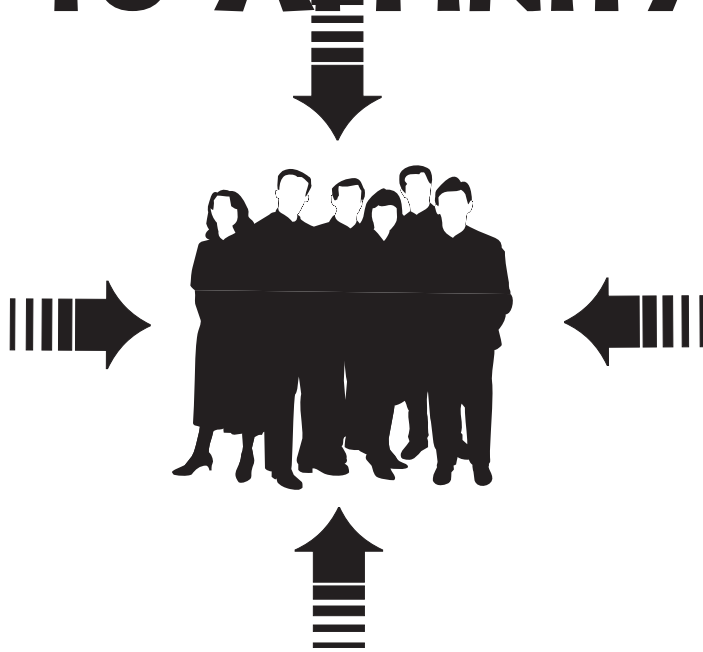




AMERICAN BUS ASSOCIATION

PRESENTS:

**THE
NEW & EMERGING
TRAVEL MARKETS
FROM
AGE TO AFFINITY** ◆◆◆



BY:

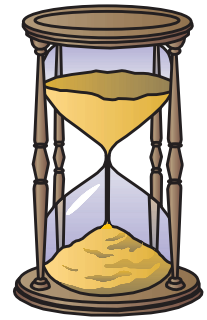


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I. THE NEW TRAVEL MARKET: DEMOGRAPHICS & PSYCHOGRAPHICS OF THE GENERATIONS

A. MATURES: 1909 - 1945

- FIRST WAVE, SAVVY _____



- SECOND WAVE, SOPHISTICATED _____

B. BOOMERS: 1946 - 1964

- TIDAL WAVE, NEVER _____

C. XERS: 1965 - 1980

X - _____

D. GEN Y/MILLENIALS: 1981 - 2000



INFO SOURCE: "ROCKING THE AGES"

II. FROM AGE TO AFFINITY ...

- 1.) AGE, AFFINITY & THE AARP, AMERICA'S SOCIAL FABRIC © 1997:



- 2.) NEW TRAVEL PARADIGMS FOR EMERGING MARKETS:

- 3.) NEW CUSTOMER MOTIVATORS AND IDENTIFIERS:

- 4.) TRAVEL PRODUCTS FOR THE NEW & EMERGING MARKET:

III. NEW & EMERGING TRAVELERS: FROM AGE TO AFFINITY



★ BANK TRAVEL

★ WOMEN'S GROUPS

★ FAMILY / REUNION TRAVEL

★ STUDENT / YOUTH GROUPS

★ COMMUNITY COLLEGES &
ADULT EDUCATION

★ SPORTS / ADVENTURE

★ GARDENS & HORTICULTURE

★ MUSEUMS, CULTURE &
NON-PROFITS

★ ACTIVE LIFE STYLE
HEALTH, WELLNESS

★ MOSAIC GROUPS

★ LA DOLCE VITA: FOOD, WINE
& LEARNING

★ COMPANIES / EMPLOYEE BENEFITS

★ AUTHORS, EXPERTS & FAME

★ SPECIAL INTEREST GROUPS

★ HIDDEN GROUPS & PIED PIPERS

IV. PRODUCTS FOR THE NEW & EMERGING MARKET:

1.) ENGINEER EXPERIENCES:

◆ CREATING EXPERIENCES

◆ DESTINATION BRAND
MARKERS, NICHE &
AFFINITIES

◆ SPECIAL OFFERINGS,
VIPS & EVENTS

2.) PRODUCT LEVELS:

LEVEL I - VANILLA

LEVEL II - HAAGEN DAZS

LEVEL III - BEN & JERRY'S

3.) INNOVATIVE DESTINATIONS:

A.) PHILADELPHIA CVB

B.) EXPERIENCE COLUMBUS

C.) DUTCHESS COUNTY TOURISM

D.) VIRGINIA BEACH

4.) KEY STRATEGIES:

A.) PRODUCT TESTING &
INNOVATION PROCESS

B.) COLLABORATION WITH
OPERATORS TO
PROTOTYPE & TEST

C.) PARTNERSHIP WITH
DMOS & TRAVEL
SUPPLIERS



V. IDEAS, ACTIONS & NEXT STEPS ...

IDEAS

ACTIONS

