destinations:*

Popular destinations in Alpinia include well-known ski resorts, such as Powder Bowl, Sugar Valley, Bear Meadows, Rocky Creek and Evergreen Mountain. The City of Heavenly, located just 15 minutes from most of the ski resorts, has a major airport, a lively downtown scene, a nice selection of shops and a wide variety of restaurants. About 45 minutes from the City of Heavenly are several old gold mining towns, including Placer, Sluice and Panning, which are popular daytrip and overnight destinations for locals in the summer. Each of these towns and the surrounding areas offer upscale shopping, fun restaurants and bars, whitewater rafting tours, gold mining demonstrations, fishing excursions, golf and a host of other outdoor activities.

In the fall, with aspen and evergreen trees covering the area, hiking and mountain biking are especially popular with locals, but the fall is still a slow time from a tourism perspective. In the spring, with the snow melting quickly, the waterfalls are spectacular, but again, they're mostly only seen by those who live within 100 miles.

### *Impact of COVID-19:*

Like many destinations, The State of Alpinia's tourism industry faced challenges during the COVID-19 pandemic, with fluctuations in travel restrictions and consumer confidence affecting visitor numbers. However, for the past couple of years, tourism has surpassed pre-pandemic levels, which the research suggests is a function of pent-up demand.

### *Marketing Strategies:*

To try to bring visitors in from the Rocky Mountain region and throughout the United States, the State's tourism board has focused on creating awareness of what the State has to offer in the off-seasons, telling stories of the great experiences visitors have had while visiting during those times and creating

demand by offering certain travel perks, such as airline, car rental and accommodations packages that make booking travel easy and cost-effective, all with the intent of promoting Alpinia as a top destination, not just in the winter, but also the summer, fall and spring. Internally however, there's a feeling that marketing efforts have not been targeted enough.

#### *Accommodation Trends:*

Accommodation options range from luxury resorts and boutique hotels to vacation rentals and campgrounds, catering to diverse traveler preferences and budgets. In recent years, visitors traveling with family, whether immediate or extended, have been trending toward renting homes, condominiums and cabins, which the research indicates is due to cost-effectiveness and the ability to spend more time together with a single space, as opposed to separate hotel rooms.

#### *Future Outlook:*

Despite challenges in establishing Alpinia as a destination during the off-season, including a lack of awareness, economic uncertainties, etc., Alpinia's tourism industry is expected to continue growing, driven by the ever-increasing popularity of its ski resorts and a slow but steady recognition of the off-season activities Alpinia has to offer, as communicated by Alpinia's marketing efforts.

## Research Objectives

The State of Alpinia contracted with MarketWise to provide market research services, with the likelihood of extending the engagement to include strategic (growth) planning and/or assistance with commercial execution once the research was completed. This report of findings is focused exclusively on the market research portion of the engagement, which as discussed in the Executive Summary, intends to provide insight into the following objectives:

1. Confirmation of interest in traveling to Alpinia in the off-season
2. An understanding of the characteristics of ideal travelers
3. Determination of where and if geography matters as it relates to markets that represent the most significant concentrations of travelers
4. Identification of effective messaging and the ways to reach the ideal targets
5. An understanding of the competition and how best to position Alpinia to attract travelers

## Research Methodology and Findings

To accomplish these objectives, once all available, relevant secondary research was reviewed, MarketWise utilized a multi-phased research approach, including:

1. Initial qualitative research
2. Quantitative research
3. Follow-up qualitative research

### *Initial Qualitative Research—Methodology:*

The initial qualitative research was intended to be directional in nature, primarily for the purpose of perfecting the quantitative phase. The objective was to explore perceptions, preferences and behaviors related to tourism and leisure activities among potential tourists to Alpinia, in addition to beginning to detect some of the demographic and psychographic factors that may impact the decision to travel to Alpinia for leisure.

Focus groups were chosen as the method used for this first qualitative phase. Groups of 8-12 adults from twenty geographically dispersed regions throughout the United States were chosen to take part in the discussions, which were held during the weeks of February 5<sup>th</sup> and February 12<sup>th</sup>. The screener for this phase of research was designed to ensure as close to the following mix as possible:

- Equal representation from the southwest, northwest, central, southeast and northeast regions of the country
- 50% male; 50% female
- 50% metropolitan and 50% rural participants, intermixed within each group
- Equal representation of single and married adults, with or without children or grandchildren
- Equal mix of age groups, including Baby Boomers, Gen X, Millennials and Gen Z

To accommodate the large geographic area of interest, focus groups were conducted remotely, using Microsoft Teams and three MarketWise focus group facilitators. For the two weeks of this phase of research, each facilitator conducted one focus group per evening, on Tuesdays, Wednesdays and Thursdays, from 6:00-8:00 p.m., local time, with one facilitator also moderating one group on each Monday of those two weeks. Each facilitator had a mix of groups from each region of the country and each session was video recorded and transcribed using Teams.

### *Initial Qualitative Research—Detailed Findings:*

During the warm-up section of the discussions, participants were asked to introduce themselves, including where they live, what they do for work, how many people are in their household and their favorite hobby. This discussion generally took approximately 15 minutes and was instrumental in setting the stage for participation and a “conversational” tone. Answers given validated that the recruitment team had followed the screener closely, in that all twenty groups had a good mix of gender, metropolitan versus rural, role within the household and generation.

Favorite hobbies varied widely, but a few themes emerged, including woodworking, making jewelry, hiking, biking, climbing, camping, fishing, working out, rollerblading, skiing, snowboarding, snowmobiling, coaching, golf, traveling, home projects, interior design and cooking.

When asked about their most memorable vacation, a few talked about big trips they had taken to Europe, some mentioned spring break trips to Mexico and other warm-weather destinations, a few mentioned ski trips to Colorado, Utah, Montana, Idaho, Wyoming, Alpinia, Vermont and California and many talked about trips they had taken to see national parks, for example Yellowstone, Yosemite, Acadia, Grand Canyon, Grand Teton, Zion, Glacier, Great Smoky Mountains, Sequoia and Everglades. When asked what made these trips memorable, the answers almost always revolved around spending quality time with family, exploring new areas, seeing new things and being in nature.

Everyone had some familiarity with Alpinia, but skiing is what came to mind for most. When prompted, many liked the idea of Alpinia as a vacation spot in the warmer weather months, especially when shown pictures of its natural beauty and once a list of activities (other than skiing) Alpinia offers was discussed. As stated in the Executive Summary, what people like most was the variety of activities and that the majority could be done with friends and family, including hiking, biking, camping, fishing, rollerblading, white water rafting and relaxing, in addition to exploring, gold panning, visiting museums, attending festivals, etc. Alpinia's reputation for great climbing spots was also mentioned by several younger research participants.

When asked whether they had visited Alpinia in the past, about a third of participants had. Of those who had, about a quarter had been there for a business meeting, while others had been there on vacation, mostly during the winter months.

When asked about a trip to Alpinia or a similar trip, for those who had had an experience like that, they talked about how great it was to be in the mountains, with friends and family, with something outdoors to do each day and how they would do it again if the opportunity presented itself. Several mentioned the benefit of being in the mountains from a mental and physical health perspective. For most, there was a lot of interest in learning more about Alpinia as a possible destination for their next vacation.

When asked what would lead to travel outside their home state, to a place like Alpinia, research participants said things like exploring new areas, experiencing new things, spending time outdoors and spending quality time with family and friends. When asked how they would normally learn about vacation destinations like Alpinia, a variety of answers were given, including talking with friends and family, researching on the Internet, hearing about things on social media, asking travel agents and reading travel magazines.

Generally, when facilitators dove in a bit deeper, people started to recall seeing advertising oriented around the "Visit Alpinia" campaign, mostly on television and billboards, but social media, magazine advertising and Google ads came up as well.

When asked about social media in particular, answers seemed to vary by age group, with the younger participants indicating a much higher use of social media. Several followed influencers and of those, many mentioned seeing interesting vacations on TikTok, Instagram and Facebook. Some stated that when they saw interesting photos or videos, they sometimes researched those locations on the Internet; and that many looked like desirable locations that they would consider for an upcoming vacation.

Using current advertising as the prop, the facilitators provided a brief overview of the region, including its convenient location, amenities, natural beauty, available activities, etc., after which the participants were asked which states they viewed as the competition and why. Several states were listed as likely competitors, which are discussed in the competitive section of this report.

The focus group discussion found a strong interest in traveling to Alpinia, however budget did come up as a concern; most who showed strong interest tended to be from metropolitan areas. The main reason given seemed to be that escaping the city for leisure was important for mental health. The participants from the more rural areas seemed content to stay closer to home, stating that time with family was their most important priority; and that where that happened was not as important. Distance from major airports and concern for financial matters seemed to dictate whether participants were willing to travel



outside their home state, with the more rural participants viewing out of state travel as somewhat of a luxury that doesn't align with their lifestyle.

While younger participants in the rural areas seemed a little more willing and interested in traveling outside their home state for leisure, they were quick to point out that it probably wasn't something they could afford to do, considering travel costs, accommodations, dining out, etc. Having said that, there was a little more willingness if travel could occur by automobile, but it was somewhat overshadowed by the current cost of gasoline.

Amongst all groups, inflation and the impact that was having on everyday living expenses led to some caution with planning leisure activities. While those in the more metropolitan areas seemed less concerned, all participants expressed some level of trepidation.

For those who would seriously consider a trip to Alpinia, they encouraged marketers to put emphasis on the many things there are to do with friends and family in Alpinia. They suggested creating images, videos and testimonials available on all forms of social media, including TikTok, Facebook, Instagram and YouTube. Additionally, the older research participants mentioned display ads in travel magazines. All mentioned radio, television and billboard ads as well, especially if in addition to the messaging around activities for families and groups of friends, they were paired with the availability of budget-friendly packages (i.e., airfare, accommodations, car rentals and excursions) that could keep costs within reason, particularly if trying to attract visitors from outside the Rocky Mountain area.

As the facilitators compared notes after completing all the focus groups, the opinions expressed seemed not to vary based on region of the country, except to say that the participants in the Central region of the country talked about how driving to Alpinia was feasible, which would save airfare and the need for a rental car.

