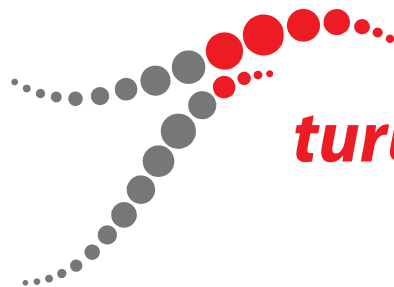




Joel A. DiGirolamo, BSEE, MBA, MS Psychology

What's Inside the Traveler's Head?

A Peek into the Personality
of the Traveling Consumer



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What I want you to get out of this...

A New Paradigm, a New Segmentation Strategy

Get Your Creative Juices Flowing



Traditional Segmentation

Horses

- Events (Races, Shows, Three-Day Event, etc.)
- Sales

Family Vacation

- Historic Sites
- Caves

Distilleries

Cars



Personality Models

Myers-Briggs Type Indicator (MBTI)

- ENFP

Five Factor Model (Big Five)

- Openness
- Conscientiousness
- Extroversion
- Agreeableness
- Neuroticism

Thrill-Seekers, Sensation-Seekers



Personality Facets for Tourism

Openness

Risk-Taking, Sensation-Seeking, Thrill-Seeking

Extroversion vs. Introversion



High Openness

Want a New Experience

- Comfortable with Some Risk
- Native Foods, Atypical Lodging
- Comfortable in Different Cultures Even if they Don't Speak the Language

Travel More

- More Likely to Travel by Plane

Lead









Low Openness

Want Consistency, Safety

- May be Anxious, Dread
- Name Brand Products
- Well-Known Destinations
- Repeat Visitors

Stay Close to Home

- More Likely to Travel by Car

Follow

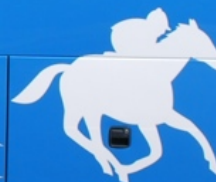






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Adventure Travelers

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Rock Climbing

Zipline

Tree Climbing

Skydiving



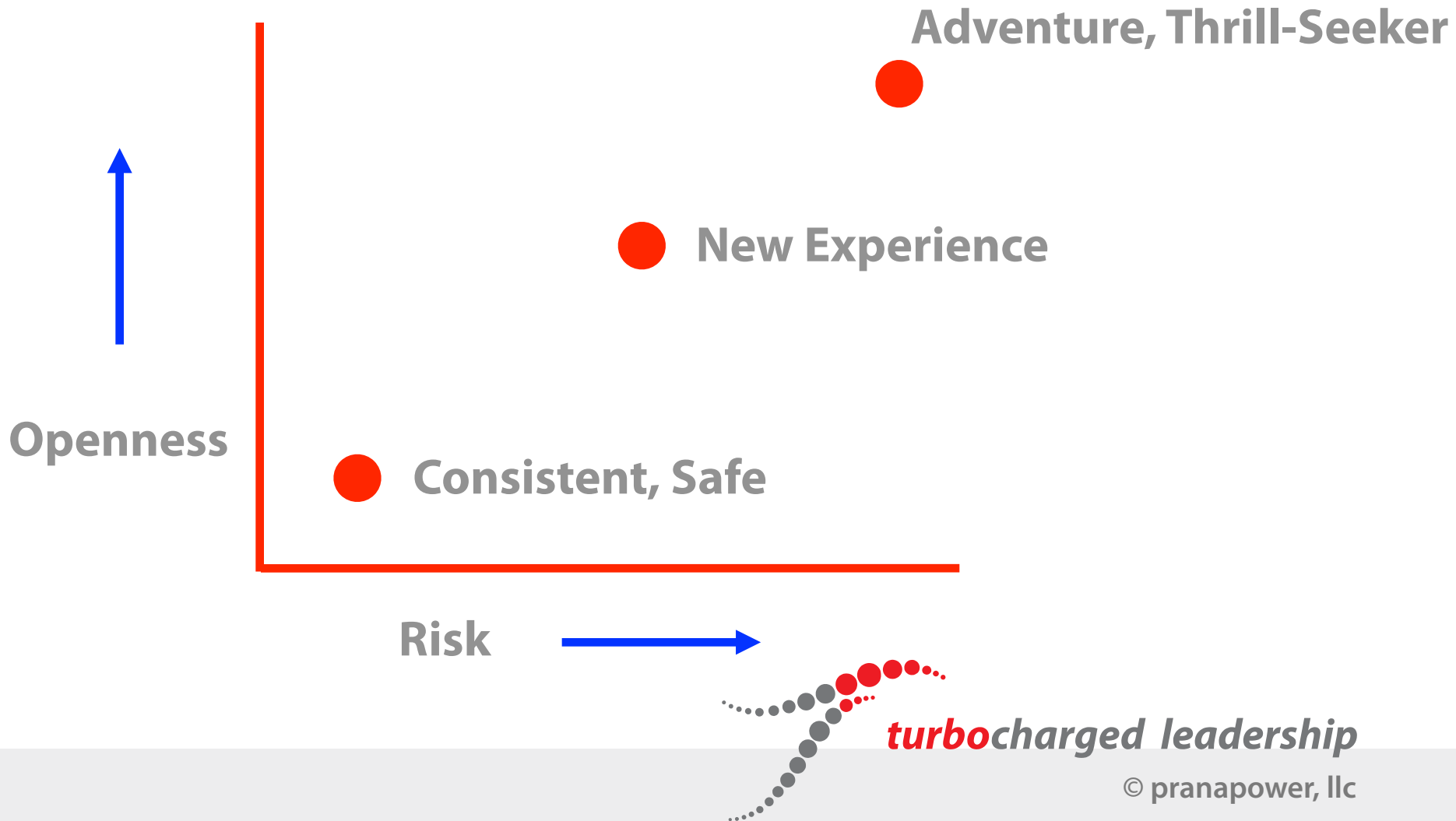
Thrill-Seekers

Very High in Openness

Much More Willing to Take a Risk



Personality Facets



Extroverts & Introverts

Provide Space

Provide Recommendations



Words



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Words to Appeal to Open Individuals

unique, spectacular, variety

special, dramatic, flair

quintessential

romantic

explore

experience

make it big, live life large



Words to Appeal to Consistent Individuals

consistent, sound

clean, safe

no surprises

expect



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Words to Appeal to Thrill Seekers

adrenaline rush

extreme, ultimate

high

vista

thrill, outrageous

tempt fate

rugged, brave the _____



Images





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Brand Personality



Brand Personality

Sincerity

- Down-to-Earth, Honest, Wholesome, Cheerful

Excitement

- Daring, Spirited, Imaginative, Up-to-date

Competence

- Reliable, Intelligent, Successful

Sophistication

- Upper Class, Charming

Ruggedness

- Outdoorsy, Tough

Source: Aaker (1997)



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Consistency = Success

Images



Scientific approach
Psychology
Assessments
Competent
Experienced
Holistic
Improvement
Interactive
Learning

Messaging



Personality of
Those You Wish to
Attract & Retain



Brand
Personality



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Consistency = Success



Questions?



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