



# Young Travelers The Future of Tourism

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# Why it is important to win young target groups: The power of Cohorts

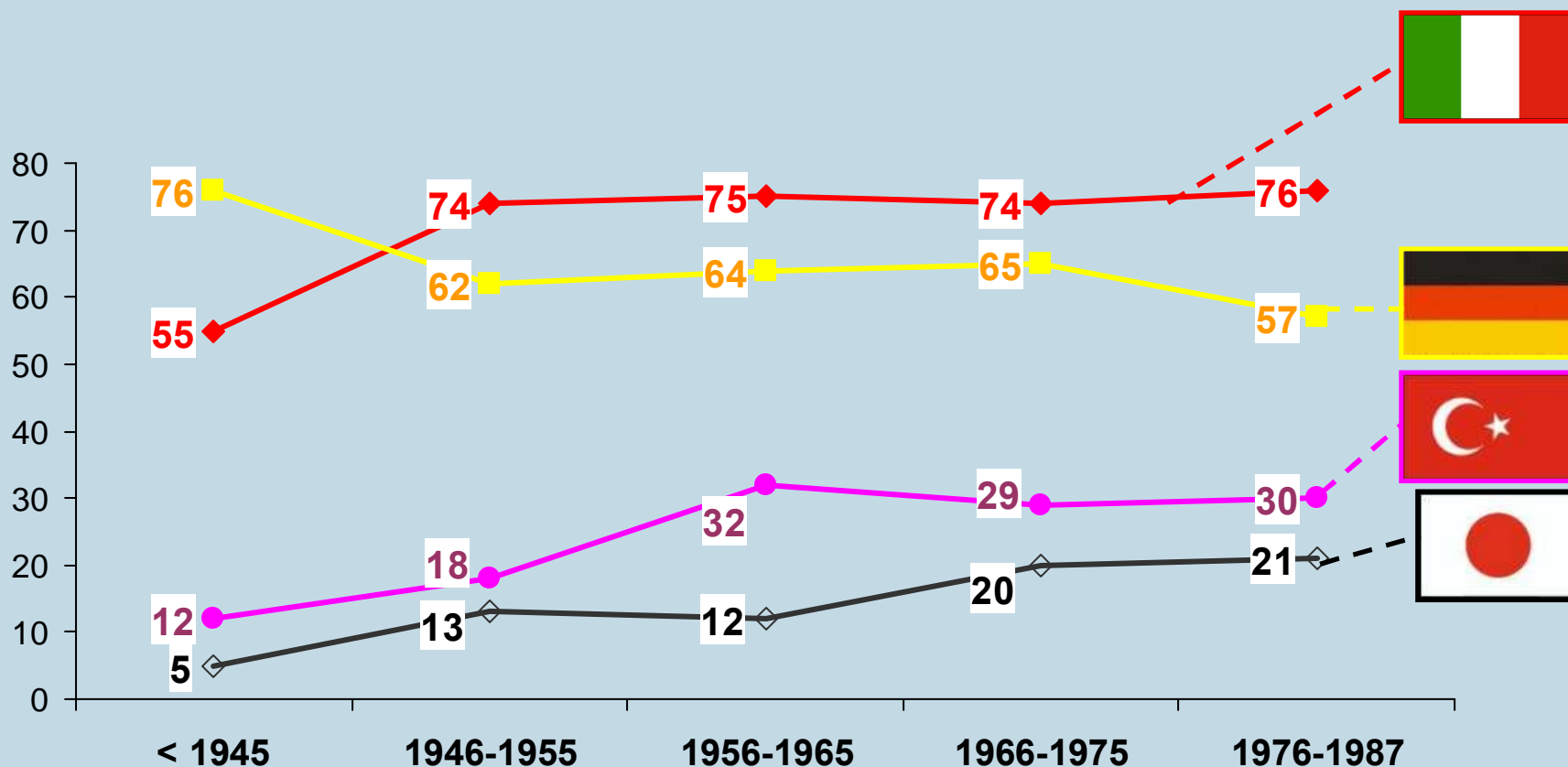
## The Generations Theory is based on three assumptions

- 1. The definitional periods for personality and identity, the 'Formative Years', are one's childhood and youth**
- 2. Each generation is defined by its own specific events, products, media – and this makes it different from all other generations**
- 3. These specific experiences shape the generation's attitudes and behaviour for the rest of their life – the cohort just gets older ...**

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## Preferences of national cuisines depending on the birthdates

Which of the following national cuisines do you particularly like?



