

TUTORIAL 12 TARGET MARKET 101



This tutorial has been produced by The Australian Tourism Data Warehouse as part of the complete online education program, Tourism e-kit

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This tutorial will review how to establish a website that is suited to your target market.

1) TIME TO TAKE A HOLIDAY

Imagine you have the opportunity to go on holiday next month and you are going to research a possible location using only the Internet. **For this exercise it is very important you forget about your own business and think that you are the lucky traveller who gets to go away.**

Where on the Internet would you start your search?

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If you start your search on a search engine, which one would you use?

.....

Why would you want to go on holiday? Interests, motivations for travel? What locations, places and activities provide the benefits you are looking for?

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.....

.....

What keyword phrases do you type in your search engine hoping to find the ideal trip (e.g. Romantic weekend getaway near Melbourne)? Provide 2 examples.

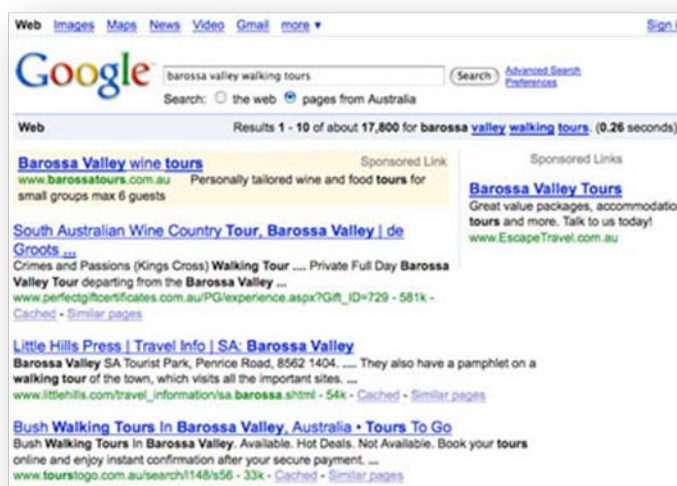
First example:

Second example:

Imagine you typed your keywords above (first **or** second example) in Google and amongst the list of results, a listing really appealed to you. What would the title and description be?

For instance in the search engine results example on the right, the user searched for “barossa valley walking tours”. The headline of the last search engine listing “Bush Walking Tours in Barossa Valley” responds to the exact query of the user and is enticing.

Screen capture copyright: Google



Title:

Description:

.....

You are now on the website that really appealed to you (you have clicked on the link on the search engine results page). Is there an enticing picture on the website? **YES NO**

What does it show?

.....

.....

If there was a video on the website, what would you like it to show?

.....

.....

What content would make you leave the website, or lose your interest?

.....

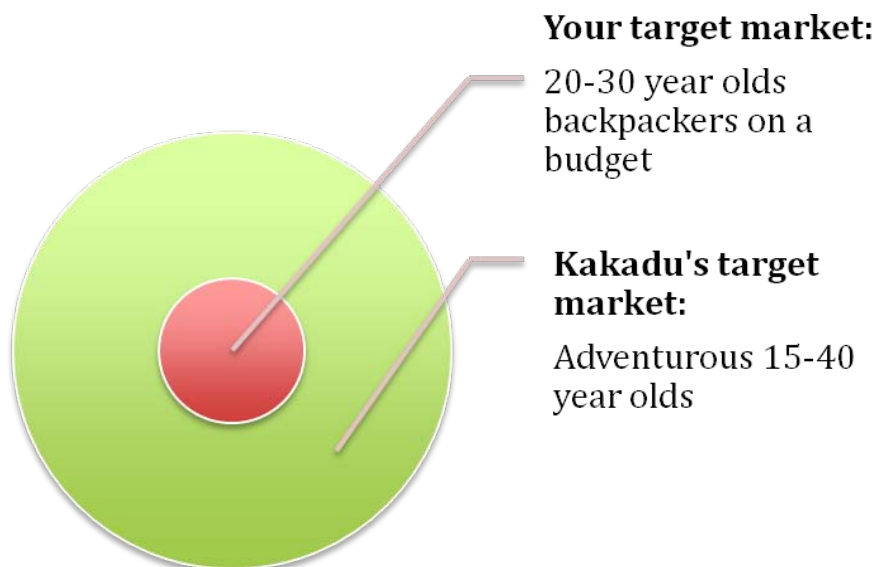
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2) BACK TO BUSINESS: DEFINING MY TARGET MARKET

As a tourism operator, you understand that the dynamics that bring tourists to your area are, in most cases, impossible to change: people are first attracted to your destination and then they will decide on the activities and accommodation.

For instance, if you are located in Kakadu your market is going to be adventurous 15-40 year olds. There isn't anything you can do about it, this is how it is.

The people who come to your destination however might not all be attracted to your own product or offering by default. Your target market(s) will be a subset of the destination's visitors.



To successfully complete the exercise below, you are required to focus on your own target market (subset). Avoid the overarching categories and really delve into the audience you want to attract. In doing so, you will be able to improve your website's content and create a stronger bond with your online visitors. This will in turn increase your chances to convert a simple visitor into a customer.

Who are your two main target markets?

