

MOTIVATION FOR LEISURE TRAVEL

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Why someone plans a trip?

- **Depends on their:**

- Personality
- Lifestyle
- Past experiences
- Perceptions
- Self-Image

People with a different way of life or perception will not likely pick the same destination.

Reasons why:

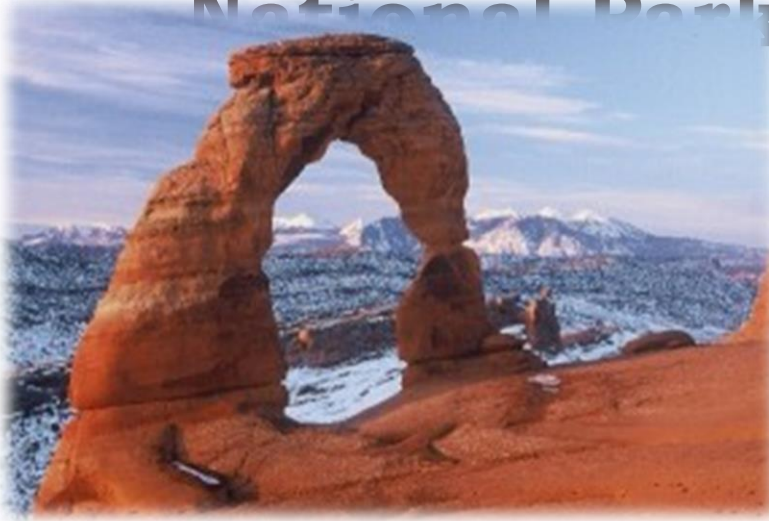
Recreational	Attractions	Entertainment	Other
Travel for Natural Beauty	Amusement Parks	Fairs and Festivals	Eco-tourism
Travel for Sports	Gaming Entertainment	Performance Arts	Visiting Friends and Family
Adventure Travel	Animal Attractions	Shopping	
Religious Travel	Heritage Tourism	Events	
Health-Care Tourism	Cultural Tourism		

When planning a trip

It is *described* as the desire to
LEAVE your everyday environment
to
GAIN psychological or intrinsic
rewards through TRAVELING.

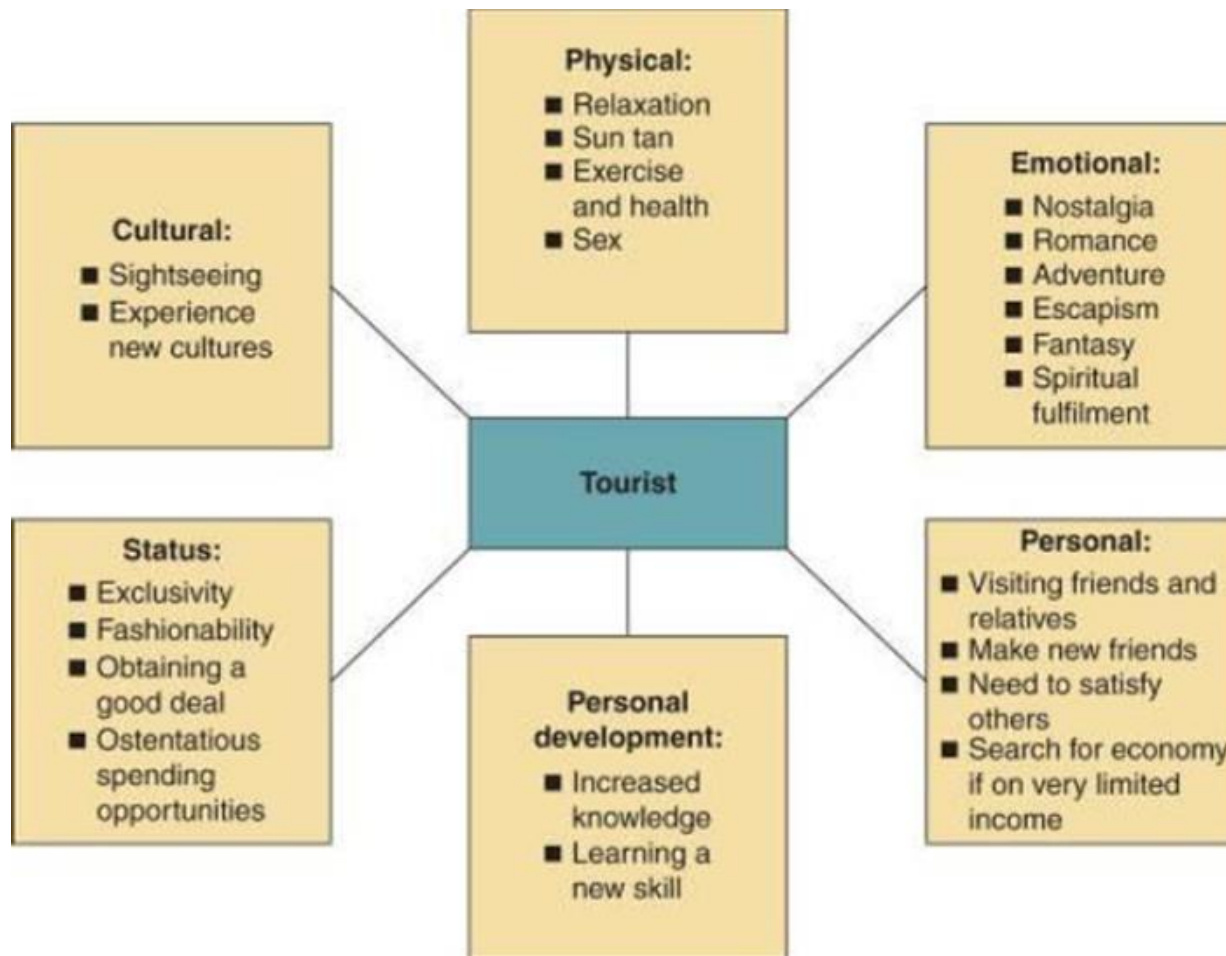
Research shows...

