your kind of travel. your kind of perfect.

MERAKI MARKETING PROPOSAL BY: Ioanna Dinoulis · Allison Doumith · Robin Goffman · Jon Neikam · Toni Sichel

executive summary

collette
guided by travel

OBJECTIVE

Create a marketing strategy and campaign to convince Generation X (Gen X) that Collette's Guided Tours are a noteworthy travel option for each segment within the target.

OPPORTUNITY

Collette has the potential to successfully target Gen X as:

- Families tend to seek more structured vacations
- A diverse population seeks a diverse range of travel options
- Gen X has more spending power than any other generation
- Adventure seeking Gen Xers are moving towards specialty suppliers
- They are interested in an authentic and unique travel experience

Utilizing primary and secondary research, we have identified potential challenges and formulated a creative strategy and media plan to successfully gain the trust of Gen X for their travel needs.

MARKETING STRATEGY

To diversify our tour offerings to match the needs to our audience in subsets without disrupting Collette's core business model.

OFFER STRATEGY

Develop and implement a new guided tour, in addition to Collette's current offerings. All of the offerings will be organized into specific subsets that cater to the diverse needs of the target. The most advantageous way to filter these needs is to present a quiz on Collette's landing page, to determine what their kind of perfect is. Through gaining personal insight of each potential traveler, Collette can learn what type of traveler they are, and suggest a batch of tours that specifically fits their needs.

CREATIVE STRATEGY

We will position Collette as having the right guided tour options for everyone using the tagline: Your kind of travel. Your kind of perfect.

MEDIA STRATEGY

Implement a strategic media plan for 2019 in two phases:

- Test Period
- Roll Out Period

Generate leads within our target through the use of search engine marketing, social media marketing, direct mail, email marketing, DRTV, and video remarketing.

BUDGET AND ROI

Through information gathered from industry professionals and other sources, we allocated our 5 million budget throughout different media channels accordingly. This campaign will generate **328,450,439 impressions**, **33,334 leads**, **26,667 qualified leads**, and **16,667 bookings for a 1.7:1 ROI.**

KEY RESEARCH FINDINGS	PROPOSED STRATEGIES
Gen X is made up of individuals in varied life stages and different family situations	Diversify Collette's offerings to match the varied needs of our audience
Negative perceptions of group tours: 99% of interview respondents believe group tours are for an older generation 97% of respondents believe group tours lack free time/too structured For tourists; not an authentic experience	Refrain from referring to "Group Tours" as such and incorporate a younger audience and off the beaten path activities into marketing media
Gen X is willing to spend on memorable, genuine travel	Incorporate a "Mytinerary" in the daily plan of every trip. Allowing travelers to choose between optional activities at an additional cost OR free time
Gen X is enthusiastic about travel	Expose them to Collette's vast offerings
Gen X wants a different and unique travel experience	Direct them to a quiz which will find key information and make them aware that they are signing up for a personalized travel experience that caters to their needs
100% of interview respondents with children believe group tours are not family friendly 97% of respondents travel with their children These families are seeking a trip that keeps each member entertained	We strongly recommend Collette design new travel itineraries for families filled with activities catered specifically to families with 10-16 year olds. This segment has the potential to become return customers generating more and more revenue over time

IN-DEPTH LOOK: GEN X SEGMENT BREAKDOWN

Gen X consists of 35-51 year olds, a diverse range of people who are at varied life stages: the independents, the happy couple, the overwhelmed parents, the full house, and the empty nesters. Segments include "do-it-your-selfers," new families, those reaching the peak of their career, and those sending their kids off to college.
See Appendix E for market segmentation and persona chart.

SEGMENT	PERSONAL VALUES	BARRIERS TO GROUP TRAVEL	WAYS TO OVERCOME
The Independent	• Socialization • Adventure seekers • Interested in immersive cultural experiences	• Independent—more likely to plan a trip themselves • Do not want to be tied to a schedule that they don't find appealing	• Offer off the beaten path destinations that are difficult to plan by yourself • Incorporate more free time into each itinerary
The Happy Couple	• Enjoy going home to each others company • Want to create memorable experiences together • Loves to socialize, but values alone time	• Worried about having to be with the whole group the entirety of the trip • Not interested in all destinations on itinerary	• Build more free time into tours—couples can breakaway from group to participate in optional romantic activities • Offer romantic destinations and activities
The Overwhelmed Parents *Have toddlers and young ones*	• Local vacationers • Having time for themselves • Need to care for their children	• Traveling with young kids is difficult - picky eaters, bed time, lack of energy or enthusiasm	• Provide parents with an opportunity to escape the every day
The Full House *Have tweens and teens*	• Family vacationers • Authenticity • Experiences for the whole family	• Schedules revolve around the kids • Believe Tour activities may not be appropriate for children	• Offer tours during times that kids have off from school. • Design tours with activities meant to engage the whole family
The Empty Nesters *Have college kids + older*	• Want to take advantage of opportunities missed when their kids were younger • Keep everyone's interests in mind	• Limits on free time that group tours impose • Feel a need to control travel itinerary through self-planned trips	• Market guided travel as stress-free and convenient • Increase flexibility in itinerary allowing for optional activities and free time

GENERATION X ARE PARENTS

According to our segments, **three out of five types of Gen Xers are parents**. Collette does not currently offer tours for these portions of Gen X, leaving a large gap in the target audience eagerly waiting to be tapped.

Collette can become a distinguished travel option for Generation X due to five desires:

1. GEN X WANTS UNIQUE AND PERSONALIZED TRAVEL EXPERIENCES

Through our research findings from Mintel we have concluded that Generation X represents a variety of life stages. This means that they have different travel needs that are unique to their current situation.

"I would do a group tour if I was going to go to a more off the beaten path location like Budapest." - Female, 36

"Generation X have done the typical college spring break trips, they have a couple of stamps in their passports and now want to do something different. They seek destinations that are off the beaten path, new, and that offer unique and memorable travel experiences" (Mintel, Marketing to Gen X)

Answers from 168 respondents to a quantitative survey our team conducted reveal that **Gen X is divided and interested in different travel experiences (Appendix G2.2).**

2. GEN X WANTS TO TRAVEL WITH THEIR CHILDREN

According to Mintel, more than half of parents say that spending time together as a family, enjoying new experiences together, and traveling together are their primary goals for the next 1-5 years. Furthermore, at 85%, parents with children are more likely to have traveled for vacation, a stable statistic since 2014, which demonstrates the stability and potential growth of the family travel market.

As reported by the U.S. Census Bureau, 49% of Gen X in the United States have children, accounting for almost half of the Gen X population.

Seeing as, 97% of survey respondents with children travel with them and 75% express interest in taking their children on a tour with activities catered to them. It is imperative that Collette offers tour packages for families.

3. GEN X WANTS GROUP TOURS

In depth interviews (IDI's) conducted by our team, provided the insight that Gen Xer's are interested in certain facets of group tours: **social aspects, known fixed costs, worry-free transportation, guidance through the "must-see" spots**

"If I were to do one myself or with one of my kids I would do it with other people, so we have the social aspect." - Female, 40

"How am I going to figure out what's important to see in Florence for only one day? Group tours are great because I don't worry about booking a car; I don't worry about whether I'm driving on the right side of the road; I don't worry about finding those touch points that give me the real, authentic taste of the experience." - Female, 35

Of the 168 respondents to our quantitative survey, **70% stated that they are interested in taking a group tour (Appendix G2.7).**

4. GEN X WANTS FREE TIME

Gen X has a strict need for spontaneity. Many are concerned by the lack of free time on group tours and feel that they may miss out on experiencing the area and culture if they're forced to participate in every activity.

"The flexibility option concerns me. How much time do I have to be with the group; how much time do I have on my own? It's nice to have guidance, but then have free time. You don't want to feel like you're on a class trip" - Female, 38

Of the 168 respondents to our quantitative survey, **97% of survey respondents feel that free time is an important aspect of traveling (Appendix G2.6).**

PRIMARY RESEARCH METHODS

Interviews: 22 Gen Xers

Consumer Survey: 168 respondents

MAJOR BARRIERS

Through primary and secondary research, we have discovered 3 major barriers to Collette's penetration of the Gen X market:

1. Negative perceptions of group tours

» 97% of interviewees felt that group tours were too structured and lack free time.

"In short, my biggest concern is the lack of free time." - Male, 48

» 99% of Gen Xers interviewed believe that group tours are for senior citizens.

"Group tours are for people who are older, who aren't resourceful enough to figure it out themselves." - Male, 36

2. Believe that group tours are not for families

» 100% of Gen Xers interviewed do not believe that the planned activities are for children.

On whether or not he would take a tour with children this interviewee stated "...if it's the same thing where you're expecting most of the people there to be retirees then, no." - Male, 43

"My kids attention spans are not where they need to be for a group tour." - Female, 35

3. Gen X is a diverse population

According to Mintel:

» Most Gen Xers are married, however others are recently divorced and looking to take self-discovery trips they couldn't when married.

» Some tend to be more adventurous and experience focused.

Our IDI's indicate that...

» Those with families tend to plan vacations around their children.

"For the logistics of the trip it means we have to pick flights very carefully...trips during school vacations you have to book basically 6 months to a year in advance." - Male, 41

GENERAL BARRIERS

1. Lack of brand awareness. 100% of interview respondents had never heard of Collette.
2. Gen Xers are more likely to make purchase decisions based on habit, rather than seeking out the new and interesting. [Mintel, "Marketing to Gen X"]

COMPETITIVE ANALYSIS

The majority of competitors market to an older generation. Contiki, the exception, targets millennials. Their philosophy of "traveling with no regrets" resonates with the target and fosters a call-to-action for young travelers to hop on board. Road Scholar emphasizes on educational aspects of each trip. Trafalger uses a more contemporary website to attract a wider audience. Collette needs to take competitors strategies into account when trying to reach a new audience. **For a more comprehensive analysis see Appendix H2.**

Generate leads and customers for Collette through increased brand awareness and engagement with Gen Xers through multiple media channels that Gen Xers use and are familiar with. Positioning Collette as the perfect travel option for any Gen Xer, no matter which segment they belong to.

POSITIONING STATEMENT

To diversify our tour offerings to match the needs of our audience in subsets without disrupting Collette's core business model.

