Vacation Package

**Objective**: Determine characteristics of various target markets and how to appeal to them

Use the chart below to help with ideas on how to appeal to your target market:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Demographics | Psychographics | Geographics | Product Benefits |
| 40-yr old millionaire |  |  |  |  |
| Middle class family of 4 |  |  |  |  |
| Retired couple |  |  |  |  |
| Senior Class trip |  |  |  |  |

You are going to create a vacation package for one of the following people/groups:

1. A 40 year old millionaire
2. A middle-income family of 4
3. A retired couple – in their 70’s
4. Senior class trip – 10 people or more

In a PowerPoint, assemble a vacation package to a different state that would appeal to your target market. You must include the following:

* Airfare and hotel for 5 nights during Spring Break (March 11-16th)
* 4 Daytime activities
* Mealtime choices for breakfast, lunch, dinner
* 3 Nighttime activities
* 1 sample ad

Make sure you cover the marketing mix (4 P’s)

* Price – how much is the total package?
* Product – What does the package include?
* Place – Where will this package be purchased?
* Promotion – how are you going to let people know about the package?