

# RESEARCH STUDY



## Methodology

Ian Cross, Director of the Center for Marketing Technology at Bentley University in Waltham, Massachusetts conducted a focus group in the spring of 2013 consisting of nine individuals – five women and four men. Participants were from various socio-economic strata, a wide range of marital status and travel experience. Each individual was asked to give their opinion on a range of travel-marketing-based questions.

## Marketing Tips

### Appeal To Women

Women are the “key-decision makers” in spousal or family-unit vacations.

Brochures should market in a female friendly way. Bright colors in particular are favored by females.

An attractive brochure has the power to change the visitors’ original route.

### Make The Brochure Message Experiential

The message needs to portray an emotional connection, less factual.

Brochures should be eye catching, inspire action, fun and excitement.

Visitors are looking to experience something unique, memorable or something they have not done before.

### Make The Brochure Message Authentic

Demonstrate how visiting your establishment is an integral part of the visitor experience in your local town, city or region.

Visitors are savvy and can detect when stock photography images are utilized. Make your branded brochure authentic.

### Connect To Crowd Approval

Ratings systems are important to travelers in developing their hierarchy of “things-to-do” during vacation.

Women are especially influenced and influential on this topic area.

Both older and younger tourists rely on advice given by ratings sites.

To be more effective, a brochure should list any ratings site accolades it's received.



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