



MARKET SEGMENTS

FOR YOUR ECO RESORT

IMPORTANCE OF MARKET SEGMENTATION

Market segmentation for resorts includes dividing the overall consumer market into smaller segments according to shared characteristics, behaviors, or needs. This strategy allows resorts to tailor their marketing tactics and offerings to meet the distinct preferences of different guest categories.





TYPES OF

MARKET SEGMENTATION

- Demographics
- Geographics
- Psychographics
- Behavioral

KNOW MORE ABOUT

MARKET SEGMENTATION



Demographics

Age, gender, income, and family size.



Geographics

Location, climate preference



Psychographics

Lifestyle, social class, personality traits.



Behavioral

Booking patterns, spending habits, loyalty.

MARKET SIZE

FOR TOURIST MOVEMENT

- DOMESTIC
- INTERNATIONAL

The size of the tourist market reflects the extensive scope and worth of the tourism sector, illustrating the economic influence brought about by travelers, encompassing both local and global tourists. This evaluation takes into account multiple elements like expenditure on lodging, transportation, sightseeing, dining, and other travel services.



DEMOGRAPHICS

MARKET SEGMENTATION

Hotels can enhance their marketing tactics by customizing services to cater to the unique expectations of different demographic groups. By comprehending these demographic characteristics, hotels can tailor their services to match the diverse preferences and requirements of various guest segments.



GEOGRAPHICS

MARKET SEGMENTATION

Segmenting the market into various geographic areas like countries, cities, or regions allows hotels to customize their marketing strategies, services, and pricing based on geographic information. This approach helps them effectively cater to the unique needs and preferences of guests from different regions.



PSYCHOGRAPHICS

MARKET SEGMENTATION

Within the hotel industry, psychographic segmentation involves evaluating guests based on their attitudes, values, lifestyles, and motivations. This approach considers guests' lifestyle preferences, such as their inclination towards luxury, eco-friendly options, or budget-friendly stays.



Psychographic
segmentation

THANK YOU



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