Which audience are you seeking to reach with your website? You might have more than two but please focus on the two main ones for the purpose of this exercise. Be specific like in the Kakadu example above (e.g. 20-30 year olds on budget).

- Main target market A:
- Main target market B:

Now focus on these specific target markets A and B and look for their descriptive attributes. The attributes in the boxes are examples only. Please define your own.

Target Market A

Target Market B

Who are they?
Single couple, retirees,
family? Repeat or new?
Women? Groups?

**What experience are they
after?**
What moves them?
Relaxation, sports, weekend
getaway, shopping, festival?

**When do they
travel?** Seasonal, week vs
weekends? Summer only?

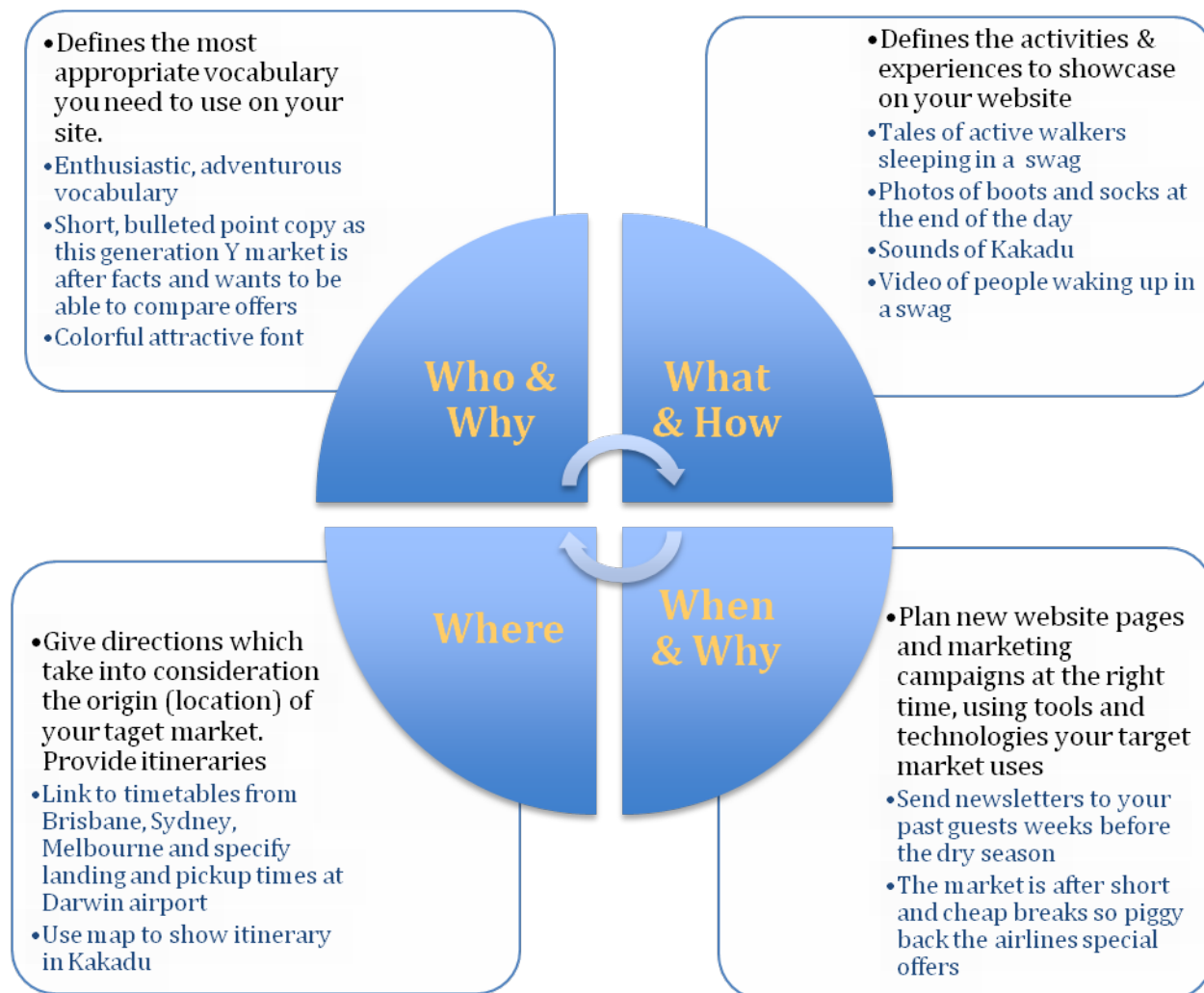
**Where are they
from?** International or
domestic? Locals? State
capital?

Why do they travel ?
Well-deserved holiday, time
away from kids, reunion,
social event?

How do they travel?
On the cheap, 1st class, with
frlends, alone?

3) WRITING CONTENT FOR MY TARGET MARKET

Now that you know exactly who you are trying to attract, it's easier to decide how to organise your website's content and structure. In the centre of the circle are the 6 categories from the previous page. The boxes explain how to integrate your target market attributes into your content. The examples are based on Kakadu.



4) RELATED MATERIAL

a) Related tutorials

- Website 101: visual design and content
- Website 101: usability and technology
- Search engines 101