

## **Segmentation**

The market of exotic travellers is divided into the following segments :

### **Youngsters and Students**

This segment includes young people up to the age of 25, many of them study in a college or university. Most of them are not married and have low income. They look for cheap travel and they are not worried if physical stress and uncomfortable traveling and sleeping circumstances are involved.

### **25-40 years old**

This segment includes young people that have a university or college degree, and are employed in free occupations (CPA's, lawyers, engineers, brokers, etc.) They earn mid-high level salaries and are eager to visit and experience exotic places. About 66% of them are married. These people are not worried of travels that include physical stress (light) and uncomfortable travelling and sleeping. They are after adventures.

### **Fourty and older**

This segment includes people in the age of fourty to sixty years. Most of them are married. They look for exotic places but they care for comfortable travelling and sleeping circumstances.