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Marketing leisure travel. 7. Some Overlooked Elements of Good Promotional Strategies. 8. The Importance of Positioning and Branding. 9. Using Psychographics for Effective Marketing. 10. Repositioning Destinations for Maximum Growth. 11. Positioning Travel Suppliers A Case Example: The Airlines. IV. Building a future for leisure travel. 12. A Delicate Balance for the Future of Travel. 13. Leisure Travel Now More Important Than Ever. 14. Ensuring a Future for Leisure Travel. Illustrated. Yes. Leisure Travel book. Read reviews from world's largest community for readers. A marketing book for travel professionals, Leisure Travel focuses primarily... A marketing book for travel professionals, Leisure Travel focuses primarily on the psychology of travel--why people travel and why they don't, and how to reach and motivate them more effectively. This book emphasizes that to get a greater market share, the travel professional must understand the motivations, thoughts, and lifestyles of their important market segments; th A marketing book for travel professionals, Leisure Travel focuses primarily on the psychology of travel--why people travel and why they don't, and how to reach and motivate them more effectively. Bennetts BTI, Gjøvik, Norway. Leisure travel marketing through a newspaper ad. an advertising tracking study. 1. Introduction. Bennett travel bureau in Gjøvik for assistance was very welcome. Bennett felt a need for information on their market position in the community, and on certain factors of potential importance in their competition with other local travel agencies. Another interesting idea, first appearing in the "marketing" group of students, was the wish to study the effects of some specific piece of market communication. After talks with Bennett, this idea narrowed down to the testing of a specific newspaper advertisement, which will also be the main focus of the present report. 2. Theory. Handbook for Managers and Researchers, Second ed. Eds. J. r. b. A marketing book for travel professionals, Leisure Travel focuses primarily on the psychology of travel--why people travel and why they don't, and how to reach and motivate them more effectively. This book emphasizes that to get a greater market share, the travel professional must understand the motivations, thoughts, and lifestyles of their important market segments; thereby ensuring that advertising and promotional dollars for their programs hit their intended targets. This book provides a different perspective on travel, based on the more than 35 years that I served virtually all aspects of the industry as a consultant and researcher.