*Note: the screener and discussion guide for this phase of research can be found in the appendix of this report.*

#### *Quantitative Research—Methodology:*

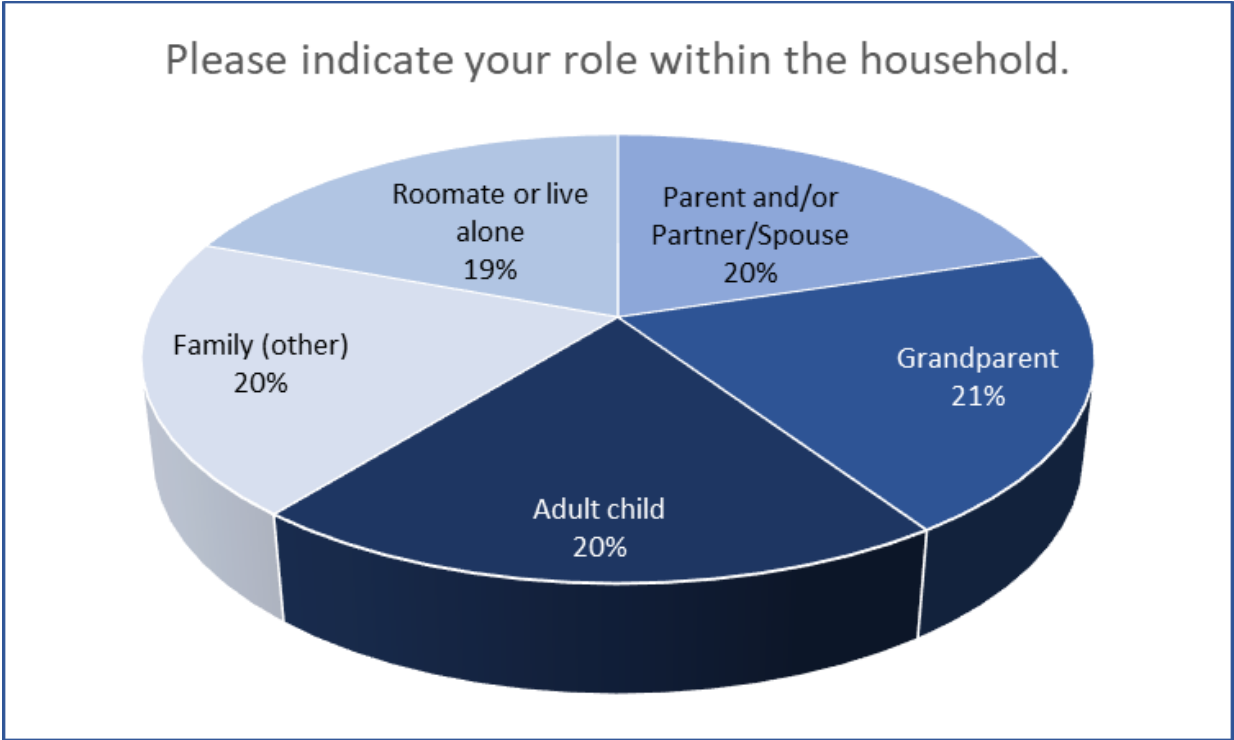
Based on the direction provided by the initial qualitative research, the following questions were sent out via survey panel to 1,000 participants throughout the United States, with the goals of validating the findings of the focus groups and diving deeper into certain areas. A sample size of 1,000 is considered representative of approximately 128 million households in the United States, with 95% confidence and a margin of error of 3.04%. Said another way, there is a 95% chance that the real (population) values are within  $\pm 3.04\%$  of the measured/surveyed values. While a smaller sample size (with a margin of error of 5%) could have sufficed, MarketWise wanted to err on the side of a larger than needed sample, to enable filtering of the data by certain attributes (e.g., willingness to travel out of state for leisure), while still keeping statistical significance of the conclusions.

*Note: in a non-fictitious study, the sample size would have been 2,000+, given that this is a national consumer study; and the list of questions would likely be more in-depth, for example follow-up questions related to the specific social media platforms used, best travel sites, trusted travel publications, etc.*

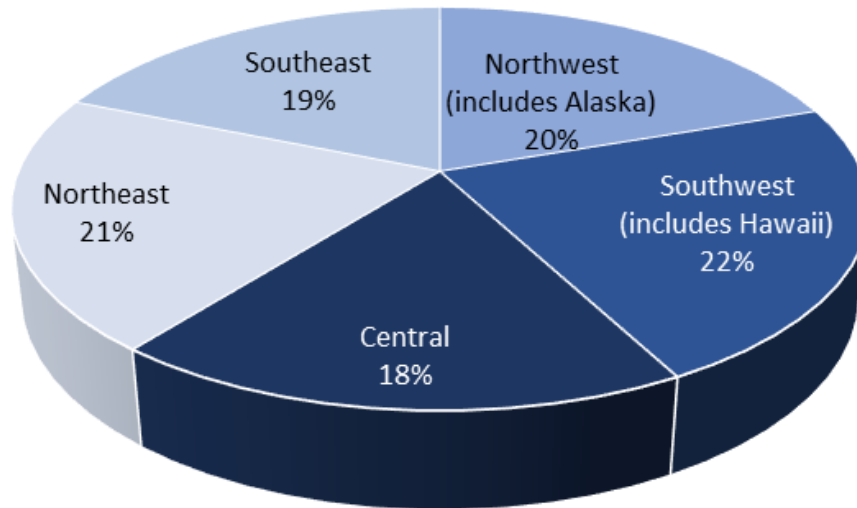
Q1 (X <sub>1</sub> )	Please indicate your role within the household.
Q2 (X <sub>2</sub> )	Within which region of the country is your primary residence?
Q3 (X <sub>3</sub> )	How far from an airport with commercial flights do you live?
Q4 (X <sub>4</sub> )	Which of the following best describes your gender?
Q5 (X <sub>5</sub> )	Which of the following best describes your age range?
Q6 (X <sub>6</sub> )	Which of the following best describes your highest level of education?
Q7 (X <sub>7</sub> )	Which of the following best describes your household's income?
Q8 (X <sub>8</sub> )	What is your favorite way to spend your free time?
Q9 (X <sub>9</sub> )	What is most important to you as you decide how to spend your free time?
Q10 (X <sub>10</sub> )	When determining vacation plans, where do you go for information?
Q11 (Y <sub>1</sub> )	How likely are you to vacation out of state within the next two years, assuming you would drive?
Q12 (Y <sub>2</sub> )	How likely are you to vacation out of state within the next two years, assuming you would fly?

*Quantitative Research—Detailed Findings:*

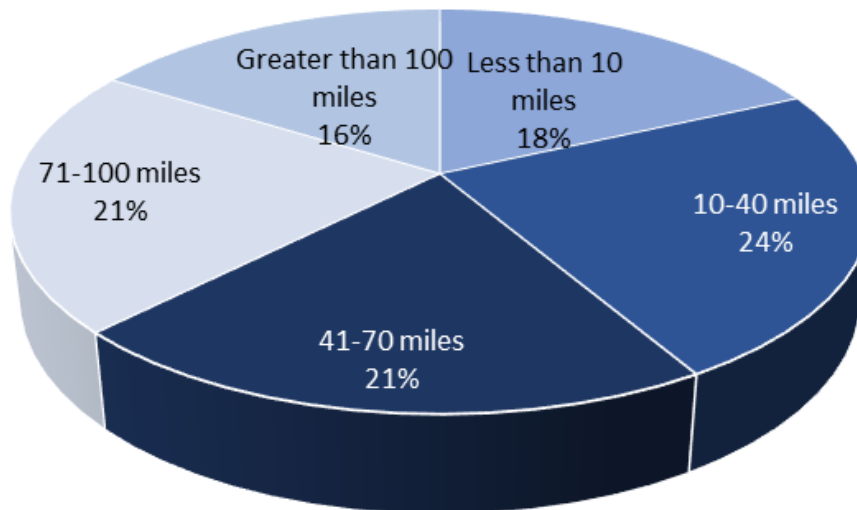
Based on first-level statistics, charts representing the entire sample size (*n=1,000*) follow. Note that the sample was carefully recruited to ensure a relatively equal distribution by geographic location, gender, age and role within the household.



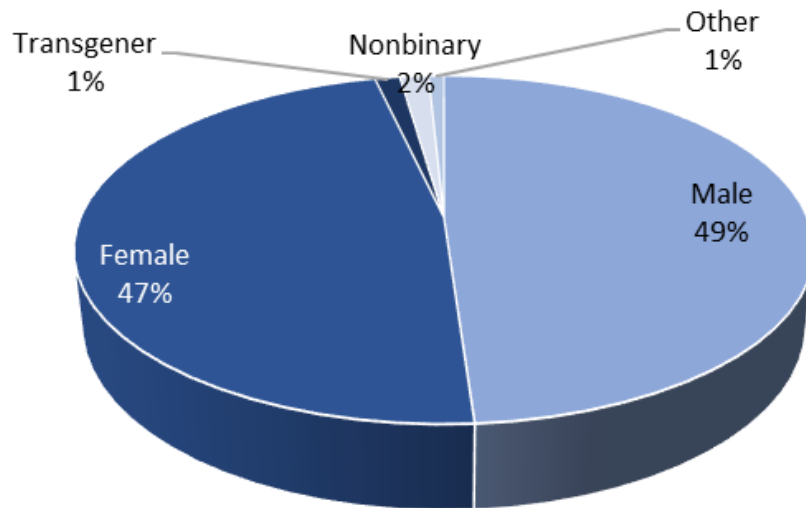
Within which region of the country is your primary residence?



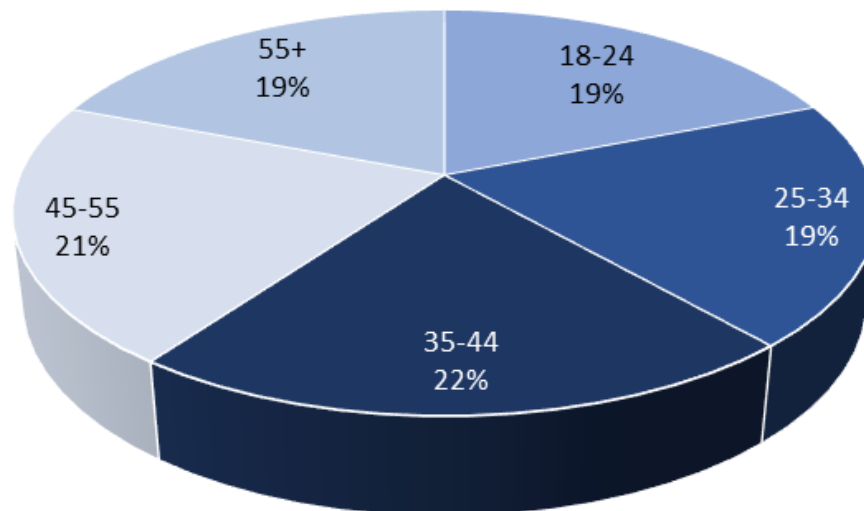
How far from an airport with commercial flights do you live?



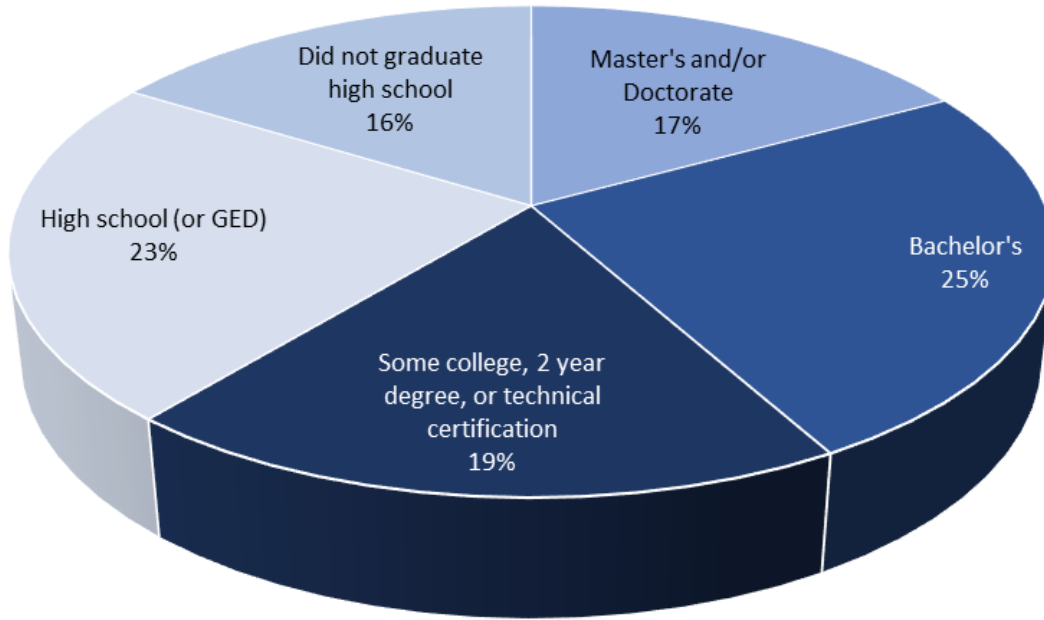
Which of the following best describes your gender?



