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Marketing leisure travel. 7. Some Overlooked Elements of Good Promotional Strategies. 8. The Importance of Positioning and Branding. 9. Using Psychographics for Effective Marketing. 10. Repositioning Destinations for Maximum Growth. 11. Positioning Travel Suppliers A Case Example: The Airlines. IV. Building a future for leisure travel. 12. A Delicate Balance for the Future of Travel. 13. Leisure Travel Now More Important Than Ever. 14. Ensuring a Future for Leisure Travel. Illustrated. Yes. Leisure Travel: A Marketing Handbook. Stanley C. Plog, Ph.D. ©2004 | Pearson | Out of print. A useful and pragmatic approach to understanding how to market travel products and destinations, Leisure Travel enables students to understand the needs of different types of travelers based on their personality profiles. The book offers a unique historic perspective, based on the author's more than 35 years of experience as a consultant and researcher to industry leaders, along with case examples of how to increase tourism and grow the leisure travel market. Features. Primary focus of the book is on marketing. Teaches students how to market travel more effectively. A marketing book for travel professionals, Leisure Travel focuses primarily on the psychology of travel—why people travel and why they don't, and how to reach and motivate them more effectively. This book emphasizes that to get a greater market share, the travel professional must understand the motivations, thoughts, and lifestyles of their important market segments; thereby ensuring that advertising and promotional dollars for their programs hit their intended targets. This book provides a different perspective on travel, based on the more than 35 years that I served virtually all aspects of the industry as a consultant and researcher.