



Understand and Profile your Key Customers

	Market Segment #1	Market Segment #2
<p>Who are they? Family with young children? Mature couple? Repeat or new?, school group? Business group?, etc.</p>		
<p>What activities/experiences are the main reasons for their visit? Golf, country touring, festival/event, theatre, shopping, rural experience, etc.</p>		
<p>Where are they coming from? In-market? Out of province? U.S.? UK? Germany, etc.</p>		
<p>When do they travel? What season? What natural features – snow, fall colours, etc</p>		
<p>Why do they travel? Reunion? Social occasion? Corporate event? School trip?</p>		