

# X-RAY VISION

NEWS AND OFFERS FROM THE TOURISM INDUSTRY'S  
'DATING AGENCY' SERVICE



Autumn 2009

**Contents:** Why poor targeting is wasteful- how profiling increases profitability; CD-Traveller hits 1m circulation; About us; Grant: are you Britain's 'most unappreciated' destination?; How travellers intend to save -Travel Navigator market intelligence; Business Development Manager appointed; News in Brief; Contact us.

## Poor targeting wastes 20% of typical marketing spend

- travel market research specialist Adrian Lawes

Around 20% of the typical leisure tourism operator's marketing budget is 'wasted' annually on poorly-targeted communications to unresponsive consumers, according to market research specialist Adrian Lawes, who co-produces the Travel XRay 'dating agency' marketing tool.



Adrian Lawes,  
Travel XRay

Savings can be made, he argues, by taking a strategic approach to identifying the most valuable niches on which to focus.

He explains, 'Profiling increases profitability. Now, with the Travel XRay 'introductions'

facility, it is possible for destinations, hotels, attractions and tour operators to be 'profiled' to allow targeting of potential consumer traveller 'mates' based on more than 300 behavioural, attitudinal and demographic traits, supported by a one million-strong email, post and text-able database of active UK travellers.

Profiling  
increases  
profitability

Based on insights gathered from 9 million UK households, profiling not only highlights the most worthwhile existing market opportunities, but as importantly those which are being missed'.

## ABOUT:

**The TRAVEL XRAY tool is the first market targeting system specifically for the tourism, travel and leisure industries. More than 300 consumer characteristics have been indexed into 30 detailed categories and seven main groups.**

**It is the result of two years' joint development by:**

Arkenford is a market research and modelling company specialising in travel and tourism, and has created the ArkLeisure system which is used by around 90% of UK tourism authorities, as well as Travel Navigator market intelligence reports.

[www.arkenford.co.uk](http://www.arkenford.co.uk)



Consumerdata is Europe's only specialist travel and tourism customer satisfaction measurement company and has analysed the opinions of more than 2m travellers annually since 1988.

[www.consumerdata.com](http://www.consumerdata.com)



## CD-Traveller: Now connecting destinations with 1m UK leisure travellers

Kaye Holland has been appointed editor of Travel XRay's restyled leisure tourism e-newsletter CD-Traveller, as circulation reaches one million. She has previously worked as a journalist for the BBC and Time Out Travel.

Kaye explains, 'Reaching almost 1 in 20 UK households every month, CD-Traveller is an influential opportunity for tourism businesses wanting to communicate their news and offers to receptive, active UK travellers'.

[editor@cd-traveller.com](mailto:editor@cd-traveller.com)

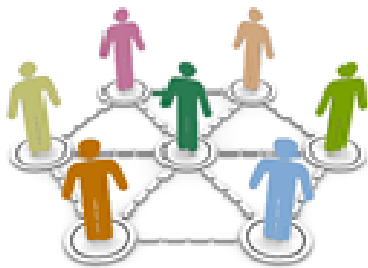


## WHY PROFILE?

Profiling reveals the most profitable market categories or segments on which to focus your marketing attention. It supplies answers to questions such as: Are you targeting the most worthwhile sectors? Are there profiles you should avoid? Are there others that might perform better for your destination? Do different segments respond to different campaigns? Do you attract the same segments year round? If you don't have a database, we can help you understand which TravelXRay profiles should respond to your offerings by analysing the Travel XRay 9 million UK database.

## GRANT UK/IRELAND: APPLY FOR A TRAVEL XRAY MARKETING PACKAGE!

Are you unappreciated? Do you feel 'undervisited'? Why not make 2010 an exceptional year?



With more than 300 consumer traits and interests profiled, Travel XRay can help you find and build relationships with compatible consumer travellers—no matter what your offering!

Four free Travel XRay packages worth **£10,000** each are to be awarded to the worthiest nominations for 'most unappreciated' destinations in England, Ireland, Scotland and Wales.

Each will receive:

- \*A complimentary profile highlighting the most profitable market segments to target
- \*An e-mailshot to 50,000 'matching' individuals
- \*Four months feature space on CD-Traveller

Applications of no more than 1000 words should explain why you think your destination is 'undervisited' and what you consider to be your most appealing attributes!

Include any supporting material demonstrating the efforts you have made to attract visitors.

Email [info@travelxray.com](mailto:info@travelxray.com) by December 15. For more information visit [www.travelxray.com](http://www.travelxray.com).

## Travel Navigator: leisure tourism market intelligence reports

'How UK leisure travellers intend to save holiday money' is the theme of the latest Travel Navigator report produced by Arkenford using Travel XRay data analysis.

The top five most popular choices were:

- Looking for special accommodation offers and deals (32%)
- Doing more free activities (30%)
- Taking fewer excursions (29%)
- Spending less on general shopping (28%)
- Going to fewer attractions (23%)

The bottom three options were to 'use loyalty schemes/airmiles' (6%), followed by 'travelling in a different class' (8%), and 'lower quality/rated accommodation' (9%).

An unusual finding was that 1 in 10 reported that they plan to save money by 'travelling without the kids'.

Note: Travel Navigator 'Hot Topics' reports are produced monthly. Contact Ben Moxon at Arkenford for more information.

## BUSINESS DEVELOPMENT MANAGER APPOINTED



James Elder has been appointed Business Development Manager and combines extensive commercially-orientated expertise and experience with qualifications in neuro-linguistic programming and psychotherapy.

## NEWS IN BRIEF

SPECIAL OFFER:

Book a Travel XRay profile (from £1500) before the end of 2009 and get 20% discount!

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All the paper questionnaires processed by Consumerdata are recycled - many of which into toilet rolls..



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The creators of Travel XRay are new members of the Campaign for Courtesy, which highlights the importance of respect, manners and honourable behaviour.



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Search online for media coverage of Travel XRay:



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