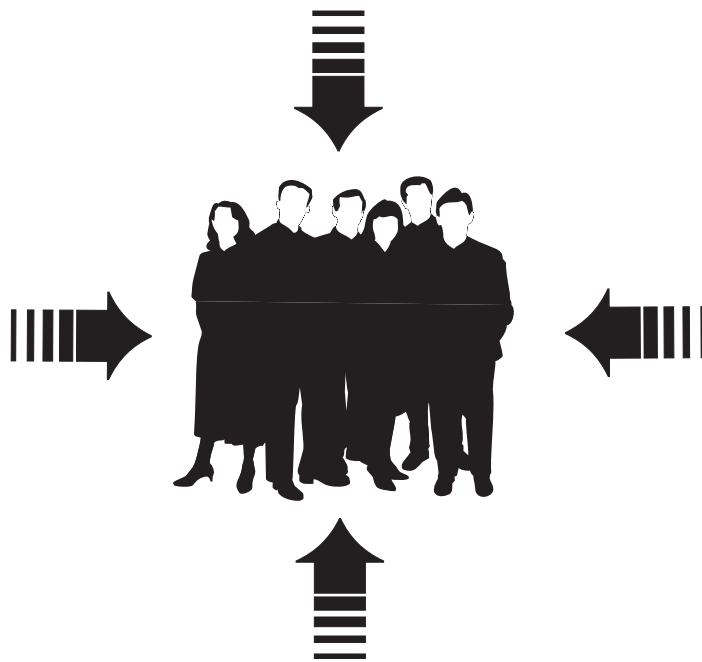




AMERICAN BUS ASSOCIATION

PRESENTS:

TOUR TRENDS, THE NEW & EMERGING GROUP TRAVEL MARKET



BY:



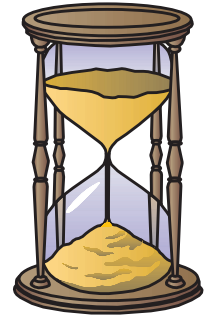
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E-Mail: joe@opportunityguy.com

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 - 1978

X - _____

D. GENERATION Y: 1979 - 1994

E. MILLENIALS: 1995 -



INFO SOURCE: "ROCKING THE AGES"

II. FROM AGE TO AFFINITY ...

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



B.) NEW TRAVEL PARADIGMS FOR EMERGING MARKETS:

C.) ENGAGING BOOMERS:

D.) NEW CUSTOMER MOTIVATORS AND IDENTIFIERS:

II. FROM AGE TO AFFINITY ...

E.) TRAVEL PRODUCTS FOR THE NEW & EMERGING MARKET:



F.) TECHNOLOGY:

G.) WHAT DOES YOUR BUSINESS NEED TO DO TO CREATE SUCCESS?