THE BIG PROBLEM

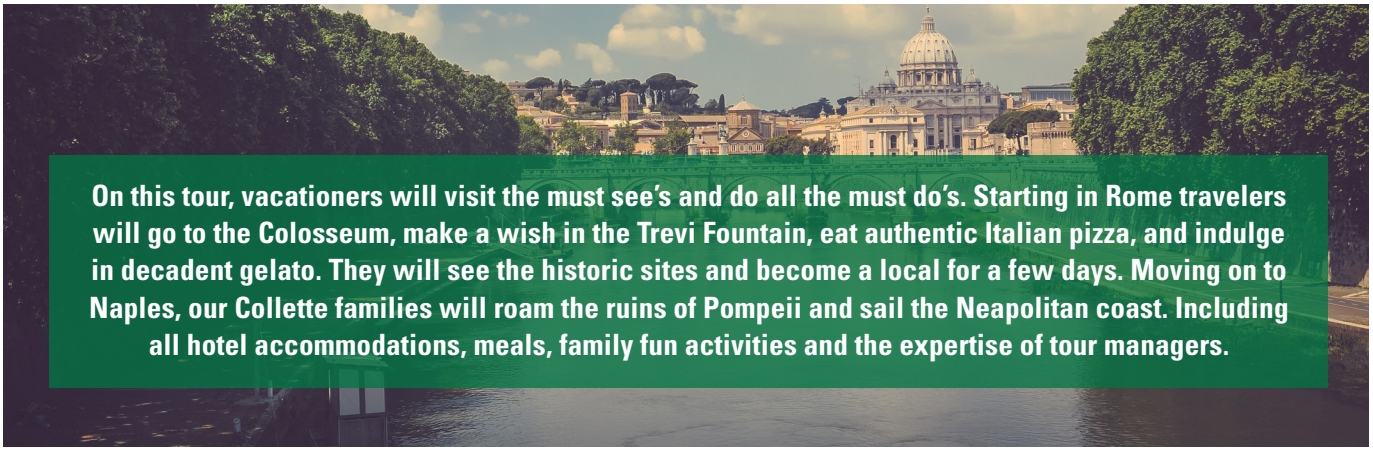
As of right now, brand awareness for Collette among Gen X is low. In addition to this, nearly all Gen Xers with children are looking to vacation with them, and keep them in mind while planning their travel.

CAPTURING THE UN-TAPPED PERSONA

49% of Gen Xers with children equate to 3 out of 5 segments we have narrowed Gen X down to. Out of our survey respondents with children, most (37%) said their children were between the ages of 10 and 16. Results also indicated that Gen X parents with children in this age range are most likely to take their children with them on vacations.

In order to tap into this market, we suggest that Collette provide a new set of tours under a new classification "Family Travels." We've developed an example package designed specifically for this segment. By creating an Itinerary that we believe fits this segment's definition of "perfect." With hand selected activities that foster interest and fun along with free time to roam, these types of tours will be hard for families to pass up. Through survey responses and IDI's we've deduced that an ideal destination for this tour would be Italy. We've also introduced the concept of "Mytinerary." Mytinerary suggestions are optional add ons that can be substituted with additional free time. This keeps the overall cost of the tour down for the budget conscious and includes the coveted free time Gen X needs. This is a new aspect of tours we suggest Collette implement across the board but specifically for tours that fall into this category.

OUR TOUR RECOMMENDATION: CIAO ITALIA



On this tour, vacationers will visit the must see's and do all the must do's. Starting in Rome travelers will go to the Colosseum, make a wish in the Trevi Fountain, eat authentic Italian pizza, and indulge in decadent gelato. They will see the historic sites and become a local for a few days. Moving on to Naples, our Collette families will roam the ruins of Pompeii and sail the Neapolitan coast. Including all hotel accommodations, meals, family fun activities and the expertise of tour managers.

OUR FAMILY TOUR RECOMMENDATION: CIAO ITALIA

DAY 1: ARRIVE IN ROME

Welcome to Italy! Today marks the first day of your family's fun filled adventure.

DAY 2: DO AS THE ROMANS DO

Let our guides take you through the Colosseum and the Trevi Fountain. See where gladiators once fought and make a wish in the world's most famous fountain. No trip to Italy is complete without pizza, so you'll learn to make authentic Italian pizza. Afterwards, take time to explore Rome with your family. We recommend a trip to Fata Morgana for the best gelato, and for an extra sweet tooth, go to Said Vintage Chocolate Factory for a tour, and of course sweet treats to take home.

MYTINERARY: Choose what you want to do!

Roman Gladiator School:
Learn How to Become a Gladiator

Ancient Ostia Guided Tour for Families

Included Meals: Breakfast, Lunch

DAY 3: DISCOVERING ROME

Take a driving tour to see the Appian Way, Aqueduct Park, Baths of Caracalla, Janiculum Hill, Aurelian Walls, and the Pyramid of Casius Cestius for a day filled with history. After the tour, choose to go on an optional scavenger hunt of the city with the kids or take a spooky ghost and mystery tour that is sure to raise everyone's hair.

MYTINERARY: Choose what you want to do!

Ghost and Mystery Walking Tour of Rome

Rome for Kids: Ancient Rome Tour and Scavenger Hunt

Included Meals: Breakfast

DAY 4: TRANSITION TO NAPLES

Say ciao to Rome, and say a warm Benvenuti to Naples! The time is yours to explore. Take an optional tour of the Herculaneum for the kids, go on a walking tour of the underground ruins that will excite the entire family, or spend the day at the beach. Once stomachs start to rumble, we recommend you try Pizzeria Dal Presidente. End your day along the Neapolitan coast on a scenic sunset boat trip.

MYTINERARY: Choose what you want to do!

Walking Tour of Underground Ruins

Private Herculaneum Tour for Families

Included Meals: Breakfast, Dinner

DAY 5: EXPLORING POMPEII

See the city that's frozen in time. Take the day to explore the ancient ruins of Pompeii. Afterwards, if the family is up for it, take a bike tour throughout Naples or a bus tour where you can hop on and off throughout to see the sights.

MYTINERARY: Choose what you want to do!

Naples City Hop-on Hop-off Tour

Naples Bike Tour

Included Meals: Breakfast, Lunch

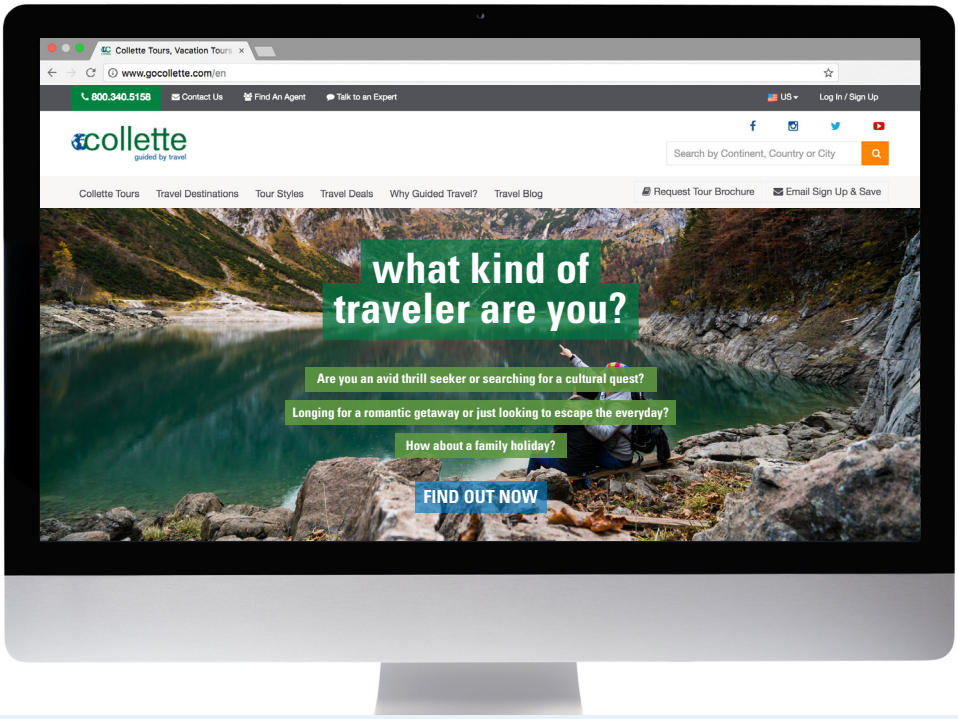
DAY 6: MT. VESUVIUS

Spend your last morning in this wondrous country climbing the infamous Mount Vesuvius, and then say ciao for now, Italia.

See Appendix B1 for a complete itinerary budget breakdown.

We will position Collette as the ultimate Guided Travel option for Gen X. Through research we found that different segments of Gen X each have their own idea of the perfect trip. Knowing the segments are unique, we generated the tagline **"Your kind of travel. Your kind of perfect."** so that each traveler feels that their desires are being met.

By introducing a new landing page on Collette's website featuring a brief quiz, we will inform our audience of Collette's guided travel options. The results will be catered specifically to the type of traveler they are.



NEW LANDING PAGE AND TRAVELER TYPES QUIZ

Collette's current landing page showcases many images of ideal travel destinations and a plethora of drop-down menus. Through our research we found that Gen X typically uses online booking, suggesting a necessary increase in online marketing. We have designed a brief quiz that will not only engage Gen Xers but will also turn each participant into a lead by segmenting them and learning information necessary for retargeting such as email address participants opt into supplying prior to receiving their results. **See Appendix C1.1-C1.8 for the complete quiz structure and interface.**

QUIZ METHODOLOGY

We have divided our target into five types of travelers. Through 5 questions, we will gain key information regarding participant's travel preferences, and each question has 5 possible answers. Every answer correlates to one of the five types of travelers. Whichever type receives the most answers will be revealed as the participant's "kind of traveler" as a list of tours predetermined to fit that classification will be served on the same page. **For a complete breakdown of the methodology see Appendix C1.**

LEAD GENERATION

ONLINE ADVERTISING

Our online advertising tactics include Search Engine Marketing (**see Appendix C2**), and Facebook Sponsored Posts. These ads will engage our target audience by prompting them with a simple question, "What Kind of Traveler Are You?" This expresses Collette's recognition of the diverse group of Travelers Gen X.

TRADITIONAL MEDIA (DRTV)

Our :60s DRTV spot **(view here)** will showcase the different life stages of different Gen Xers and speak directly to them, no matter who they are. It will demonstrate the insight that Gen X has different travel needs based on their lifestyle. Yet acknowledges that while each segment is different, they're perfect in their own way. They have different travel requirements and Collette has an option that is their kind of perfect. The ad will display a trackable web address that leads to our newly designed landing page.

RETARGETING

In order to generate increased bookings, we will be utilizing dynamic creative executions for Facebook, email, and direct mail. Using the information gathered from the quiz we will supply specific advertisements to each segment of Gen X. A :15s online video **(view here)** will reinforce the brand message through the Google Display Network and YouTube. Serving as a reminder that their perfect trip is waiting, and encouraging them to book now. **See Appendix C3-C5 for additional retargeted Facebook ads and emails.**

DIRECT MAIL

EMAIL

media strategy

collette
guided by travel

Our campaign's goal is to generate valuable leads among Generation X, an audience Collette has yet to fully engage. A sustained media presence will be implemented to effectively reach the target audience using direct marketing tactics, including search engine marketing (SEM), video remarketing, social media, email, direct mail, and DRTV. As a generation that grew up without the Internet, yet still relies on it daily, a media mix of both traditional and digital will allow us to reach Gen Xers at key touch points throughout their customer journey to booking a vacation.

