

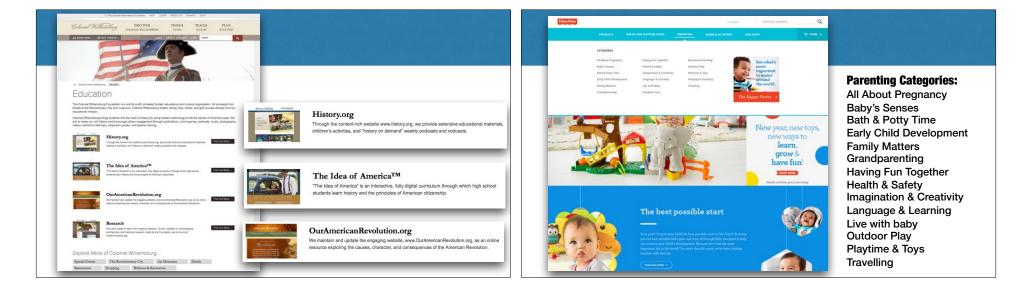


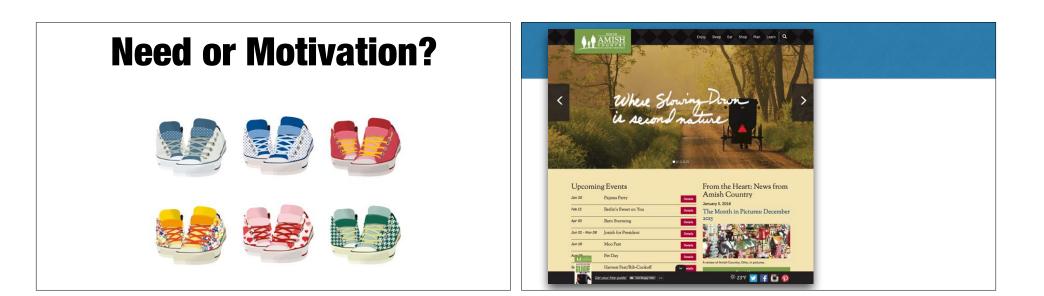


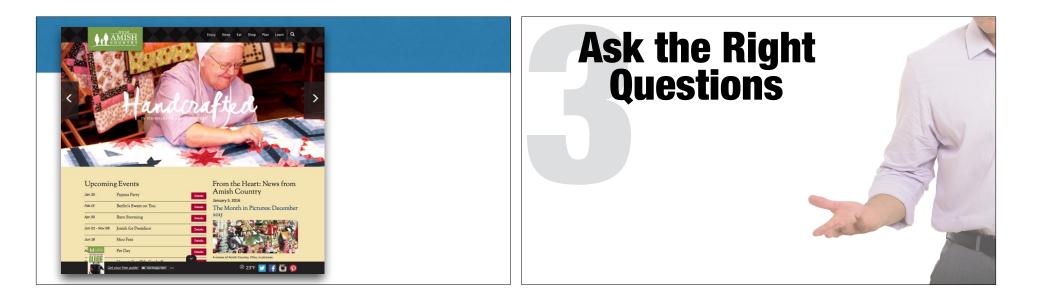


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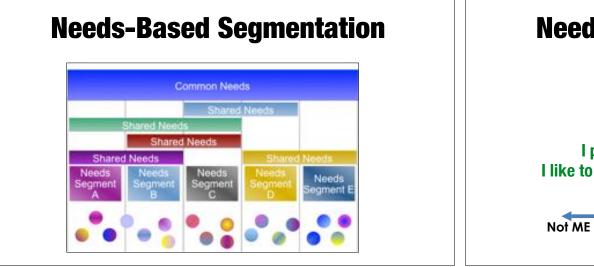












Needs-Based Segmentation

Needs based statements: I prefer to rely on my own research. I like to talk with an agent to know my options.

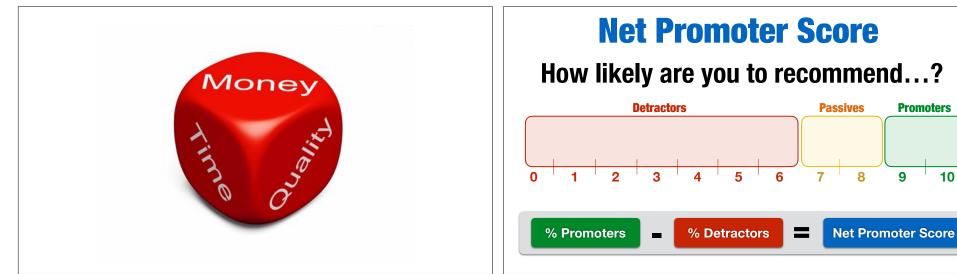
That's ME!

