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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. 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: A Marketing Handbook by Stanley C. Plog Ph.D.. Save 14 Off!. \$49.99. Edition - 1. Publisher: Prentice Hall; 1 edition (August 8, 2003). Publication: August 8, 2003. 21 of the Best Cheap Travel Tips for college students! Includes: creating a budget, packing, making your itinerary, my study abroad experience, and more! Rkma market research handbook series. Copyright © 2015 by Richard K. Miller & Associates. All rights reserved. This figure is significantly lower because the BEA classifies many leisure expenditures elsewhere. Travel and tourism, for example, is considered a separate category. Auto customizing and collecting, as another example, are classified as transportation expenditures. Collectible purchases, pets, videos, and various other leisure-related purchases are classified as retail expenditures.