

# MEMO

To: Tourism Consulting Inc.  
From: Dr. J Petrick - Big Boss  
Date: August 25<sup>th</sup>, 2008  
RE: Personality/Attitudes/Values

You have been hired by Resorts International to determine the psychographic profile of potential visitors to their newest resort, Gig 'em Resort, located in Aggieville, TX. The resort is comprised of three championship golf courses, a 20 court tennis facility, and a marina.

Prepare a report (using research) which describes the psychographic profiles of 3 distinctly different potential segments of visitors to Gig 'em Resort. Based on the psychographic profiles you have developed from your research, suggest and justify three new services and/or attractions, Resorts International should develop at their Aggieville location.

You should use a minimum of three sources per group member for this project. Please make sure to include a complete copy of every article cited/referenced when you hand it in. Don't forget to make an extra copy of each article for each group member, as you will need/want these copies for case study #3.

Please submit your results (including a copy of the first page of each article) by 9:10 am on October 13th. If completed in full, with no mistakes, you will receive \$150/Jim-Bucks.

# MEMO

To: Tourism Consulting Inc.

From: Dr. J Petrick - Big Boss

Date: October 17th, 2008

RE: Marketing & Promotion

Congratulations! Resorts International has decided to add ALL 3 of the amenities that you had suggested from Case Problem #1. Thus, they have now hired you to assist them with the promotion and marketing of the new amenities that you have suggested.

Prepare a report which describes the process that you will utilize to market the new amenities, and the messages/mediums that you will use. Make sure that you utilize research which backs up why you are choosing each message for each amenity. This should include a description of your clientele's psychographic profiles, followed by distinct messages which would appeal to these types of people. When describing the process you will utilize, make sure that you describe how you will continue to market after the initial campaign.

You will also be required to state who the target market is for each campaign. Remember that you have 3 distinctly different visitors to your resort, and individual messages/mediums will probably be required for each. You need to have one unique citation for each advertising campaign.

Please make sure your report is neatly presented, and headings follow those suggested in class.

Your completed report is due on November 24<sup>th</sup> at 9:10 am. If completed in full, with no mistakes, you will receive \$150/Jim-Bucks.