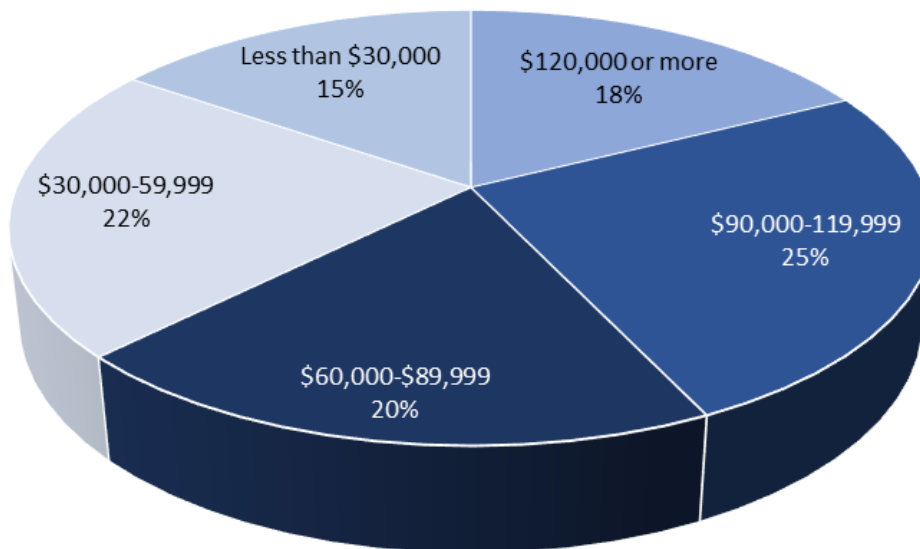
Which of the following best describes your age range?



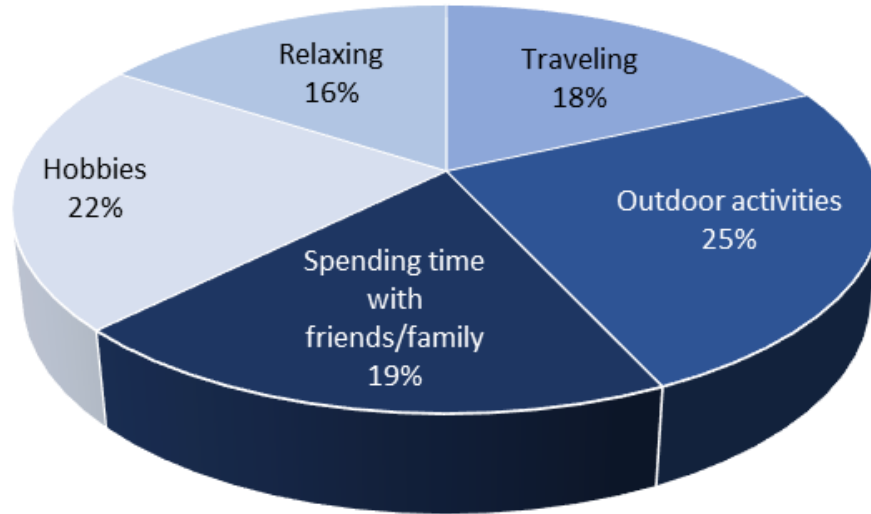
Which of the following best describes your highest level of education?



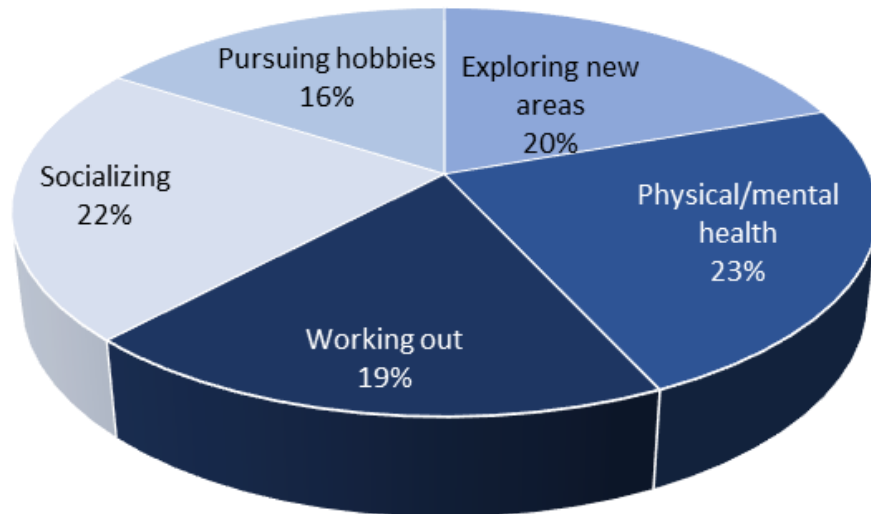
Which of the following best describes your household's income?



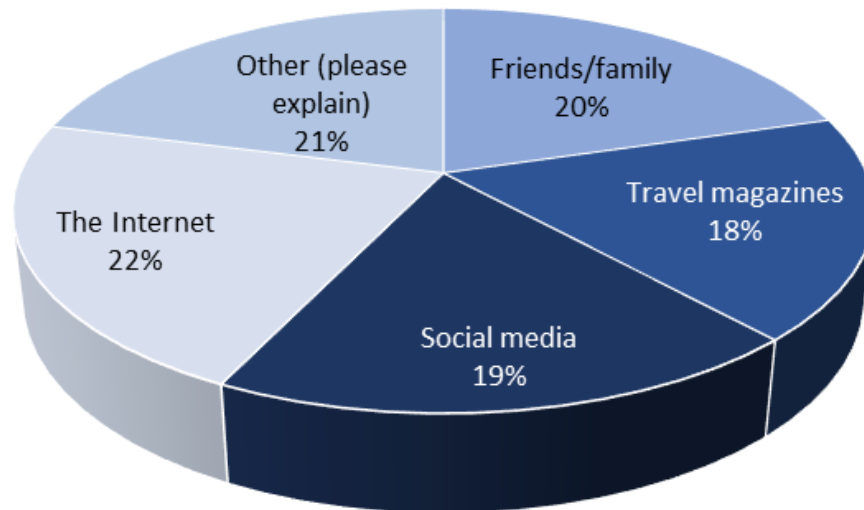
What is your favorite way to spend your free time?



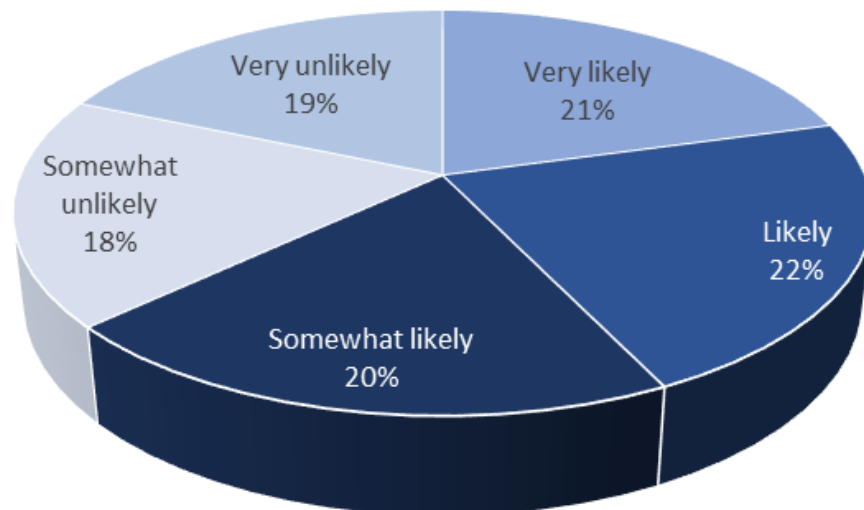
What is most important to you as you decide how to spend your free time?



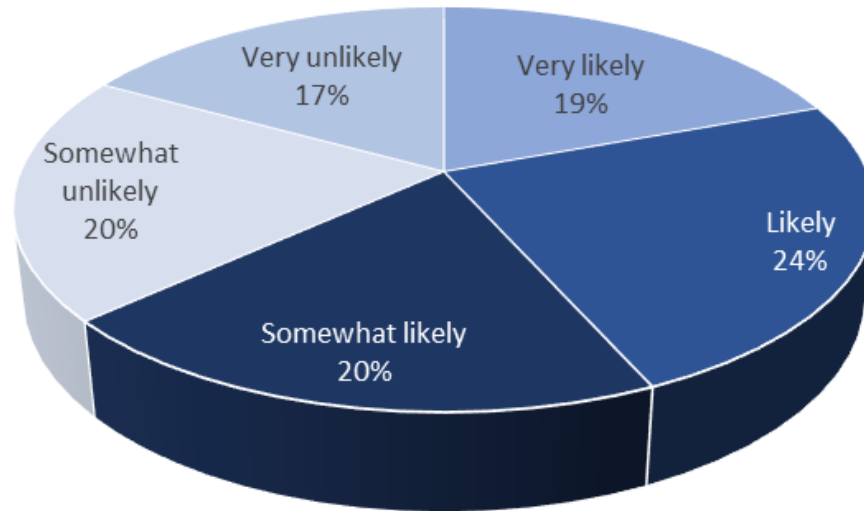
When determining vacation plans, where do you go for information?



How likely are you to vacation out of state within the next two years, assuming you would drive?



How likely are you to vacation out of state within the next two years, assuming you would fly?



