INTERSECTIONALITY IN TOURISM MARKETING: APPEALING TO CONSUMER IDENTITIES

Kate Thompson
Meet Jennifer

Jennifer’s Demographics
• Woman
• Hispanic
• Millennial
• Lesbian
• Single, no kids
Marketing to Jennifer

MILLENNIAL

HISPANIC

LGBTQ
INTERSECTIONALITY:
The interconnected nature of social categorizations such as race, class, gender, generation, household structure, etc.
Example: Millennial Travelers

Solo Travel
Markets
Cities
Distilleries
Standing in line
Visiting friends
Breweries
Dining
Tech
Airbnb
Coffee
Boutiques
Concerts
Instagram
What if they have kids?
Older & Family-Oriented:

- Retirees
- Lots of time
- Multigenerational travel
- Travel with children under 18
- Beach destinations
- Cruises
- Group travel
- Potential mobility issues
- Low tech/social media usage
- Paper maps/guides
Example: Older Travelers

Younger & Active:
- Not as much time
- Bucket-list destinations
- Custom trips
- Traveling as a couple, solo, or with friends
- Not usually traveling with under-18s
- New and hot dining and exhibits
- Share experiences on social
- Private guided tours
- Traveling as a local
Opportunities
Representation

• Includes gender, race/ethnicity, household structure, generation, sexual orientation, etc.

• NOT tokenism:
  • Checking a box to include different groups

• Show diversity of your visitors throughout ads

• Example: ads for “Millennial” activities shouldn’t include only 20-somethings
Interest-Based Campaigns

- Build campaigns around interests, rather than around particular groups:
  - Outdoor
  - Culture/history
  - Activities with kids
  - Dining
- Show diversity within these ads
Jennifer’s Interests

- Theater
- Markets
- Comics
- Wildlife
- Rides
- Whiskey
- Baseball
- Hiking