Affluent Gen Xers (HHI $75K+) are more tech savvy than the average Gen Xer (65% vs. 58% on average), where they heavily participate in digital activities across various platforms (Mintel, Marketing to Generation X).

Our strategic media plan will be implemented in two phases throughout 2019. Utilizing two phases ensures optimal campaign performance results, as Phase 1 will act as a test period before the official campaign roll-out:

PHASE 1 TESTING PERIOD	ANALYSIS AND OPTIMIZATION	PHASE 2 CAMPAIGN ROLLOUT
JANUARY-MARCH	APRIL	MAY-DECEMBER
Track performance levels of each media tactic alongside the key metrics in order to determine which components of the media plan are functioning at the necessary rates.	Analyze channel performance and ad placement paralleled to our projected Allowable Acquisition Costs (AAC). Media generating conversions greater than the $300 AAC will be terminated in Phase 2. **See Appendix A2 for AAC calculations.**	Begin rollout using insights gained from the Testing Period to distribute resources to the highest performing vehicles.

OVERVIEW: MEDIA BUDGET AND MEDIA MIX

PHASE 1: Testing period of the media plan is allocated 15% ($750,000) of the budget

PHASE 2: Campaign roll-out of the media plan is allocated 85% (3.25MM) of the budget

SOCIAL MEDIA
Facebook

WEB: DESKTOP + MOBILE
SEM
Video Remarketing

TELEVISION
DRTV

REMARKETING
Direct Mail
Email

PROSPECTING	NURTURING / LEAD FULFILLMENT
Social Media Marketing: Facebook	Video Remarketing
DRTV	Email
Search Engine Marketing	Direct Mail

SEARCH ENGINE MARKETING

SEM is imperative to capturing our audiences' micro-moments– the "I-want-to-get-away moments," "time-to-make-a-plan moments," and "let's-book-it moments." Using Google AdWords, a strategic SEM plan will be constructed to target keywords and queries relevant to travel planning and decision-making to efficiently capture the target audience while they are searching for offers similar to Collette's. This will allow audiences to keep Collette top-of-mind when planning their trip, resulting in increased consideration and leads for Collette. A/B testing will be implemented during Phase 1 (January-March) of the campaign to test which ads and ad groups perform the best to ensure accurate optimizations are made for Phase 2 of the campaign (May-December).

70% of travelers with smartphones have done travel research on their smartphone (Think with Google).

SOCIAL MEDIA: FACEBOOK

Custom audiences are created to target Gen Xers who show interest in traveling, display travel behaviors, and earn a HHI of $75K or more. This lead generation campaign will motivate users to find out what type of traveler they are by clicking through to Collette's landing page where they will opt to enter their e-mail to find out their results. Once leads are generated, users who took the quiz will be retargeted with creative specific to their type of traveler and will be prompted with a call-to-action to book now. A/B testing will be used to test two different creative In-Feed advertisements on desktop and mobile during Phase 1 of the campaign. The most effective creative message will be determined during the Analysis and Optimization Period (April) and will be used in Phase 2. **See Appendix D4.2** for Facebook audience targeting.

86% of Gen Xers are online on a daily basis, and always incorporate social media into their daily schedules (Pew Research Center, Generations)

"Facebook has become the main social hub for Gen X: this group engage with their Facebook friends and are more likely to post updates regularly" (Curated).

DRTV

Our DRTV ad will speak indirectly to all of our proposed segments of Gen X. Using what we know about their general life-stages, we will demonstrate that Collette understands that each segment is unique and has their own desires. By displaying them in traditional settings and different Collette destinations, we will create a compelling argument that Collette has a "perfect" Guided Travel option for them. In order to hone in on Gen X the ad will run on a channels where Gen Xers dedicate most of their viewing time including: E!, HGTV, BRAVO, and the Travel Channel. During Phase 1 we will trial two different creative messages with two distinct URLs (www.gocollette.com/different and www.gocollette.com/desires), both directing users to Collette's new landing page where they will find out what kind of traveler they are, and book an appropriate trip based on that suggestion.
The best creative message will be determined during the analysis period and implemented during Phase 2. **View the :60s spot here.**

VIDEO REMARKETING

Video remarketing will reach qualified leads by retargeting online video to users within our target demographic, through the Google Display Network and YouTube. A remarketing list and a custom affinity audience will be created to target Gen Xers who view YouTube channels and videos related to travel and travel destinations, as well as users who have viewed Collette's YouTube Channel. E-mails collected from users who take our quiz will be uploaded via Customer Match for YouTube, enabling us to reach new audiences by targeting those similar to our most valuable Gen X customers. This :15s ad would be a shortened form of our DRTV specifically designed for online video placements. This will increase our Return on Investment (ROI) by showing our ads to valuable Gen Xers with the highest intention to book a vacation. **See Appendix C6 and D4.4.**

EMAIL REMARKETING

Once the user takes the proposed quiz, remarketing efforts will aid in lead fulfillment to convert the user from a lead to a customer. Email messaging and creative will be specific to the type of traveler the user is in order to create a personalized and positive brand experience. After the user completes the quiz, a retargeting email will be sent twice weekly for the first two weeks and once monthly afterwards to remind the user to browse through the tour packages tailored to the type of traveler they are, and to ultimately book a trip with Collette for a personalized and memorable travel experience. Throughout Phase 1 we will trial two creative executions for each of the five traveler types in order to determine best choice to run during Phase 2 of the campaign.

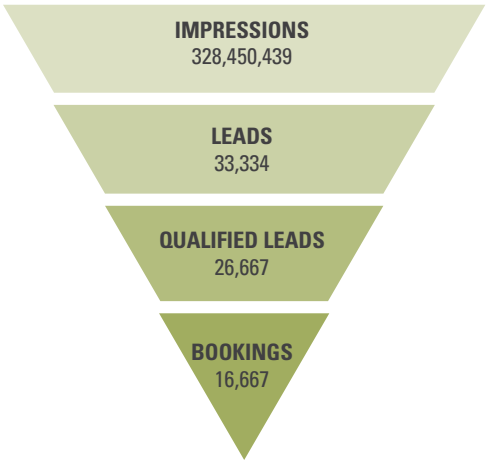
DIRECT MAIL

Also used for lead fulfillment, direct mail is an effective way to retarget to Gen Xers to remind them to pick up where they left off after they find out the type of traveler they are. After the user completes the quiz we will send two direct mail pieces within the first month and once monthly afterwards to remind the user to book their vacation with Collette. During Phase 1 two creative executions for each type of traveler (5 types of travelers) will be tested in order to determine the best creative to run during Phase 2 of the campaign.

86% of Gen Xers bring in the mail the day it's delivered and perceive 75% of the mail they receive as "valuable" (Wordstream).

See Appendix D for Media Flowchart, Media Mix, Budget Breakdown, and Rationale

Our marketing plan is projected to have a **1.7:1 ROI**, earning **$10.8MM in revenue** and garnering these impressions, leads, qualified leads, and trip bookings. Calculations are estimated based off of industry benchmarks and will be optimized during Phase 1 and campaign analysis period. **See Appendix A for charts and process explanations.**



CONCLUSION

"Your kind of travel. Your kind of perfect." is a strategy that resonates with our target audience, Generation X, who want a unique and customized travel experience. Our campaign positions Collette as the ultimate Guided Travel option for Gen X, not just a vacation for Baby Boomers. Gen Xers can be certain that Collette has a guided travel option that's right for them, no matter their life stage. We address and overcome barriers to turning Gen Xers into Collette customers by increasing advertising through multiple media channels, creating an interactive landing page to generate leads, and design a new collection of tours designed specifically with families in mind. This campaign is projected to earn Collette **$10.8 million in revenue**, a **1.7 ROI**. Using the $5 Million budget we will unfold our media plan in two phases, generating **328,450,439 impressions**. A brief analysis of results from our testing phase will determine which creative executions will be utilized in the Rollout phase.

appendix a: detailed budget + projected ROI

collette
guided by travel

A1. DETAILED BUDGET CHART

MEDIA TACTIC	MEDIA BUY	PRODUCTION	ESTIMATED # OF IMPRESSIONS
SMM		$200,000	68,473,574 ($7.19 AVG CPM)
PHASE 1	$92,325		
PHASE 2	$400,000		
SEM		$0	87,907,142 ($3.50 AVG CPM)
PHASE 1	$57,675		
PHASE 2	$250,000		
VIDEO REMARKETING		$25,000	65,946,428 ($2.80 AVG CPM)
PHASE 1	$34,650		
PHASE 2	$150,000		
DRTV		$300,000	98,462,000 ($25 AVG CPM)
PHASE 1	$461,550		
PHASE 2	$2,000,000		
EMAIL		$100,000	2,462,000 ($75 AVG CPM)
PHASE 1	$34,650		
PHASE 2	$150,000		
DIRECT MAIL		$375,000	5,199,295 ($71 AVG CPM)
PHASE 1	$69,150		
PHASE 2	$300,000		

TOTAL IMPRESSIONS: 328,450,439

A2. FORECAST RESULTS AND ROI

LEAD GENERATION: DRTV				
Allowable Acquisition Cost **$300**	X	Conversion Rate **5%**	=	Allowable Cost/Qual Lead **$15**
Allowable Cost/Qual Lead **$15**	X	% Leads that are Qualified **80%**	=	Allowable Cost per Lead **$12**
ALLOWABLE COST PER LEAD: $12				

Keeping in line with Collette's current allowable acquisition cost (AAC), $300 will be used for all of our paid lead generation efforts. An assumed 5% conversion rate for DRTV viewers results in a $15 Allowable cost per qualified lead. Estimating that 80% of leads are qualified, the allowable cost per lead is $12.

appendix a: detailed budget + projected roi

collette
guided by travel

LEAD GENERATION: SEM				
Average Cost per Click **$2.32**	/	Average Conversion Rate **2.70%**	=	Cost per Lead **$85.92**
Cost per Lead **$85.92**	/	AAC **$300**	=	Conversion to sale **29%**

Applying the average cost per click and conversion rate of ads (WordStream) we found the cost per lead to be **$85.92**. Using our AAC we've determined the conversion to sale to be **29%**.

LEAD GENERATION: VIDEO REMARETING				
Average Cost per Click **$0.58**	/	Average Conversion Rate **0.89%**	=	Cost per Lead **$65.16**
Cost per Lead **$65.15**	/	AAC **$300**	=	Conversion to sale **22%**

Using the Average cost per click and conversion rate for online video remarketing (WordStream) we found the cost per lead using video remarketing to be **$65.16**. This cost and our AAC produce a **22%** conversion to sale.