*Note: See Persona section for methodology and key findings related to the second qualitative study conducted.*

## Market Segmentation

To work toward segmentation, the question of which demographic/psychographic factors (Xs) could potentially correlate with the willingness to travel out of state to spend leisure time (Ys) needed to be answered. To answer this question, correlation calculations were completed, with the following results:

	Y <sub>1</sub>	X <sub>1</sub>	X <sub>2</sub>	X <sub>3</sub>	X <sub>4</sub>	X <sub>5</sub>	X <sub>6</sub>	X <sub>7</sub>	X <sub>8</sub>	X <sub>9</sub>	X <sub>10</sub>
<b>Mean</b>	2.92	2.98	2.96	2.94	1.58	3.02	2.96	2.92	2.92	2.91	3.05
<b>Median</b>	3.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00
<b>Mode</b>	2.00	2.00	2.00	2.00	1.00	3.00	2.00	2.00	2.00	2.00	4.00
<b>Standard Deviation</b>	1.40	1.41	1.40	1.35	0.68	1.39	1.34	1.34	1.35	1.37	1.43
<b>Correlation</b>		0.19	0.02	0.85	-0.01	0.11	0.84	0.84	0.85	0.85	-0.02

	Y <sub>2</sub>	X <sub>1</sub>	X <sub>2</sub>	X <sub>3</sub>	X <sub>4</sub>	X <sub>5</sub>	X <sub>6</sub>	X <sub>7</sub>	X <sub>8</sub>	X <sub>9</sub>	X <sub>10</sub>
<b>Mean</b>	2.91	2.98	2.96	2.94	1.58	3.02	2.96	2.92	2.92	2.91	3.05
<b>Median</b>	3.00	3.00	3.00	3.00	2.00	3.00	3.00	3.00	3.00	3.00	3.00
<b>Mode</b>	2.00	2.00	2.00	2.00	1.00	3.00	2.00	2.00	2.00	2.00	4.00
<b>Standard Deviation</b>	1.37	1.41	1.40	1.35	0.68	1.39	1.34	1.34	1.35	1.37	1.43
<b>Correlation</b>		0.18	0.04	0.79	0.00	0.11	0.78	0.79	0.80	0.79	0.01

X<sub>3</sub>, X<sub>6</sub>, X<sub>7</sub>, X<sub>8</sub> and X<sub>9</sub> were found to have a strong correlation to both Ys. Specifically, the following are thought to influence the willingness to travel out of state for the stated purpose:

Q3 (X<sub>3</sub>)      How far from an airport with commercial flights do you live?



- Q6 (X<sub>6</sub>) Which of the following best describes your highest level of education?
- Q7 (X<sub>7</sub>) Which of the following best describes your household's income?
- Q8 (X<sub>8</sub>) What is your favorite way to spend your free time?
- Q9 (X<sub>9</sub>) What is most important to you as you decide how to spend your free time?

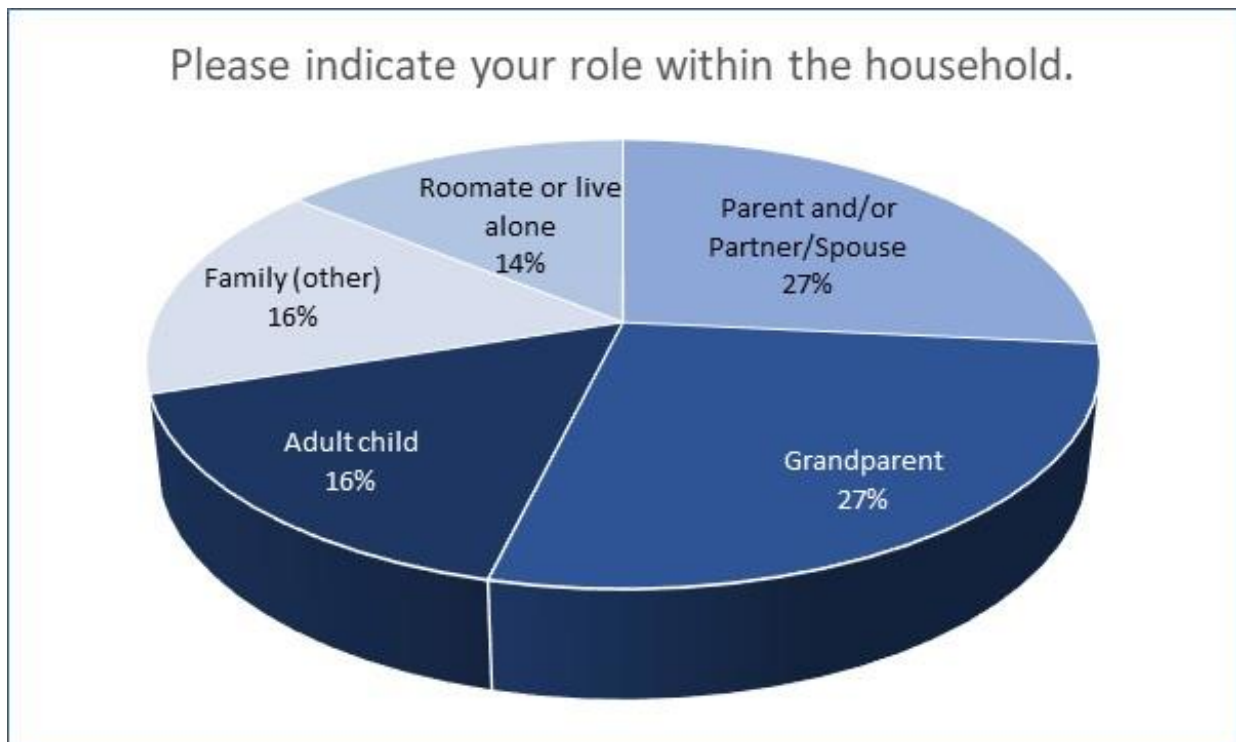
The rest of the Xs tested do not have a high level of correlation:

- Q1 (X<sub>1</sub>) Please indicate your role within the household.
- Q2 (X<sub>2</sub>) Within which region of the country is your primary residence?
- Q4 (X<sub>4</sub>) Which of the following best describes your gender?
- Q5 (X<sub>5</sub>) Which of the following best describes your age range?
- Q10 (X<sub>10</sub>) When determining vacation plans, where do you go for information?

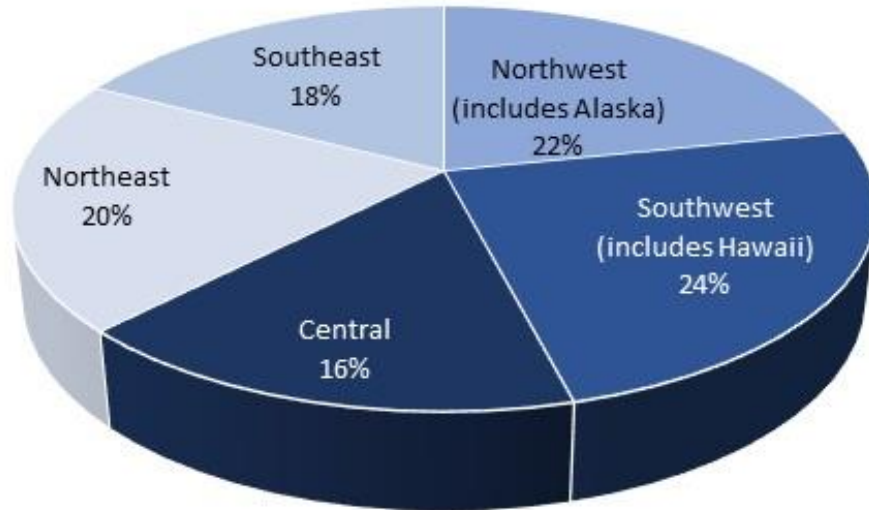
To get more specific as to where to segment the market and how best to convey the value of considering the State of Alpinia as targeted travelers make their plans, the data was then filtered to include only those who indicated they were “very likely” or “likely” to travel out of state within the next two years for vacation.

- Q11 (Y<sub>1</sub>) How likely are you to vacation out of state within the next two years, assuming you would drive?
- Q12 (Y<sub>2</sub>) How likely are you to vacation out of state within the next two years, assuming you would fly?

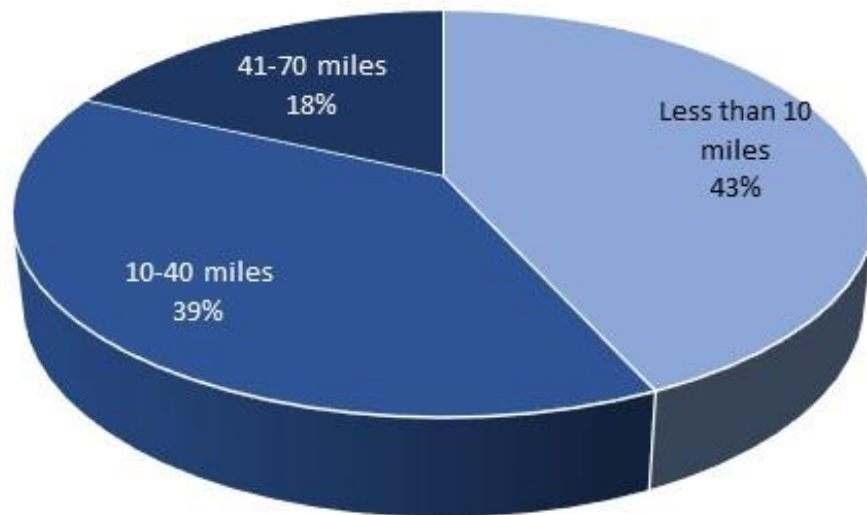
Once this filtering took place (*n*=396), the following statistics resulted:



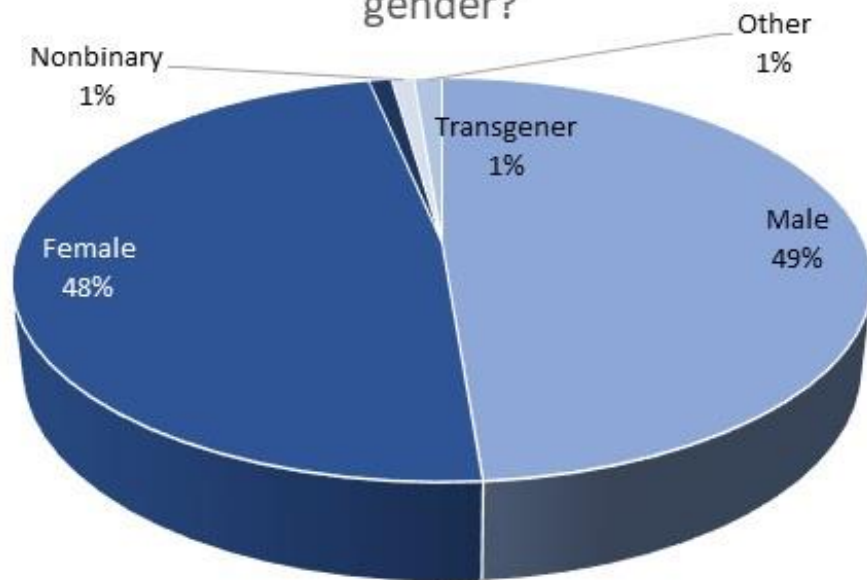
Within which region of the country is your primary residence?



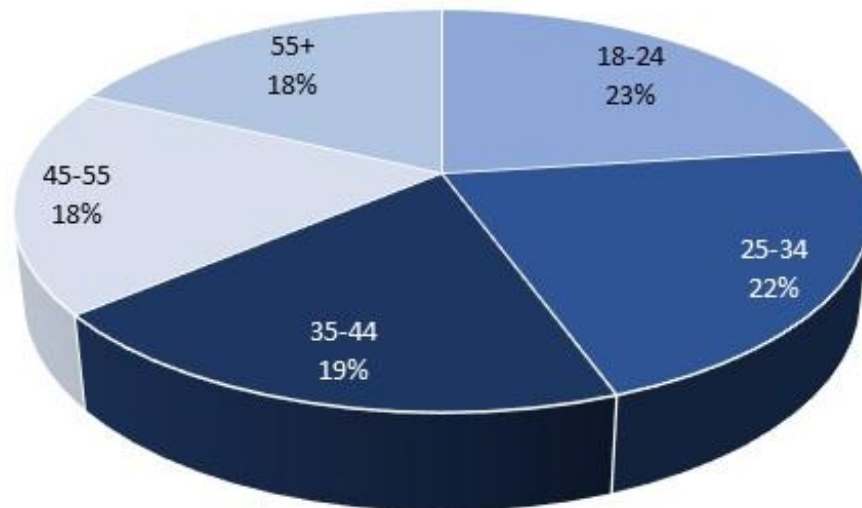
How far from an airport with commercial flights do you live?



