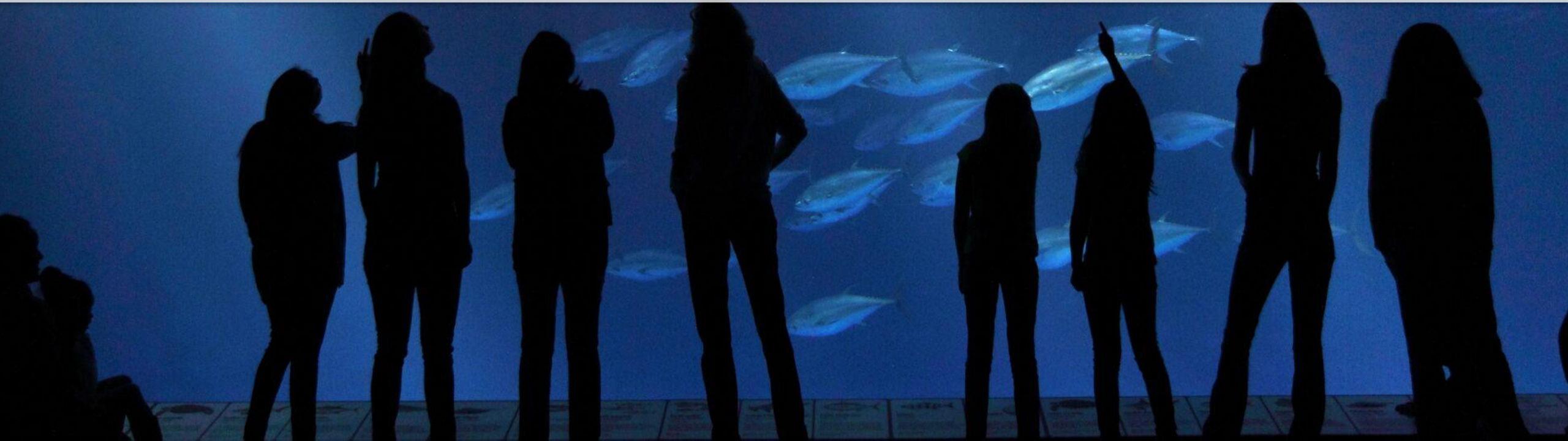


MONTEREY
Grab life by the moments:



TERMINAL



An underwater scene featuring a sea turtle swimming in the upper left, a large school of fish in the center, and a stingray in the lower right. The background is a deep blue ocean with light rays filtering through the water.

Target Audience Segmentation



MONTEREY
Grab life by the moments:

Segmentation Overview

PRIZM Segments 2014

- Nielsen Audience Segmentation tool
 - Money and Brains
 - Trend Setters
 - Family Connections
 - The Young & the Curious
 - Free At Last

Terminal Mosaics 2017

- Experian + DK Shifflet Segmentation tool includes zip codes
 - Silver Sophisticates
 - Aging of Aquarius
 - Progressive Potpourri
 - Rooted Flower Power
 - Cosmopolitan Achievers

