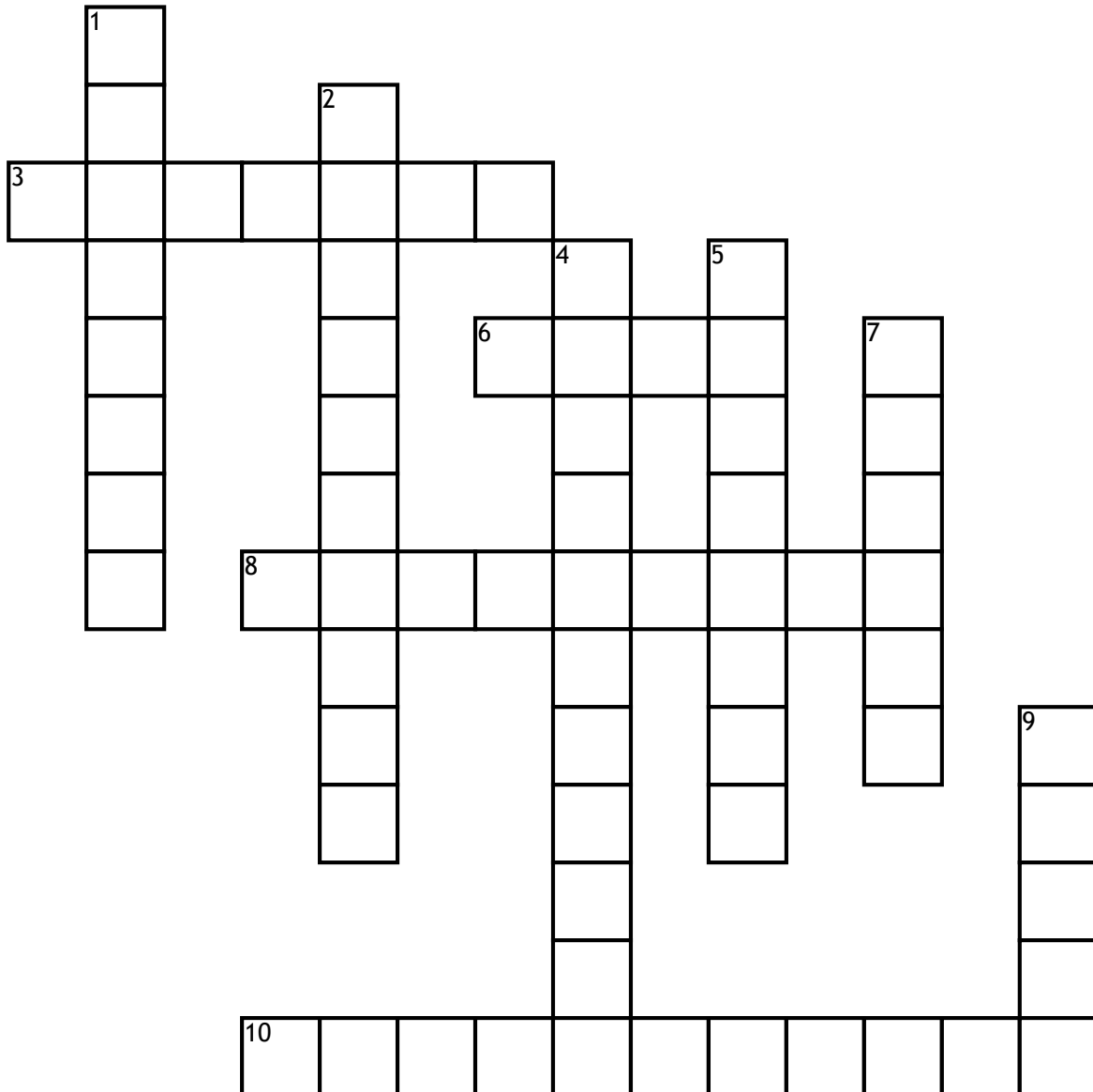


Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Marketing tourism



**Across**

- 3. Tourism products, services and destinations \_\_\_\_\_ for business
- 6. market segments that provide the most business are \_\_\_\_\_ markets
- 8. What organisations do to place their products and services in the hands of the target market
- 10. The portion of the market controlled by a company or product is \_\_\_\_\_.  
Example: In July to September 2010, 48% of international tourists visited Gauteng. So Gauteng had the largest market share of in-bound tourism

**Down**

- 1. Holiday packages, accommodation, cruises, flights and tours are
- 2. What of customers need to be identify to market a product or service
- 4. \_\_\_\_\_ edge offering customers something unique or special. Example: The Green Cab taxi company off ers environmentally friendly transport is
- 5. bookings and reservations are
- 7. The \_\_\_\_\_ market is made up of market segments.
- 9. \_\_\_\_\_ markets are special interest groups (SIT - special interest tourism).