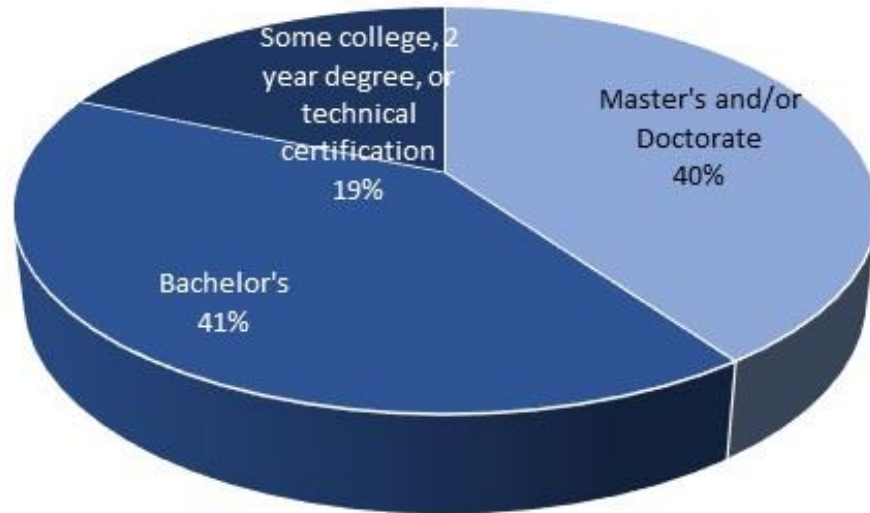
Which of the following best describes your gender?



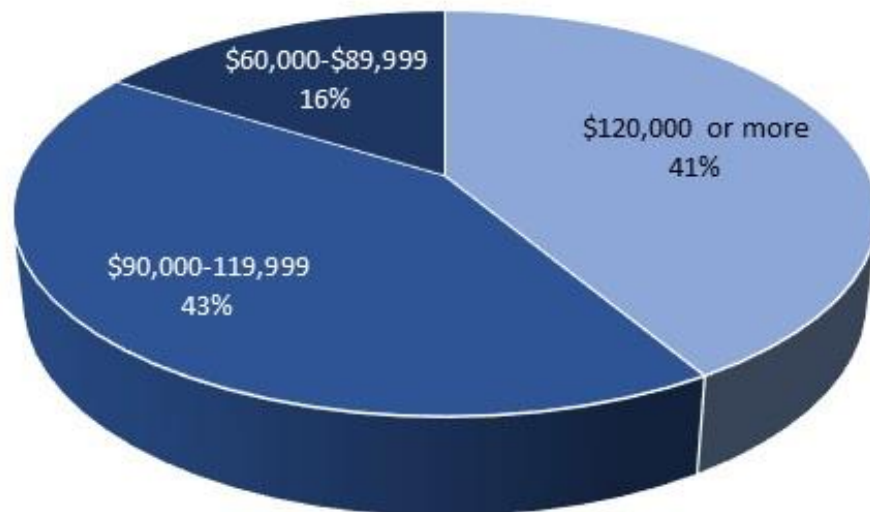
Which of the following best describes your age range?



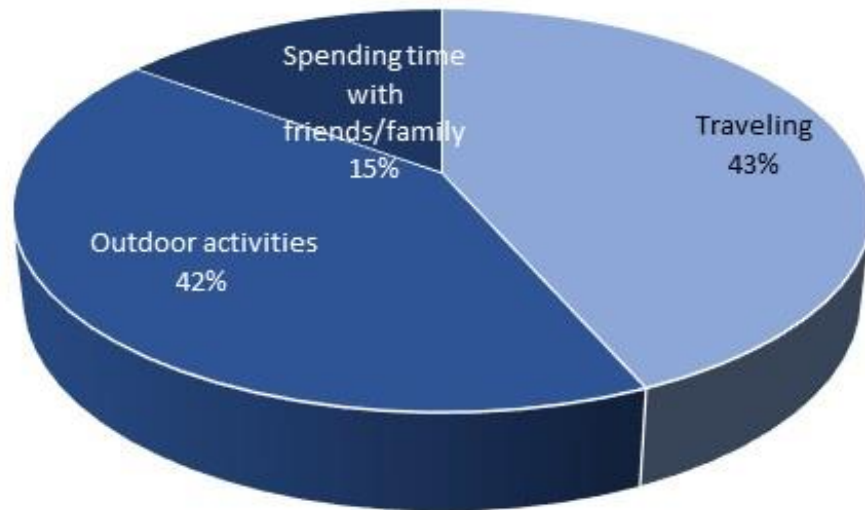
Which of the following best describes your highest level of education?



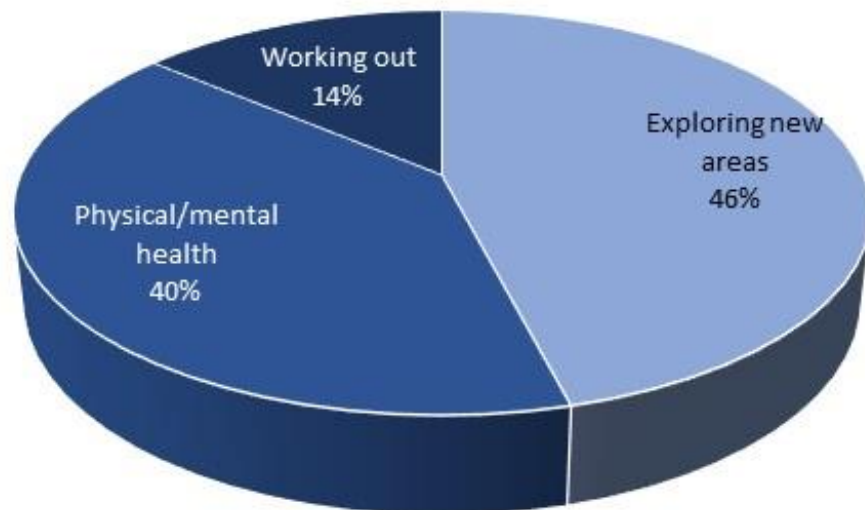
Which of the following best describes your household's income?



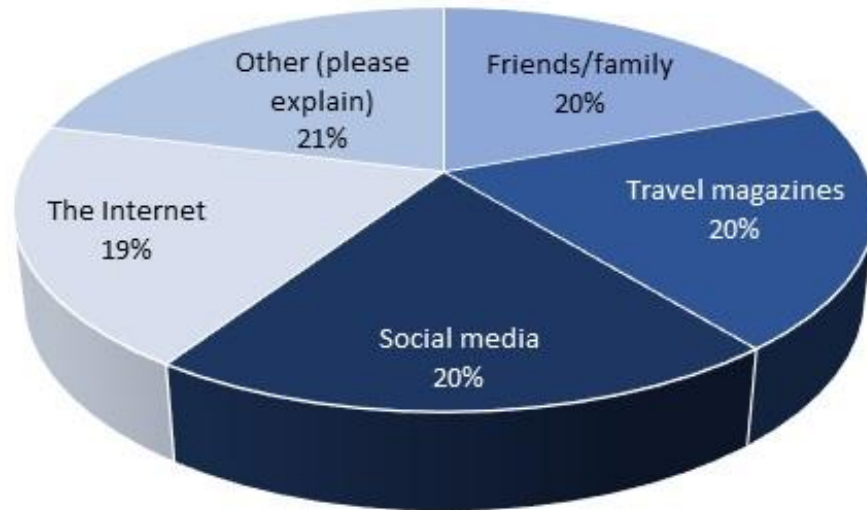
What is your favorite way to spend your free time?



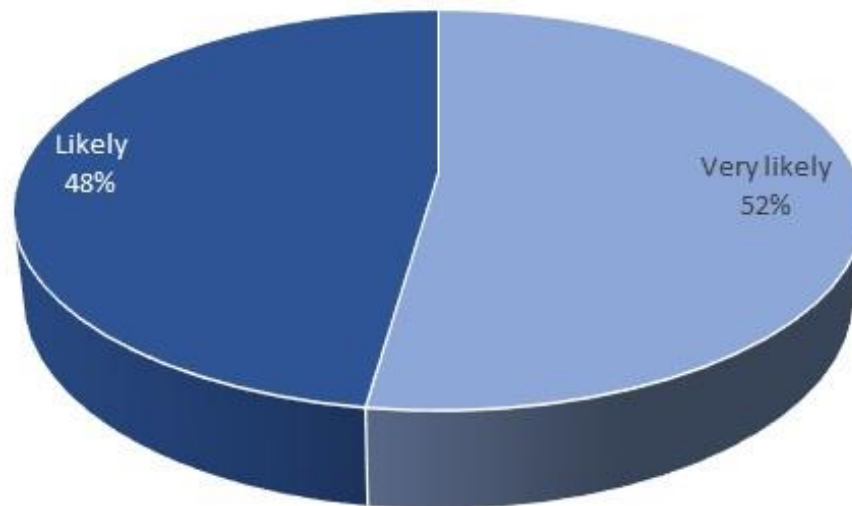
What is most important to you as you decide how to spend your free time?



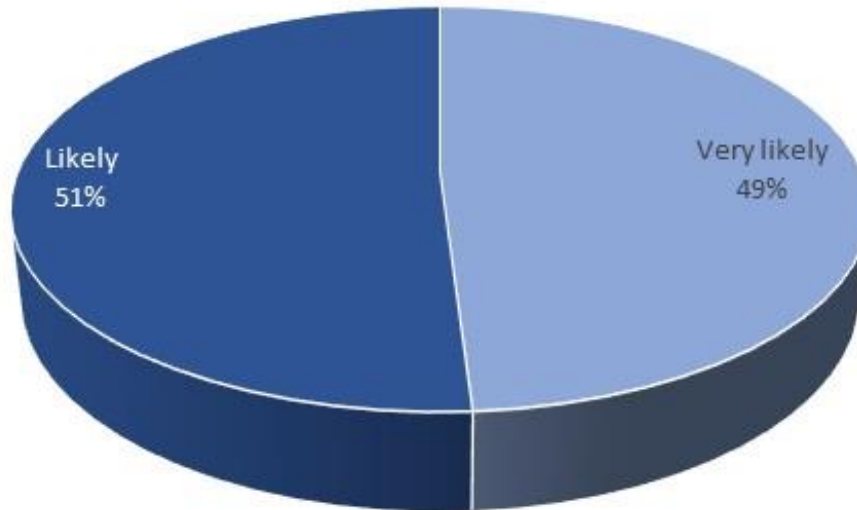
When determining vacation plans, where do you go for information?



How likely are you to vacation out of state within the next two years, assuming you would drive?



