

REPORT ON TRAVELLER TYPES

D4.4.3

WP4 - SMART STRATEGIC FRAMEWORK FOR
INNOVATIVE ADRIATIC TOURISM DESTINATION,
PRODUCTS & SERVICES

December 2021

Project Acronym: TAKE IT SLOW
Project ID Number: 10255547
Project Title: Smart and Slow Tourism Supporting Adriatic Heritage for Tomorrow
Priority Axis: 3 Environment and cultural heritage
Specific objective: 3.1 Make natural and cultural heritage a leverage for sustainable and m balanced territorial development
Work Package Number: 4
Work Package Title: Smart strategic framework for innovative Adriatic tourism destination, products & services
Activity Number : 4.4.
Activity Title: Development of marketing for sustainable Adriatic tourism products/services
Partner in Charge: PP2/SKC
Partners involved: PP2/SKC
Status: Final

Profiling target groups contributes to developing adequate marketing communication, strengthens competitiveness and helps position Adriatic on the desired target markets. Attracting diverse target groups with different inclinations is likewise beneficial to reducing seasonality.

Target groups can be categorised according to age, where each age group (with approximate year span) has its specifics regarding needs, preferences, and available budget. Hence, different age groups likewise outline distinct emitting areas and help define adequate communication canals for the desired target groups. All the above-said aspects create the profile of the target groups, i.e., of the traveller types:

Age group	Characteristics	Communication	Target group
Young people (15-25 yrs.)	<ul style="list-style-type: none"> - keen on an adventurous and active vacation - visiting specialised manifestations and places - school trips that involve sightseeing local natural and cultural attractions - mainly informed over the internet - have a small spending budget - travel over weekends, holidays, semester breaks 	<ul style="list-style-type: none"> - online information services, specialised portals, social media - primary and secondary emitting areas 	<ul style="list-style-type: none"> - foodies - nature lovers - cyclotourists and other sports tourists - travellers interested in an active vacation - environmentalists - pilgrims and religious tourists - school excursions
DINKs (>18 yrs.)	<ul style="list-style-type: none"> - prone to trying out local gastronomy and exploring natural and cultural attractions - mainly informed over the internet (usually self-informed), but use traditional marketing canals as well - larger spending budget - travelling often 	<ul style="list-style-type: none"> - online information services, specialised portals, social media, info centres at the destination - all emitting areas 	<ul style="list-style-type: none"> - cultural tourists - foodies - nature lovers - cyclotourists and other sports tourists - environmentalists - pilgrims and religious tourists

<p>DEWKs (25-45 yrs.)</p>	<ul style="list-style-type: none"> - means of travel and consummation of tourist products are subordinated to children needs - informed by both traditional and digital canals - have sensitive, but larger, spending budget - mainly travel during summer and school breaks 	<ul style="list-style-type: none"> - WOMM, info centres at the destination, online information services, specialised portals - primary and secondary emitting areas 	<ul style="list-style-type: none"> - cultural tourists - nature lovers - travellers interested in an active vacation - pilgrims and religious tourists
<p>Empty nesters (45-65 yrs.)</p>	<ul style="list-style-type: none"> - looking for the holistic experience of the destination - informed mainly by traditional marketing canals, but use online media as well (self-informed) - large spending budget - travelling often 	<ul style="list-style-type: none"> - WOMM, info centres at the destination, promotional pamphlets, specialised portals - all emitting areas 	<ul style="list-style-type: none"> - cultural tourists - foodies - nature lovers - environmentalists - pilgrims and religious tourists
<p>Elderly (> 65 yrs.)</p>	<ul style="list-style-type: none"> - keen on a particular activity and holistically approaching the visit - informed by traditional canals - sensitive spending budget - travelling all year round 	<ul style="list-style-type: none"> - WOMM, info centres at the destination, promotional pamphlets - primary emitting areas 	<ul style="list-style-type: none"> - cultural tourists - foodies - nature lovers - environmentalists
<p>Working population (18 – 65 yrs.)</p>	<ul style="list-style-type: none"> - looking for relaxation - business trip that involves sightseeing local natural and cultural attractions - defined, usually smaller, spending budget 	<ul style="list-style-type: none"> - specialised portals - primary and secondary emitting areas 	<ul style="list-style-type: none"> - business travellers

Considering the possible types of travellers and the strategic goals of the destination marketing plan, it is possible to sketch the profile of an ideal traveller to the Adriatic region. The idea is to present an example of the potential guest in line with the target marketing strategy to help the project partners to position their pilot project on the most suitable markets. Therefore, the "ideal" traveller for the Adriatic region as the go-to destination for smart and slow tourism is as follows:

Example	1	2	3
Name	Lukács	Sabine	Min
Age	21 yrs.	43 yrs.	67 yrs.
Country	Hungary	Belgium	China
Interest	<ul style="list-style-type: none"> - loves hiking, cycling and scuba diving - looking for adventure and to explore unknown and preserved natural landscapes - will use tourist apps 	<ul style="list-style-type: none"> - wants to spend time relaxing at the beach - keen on learning about the local history, especially in terms of religious art and architecture - will participate in thematic tours 	<ul style="list-style-type: none"> - keen on trying out local gastronomy and learning about the Mediterranean diet - interested in cultural manifestations and folklore - will participate in thematic workshops
Travelling characteristics	<ul style="list-style-type: none"> - informed over social media - travelling with friends - will stay for 2-3 days 	<ul style="list-style-type: none"> - self-informed about the destination after a recommendation from a friend - travels with family - will stay for 7 days in a central location while exploring the surroundings 	<ul style="list-style-type: none"> - informed over specialised portals - travels with a partner - will stay for 14 days in a central location and explore a wider area