III. NEW & EMERGING TRAVELERS: FROM AGE TO AFFINITY & NICHEs



★ FAMILY / REUNION TRAVEL

★ WOMEN'S GROUPS

★ COMMUNITY COLLEGES &
ADULT EDUCATION

★ STUDENT / YOUTH GROUPS

★ GARDENS & HORTICULTURE

★ MUSEUMS, CULTURE &
NON-PROFITS

★ SPORTS / ADVENTURE

★ BANK TRAVEL

★ ACTIVE LIFE STYLE
HEALTH, WELLNESS

★ AUTHORS, EXPERTS & FAME

★ LA DOLCE VITA: FOOD, WINE
& LEARNING

★ COMPANIES / EMPLOYEE BENEFITS

★ HIDDEN GROUPS & PIED PIPERS

★ MOSAIC GROUPS

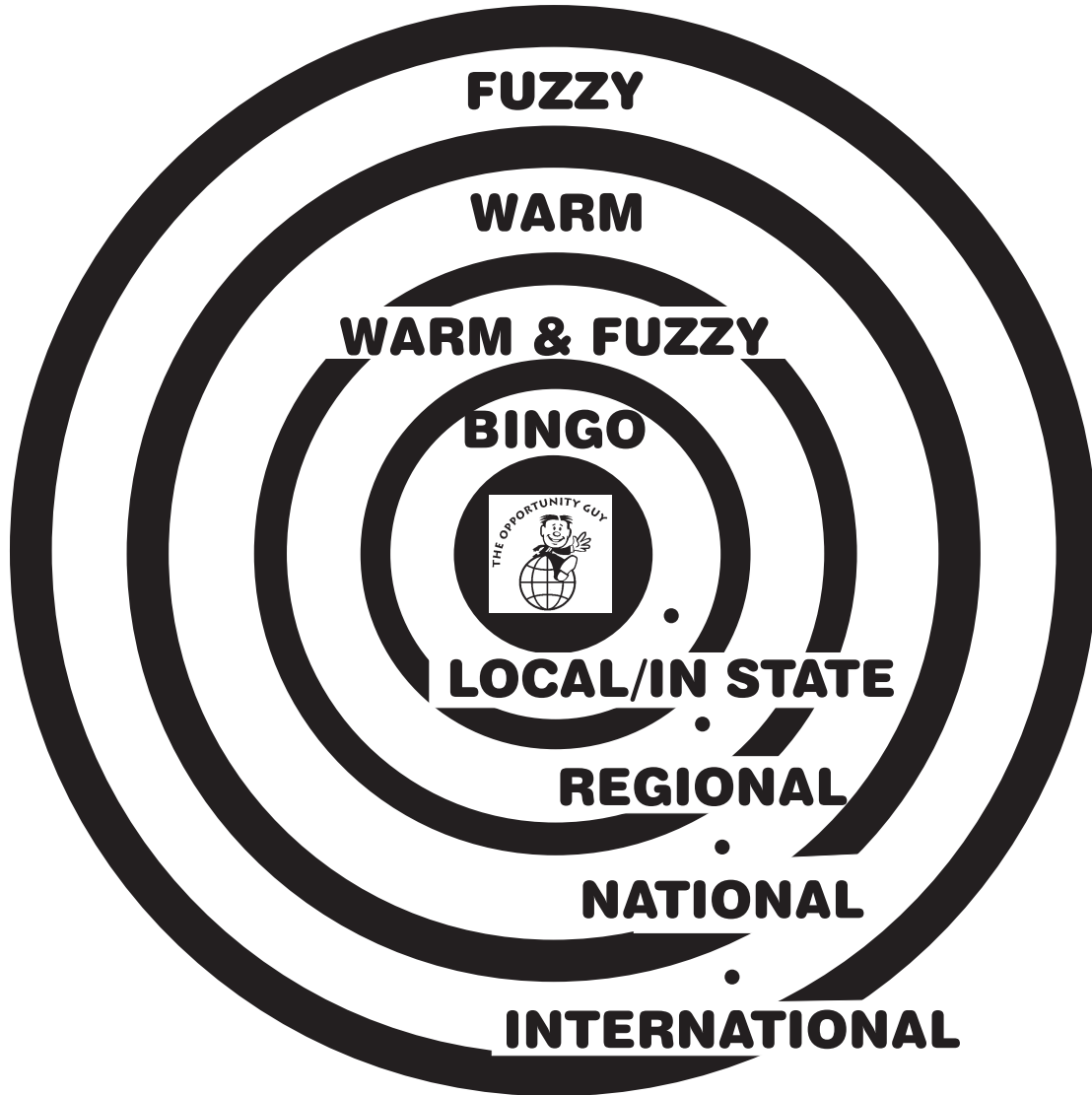
★ SPECIAL INTEREST GROUPS

IV. SHOW ME THE PEOPLE

DRIVING OPPORTUNITIES FOR THE GROUP MARKET



TWILIGHT ZONE



A.) Uncovering the New & Emerging Market:

✍ Local Markets: One Day Trips -

✍ Regional Markets: Getaways & Overnight Trips -

✍ Regional Markets: Multi-Day Trips -

V. EXPERIENCES & THE NEW & EMERGING MARKET:

A.) EXPERIENTIAL TOURISM

B.) TODAY'S CUSTOMERS

◆ A SOPHISTICATED MARKET

◆ CONNECTIONS

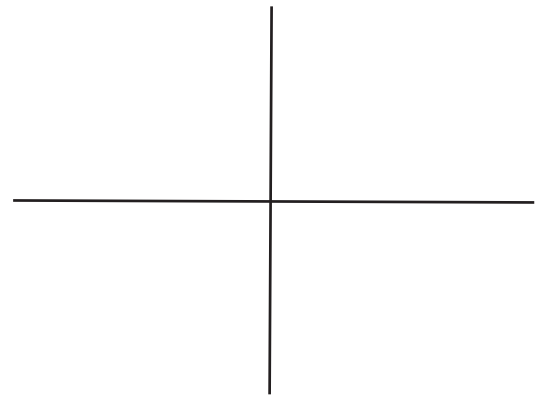
◆ ANTICIPATION

◆ WIRED

C.) EXPERIENCES & THE ECONOMY

D.) EMOTIONAL BANK ACCOUNTS
& CUSTOMER COMMERCIALS -
THE BUZZ...

E.) EXPERIENCE REALMS
© PINE & GILMORE



F.) EXPERIENCE LEVELS:

LEVEL I - SHOW & TELL

LEVEL II - ENGAGE

LEVEL III - IMMERSE

VI. ENGINEERING EXPERIENCES:



A.) SENSE APPEAL:

◆ TASTE

◆ TOUCH

◆ SMELL

◆ SIGHT

◆ SOUND

B.) UNIQUENESS OR LOCAL FLAVOR:

◆

◆

◆

◆

C.) EXPERIENTIAL ATTRIBUTES:

✦ LET ME LEARN

✦ SPECIAL ACCESS - SHOW ME
BEHIND THE SCENES

✦ INTRODUCE ME TO AN EXPERT,
AUTHORITY OR COOL PEOPLE

✦ "INSIDER'S VIEW"

✦ VIP ME!

✦ TOTALLY IMMERSE ME!

✦ GIVE ME BRAGGING RIGHTS ...

VI. ENGINEERING EXPERIENCES (CONTINUED):



D.) EXPERIENTIAL DESTINATIONS:



PHILADELPHIA, PA



COLUMBUS, OH



DUTCHESS COUNTY, NY



VIRGINIA BEACH, VA

E.) EXPERIENCE MODELS:



F.) THE OPPORTUNITY GUY'S FORMULA:

★ ADOPT YOUR CUSTOMERS' POINT OF VIEW

★ ASK "WHAT IF?"

★ ENGAGE OR IMMERSE VISITORS

★ CREATE AMAZING CUSTOMER CONNECTIONS

G.) WHAT ARE YOUR DESTINATION'S UNIQUE EXPERIENCES:



VII. TO TAP INTO THE NEW & EMERGING GROUP TRAVEL MARKET ...

YOUR IDEAS

ACTIONS & NEXT STEPS