LEAD GENERATION: SOCIAL MEDIA MARKETING				
Average Cost per Click **$1.72**	/	Average Conversion Rate **9.21%**	=	Cost per Lead **$18.67**
Cost per Lead **$18.67**	/	AAC **$300**	=	Conversion to sale **6%**

Referring to the average cost per click and conversion rate for social media marketing (WordStream) we determined the cost per lead using social media marketing to be **$18.67**, and will generate a **6%** conversion to sale.

LEAD FULFILLMENT				
Total Budget **$5,000,000**	/	AAC **$300**	=	Required Trip Bookings **16,667**
Required Trip Bookings **16,667**	/	Lead Conversions **5%**	=	Required Leads **333,340**
Media Budget **$4,000,000**	/	Required Leads **333,340**	=	Allowable Cost per Lead **$11.99**
Qualified Leads **26,667**	X	Package Profit Margin **37% ($406 per package)**	=	Estimated Profit **$10,826,802**
(Estimated Profit-Spending) **($10,826,802-$5,000,000)**	/	Campaign Spend **$5,000,000**	=	ROI **117%**
RETURN ON INVESTMENT: 1.7:1				

A vital aspect of any campaign is converting enough leads to sale to maintain the AAC. Using our $5 million budget, we've calculated the necessary amount of conversions for this campaign. Our required trip bookings (16,667) and an estimated 5% of lead conversions project 33,340 required leads. After reserving $1 million of our budget for production costs, allowing $4 million for media costs, we envision an **$11.99 allowable cost per lead**.

Revenue Rationale: Based on industry benchmarks for group tours (The Culture of Tourism), we suggest a **37% ($406 per package) profit margin** for our recommended Ciao Italia package. **Producing an estimated profit of $10,826,802 and a 1.7:1 ROI.**

B1. PROPOSED ITINERARY BUDGET BREAKDOWN

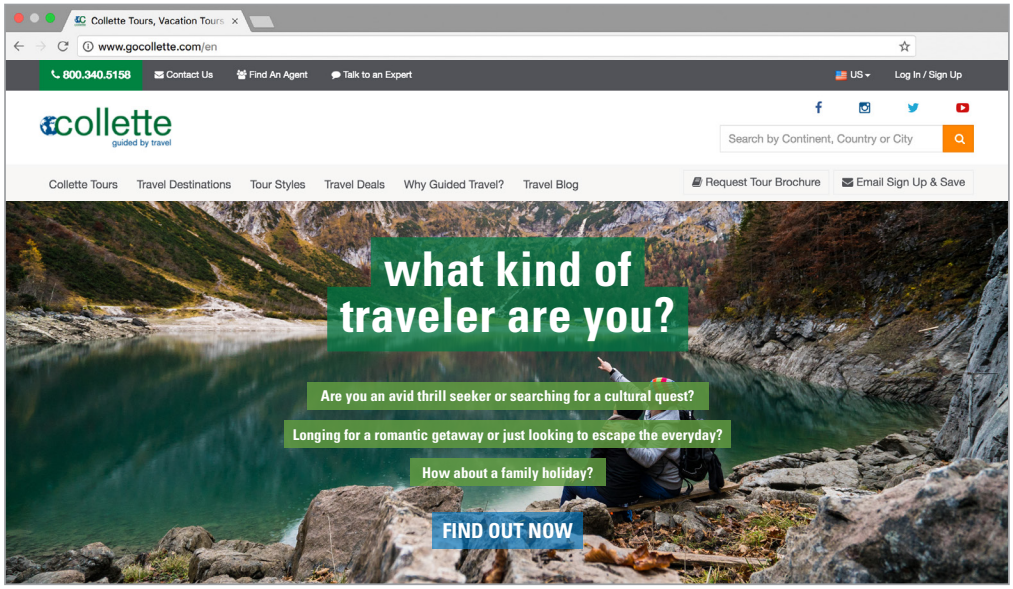
	COST PER PERSON *(USD)*	TYPE OF INCLUSION	MYTINERARY ADD-ON *(optional activities)*
Day 1: Arriving in Rome			
Hotel Condotti	$135.00	Hotel	No
Day 2: Exploring Rome			
Hotel Condotti	$135.00	Hotel	No
Breakfast	$15.00	Meal	No
Tour the Colosseum	$13.00	Activity	No
Visit the Trevi Fountain	$0.00	Activity	No
Pizza Making Lesson	$43.00	Activity	No
Roman Gladiator Class	$60.00	Activity	Yes
Guided Tour of Ancient Ostia	$50.00	Actvitity	Yes
Day 3: Discovering Rome			
Hotel Condotti	$135.00	Hotel	No
Breakfast	$15.00	Meal	No
Rome Driving Tour	$55.00	Activity	No
Ancient Rome Scavenger Hunt	$60.00	Activity	Yes
Ghost and Mystery Walking Tour	$25.00	Activity	Yes
Day 4: Arrive to Naples + Family Boat Trip			
Palazzo Caracciolo Napoli MGallery	$115.00	Hotel	No
Breakfast	$15.00	Meal	No
Train to Naples	$22.00	Transportation	No
Boat Ride on the Neapolitan Coast	$120.00	Actvitiy	No
Walking Tour of Underground Ruins	$40.00	Activity	Yes
Private Herculaneum Tour	$300.00	Activity	Yes
Day 5: Exploring Pompeii			
Palazzo Caracciolo Napoli MGallery	$115.00	Hotel	No
Breakfast	$15.00	Meal	No
Bus to Sights	$35.00	Transportation	No
Pompeii Archaeological Site and Ancient Pompeii Ruins	$15.00	Activity	No
Lunch	$20.00	Meal	No
Naples City Hop on Hop off Tour	$23.00	Activity	Yes
Naples Bike Tour	$30.00	Activity	Yes
Day 6: Mt. Vesuvius			
Breakfast	$15.00	Meal	No
Bus to Sights	$35.00	Transportation	No
Climb Mt. Vesuvius	$10.00	Activity	No
Lunch	$20.00	Meal	No

Budget Breakdown		
Grand Total per Person *(excluding Mytinerary options)*	Recommended Package Price	Expected Profit *(per package)*
$1,098.00	**$1,504.00**	**$406.00**

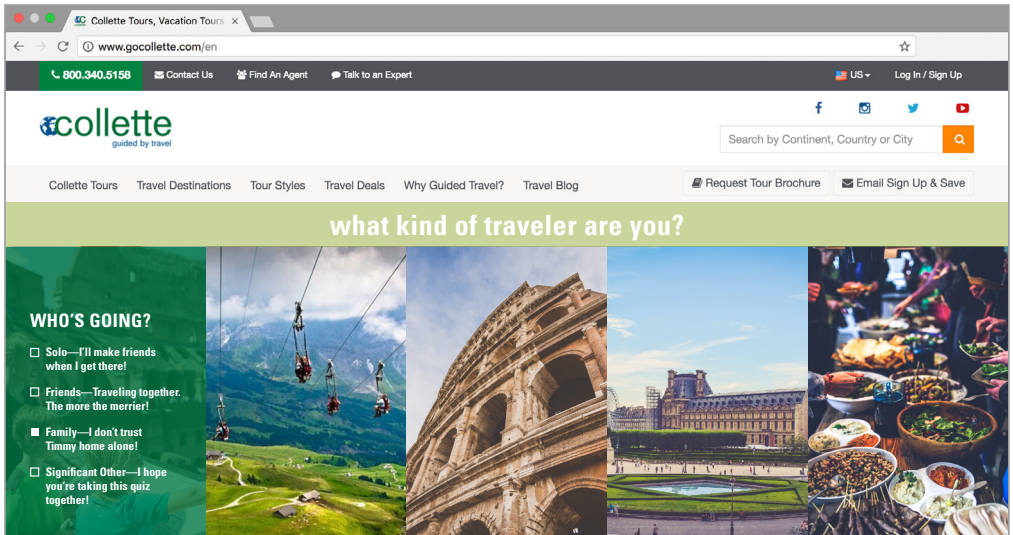
C1. REDESIGN LANDING PAGE AND TRAVELER QUIZ

QUESTION	THE DAREDEVIL	THE PATHFINDER	THE LOVEBIRDS	THE ESCAPIST	THE FAMILY TRAVELER
Who's going?	Solo + Friends	Solo + Friends	Significant Other	Solo	Family
On my ideal vacation I want to...	Seek thrilling adventures	Immerse in local culture	Ride a romantic gondola	Meditate with yogi guru	Engage the whole family
When's good for you?	15-18 days	8-10 days	12-14 days	A month	A week–short and sweet
I'd rather be...	Hiking a rugged mountain trail	Walking cobblestone city streets	Relaxing on white sanded beaches	Taking a culinary class	Bonding with the family
What's the most important foreign phrase to learn?	"Let's do it."	"Where should I eat?"	"I love you."	"Hi, my name is..."	"Where's the bathroom?"