It's said that the **MAIN** motivator for traveling are **attractions** such as Disneyland, National Parks, and Museums.



You can't see this type of environment or have this same experience back at home.

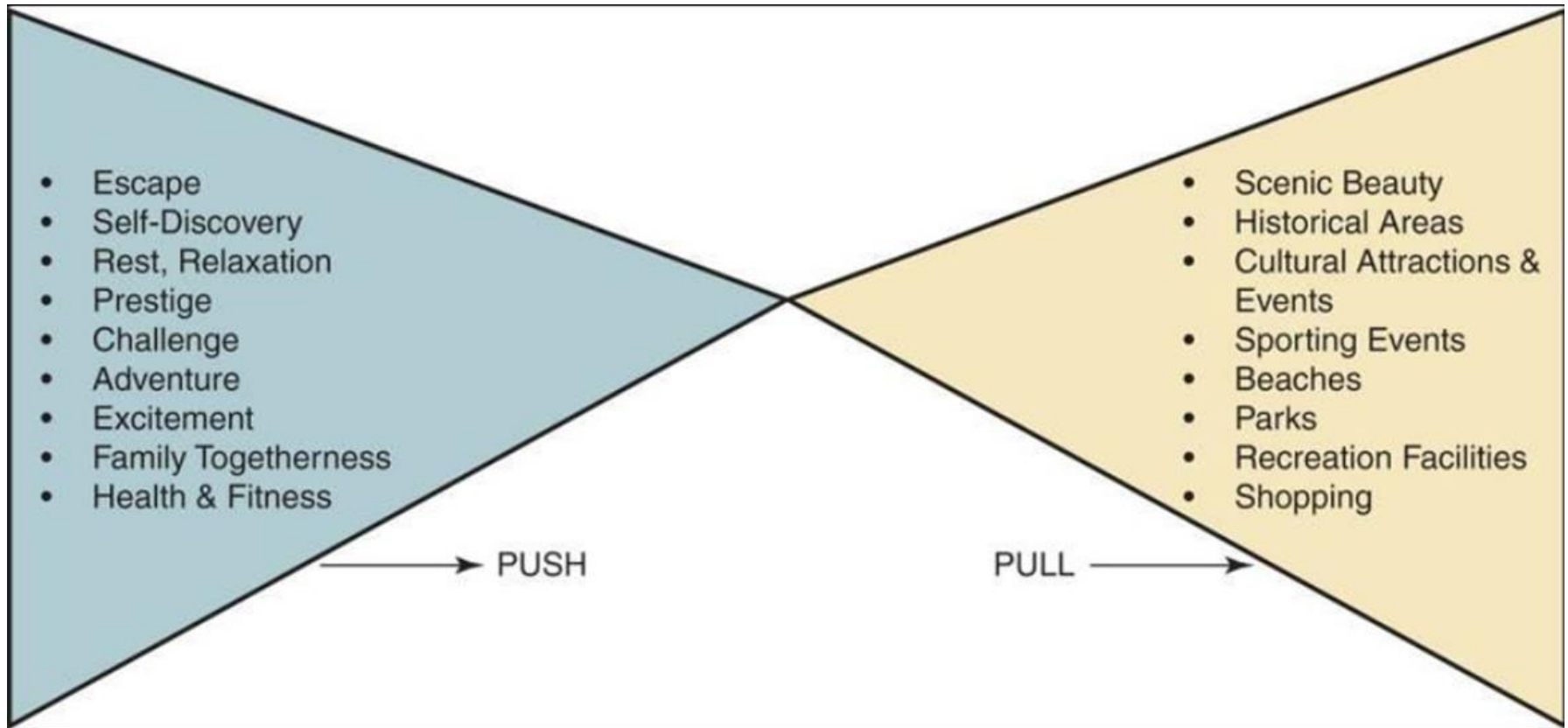
Needs to be met...



Maslow's Hierarchy of Needs



Push vs. Pull



Push factors are **INTANGIBLE DESIRES** that want to be *fulfilled*

Pull factors are **external forces** of what the destination has to offer

Useful to know because...

- Better relate to tourist
- Understand **why** a group likes a particular destination
- Market towards a certain target market

