

MATRICE DE POSITIONNEMENT MARKETING | MARCHÉ

	NATURE Vélo, randonnée, croisières fluviales...	SPORTS / BIEN-ÊTRE Ski, golf, running, trail, yoga, surf, séjours bien-être et thalasso...	CUISINE / CENOTOURISME	CULTURE / SAVOIR-FAIRE Patrimoine, expos, tourisme de mémoire, visite d'ateliers/entreprises, saisons culturelles dans les villes...	ROMANTISME Mariages, destinations romantiques...	VIE NOCTURNE Clubs, festivals, concerts, visites nocturnes...	SHOPPING Centre outlets, grands magasins, centre-villes urbains, stations de ski...
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	Millennials	Familles	Jeunes couples sans enfants	Seniors	Clientèle haute contribution	Printemps	Été	Automne	Hiver
PARIS	✓	✓	✓	✓	✓	✓	✓	✓	✓
VILLES	✓	✓	✓	✓	✓	✓	✓	✓	✓
LITTORAL	✓	✓	✓	✓	✓	✓	✓	✓	✓
MONTAGNE	✓	✓	✓	✓	✓	✓	✓	✓	✓
CAMPAGNE	✓	✓	✓	✓	✓	✓	✓	✓	✓
OUTRE-MER	✓	✓	✓	✓	✓	✓	✓	✓	✓



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