How likely are you to vacation out of state within the next two years, assuming you would fly?



*Note: all statistical calculations were done with MarketWise's statistical tools and then verified using AI. AI further checked for any correlations that may have been missed. No further correlation was found.*

While based on the analysis it was not believed any significant differences existed between regions, one last statistical test was run to be sure.

Northwest (includes Alaska)	Y <sub>1</sub>	Y <sub>2</sub>	X <sub>3</sub>	X <sub>6</sub>	X <sub>7</sub>	X <sub>8</sub>	X <sub>9</sub>
<b>Mean</b>	2.92	2.88	2.93	2.93	2.86	2.94	2.93
<b>Median</b>	3.00	3.00	3.00	3.00	3.00	3.00	3.00
<b>Mode</b>	2.00	2.00	2.00	2.00	2.00	2.00	2.00
<b>Standard Deviation</b>	1.45	1.42	1.39	1.34	1.38	1.40	1.35
Southwest (includes Hawaii)	Y <sub>1</sub>	Y <sub>2</sub>	X <sub>3</sub>	X <sub>6</sub>	X <sub>7</sub>	X <sub>8</sub>	X <sub>9</sub>
<b>Mean</b>	2.77	2.78	2.88	2.84	2.80	2.82	2.76
<b>Median</b>	3.00	3.00	3.00	3.00	3.00	3.00	3.00
<b>Mode</b>	2.00	2.00	3.00	2.00	2.00	2.00	1.00
<b>Standard Deviation</b>	1.32	1.34	1.30	1.32	1.30	1.27	1.36
Central	Y <sub>1</sub>	Y <sub>2</sub>	X <sub>3</sub>	X <sub>6</sub>	X <sub>7</sub>	X <sub>8</sub>	X <sub>9</sub>
<b>Mean</b>	3.03	2.96	3.05	3.04	3.03	3.02	3.03
<b>Median</b>	3.00	3.00	3.00	3.00	3.00	3.00	3.00
<b>Mode</b>	3.00	3.00	2.00	2.00	4.00	2.00	2.00
<b>Standard Deviation</b>	1.35	1.34	1.35	1.32	1.34	1.29	1.35

Northeast	Y <sub>1</sub>	Y <sub>2</sub>	X <sub>3</sub>	X <sub>6</sub>	X <sub>7</sub>	X <sub>8</sub>	X <sub>9</sub>
Mean	3.00	3.03	2.92	2.96	3.08	2.98	2.92
Median	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Mode	5.00	5.00	2.00	4.00	2.00	2.00	4.00
Standard Deviation	1.53	1.44	1.40	1.44	1.34	1.42	1.44
Southeast	Y <sub>1</sub>	Y <sub>2</sub>	X <sub>3</sub>	X <sub>6</sub>	X <sub>7</sub>	X <sub>8</sub>	X <sub>9</sub>
Mean	2.89	2.93	2.93	3.07	2.87	2.86	2.96
Median	3.00	3.00	3.00	3.00	3.00	3.00	3.00
Mode	3.00	2.00	2.00	2.00	3.00	2.00	3.00
Standard Deviation	1.36	1.32	1.31	1.29	1.33	1.39	1.34

MarketWise’s tools were used to run an ANOVA test, to compare each of the regions against the rest of the United States. None of the X or Y variables showed a *p-value* below the typical significance threshold of .05. This suggests that there are no statistically significant differences in the means of these variables across the different regions, as categorized by X<sub>2</sub> (“Within which region of the country is your primary residence?”).

*Note: these results were double-checked with AI.*

Knowing that the following are correlated with the willingness to travel out of state for leisure, segmentation could then be constructed:

- Distance to an airport with commercial flights – No more than 70 miles
- Highest level of education – No less than some college or technical certification
- Household income – No less than \$60,000 in annual household income
- Favorite ways to spend free time should include time with friends/family, traveling and/or outdoor activities
- What’s most important when deciding how to spend free time should include physical/mental health, exploring new areas and/or working out

With the above, personas were developed and tested with a subset of the original market research participants. These personas are expected to guide marketers as to how to successfully reach, resonate with and prompt action toward becoming interested in traveling to Alpinia. See the Persona section below.

## Market Overview

With approximately 43% of 128 million households in the United States showing a willingness to travel outside their home state for vacation, assuming one major vacation per year for these households, the potential number of trips planned could equal more than 55 million annually. With the assumption of four travelers per household, a week-long travel excursion could amount to the following on average, according to [Forbes](#):

- Flight cost of \$427 x 4 travelers = \$1,708
- Mid-range accommodation costing \$167 per night x 7 nights = \$1,169



- Car rental of \$49 per day x 7 days = \$343
- Meals of \$104 per person x 4 travelers x 7 days = \$2,912

Once activities (\$400/day), fuel (\$25/day) and miscellaneous expenses (\$100/day) are added in, the total approaches \$10,000. If that number is multiplied by 55 million households, it equals approximately \$550 billion annually.

According to [Travel & Leisure](#), several trends have emerged for 2024:

1. While generative AI tools like ChatGPT took the spotlight in 2023, according to Gieselman, only a small fraction of travelers — 6 percent in total — used it to plan their trips. However, in 2024, Expedia predicts more widespread adoption; half of those surveyed are interested in using generative AI to plan their next getaway.

The technology's ability to simplify the planning and booking process — though often with unintended side effects — is driving its use. Nearly 40 percent of travelers say they would use generative AI to help find the perfect stay.

2. AI may (or may not) prove helpful for trip planning, but how will travelers narrow down where to go? The Expedia-commissioned study explored the “dupe” trend that has taken over TikTok by applying it to 2024 travel destinations. “These cities made the list because they all experienced a noticeable uptick in searches on the Expedia app over the past year, so it’s clear that they’re emerging as great alternatives,” Gieselman says.

In many cases, these “dupes” are affordable alternatives to places that are historically more expensive. At the top of the list was Taipei, Taiwan, with a 2,786 percent increase in flight searches for 2024; Expedia says the city is a dupe for Seoul. Other notable dupes include Pattaya, Thailand (dupe for Bangkok); Paros, Greece (dupe for Santorini); Curacao in the Caribbean (dupe for St. Martin); and Perth, Australia (dupe for Sydney).

3. There’s one 2024 trend that’s a sure bet — and a holdover from 2023. “Set-jetting” will continue to be in vogue for the new year. More than half of the travelers surveyed say they’ve researched or booked a trip to a destination after seeing it in a television show or movie.

Giselman and company dug closer into specific programming that is influencing this trend. For instance, following the release of Wednesday on Netflix, Expedia saw a 150 percent increase in travel searches for Romania. There was a 200 percent increase in searches to Paris after Emily in Paris debuted its most recent season.

A longtime favorite, White Lotus, is filming its third season in Thailand and Expedia expects a surge in travel to the Southeast Asian country. After all, the first two seasons of the series drove a 300 percent increase in demand to Hawaii and Sicily.

4. Once on the ground, Expedia expects travelers to fully embrace “dry-tripping,” going beyond the traditional Dry January or Sober October to have low- or no-alcohol getaways year-round. The travel industry has responded accordingly, stocking minibars with zero-proof options and offering mocktail-making experiences.

Giselman says that it's Gen Z travelers who are driving the dry-tripping trend. "Sober-curious lifestyles are becoming more commonplace, and many Gen Zers are practicing alcohol-free lifestyles," he notes.

## Competitive Analysis

Realistically, all leisure travel destinations compete for travelers' dollars, but it's the Rocky Mountain region that is the direct competition.

During focus group sessions, Colorado was viewed as having a similar set of features to that of Alpinia, but several participants said they didn't like where the airport was located, since it's far outside the City of Denver and in the wrong direction from the mountains, Boulder, etc. They also talked about how they've heard Colorado can be very expensive, at least in the winter.

Like Colorado, Utah was considered a comparable destination to Alpinia, but very expensive. Several commented that the location of Salt Lake City and the airport was much more convenient than Denver.

Most participants were aware that the Grand Teton Mountains were in Wyoming, but some were not aware that Yellowstone National Park is at least partly in Wyoming as well. Instead, presumably due to the popular television series, Yellowstone, most believed Yellowstone was in Montana. Some were familiar with Jackson Hole, but most didn't know much about Wyoming.

Idaho was slightly better known than Wyoming, but most didn't know Yellowstone National Park was partially in Idaho either. Most were familiar with Boise, but that seemed to be because more than not knew someone who had moved there in the past few years.

Besides Colorado and Utah, Montana was the best-known state. The skiers in the groups knew it for Big Sky and Whitefish Mountain, but most referenced Yellowstone, the national park and the television series.

Wyoming, Idaho and Montana were assumed to be less expensive than Utah and Colorado, but also harder to get to, due to a lack of major hub airports.

Several competitive states to Alpinia have prospective visitor websites, including:

[Colorado](#)

[Utah](#)

[Wyoming](#)

[Idaho](#)

[Montana](#)

## Market Forecast

According to [Deloitte](#), after more than two years of consistent year-over-year gains, leisure travel may have tapped all its pent-up demand from the peak pandemic years, however the industry continues to

see signs of the strength of travel demand. A snapshot of the current environment is below:

1. Suppliers are trying to find ways to touch up the travel experience. High interest rates and elevated costs of some goods can make it difficult to update, let alone upgrade, hotels. And some of airlines' biggest challenges have stemmed from weather events and staffing matters not entirely in their control. Still, airlines and hospitality providers know they need to improve the experiences they offer or risk losing travelers' attention.
2. One of the most lasting effects of the pandemic has been a shift in how white-collar work gets done. Remote and hybrid arrangements appear to be here to stay, and the share of travelers who plan to work on their longest leisure trips has surged. In addition to adding and extending trips, this laptop lugger behavior also has an impact on travelers' in-destination needs and preferences.
3. As travel demand has returned and shown continued resilience to economic anxiety, the industry's marketing spend has trended up, and travel providers have ridden a wave of pent-up demand. Looking forward, there will be a greater need for more targeted marketing and for travel providers to build new strategies for a changing landscape.
4. AI is already influencing travel, with call center efficiencies the most widely reported benefit. In the coming year, expect it to influence the industry in major ways. More visible applications (new options for discovery, shopping, booking) will garner much of the attention, but less visible applications might actually be more influential. Promising use cases for travel providers include advertising strategy, marketing content, and personalization.

## Key Conclusions and Recommendations

Given the three phases of research, it's safe to say that Alpinia is in the position of attracting visitors from all over the country, however there is work to be done to build awareness of what Alpinia has to offer in the warm-weather months; and to differentiate it from competing states.

To guide that endeavor, the marketing strategy should be built around what the research has shown is important for the ideal traveler to Alpinia, which as indicated, includes:

- Male and female Baby Boomers, Gen Xers, Millennials and Gen Yers, all of which have differing interests and needs
- No more than 70 miles from a major airport
- Households that include those with no less than some college or technical certification
- Incomes of no less than \$60,000 annually
- Enjoy spending free time with friends and family, traveling and/or doing outdoor activities
- Want to spend free time promoting physical/mental health, exploring new areas and/or working out

Messaging should match the interests, challenges and functional, emotional and social needs of each persona, meaning messaging to each persona will need to be slightly different. Likewise, the methods to reach the individual personas should be based on where they prefer to get information to learn about travel options, including television, radio, social media, billboards, the Internet, travel sites, travel magazines, etc.

