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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.Â @inproceedings{Plog2003LeisureTA, title={Leisure Travel: A Marketing Handbook}, author={Stanley C. Plog}, year={2003} }. Stanley C. Plog. I. perspectives on leisure travel. 1. A Personal View of the Travel Industry. 2. An Industry That Changed the World. II. The psychographics of travel. A marketing book for travel professionals, Leisure Travel focuses primarily on the psychology of travelâ€”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.Â 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.