

Massachusetts

Office of Travel & Tourism

massvacation.com

Segmentation Study

Following are highlights from a recently released segmentation study. For more details on the segmentation study, return to the MOTT Research Webpage and view the slide presentation.

- Segmentation is a customer-focused research method that identifies the likes and dislikes of different groups of people and is used to enhance the effectiveness of advertising media choices.
- As part of MOTT's segmentation study, six distinct groups were identified who were similar in travel preferences and demographic feature.
- Based on several criteria, including segment size, and average visitor spending and length of trips, MOTT further explored the travel preferences of two segments by conducting focus groups.
- Activities enjoyed by D & F are available to travelers to Massachusetts.

Segment D

Lying on beach
Whale watching
Doing things
Natural wonders
Hiking
Getting off beaten path

Segment F

Visiting gourmet rest.
Lying on beach
Visiting American history sites
Doing things
Getting off beaten path
Visiting historic sites

- D and F share some key motivations for selecting the destination for a getaway, including history and relaxation. However these two groups define relaxation in different ways. Segment D refers to relaxation as “getting away”; segment F refers to relaxation as “doing something active and fun”. Other key motivators are:

Segment D

**Peaceful & natural
Different experiences
Family
Small towns preferred**

Segment F

**Authentic
Entertainment
Cities are preferred
More developed activities**

- Identification of two key segments has allowed MOTT to effectively focus its marketing and advertising efforts. The knowledge gained about these two segments is being used to focus and strengthen MOTT's 2002 advertising campaign.

Demographics

Segment D

Children		43% - 59%
Income		\$106,000 - \$111,000
Avg. age		47 - 45
	35-54	100%
Total segment size		18.3% - 10.2% of the U.S. population

Segment F

Children		44% - 44%
Income		\$108,000 - \$110,000
Avg. age		47 - 50
	35-54	73.6%
	55+	26.4%
Total segment size		23.8% - 20.9% of the U.S. population