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**The CHAID-Analysis - a new method of market segmentation in tourism. Multivariate differentiation of target groups with Rhineland-Palatine as example.-**

The number of potential customers in tourism and their spatial distribution is determined by various factors, e.g. their motives of travelling, their needs or their travel behaviour.

The knowledge of the different needs and travel behaviour of tourists and their requirements for the development of tourist products is a key factor in target group marketing. One important part of the target group orientation is the market segmentation, the main concern of which is to cluster the relevant market in tourism into homogeneous, but separated submarkets.

Until now, a segmentation of tourism markets was done mainly under different restrictions. Because of the little evidence of the existing estimations for analysing the travel behaviour of the tourism demand, which is shaped by comprehensive complexes of motives, a target group marketing on the basis of such solutions is hardly possible.

In order to take this criticism into account, an entire valuation for market segmentation was developed, which focuses on as many forms of travel behaviour as possible, connecting the four classical valuations of market registration and gives recommendations for a target group marketing in tourism.

An additional aspect is concerned with the application of a multivariate tree-analysis for target group differentiation in tourism. This procedure allows a common analysis of several variables and of variables with different levels of scales.

Hereby, more than 6.000 interviews were done in Rhineland-Palatine from 1997 through 1999. The main interest of research was a multivariate analysis of the data with the help of the so-called CHAID-algorithm. This is a tree-diagramme, which was used for the first time for target group planning with segmentation and profile-building in tourism. Therefore it is characterized as an alternative to classical Cluster- and Discrimination-Analysis.

A various number of different categorization can be examined, e.g. the categorization of travellers, who are taking their main vacation, having a high number of former visits or a high travel experience, having considerable readiness of return, experiencing enormous travel satisfaction or are wealthy visitors. Finally, the practical relevance of the results of the CHAID-Analysis is judged for the tourism marketing in Rhineland-Palatine.