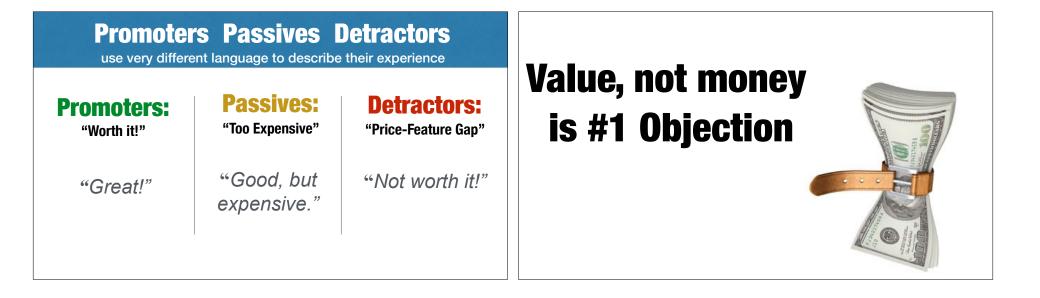
| CUSTO | S-Based Segmentation HERS CLUSTERED INTO FIVE ON NEEDS GROUPS | | | | | | | | |
|--|--|--|---|---|--|--|--|--|--|
| Recharge | Security | Tradition | Variety | Self-Planner | | | | | |
| "I need a pre-planned detailed itinerary filled with activities for my whole family to ensure we have furn and I can still stay connected to my work." | "No surprises please. I don't want to have to meet anyone new or deal with anything untamiliar while I'm vacationing. Just make me feel secure and comfortable." | "Getting away to the same place with my family is becoming a tradition, and it deesn't have to cost me an arm and a leg." | 'l can't wait to see new places and do new things. I like to do some research to make the most of the experience." | "Just get me on an airplane. I'm resourceful - I'll find what I want when I get there." | | | | | |

Lifetime Customer Value Security Tradition Self-Planner Recharge Variety "No surprises please. / "Getting away to the same place with my family is becoming a tradition, and it doesn't "I need a pre-planned "Just get me on an airplane. I'm "I can't wait to see don't want to have to meet anyone new or deal with detailed itinerary filled new places and resourceful - I'll find with activities for my whole family to ensure do new things. anything unfamiliar while I'm vacationing. Just make me feel secure and what I want when I like to do some have to cost me an arm and a leg." get there." we have fun and I can research to make still stay connected to the most of the comfortable." my work." experience.

| | | Po | ssible \$ | Segme | nts | |
|------------------------|----------|----------|-----------|---------|-----------|-----------|
| Differentiating Needs | Recharge | Security | Tradition | Variety | Self-Plan | Pool-side |
| Cultural Experiences | | | | | | |
| ood/Drink | | | | | | |
| porting Events | | | | | | |
| ours | | | | | | |
| ity Experience | | | | | | |
| Pool, Book and a Drink | | | | | | |







Net Promoter Score

How likely are you to recommend...?

Promoters

10

g

Time + Quality Overcome **price** objections.

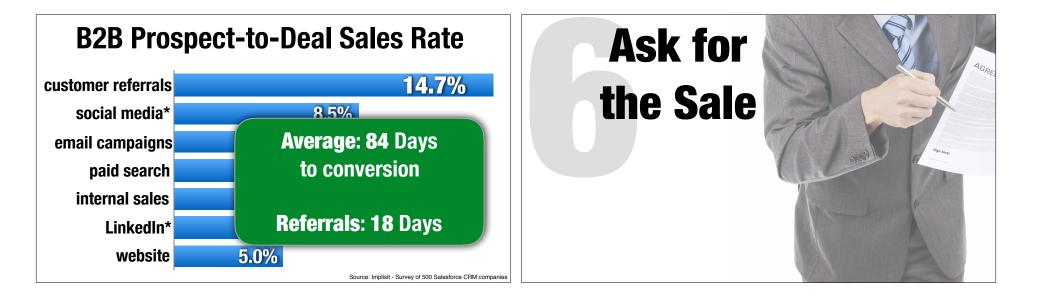


What Objections do You Face?

How can you turn Objections into a selling point?