*Note: as mentioned, in a non-fictional study, the research would determine the specific television programs watched by persona, the radio stations listened to, the most influential social media sites, preferred travel sites, the specific magazines providing travel inspiration, etc., which would provide guidance to those responsible for the marketing strategy in terms of where to promote.*

As Alpinia's marketing strategy evolves, the ever-increasing use of AI should be taken into consideration as well. AI is already assisting a small percentage of travelers with setting up ideal travel itineraries. If this trend continues, online marketing content encouraging travelers to choose Alpinia should align with personas, so that when AI trainers scrape the Internet for the latest information available, in preparation for training the AI, Alpinia will show up as a preferred destination based on the criteria of specific personas.

As an example, the "parent" persona might use a prompt similar to:

"Assemble a travel itinerary for my wife, our two sons (ages 8 and 11) and me, including air travel from Minnesota. We like the mountains in the summer, and we would like to hike, bike and whitewater raft. We're looking for a package that is budget friendly."

With ChatGPT-4, the following would be returned:

#### **Destination: Colorado Rockies**

Colorado is an excellent choice for mountain activities, offering stunning landscapes, friendly towns, and a variety of outdoor activities suitable for all ages.

#### **Travel Plan**

- **Departure:** Fly from Minneapolis-St. Paul International Airport (MSP) to Denver International Airport (DEN).
- **Duration:** 7 nights.
- **Accommodation:** Consider staying in a family-friendly budget hotel or a vacation rental in Frisco or Breckenridge. These locations provide central access to hiking trails, bike paths, and whitewater rafting spots.

#### **Detailed Itinerary**

##### **Day 1: Arrival**

- **Morning:** Fly from MSP to DEN (about 2.5 hours).
- **Afternoon:** Pick up a rental car at Denver Airport and drive to your accommodation in Frisco (approximately 1.5 hours).
- **Evening:** Check-in and relax, explore the local area and dine at a family-friendly restaurant.

##### **Day 2: Hiking in Breckenridge**

- **Morning:** Drive to Breckenridge (20 minutes from Frisco). Start with an easy trail like the Sawmill Reservoir trail, perfect for warming up and suitable for children.
- **Afternoon:** Lunch in town, then visit the Mountain Top Children's Museum or relax by the Blue River Plaza.

##### **Day 3: Biking Day**

- **All day:** Rent bikes and explore the Blue River Recreational Path in Silverthorne. This path offers scenic views and is suitable for all ages. Pack a picnic lunch to enjoy along the way.

#### Day 4: Whitewater Rafting

- **Morning to Afternoon:** Join a guided rafting tour suitable for families on the Colorado River. These tours usually include lunch and all necessary safety equipment.
- **Evening:** Return to Frisco and relax.

#### Day 5: Vail Adventure

- **Day Trip:** Drive to Vail (45 minutes from Frisco). Spend the day exploring Vail Village and enjoy activities like the Betty Ford Alpine Gardens and the Gore Creek Path.

#### Day 6: Free Day

- **Suggestions:** Use this day for any activity that you might have missed or particularly enjoyed. Alternatively, explore nearby towns like Dillon and Silverthorne.

#### Day 7: Leisure and Return

- **Morning:** Leisurely breakfast and maybe a short walk in Frisco.
- **Afternoon:** Drive back to Denver and return the rental car.
- **Evening:** Fly back to Minnesota.

#### Budget Tips

- **Flights:** Book your flights well in advance and use fare comparison sites to find the best deals.
- **Accommodation:** Look for vacation rentals with a kitchen to save on meals. Booking directly through property management sites can sometimes offer lower rates than major booking platforms.
- **Activities:** Check for family passes and group discounts for activities like biking rentals and rafting tours. Often, booking these activities together as a package can reduce costs.
- **Meals:** Choose accommodations with breakfast included and consider preparing some meals at your rental home.

This itinerary should provide a balanced mix of adventure and relaxation, while keeping things budget-friendly and enjoyable for both kids and adults. Enjoy your trip!

## Personas

Using what was learned from the initial qualitative study and the quantitative study, personas were developed and tested qualitatively.

#### *Persona Qualitative Research—Methodology:*

As part of the initial qualitative research, participants were asked to indicate whether they would be willing to participate in a second study to view and provide feedback on the personas the team had planned to construct. With that, MarketWise chose a representative subset of participants who were very likely or likely to travel out of state for vacation and who had indicated interest in Alpinia specifically. Participants were presented their personas and asked to provide feedback on what was correct, what wasn't correct and what was missed.

## Persona Qualitative Research—Findings:

Overall, the personas were found to be quite accurate, with only minor corrections to hobbies and best ways to reach the various personas becoming necessary. These changes have been incorporated into the personas below.

**Note:** in a non-fictional study of this kind, there would likely be more than five personas constructed to represent a market of this size.

### Parent: Brad



**Name:** Brad Barnes  
**Age:** 47 (Gen X)  
**Family:** Married, with two kids in high school  
**Job:** Finance Director  
**Income:** \$150k/year  
**Location:** Aurora, CA, which is within 15 miles of an international airport  
**Education:** Bachelor's, Accounting; MBA  
**Hobbies:** Hiking, biking, camping, fishing and coaching

*Personas are fictitious, but representative.*

#### Functional needs:

To raise a happy and successful family, be a good husband and dad and build a career. To save enough money to send his kids to college, while staying financially stable and being able to retire comfortably when that time comes. Wants to stay physically and mentally fit; and happy.

#### Social needs:

To be viewed as a pillar of the community, both professionally and socially. To be well-liked and respected.

#### Emotional needs:

Prides himself in being a good husband and father. Wants to be viewed as successful. Doesn't want to have to worry about personal finances.

#### Challenges:

To keep life interesting, fun and rewarding, he likes to explore new vacation destinations, but he has to keep costs in line with his budget; and he and his wife want to be sure to plan vacations that will be fun for the kids and build memories for the family.

#### How to appeal to this persona:

An outdoor destination that is reasonably priced, whether within or outside of driving distance. Warm-weather things to do should include hiking, biking, camping, fishing and exploring. May also be interested in whitewater rafting. Values quality time with his family, to build memories that the kids will remember.

#### How to reach this persona:

Do not cold-call this persona; he probably won't pick up. Email will likely be similarly ineffective, because he's overwhelmed with it each day at work. To relax, he watches the news and a few television programs he likes and he spends some time on social media, so advertising on those media may be effective. He commutes from the suburbs to the city each workday, so billboards and radio could be effective as well. When he's thinking about vacation plans, he talks with friends and family, researches on the Internet and will often buy a travel magazine for inspiration. With this, Google ads and magazine placements may be an effective way to reach this persona. Finally, because this persona will likely use an online travel site (e.g., Expedia), advertising and/or working closely with these sites to promote Alpinia may be an effective way to reach prospective travelers. See travel trends within the report of findings for additional detail.

## Adult Child (Living at Home): Marc



**Name:** Marc Garrison  
**Age:** 25 (Gen Z)  
**Family:** Engaged; no kids  
**Job:** Software developer  
**Income:** \$85k/year  
**Location:** Prior Lake, KS, which is within 25 miles of a major airport  
**Education:** B.S., Computer Science  
**Hobbies:** Climbing, rollerblading, biking, weightlifting, camping and skiing

*Personas are fictitious, but representative.*



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### Functional needs:

With his fiancé, trying to save money to buy a house; living with his parents to cut costs for now. Has about \$35,000 in student loans that he still needs to pay off. Wants to stay physically and mentally fit; and happy. Despite trying to be fiscally responsible, this persona values free time and he likes to travel to see new things, so he spends money on vacations.

### Social needs:

To be well-liked and respected. To have fun with friends and family.

### Emotional needs:

Wants to feel like his life is balanced as he pursues a career, financial stability and a future that includes being a husband and maybe someday, a father.

### Challenges:

To keep life interesting, fun and rewarding, he likes to explore new vacation destinations, but he has to keep costs in line with his budget.

### How to appeal to this persona:

An outdoor destination that is reasonably priced, whether within or outside of driving distance. Warm-weather things to do should include climbing, rollerblading, biking and camping. May also be interested in whitewater rafting, fishing and hiking. Values quality time with his family and friends and wants to experience all that life has to offer.

### How to reach this persona:

Do not cold-call this persona; he probably won't pick up. Email will likely be similarly ineffective, because he prefers instant messaging and doesn't spend much time using email, except at work. To relax, he streams a few shows regularly and spends time on social media several times each day. Advertising via social media and/or working with influencers may be an effective way to reach this persona. He commutes from the suburbs into the city a couple times per week, so billboards and radio could be effective as well. When he's thinking about vacation plans, he typically talks with friends and family and researches on the Internet. With this, Google ads may be an effective way to reach this persona. Finally, because this persona will likely use an online travel site (e.g., Expedia), advertising and/or working closely with these sites to promote Alpinia may be an effective way to reach prospective travelers. See travel trends within the report of findings for additional detail.

## Grandparent: Mike



**Name:** Mike Jones  
**Age:** 62 (Baby Boomer)  
**Family:** Married, with two kids and 6 grandchildren  
**Job:** Retired attorney  
**Income:** \$160k/year (pension, investments)  
**Location:** Salem, SC, which is within 45 miles of a major airport  
**Education:** Bachelor's, political science; JD  
**Hobbies:** Golf, fishing, travel, gardening and woodworking

*Personas are fictitious, but representative.*



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### Functional needs:

For he and his wife to live their golden years with good health and great experiences. To spend as much time with family as possible, especially the grandchildren. Wants to stay physically and mentally fit.

### Social needs:

To have valuable friendships and to be well-liked and respected.

### Emotional needs:

Needs to be sure he doesn't outspend his savings, but he wants to enjoy retirement and leave something for his children and grandchildren when he and his wife pass. Prides himself in being a good husband, father and grandfather.

### Challenges:

To keep life interesting, fun and rewarding, he and his wife like to explore new vacation destinations, but he has to keep costs in line with his budget; and he and his wife want to be sure to plan vacations that will be fun for their grandkids and build memories for the family.

### How to appeal to this persona:

This persona will go just about anywhere if it means he can be with his wife and family, but he doesn't want to put himself in a situation where he can't keep up. He might be up for hiking and even biking, but he may prefer an e-bike option. He likes to golf, fish and explore, but exploring may require travel by automobile or another form of motorized transportation.

### How to reach this persona:

Calling this persona may work, as could email. He watches cable television, but he doesn't spend much time using streaming services. He's on Facebook, but he doesn't use any other social media. Television advertising and Facebook ads could be an effective way to reach this persona. When he's thinking about vacation plans, he talks with friends and family, researches on the Internet and will often buy a travel magazine for inspiration. With this, Google ads and magazine placements may be an effective way to reach this persona. He may also talk with a travel agent, so an influencing campaign geared toward travel agents could also be effective. Finally, because this persona may use an online travel site (e.g., Expedia), advertising and/or working closely with these sites to promote Alpinia may be an effective way to reach prospective travelers. See travel trends within the report of findings for additional detail.

