

Case Study

How a Visitor Profile and Phased Marketing Strategy Expanded an Attraction’s Reach and Boosted Visitation

Background

An established attraction was experiencing steady visitation with moderate year-over-year increases. Leadership believed there was untapped potential to draw more guests while maintaining loyalty from existing visitors.

Challenge

Identify opportunities to broaden the audience, target higher-value visitors, and expand geographic reach — all without losing the attraction’s current core audience.

Approach

A visitor profile study was conducted to understand the demographics and psychographics of the existing audience. The analysis revealed opportunities to reach new visitor segments with higher education levels, higher household incomes, and broader geographic origins.

To act on these insights, the team adopted a phased, multi-year strategy:

- **Quarterly Planning:** Regular brainstorming and planning sessions focused on tourism growth and targeted outreach to new audiences.
- **Marketing Evolution:** Gradual shift from traditional advertising to include digital marketing and social media campaigns.
- **Event Development:** Introduction of new events and activities designed to appeal to both current and prospective visitors.
- **Measured Rollout:** New initiatives were implemented gradually to match team capacity and ensure quality execution.

Results

- Achieved consistent annual visitation growth of over 20% for several consecutive years,
- Attracted a more diverse and higher-value visitor base, including guests with higher income and education levels.
- Expanded geographic reach, successfully drawing visitors from additional regions farther afield.
- Maintained strong engagement from the original core audience while broadening market appeal.

Key Takeaways

- **Audience insights matter:** Data-driven profiles reveal opportunities that intuition alone may overlook.
- **Phased growth works:** Gradual implementation allows sustainable expansion without overextending resources.
- **Balancing old and new:** It’s possible to attract new markets without alienating loyal visitors.

This summary provides a high-level overview of a major project and serves as an example only. Actual project details, scope, and deliverables would be tailored to meet the unique needs and goals of each client.