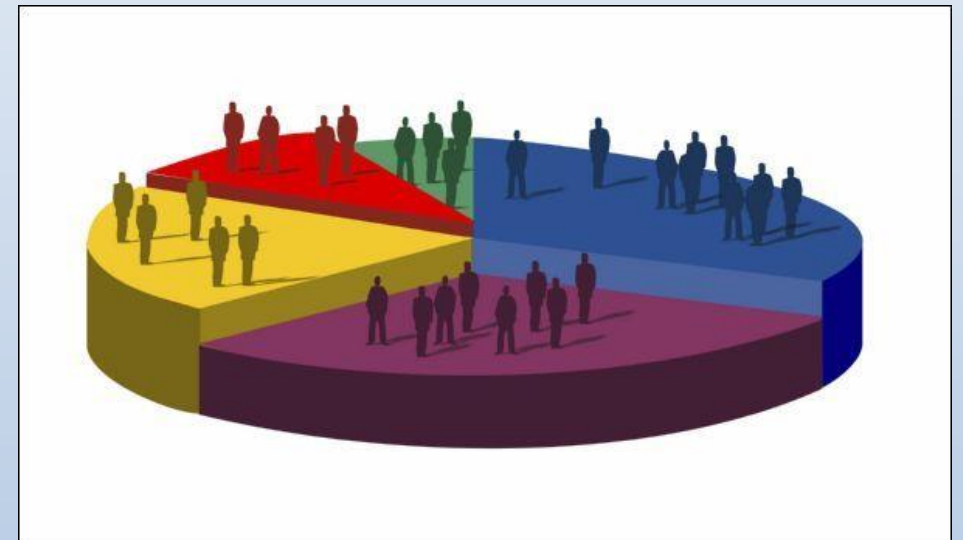
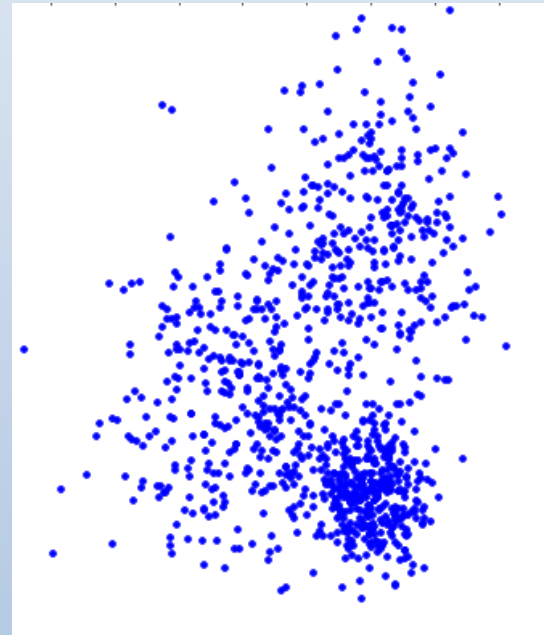
Why?

- + New consumers in the database
- + Terminal has more data on consumers
- + DK Shifflet has more behavioral data on consumers
 - + Geo Targeting

Segmentation Overview

What | Why | How

Segmentation is the process of ***dividing*** a broad group of existing and potential consumers into sub-groups known as segments based on ***shared characteristics***





Segmentation Overview

What | Why | How

Each segment represents a set of shared characteristics. As marketers, we use the characteristics of these segments to shape our *messaging* and to *select marketing channels*.

(BONUS: *Where* each segment is concentrated.)

Segmentation Overview

What | Why | How

The MCCVB maintains a consumer database which includes zip codes of those who come through our visitor center and sign up for our e-newsletter. Terminal uses these zip codes in the segmentation analysis

The Past:
PRIZM

The Present:

TERMINAL

TERMINAL AUDIENCE SEGMENTATION

Mosaics

Segment →	Silver Sophisticates	Aging of Aquarius	Progressive Potpourri	Rooted Flower Power	Cosmopolitan Achievers
Activity Skews	Art connoisseurs, food and wine, concerts, shopping	Cultured lifestyle, golf, yoga, reading, museums, college sports fans	Family-centric activities, restaurants, movies, nightclubs, fit and healthy, travel domestically and internationally to visit family	Gardening, outdoor activities, clubs and volunteering, hiking and bird watching. Eclectic musical tastes	Status spenders and seekers, cultures and international events, dance performances, yoga and fitness.
Demographic Skews	Older and retired, wealthy couples and singles living in suburban comfort.	Boomer aged couples, upscale housing, high incomes	Middle-aged, ethnically-mixed, suburban families and couples, upscale incomes.	Single adults, bargain hunters, liberal, suburbanites, no kids.	Middle-aged, married, Bilingual, luxury living, dual income and families with older children, living in large western cities.

Top Markets

San Diego
Dallas
Phoenix
Las Vegas

Top Markets

Dallas
Phoenix
San Diego
Las Vegas

Top Markets

San Diego
Las Vegas
Dallas
Phoenix

Top Markets

San Diego
Dallas
Las Vegas
Phoenix

Top Markets

San Diego
Dallas
Las Vegas
Phoenix

Audience Segmentation

PRIZM Segments

Segment →	Money and Brains	Trend Setters	Family Connections	The Young and the Curious	Free At Last
Activity Skews	Food and wine, resorts, night life, shopping	Night life, wineries, resorts	Golf, shopping, family attractions, hiking	Learning about marine wildlife, culture, history, national parks, aquariums	Outdoor adventure, scenery, art, golf
Demographic Skews	Urban, wealthy, middle age, family mix	Young to middle age, upscale, family mix	Varied age, varied income, either have kids or empty nesters	Upper middle class, young without kids or middle age with kids	Upper or middle class, older, no kids at home

Terminal Mosaics

Segment →	Silver Sophisticates	Aging of Aquarius	Progressive Potpourri	Rooted Flower Power	Cosmopolitan Achievers
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