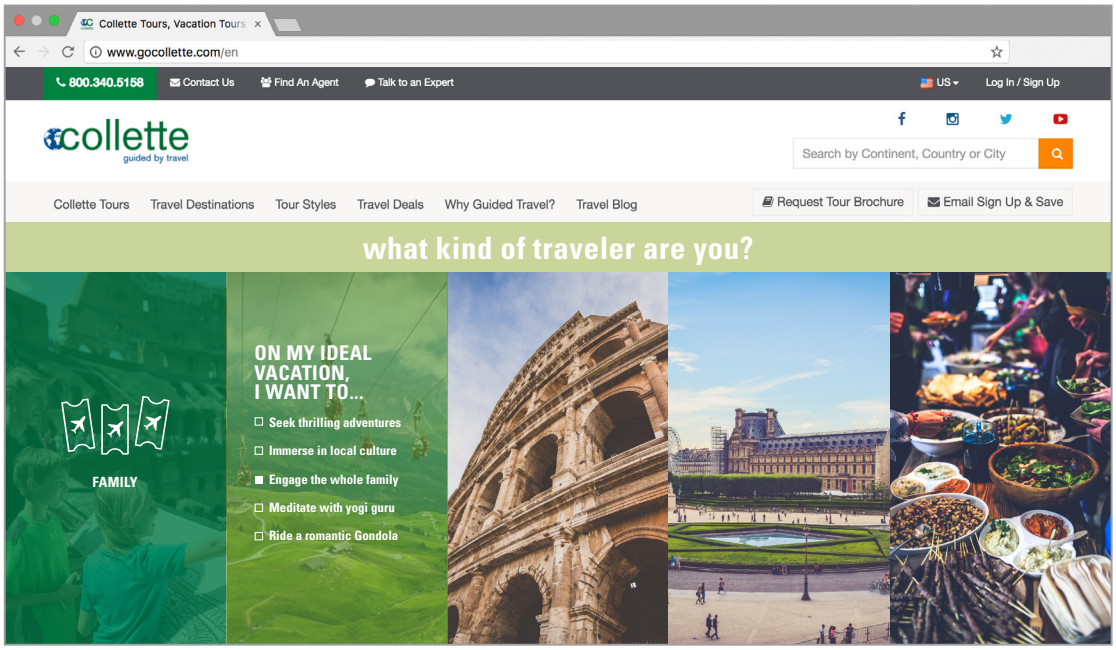
C1.1 LANDING PAGE



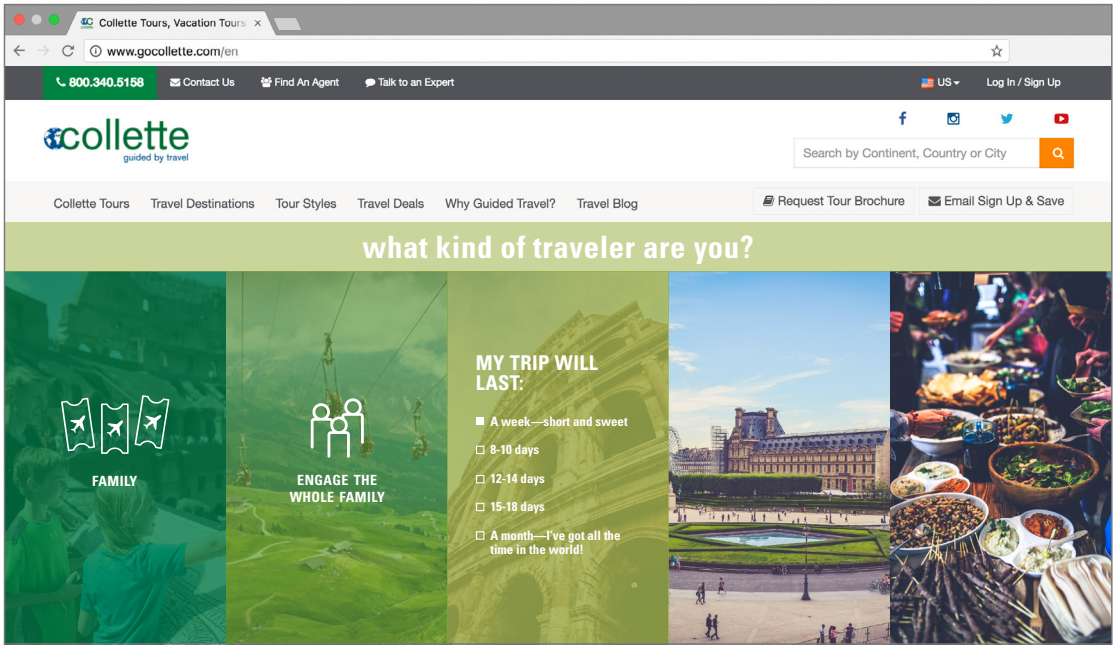
C1.2 TRAVELER QUIZ QUESTION 1



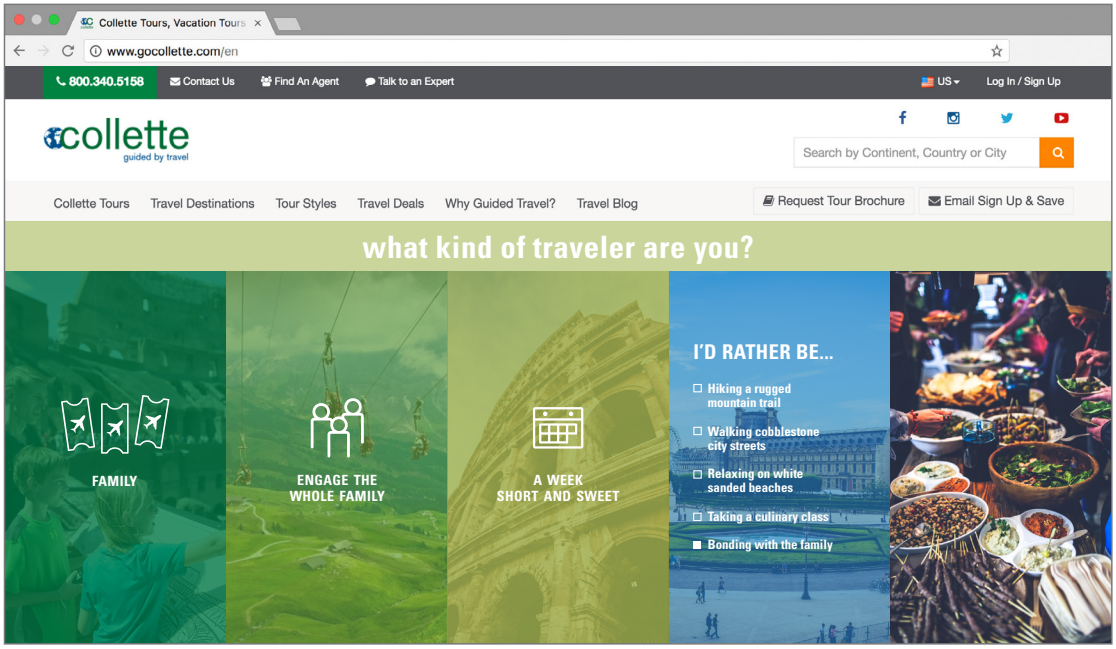
C1.3 TRAVELER QUIZ QUESTION 2



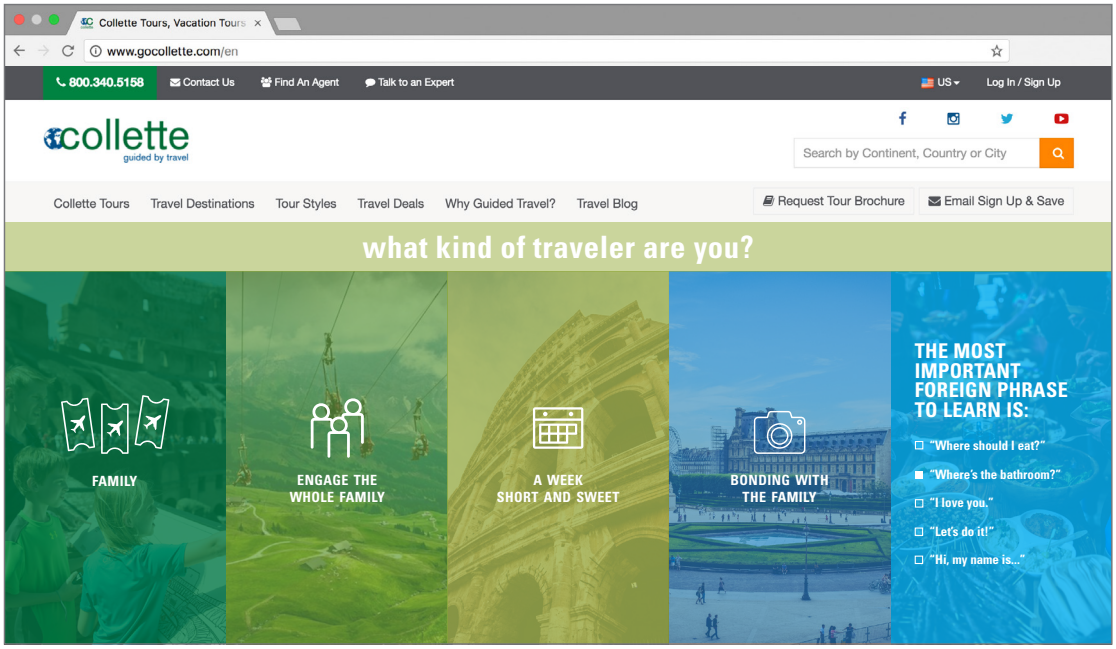
C1.4 TRAVELER QUIZ QUESTION 3



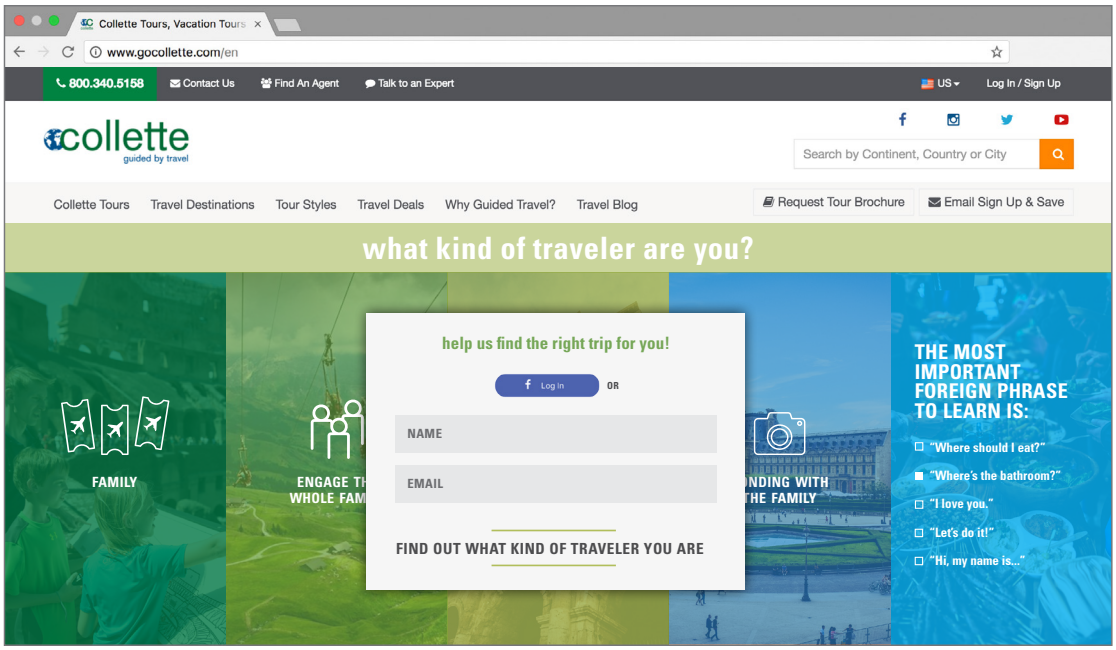
C1.5 TRAVELER QUIZ QUESTION 4



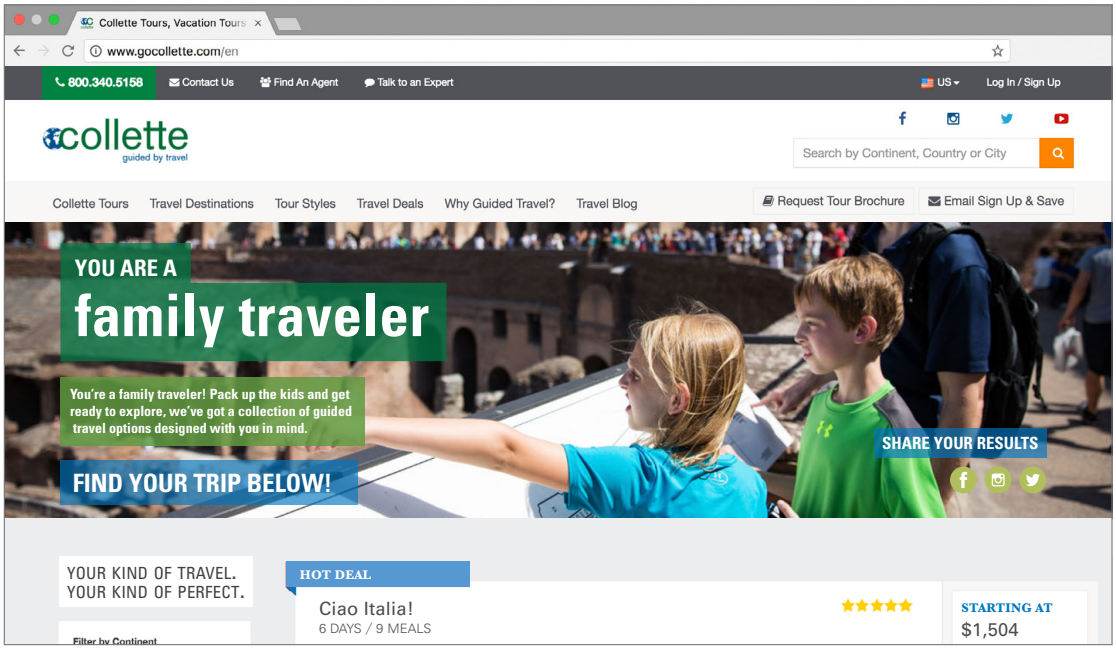
C1.6 TRAVELER QUIZ QUESTION 5



C1.7 TRAVELER QUIZ CONTACT FORM



C1.8 QUIZ RESULTS CUSTOM TOUR COLLECTIONS

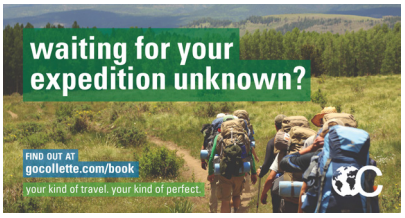


C2. SEARCH ENGINE MARKETING

What Kind of Traveler are You? - gocollette.com
Ad www.gocollette.com/perfect
Take Our Traveler Quiz Now. Find The Perfect Guided Travel Option

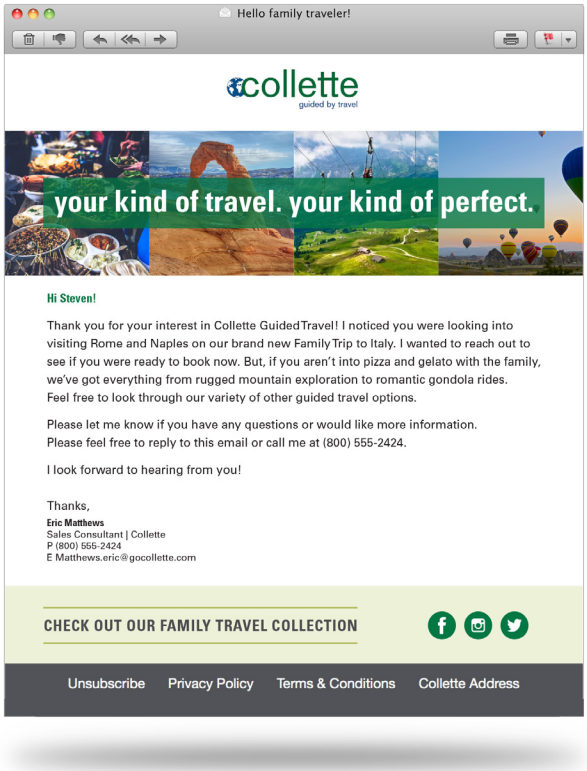
Guided Travel With You In Mind - gocollette.com
Ad www.gocollette.com/perfect
Your Kind Of Travel. Your Kind Of Perfect. Explore The Options Built For You.

C3. RETARGETED FACEBOOK SPONSORED POSTS



C4. RETARGETED DIRECT MAIL

C5. RETARGETED EMAIL

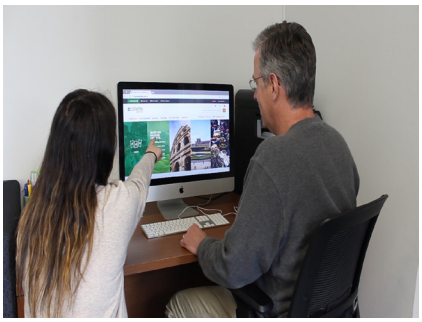


C6. VIDEO REMARKETING

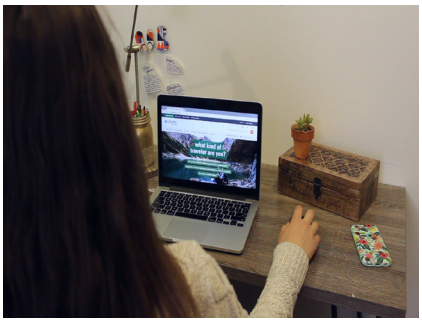
Below is a storyboard of the :15s online video used for video remarketing using on the Google Display Network and YouTube:

You're kind of in a hurry

...and so are they.



You both want to travel



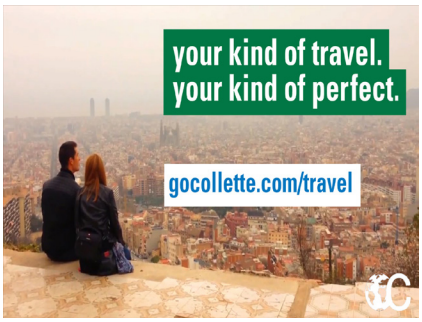
but you're kind of looking for different things.

That's okay. Because whoever you are..

You're kind of perfect.

At Collette, we know

you desire something different.



Visit gocollette.com/travel and book now.

To view our :15s spot please visit:
http://bit.ly/2pPwxd5

To view our :60s spot please visit:
http://bit.ly/2qoBnzX

D1. MEDIA FLOWCHART

Collette Travel
2019 NATIONAL CAMPAIGN
MEDIA FLOWCHART

Property	Placement/Size	JAN 31	7	14	21	28	FEB 4	11	18	25	MAR 4	11	18	25	APR 1	8	15	22	29	MAY 6	13	20	27	JUN 3	10	17	24	JUL 1	8	15	22	29	AUG 5	12	19	26	SEPT 2	9	16	23	30	OCT 7	14	21	28	NOV 4	11	18	25	DEC 2	9	16	23	2019 TOTAL SPEND
PAID																																																					
SOCIAL																																																					**$492,325**
Facebook	In-Feed Ads – Desktop & Mobile																																																			$492,325