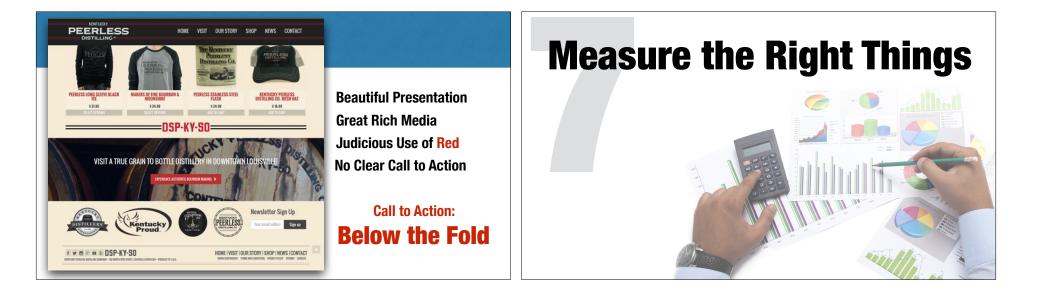


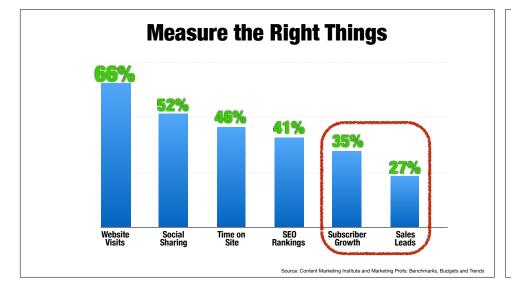


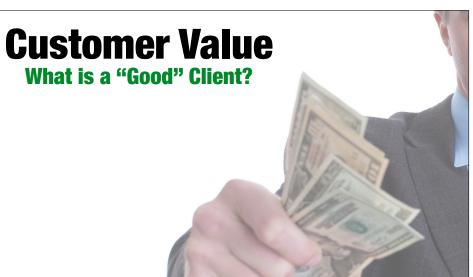
Clear Calls to Action Address, Hours, Prices Judicious Use of Red Email Subscription + Offer



Prominent Display of Hours Address, Hours, Prices No Clear Call to Action Too Many Competing Elements

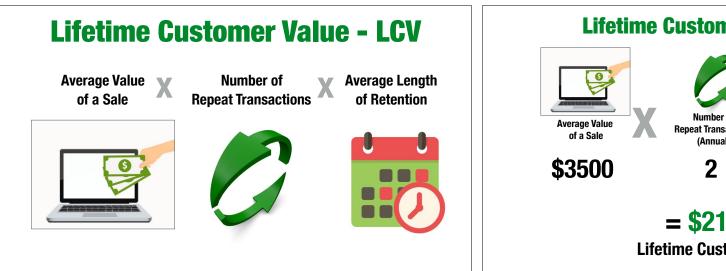


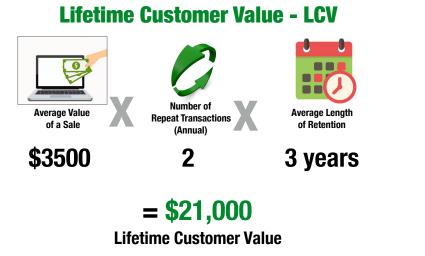


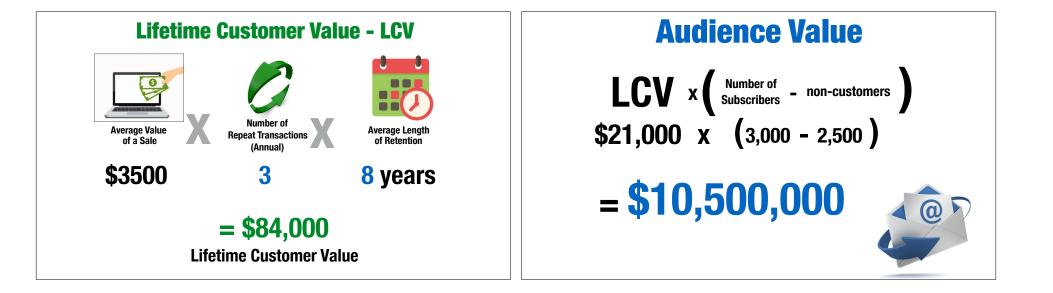












| | Cł | 1 ai | nn | el | Re | po | ort | |
|---------------|----------|--------------|-----------|--------------------|------------------|--------------------|-------------------|--------|
| Medium | Visitors | Transactions | Revenue | Conversion rate | Average Value | Per Visit Value | Marketing Cost | Profit |
| Drganic | 150,000 | 3,000 | \$200,000 | 2.0% | \$66 | \$1.30 | \$15,000 | 20% |
| CPC | 65,000 | 1105 | \$55,000 | 1.7% | \$50 | \$0.84 | \$30,000 | 6% |
| Social Assist | 45,000 | 180 | \$18,000 | 0.4% | \$100 | \$0.40 | \$10,000 | 2% |
| Email | 55,000 | 880 | \$60,000 | 1.6% | \$75 | \$1.09 | \$3,000 | 14% |
| Direct | 45,000 | 585 | \$40,000 | 1.3% | \$70 | \$0.88 | - | 9% |
| Display | 35,000 | 420 | \$20,000 | 0.6% | \$45 | \$0.57 | \$6,000 | 3% |
| Comparison | 10,000 | 250 | \$25,000 | 2.3% | \$100 | \$2.50 | \$5,000 | 5% |