Source: Study Apollinaris/forsa "Geschmack 2005"

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## Winning a younger cohort: Jägermeister



### Drinks

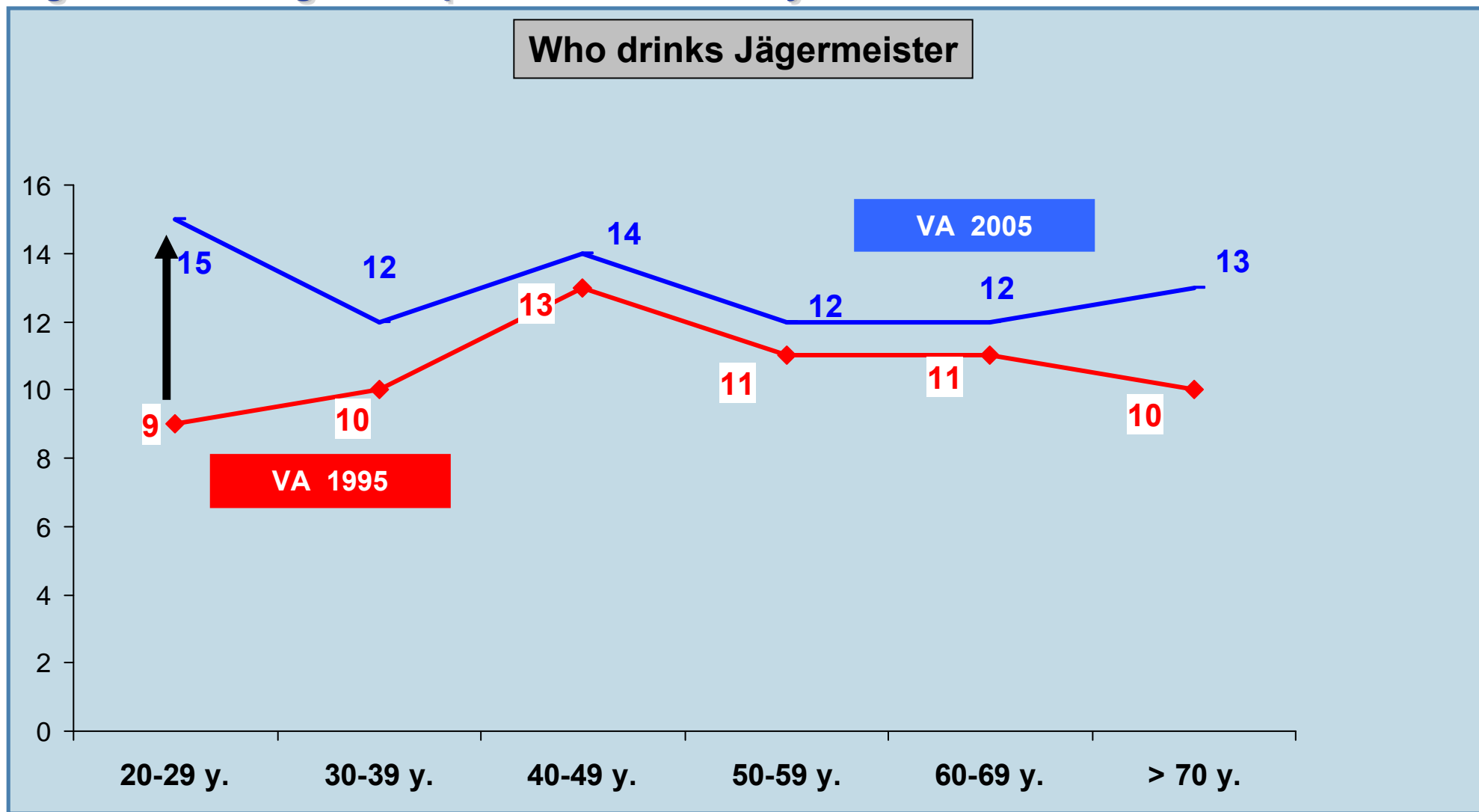
Für den großen Durst! Alle Drinks im Überblick.

#### Jäger Cola

Jägermeister	Jägermeister in ein Longdrinkglas
Cola	mit 2-3 Eiswürfel geben, 1
Eis	Zitronenscheibe auf das Eis legen
Zitrone	und mit Cola auffüllen.

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### Jägermeister Target Group? VerbraucherAnalyse 1995 and 2005. In %.



**Being young is  
different from  
feeling young**

# Generation

 facebook®

# Generation facebook

- Highly individualistic . fashion loses relevance
- Marketing savvy . they can't be fooled
- Online focussed . limited possibilities to reach them elsewhere
- Looking for instant gratification only . fun rules