WEB																																																				**$492,325**
Search Engine Marketing	Google AdWords: Paid Search																																																			$307,675
Video Remarketing	:15s – YouTube & GDN																																																			$184,650
TELEVISION																																																				**$2,461,550**
Direct Response TV	:60s																																																			$2,461,550
REMARKETING																																																				**$553,800**
Direct Mail	Custom Size																																																			$369,150
E-Mail	Digital Inbox																																																			$184,650
OWNED																																																					
SOCIAL																																																					**$0**
Facebook	@CoCollette Facebook Page																																																				$0
Instagram	@CoCollette Instagram Profile																																																				$0
		$750,000													$0					$3,250,000																																				PRODUCTION	$1,000,000
																																																						TESTING TOTAL	$750,000
																																																						RSVD ROLLOUT TOTAL	$3,250,000
																																																						GRAND TOTAL	$5,000,000

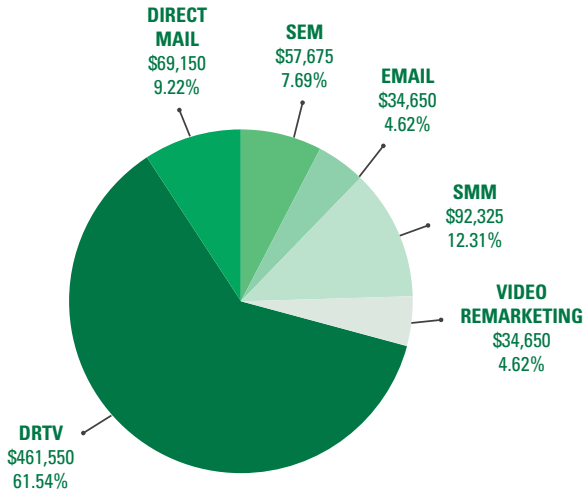
Phase 1: Testing Period
Optimization Period
Phase 2: Rollout Period

D2. MEDIA MIX

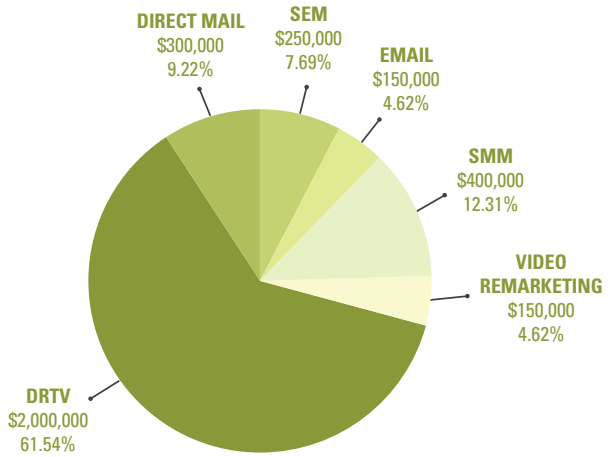
MEDIA MIX	SOCIAL	WEB	TELEVISION	REMARKETING
MEDIA BUY				
PHASE 1	$92,325	$92,325	$461,550	$103,800
PHASE 2	$400,000	$400,000	$2,000,000	$450,000
PRODUCTION	$200,000	$25,000	$300,000	$475,000
ESTIMATED # OF IMPRESSIONS	68,473,574	153,853,570	98,462,000	7,661,295

D3. BUDGET BREAKDOWN

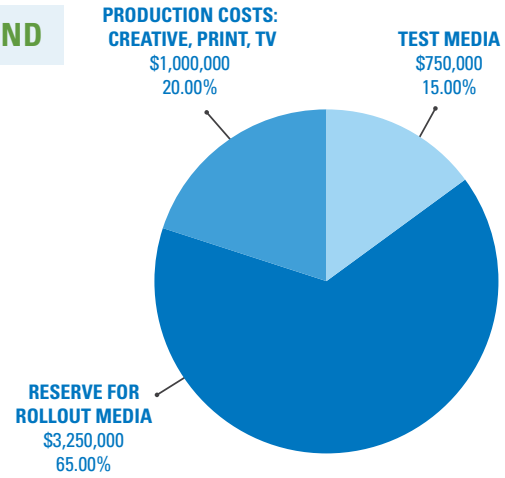
D3.1 PHASE 1: TESTING PERIOD



D3.2 PHASE 2: CAMPAIGN ROLLOUT



D3.3 OVERALL BUDGET SPEND



D4. RATIONALE

D4.1

SEARCH ENGINE MARKETING (SEM): GOOGLE ADWORDS

SEM is a vital component to our campaign. As one of the most cost efficient media it raises awareness, increases visibility-driving website traffic, and enables specific targeting, driving the overarching goal to generate new leads.