## Family (Other – e.g., Aunt): Sarah



**Name:** Sarah Lopez  
**Age:** 38 (Millennial)  
**Family:** Widowed, with one school-aged son  
**Title:** Business Owner  
**Location:** Auburn, MA, which is within 70 miles of an international airport  
**Education:** Bachelor's, Interior Design  
**Hobbies:** Hiking, biking, home projects, golf

*Personas are fictitious, but representative*



### Functional needs:

To raise a happy and successful son. To save enough money to send her son to college, while staying financially stable. Living with family for now, to help recover from the loss of her husband. Would like to be independent at some point in the next few years, but she needs the help from family at this point. Likes to travel and give her son those experiences. Wants to stay physically and mentally fit; and happy.

### Social needs:

To be viewed as strong, confident and capable, despite setbacks in her life.

### Emotional needs:

Prides herself in being a good mother, sister and aunt. Doesn't want to have to worry about personal finances.

### Challenges:

To keep life interesting, fun and rewarding, she likes to explore new vacation destinations, but she has to keep costs in line with her budget; and she wants to be sure to plan vacations that will be fun for her son and build memories for the family.

### How to appeal to this persona:

An outdoor destination that is reasonably priced, whether within or outside of driving distance. Warm-weather things to do should include hiking, biking and golf. May also be interested in whitewater rafting. Values quality time with her family, to build memories that her son will remember.

### How to reach this persona:

Do not cold-call this persona; she probably won't pick up. Email will likely be similarly ineffective, because she's overwhelmed with it each day at work. To relax, she streams a few television programs, but her time for that each day is very limited. She does look at social media, but she can't spend much time on that either. She does follow several influencers specific to fashion, design and travel. Advertising via social media and/or working with influencers may be an effective way to reach this persona. When she's thinking about vacation plans, she talks with friends and family, researches on the Internet and will often buy a travel magazine for inspiration. With this, Google ads and magazine placements may be an effective way to reach this persona. Finally, because this persona will likely use an online travel site (e.g., Expedia), advertising and/or working closely with these sites to promote Alpinia may be an effective way to reach prospective travelers. See travel trends within the report of findings for additional detail.

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## Roommate or Living Alone: Nicole



**Name:** Nicole Smith  
**Age:** 39 (Millennial)  
**Family:** Single; no kids  
**Job:** Architect  
**Income:** \$125k/year  
**Location:** Portland, WA, which is within 10 miles of a major airport  
**Education:** Bachelor's, Architecture  
**Hobbies:** Hiking, biking, snowboarding, jewelry making, cooking

*Personas are fictitious, but representative.*



### Functional needs:

She works hard and is successful, but she's always trying to ensure balance in her life. Wants to stay physically and mentally fit; and happy. Likes to travel to see new things, so she spends money on vacations.

### Social needs:

To be well-liked and respected. To have fun with friends and family.

### Emotional needs:

Wants to feel financially stable, with regular progress toward saving for retirement someday.

### Challenges:

To keep life interesting, fun and rewarding, she likes to explore new vacation destinations.

### How to appeal to this persona:

An outdoor destination that is reasonably priced, although this persona has money to spend on vacations, whether within or outside of driving distance. Warm-weather things to do should include hiking and biking, in addition to things that will enable mental fitness. Values quality time with his family and friends and wants to experience all that life has to offer.

### How to reach this persona:

Do not cold-call this persona; she probably won't pick up. Email will likely be similarly ineffective, because she is overwhelmed by it at work. To relax, this persona reads, walks, works out, streams a few television shows regularly and spends time on social media several times each day. She follows several influencers specific to fashion, design and travel. Advertising via social media and/or working with influencers may be an effective way to reach this persona. Cooking is also a relaxing activity for her and she subscribes to several cooking magazines. She uses public transit to commute to work, so advertising at the train station could be effective as well. When she's thinking about vacation plans, she typically talks with friends and family and researches on the Internet. With this, Google ads may be an effective way to reach this persona. She subscribes to travel magazines, so advertising there could be effective as well. Finally, because this persona will likely use an online travel site (e.g., Expedia), advertising and/or working closely with these sites to promote Alpinia may be an effective way to reach prospective travelers. See travel trends within the report of findings for additional detail.

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## Further Information

In Appendices 1-4 are the screeners and discussion guides used for the qualitative portions of this study, links to videos and transcriptions from each focus groups and raw data from the quantitative portion of the study. If you would like to explore this topic further, please contact the author of this report:

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# Appendix 1

## Screeners from Qualitative Research

### Screening questions/goals

1. Are you over the age of 18? If not, excuse.
2. Please indicate your role within the household. Screen for an equal distribution of the following, by region, gender and age range:
  - Parent and/or partner/spouse
  - Grandparent
  - Adult child living at home
  - Family (other)
  - Roommate or live alone
3. Within which region of the country is your primary residence? Screen for an equal distribution of the following:
  - Northwest (AK, WA, OR, N. CA)
  - Southwest (HI, S. CA, AZ, NV)
  - Central (ID, MT, WY, UT, CO, NM, TX, OK, KS, NE, SD, ND, MN, IA, MO, IL, WI, IN, MI, OH)
  - Northeast (DE, NJ, PA, NY, VT, NH, ME, MA, CT, RI)
  - Southeast (LA, AR, MS, AL, TN, KY, WV, VA, MD, NC, SC, GA, FL)
4. Do you live in a metropolitan area, defined as within 30 miles of a city of at least 250,000 people, or a rural area? Screen for an equal distribution of both.

*Note: The second qualitative study pulled from the participants in the original study, meaning there was no need to ask question 1 for this phase. However, there was a need to ask questions 2-4, to ensure an even distribution of roles in the household and geographic location; and to screen out participants from rural areas, since the earlier research deemed them not to be part of the target market.*

# Appendix 2

## Discussion Guides from Qualitative Research

### Focus Group Discussion Guide – Initial Study (2 hours)

**Objective:** To explore perceptions, preferences and behaviors related to tourism and leisure activities among potential tourists to Alpinia.

#### Introduction (5 minutes)

- Welcome and thank participants for their time.
- Explain the purpose of the focus group: to gather insights that will help enhance tourism marketing strategies for Alpinia.
- Briefly discuss confidentiality and the use of the information gathered.
- Introduce the facilitator and any observers.

#### Warm-Up (15 minutes)

- Have each participant introduce themselves, including where they live, what they do for work, how many people there are in their respective households, a favorite hobby, etc.
- Ask an icebreaker question: "What was your most memorable vacation, and why?"

#### Section 1: Travel Preferences and Behaviors (20 minutes)

1. Initial Perceptions:
  - "When you think of Alpinia as a travel destination, what comes to mind?"
  - "What types of activities or attractions motivate you to visit a place like Alpinia?"
2. Previous Experiences:
  - "Have you visited Alpinia before? If so, what was the purpose of your visit?"
  - "Can you describe your last trip to Alpinia or a similar destination?"
3. Decision Factors:
  - "What factors are most important to you when choosing a destination for leisure travel?"
  - "How do factors like cost, attractions, accessibility, and accommodation influence your decision?"

#### Section 2: Advertising and Marketing (20 minutes)

1. Advertising Recall:
  - "Can you recall any advertisements or promotions for Alpinia that you've seen recently? What stood out to you about them?"
  - "Do these advertisements influence your perception or interest in visiting Alpinia?"
2. Effective Messages:
  - "What kind of messages or information would make you more interested in visiting Alpinia?"
  - "Are there specific themes (e.g., adventure, relaxation, culture) that resonate more with

you?"

### Section 3: Role of Digital Media (20 minutes)

1. Information Sources:
  - "Where do you usually find information about travel destinations?"
  - "How do you use digital media (websites, social media, apps) in planning your vacations?"
2. Influence of Social Media:
  - "Can you share an example of a time when social media influenced your choice of a travel destination?"
  - "What type of content (images, reviews, blogs, videos) do you find most compelling when researching destinations?"

### Section 4: Future Intentions (20 minutes)

1. Interest in Alpinia:
  - "Based on our discussion today, how likely are you to consider Alpinia for your next vacation?"
  - "What could Alpinia offer that would definitely attract you as a visitor?"
2. Suggestions for State of Alpinia:
  - "What advice would you give to Alpinia's tourism marketers to attract visitors like yourself?"
  - "Are there specific programs, packages, or promotions you would like to see?"

### Conclusion (20 minutes)

- Summarize key points discussed and thank participants for their valuable insights.
  - Explain the next steps and how their input will be used.
  - Provide contact information for any follow-up questions.
  - Ask if they'd like to participate in the next phase of qualitative research.
  - Dismiss the group.
- 

### Focus Group Discussion Guide – Secondary Study (45 minutes)

**Objective:** To determine the accuracy of the personas presented, including parent, adult child, grandparent, extended family and living alone/with roommate(s).

#### Introduction (5 minutes)

- Welcome and thank participants for their time.
- Explain the purpose of the focus group: to gather feedback on the personas presented.
- Briefly discuss confidentiality and the use of the information gathered.
- Introduce the facilitator and any observers.

#### Feedback on Personas (35 minutes)

1. Initial Perceptions:
  - "How representative are the personas as presented?"
2. What's Wrong:
  - "What isn't quite right?"
3. What's Missing:
  - "What else should be included?"

**Conclusion (5 minutes)**

- Summarize key points discussed and thank participants for their valuable insights.
- Explain the next steps and how their input will be used.
- Provide contact information for any follow-up questions.
- Dismiss the group.

## Appendix 3

# Videos and Transcripts from Qualitative Research

*Note: in a non-fictitious study, links to videos and transcriptions would be available to the client here. These would be produced as a result of having used Teams and/or traditional video recording for all focus groups.*

## Appendix 4

### Raw Data from Quantitative Research

Available upon request via separate Excel file.  $n=1,000$ . Following is an excerpt:

$Y_1$	$Y_2$	$X_1$	$X_2$	$X_3$	$X_4$	$X_5$	$X_6$	$X_7$	$X_8$	$X_9$	$X_{10}$
5	5	1	1	5	2	5	5	4	4	5	2
5	5	1	1	5	2	5	5	4	5	5	3
2	2	1	1	2	2	3	2	3	3	1	1
4	4	2	1	3	1	2	4	3	4	4	1
1	1	1	1	1	2	2	1	1	2	2	5
1	1	4	1	1	2	4	1	1	1	2	1
3	3	3	1	2	1	5	3	4	2	4	4
2	2	4	1	3	2	4	1	3	2	2	4
4	4	1	1	4	2	5	4	3	3	4	3
4	4	5	1	3	2	3	5	4	4	5	3
1	1	2	1	2	1	5	1	2	2	2	5
1	1	1	1	2	2	1	1	1	1	1	2
4	4	5	1	4	2	5	4	4	5	4	3
3	3	1	1	4	2	1	4	3	3	4	2
2	2	4	1	3	1	4	3	2	1	3	4
1	1	2	1	2	2	4	1	2	1	1	3
5	5	2	1	5	1	2	5	4	5	4	5
5	5	4	1	5	1	2	4	5	5	5	1
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5	5	5	1	4	1	5	4	5	5	5	1
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4	4	4	1	4	2	4	5	4	3	4	5
1	1	1	1	2	1	1	1	2	1	2	3
1	1	1	1	2	2	4	2	1	2	1	1
3	3	3	1	2	2	3	3	2	3	3	3
3	3	3	1	4	2	5	4	2	3	4	1