

Know Your Market

Do you know who your target markets are (also called your customers or visitors)? There are some simple and inexpensive ways to learn more about your target market that you can gather from a range of sources that could include exit surveys, web analytics, your comments book, focus groups, gift aid data and other publicly available research from tourism bodies such as Visit Dorset or Visit Devon. This could include gender, interests, and values, travel-to distance, duration of visit, group configuration. Can you split down (segment) your audience into groups with generally similar requirements? For each, do you know what they want from you (needs and desires), and what might prevent them from visiting (barriers)?

List your most important target market segments here. *Examples might be summer families or local enthusiasts.*

Segment name

e.g. Families with young children

Needs and desires:

e.g.

- Safe environment for children to explore
- Friendly, welcoming staff and volunteers
- Possibly a child friendly activity or corner with toys

Barriers:

e.g.

- Lack of adequate changing facilities
- Lack of seated area
- Concerns over whether children are welcomed

Segment name

Needs and desires:

Barriers:

Segment name

e.g. Cultural tourists

Needs and desires:

e.g.

- Guidebook or in-person tour to curate their experience
- Cafe
- Wi-Fi Advice on local area – other cultural hotspots or places of interest

Barriers:

e.g.

- Unappealing marketing
- Website not appearing in Google search

Segment name

Needs and desires:

Barriers:



Rural
Proofing
Resilience



South West
Museum
Development
Programme

CORNWALL
MUSEUMS
Partnership