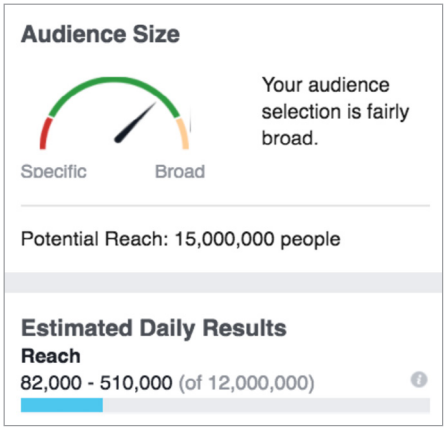
D4.2

SOCIAL MEDIA: FACEBOOK

As the first generation to incorporate social media into their daily lives, 2/3 of Gen Xers (65%) have used Facebook in the last month. Gen Xer's social media presence is on Facebook, checking their feeds multiple times a day, generates improved brand awareness due to repeated exposure. Additionally, Facebook enables hyper-targeting which allows us to target users based on their likes, interests, and demographics.

Generation X Travellers

Location:	United States
Age:	35 - 51
People Who Match:	Income: 3. $75,000 - $99,999, 4. $100,000 - $124,999, 5. $125,000 - $149,999, 6. $150,000 - $249,999, 7. $250,000 - $349,999, 8. $350,000 - $500,000 or 9. Over $500,000
And Must Also Match:	Generation: Generation X
And Must Also Match:	Behaviors: All frequent travelers, Personal travelers (International), Personal travelers (US), Cruises, Family vacations, Frequent flyers, Leisure travelers or Frequent International Travelers



D4.3

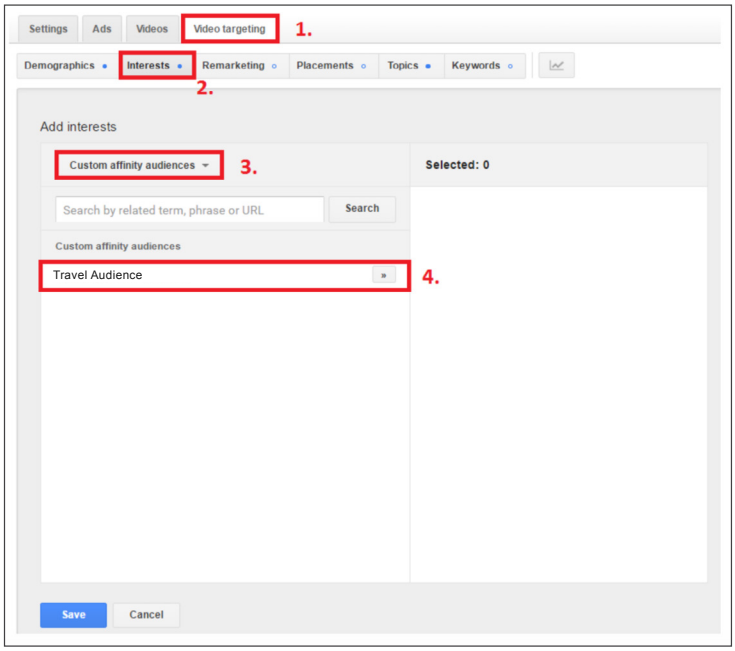
DRTV

DRTV is the most powerful way to reach a broad range of consumers, and the transparency of the DRTV results are unparalleled. Measurable metrics are instantaneous to determine the effectiveness of marketing spending. The direct call to action of DRTV enables consumers to intimately engage with the advertisement. "Direct Response TV (DRTV) can feasibly enhance a campaign with a DRTV-driven marketing effort that produces a measurable return on investment" (Hubspot).

D4.4

VIDEO REMARKETING

Video remarketing converts leads to customers by reminding potential consumers about our message. Tailoring this message to the people we want to reach based on previous behavior, promoted the most efficient and effective reach. The Google Display Network reaches over 90% of Internet users through 2 million websites and apps across the globe (comScore). In fact, 78% of Gen Xers download or stream video online at least once per month (eMarketer).



D4.5

EMAIL REMARKETING

Integrating email remarketing gives good insight for the return on investment (ROI). We use email remarketing to reinforce a distinct targeted message to a specific target audience, based on behavioral data. It is extremely relevant and timely. Data supports increases in opened emails, clicks, and transactions, as opposed to traditional promotional emails.

D4.6

DIRECT MAIL

It is a common misconception that Gen X doesn't respond well to traditional media platforms. Gen Xers are known for their skepticism due to their upbringing in a climate that wasn't always characterized by certainty, so they tend to find direct mail to be more trustworthy than certain types of digital media. 77% of Gen X has purchased something via direct mail (Business 2 Community).

E1. METHODOLOGY

Our target audience is Generation X, this is a group of people who are between the ages of 35 and 51, an immensely broad range of people. Rather than simply defining by age, we found that the best way to categorize the target audience was by their life-stage. Research lead us to find that Gen Xers at different life stages had different interests, characteristics, and barriers. This allowed us to segment our target audience into 5 different sections, which, we have designated 5 unique personas for. These personas include: **The Independent**, **The Happy Couple**, **The Overwhelmed Parents**, **The Full House**, and **The Empty Nesters**.

E2. PERSONAS CHART

	THE INDEPENDENT	THE HAPPY COUPLE	THE OVERWHELMED PARENTS	THE FULL HOUSE	THE EMPTY NESTERS
What they would say	What's next on my bucket list?	Let's celebrate!	I just stepped on a LEGO!	Honey, did you pack extra napkins?	I miss the kids.
Age	36	36 + 38	35 + 36 *kids ages 6 months + 3*	40 + 42 *kids ages 10, 13, 15*	48 + 50 *kids ages 18 + 22*
Household income	$75,000	$180,500	$102,000	$150,000	$300,000
Characteristics	Free-spirited and adventurous, Sheryl loves nothing more than discovering the world and having fun doing it-when she isn't working at her 9-5 job. Sheryl has a Pinterest board full of recipes, cute dogs, and places she wants to visit.	Sarah and Jake could have the best time sitting around for hours doing nothing. The two love sushi and wine nights, laughing at bad movies, and going grocery shopping together. They love their nights in but enjoy a nice getaway as well.	Frank and Annie have their hands full with a newborn and toddler. They are always running around, picking up toys, leaving almost no "couple time." They spend nights eating Mac n Cheese while listening to Sesame Street soundtrack on repeat.	Steve and Amy have 4 children ranging in ages 10-16. Between soccer practices, ballet rehearsals, and Steve working late hours, the couple is always looking for family activities to get everyone together in one spot.	Jim and Susan live in a quiet suburb. Their son goes to a university near by, but only comes home during school breaks and holidays. They love quiet dinners, but sometimes feel their house is a little too quiet. Jim brings Susan roses and they both love jazz music.
Channels used	Social media, smartphone, e-mail, online streaming services	Social Media, smartphone, e-mail, television, online streaming services	Social media, smartphone, e-mail, television	Social media, magazines, smartphone, television	Social media, radio, magazines, TV, email, smartphone

F1. INTERVIEWS

We conducted 22 personal in-depth interviews with Gen Xers of various ages and life-stages in order to properly capture the essence of each Gen X segment. Our objectives were to discover perceptions of group tours, travel habits, and lifestyles of Gen Xers. These findings would allow us to narrow the target audience into segments. The insights gained through these interviews were crucial to understanding our audience and developing a strategy to reach them.

F2. KEY FINDINGS

Participants feel group tours provide a stress-free & convenient travel experience

- "[The tour guide] helped us get to places that were popular and see the most important things. Especially when you're going somewhere you don't know, it was very helpful to have the itinerary to follow and know that we got the best out of our time. You don't have to do anything but show up." - Female, 46

Ideal for "off the beaten path" destinations and trips

- "I would do a group tour if I was going to go to a more off the beaten path location like Budapest." - Female, 36

Participants believe group tours come with a great social opportunity

- "If I were to do one by myself or with one of my kids I would do it to be with other people, so we'd have the social aspect." - Female, 40

Participants are keen on the worry-free ground transportation & free sight-seeing

- "So you don't get a ton of time to be in one place, but you get to see all the highlights."- Male, 50

Past experiences of participants indicated that relatable tour guides are good resources

- "We had really fun tour guides, all from different cities. They were from the area and would hang out with us in social parts which was cool. They were the same age group as people on the tour, which is why I liked it." - Male, 37

All participants believe there to be a lack of free time in Group Tours

- "Flexibility option concerns me—how much time do I have to be with the group; how much time do I have on my own? You don't want to feel like you're on a class trip—everyone had to be somewhere at a certain time. You had to eat at a certain time, whereas when you make your own trips you eat when you're hungry." - Female, 38

The majority of participants have preconceived notions that Group Tours appeal only to Older Generations

- "Group tours strike me as for older people, who aren't resourceful enough to figure it out themselves." - Male, 36
- "My perception of group tours is that they are for old people. And I don't consider myself old!" - Female, 45

Participants believe that activities currently offered in Group Tours are not suitable for children

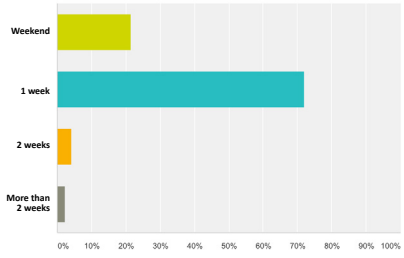
- "My kids' attention spans are not where they need to be for a group tour." - Female, 35
- "If it was a tour that actively encouraged others to bring children, then I would consider bringing my son, sure, but if it's the same thing where you're expecting most of the people there are going to be retirees then, no."- Male, 43

G1. SURVEY

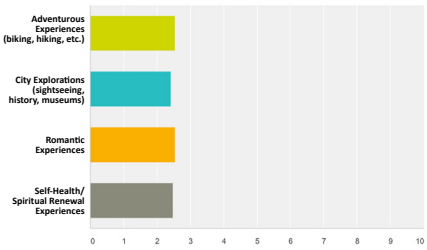
We fielded an 11 question survey via Survey Monkey to assess the travel needs and preferences of individuals within Generation X, garnering 168 unique responses. This was instrumental to our proposal because it provided us with key insights into the travel needs of Generation X pertaining to group tours, due to lack of information documented through secondary sources.

