

HYPER-LOCAL, REGIONAL, DOMESTIC - The New Markets & Audiences

MARKETS & SEGMENTS

Changes

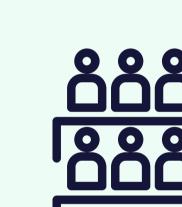
What are the main changes you need to take into consideration when retargeting to hyperlocal/regional/domestic markets?

Opportunities

Where do you see market opportunities for your organisation? Do changes in current and traditional markets present new opportunities for you? Do changes towards a new Hyperlocal/Regional/Domestic Markets present new opportunities for You?

Consumer Demographics

How are visitor profiles changing when switching to Hyperlocal/Regional/Domestic market? How do you ensure your destination stays relevant for them?



AIIDIENCES

Need Mapping

How well defined are your audiences? Who is your online audience and what are their needs? How can you help form an opinion, develop an interest and support their visit?

Key Influences

What factors influence their impression of your destination? How do factors like reputation, price, image, impact perception affect the decision process? Are we successful at providing the right support?

Interests

What are the key interests which resonate well with the new online audiences? Which 'niche' audiences are key to engaging audiences online?