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Exchanging best practice in the field of market intelligence –
'Segmentation methodologies and how to apply them in practice'

Abstract

This session presents the results of a year long project, sponsored by ETC and UNWTO, to produce a guidebook for NTOs on market segmentation.

Segmentation has a role to play in developing both short and longer term marketing strategies for NTOs. This handbook aims to equip NTOs (and other Destination Management Organizations - DMOs) with the basic tools to adopt and/or develop their own segmentation techniques.

It has been divided into four distinct sections:.

- Firstly, it sets out the theory and rationale for using segmentation as an integral component of an NTO's marketing repertoire.
- Secondly, it examines the current segmentation methods/practices used by a variety of NTOs to help understand the current state of the art thinking on segmentation; and to identify best practices.
- Thirdly, some of the main segmentation methodologies are considered in detail.
- Finally, it suggests some practical steps that NTOs (and others) can use in order to introduce, or develop further, their own segmentation-based marketing activities. In this section, a plain language, rather than marketing-speak, has been used so as to make the processes understandable to those with a non-marketing background.

An additional feature of the Guide Book is that is supplemented by a do-it-yourself CD in which case examples of best practice have been included with an accompanying text in the "Notes" file that enables the reader to work through the features and merits of the segmentation technique exemplified.