G2. SURVEY RESULTS

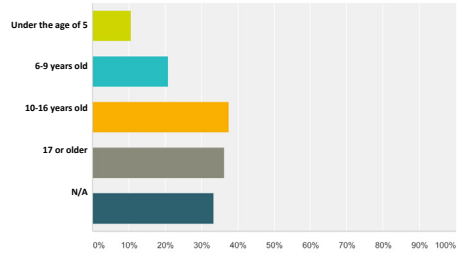
G2.1 What is your usual vacation duration?



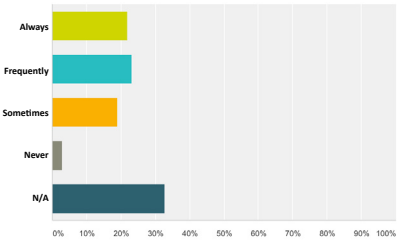
G2.2 What type of travel experiences do you typically seek or desire most? Rank 1-4, 4 being the most desirable and 1 being the least desirable.



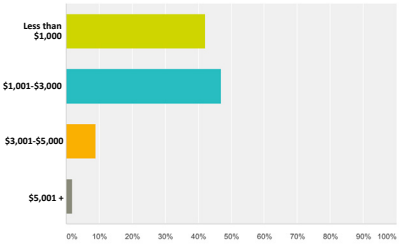
G2.3 If you have children, how old are they? Check all that apply.



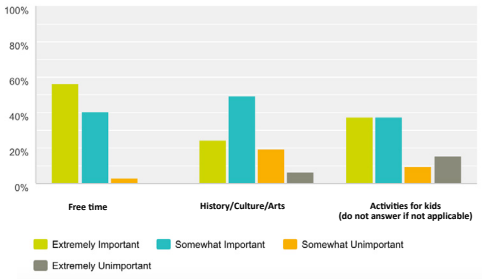
G2.4 Do you take your children with you on vacation?



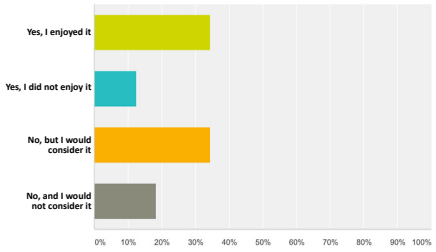
G2.5 What is your vacation travel budget per person per trip?



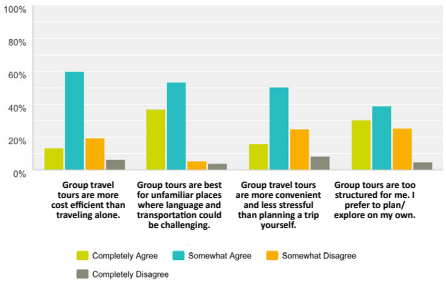
G2.6 How important or unimportant are each of the following aspects when traveling?



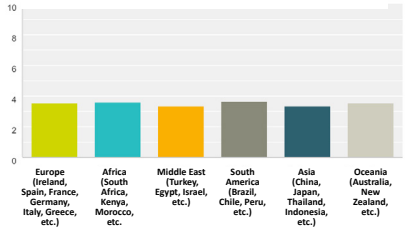
G2.7 Have you ever been on a group tour?



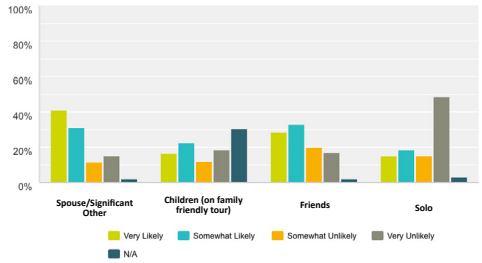
G2.8 Please assess whether you agree or disagree with the following statements.



G2.9 Rank which destination you find most desirable for a trip aboard using a group tour service. Rank 1-6, 6 being the most desirable and 1 being the least desirable.



G2.10 How likely or unlikely would you be to participate in a group tour with the following:



H1. KEY FINDINGS

TARGET FINDINGS

- 60 million Gen Xers constitute 25% of the US population
- 70% of Gen Xers would go on a vacation if they won the lottery
- 79% of Gen Xers travel for pleasure and two-thirds of upscale Gen Xers plan to travel for pleasure in the next 12 months.
- Gen X is characterized by their hectic schedules and various time commitments, so they tend to take shorter trips
- Although likely to be in debt, Gen Xers are still big spenders, and are willing to spend money on experiences that will create memories.
- Gen Xers are extremely likely to travel with children less than 18 years old when traveling abroad.

INDUSTRY FINDINGS

- The guided travel industry revenue is worth 6.5 billion dollars, with a 2.5% annual growth rate.
- Travel marketing and the technology tailored to this generation should focus on practicality, including their preferences for family-oriented travel, in addition to comfortable experiences.
- Booking experiences that emphasize efficiency, comfort, transparency and value will win over this generation.
- Customized tours are tour operators 2nd most popular products.
- Close to 40% of travel bookings are made online, therefore there needs to be an emphasis on online marketing strategies.

H2. COMPETITIVE ANALYSIS

COMPANY	KEY MESSAGES *sourced from brand websites*	STRENGTHS	WEAKNESSES	TOUR STYLES
Contiki	• Travel with no regret. • For us, travel is all about experience. It's about a single moment that can change your life. It's the people you meet who can change your entire perspective. It's a way of thinking, a philosophy.	• "Me Time" is included on all packages. • Tour guides are close in age to the audience. • Website interface design is appealing to target. • Social photography is very people focused.	• Transparently exclusive to 18-25 years old. • Tour descriptions do not say how many people are on each tour.	• Camping • Discoverer • Easy Pace • In-Depth Explorer • Short Trips + Festivals • High Energy • Sailing + Cruising • Winter + Ski
Road Scholar	• The world's most innovative creator of experiential learning opportunities. • Road Scholars are a diverse group of lifelong learners. Together they form a dynamic cohort that enriches every learning experience. • Offers levels of structure, including free time built in.	• Offer Intergenerational trips. • As a not-for-profit, Road Scholar is dedicated to making sure learning is accessible to a wide audience. • The website homepage offers the opportunity to search by interest or what you want to learn.	• Tour guides are not a very diverse group in terms of age. • Intergenerational trips have a gap in reaching the parents generation—these trips are mostly for grandparents and grandchildren.	• Cuba • Intergenerational • National Parks • Signature Cities • Walking + Hiking • Small Ship • Independent City Discoveries • Great American Get-Togethers • On the Road
Globus	• Every journey tells a story. • An ordinary vacation is passive. An extraordinary vacation is called a tour. Because on a Globus tour you do; you make; you create; you experience.	• Include free time for individual exploration. • Offer a "Touring 101" page on the website—an opportunity to define what a group tour is. • Tours incorporate local guides from specific regions.	• Majority of the tours are designed for an older generation. There is a lack of options for a younger generation. • Social photography is only landscape—lacks people and activity.	• Regular Tours (Europe, South + Central America, Asia, Africa, Australia + New Zealand, US, Mexico, Canada, Cuba, Middle East) • Religious Tours • Student Tours • River Cruises
Trafalger	• Where can our trips take you? • We put you at the heart of everything we do, offering unparalleled expertise and inimitable local knowledge.	• Include "Insider Experiences" which allow guests to enjoy local experiences such as dining with locals in their homes. • Offer "Tailored Trips" (more specific focus of the trip) • Flexibility is built into the schedule	• All digital photography is only landscape—lacks people and activity.	• Europe + Britain • US + Canada • South + Central America • Asia • Australia + New Zealand • Travel with Purpose • Autumn Winter and Spring • Vacations for Solo Travelers • Tailored Trips • Winter Sun

appendix i: bibliography

collette
guided by travel

"About Targeting For Video Campaigns - YouTube Help". Support.google.com. N.p., 2017. Web.

Bonetto, Lauren. "Lifestyles of Young Families." (2015): n. pag. Mintel Market Research. Web.

Clements, William P. "The Culture Of Tourism, The Tourism Of Culture". Google Books. N.p., 2003. Web.

ContikiUSA. "Contiki - Travel Tours & Adventures for 18-35 Year Olds." Contiki. N.p., n.d. Web.

"Every Journey Tells a Story." Escorted Tours - Globus® Official Site. N.p., n.d. Web.

Fox, Penney. "Gen X And Social Media: Stuck In The Middle". Business 2 Community. N.p., 2014. Web.

"Guided Tours & Vacations | Simply the Best..." Trafalgar USA. N.p., n.d. Web.

Hawthorne, Tim. "DRTV: Past, Present, And Future". Blog.hubspot.com. N.p., 2014. Web.

Irvine, Mark. "Facebook Ad Benchmarks for YOUR Industry [New Data]." WordStream. N.p., Web.

Lesonsky, Rieva. "Gen X: How To Market To The Forgotten Generation". OPEN Forum. N.p., 2017. Web.

Lister, Mary. "Generational Marketing: How to Target Millennials, Gen X, & Boomers." WordStream. N.p., 27 Mar. 2017. Web. <http://www.wordstream.com/blog/ws/2016/09/28/generational-marketing-tactics>.

Macke, Dana. Marketing to Generation X (2016): n. pag. Mintel Market Research. Web.

Martinez, Joe. "3 YouTube Targeting Options You Need to Try." SEMrush Blog. N.p., 01 Dec. 2016. Web.

"MRI+ 2016 Travel Package Report." GfK MRI SMARTSystem. N.p., n.d. Web. <https://www.gfkmrismartsystem.com/UniversityReporter/Report.aspx>.

O'Donnell, Fiona. "Seasonal Vacation Trends." Mintel Market Research. N.p., June 2014. Web.

Road Scholar: Educational Travel and Learning Trips for Adults from Alaska to France. N.p., n.d. Web

Smith, Danielle. "Instagram: Marketing To Millennials Vs. Gen X | Curated". Curated. N.p., 2017. Web.

Taylor, Paul, and George Gao. "Generation X: America's Neglected 'middle Child'." Pew Research Center. N.p., 05 June 2014. Web.

"The Economics of Infomercials." Priceonomics. N.p., 14 Nov. 2013. Web.

Think With Google. "How Micro-Moments Are Reshaping the Travel Customer Journey." Think with Google. N.p., n.d. Web. <https://www.thinkwithgoogle.com/marketing-resources/micro-moments/micro-moments-travel-customer-journey/>.

United States. U.S. Census. Census 2000. Census of Population and Housing. Washington, DC: U.S. Dept. of Commerce, Economics and Statistics Administration, U.S. Census Bureau, 2002.