## Online marketing: Some myth busting

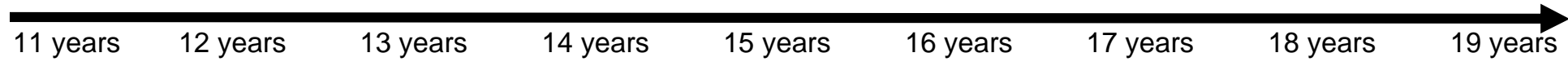
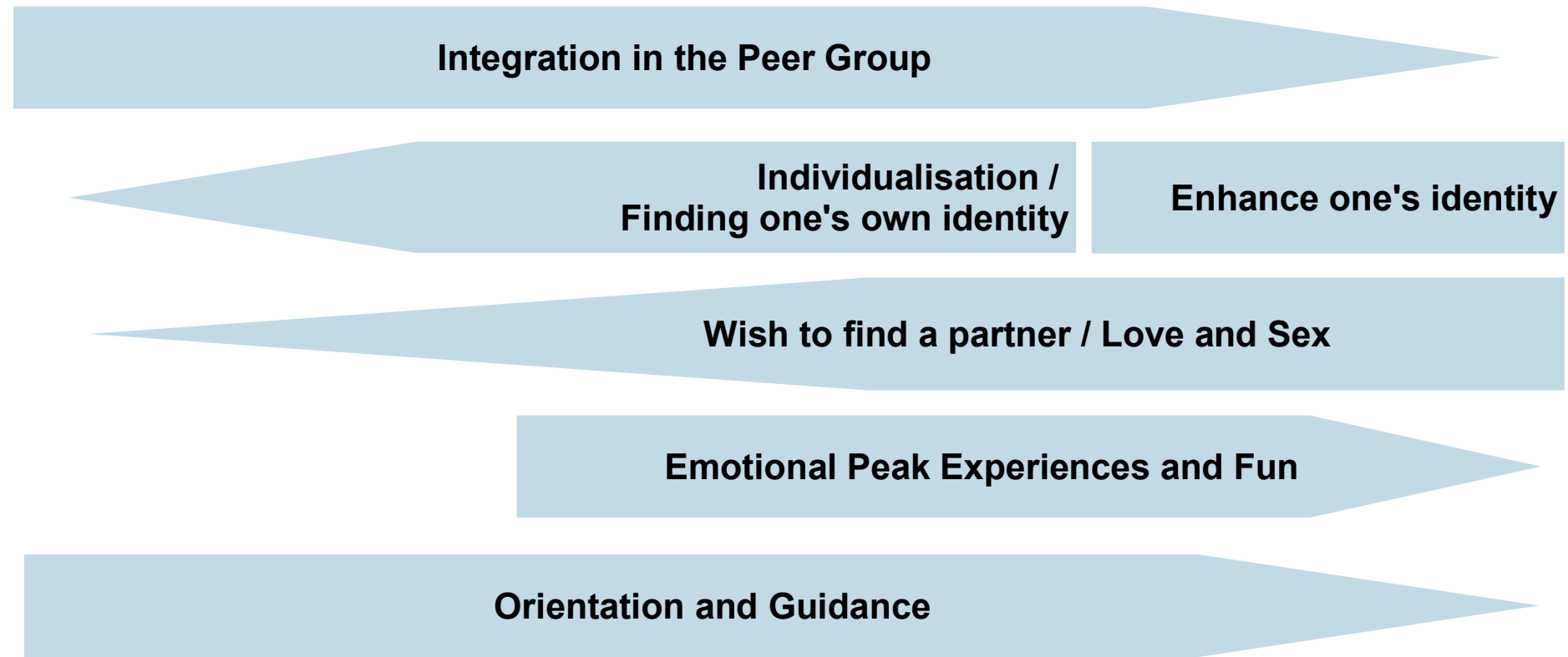
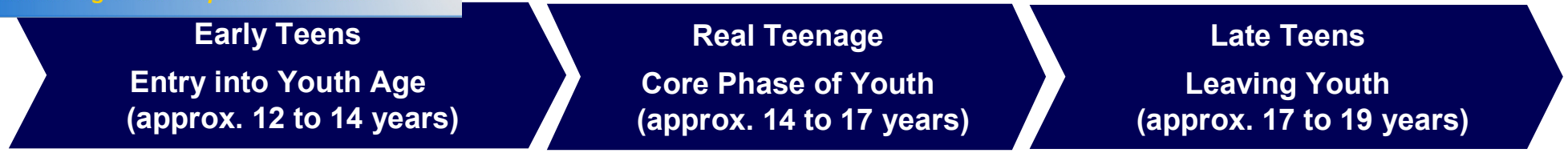
- The web is no open universe, but highly centralized
- Most brand + product communication is "pull" communication . only "pull" brands and products can win online
- UGC is a minority thing . most users can't be bothered
- Online "brand fans" are no active brand ambassadors
- Most online shopping is driven rationally by price, product features, and convenience . not by emotional triggers

## The good news:

**Today's consumers don't exist just in cyberspace – they have a real life, too.**



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# Today's Youth

- More heterogeneous than ever
- Struggling for a balance between the "safe harbor" and novelty value

## Brands Today

### "Functional Standards" – the basic supply

- “ Good price-value relationship is required
- “ Not defining the personality



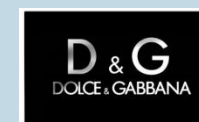
### "Shared Basic" – the integrative products

- “ Relevant Set: Brands/styles shared by all
- “ Differentiation within these brands/styles



### "Ego Signs" – the differentiating products

- “ Price is secondary
- “ Brands/styles not everyone has – an identity statement







## Four steps to win Young Travelers

1. **Define the age group you want to reach – and stay with it**
2. **Define the emotional world and the benefits you want to sell – why will these people come, what's in it for them?**
3. **Chose the fitting communication channels**
4. **Make sure they trust you!**



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