

Appendix B

TOURISM MARKET PROFILE CHART

Tourism Market Profiles

Tourist types should be ranked – number 1 being most important, number 2 being second most important, and so on. Complete this chart for each tourist type that you have identified.

Tourist Type Rank ()	Where are they from?	When do they come here?	What services do they look for?
Rank ()			
Rank ()			
Rank ()			
Rank ()			