

# Marketing Analytics Project Work Report

## **Unlocking Ascoli Piceno's Potential: A Comprehensive Marketing Analytics Report**

Leveraging Insights for Strategic Positioning, Segmentation, and Targeting

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**Abstract:** A data-driven exploration of Ascoli Piceno's tourism landscape, utilizing advanced marketing analytics techniques. This report delves into strategic positioning, segmentation, and targeting strategies, offering actionable insights for effective marketing campaigns and enhanced tourist engagement.

## Introduction

Welcome to our exploration of Ascoli Piceno, a city that seamlessly blends cultural richness with historical significance. In this report, we dive into a detailed analysis of Ascoli Piceno's tourism scene, with a focus on Segmentation, Targeting, and Positioning (STP). Facilitated by a comprehensive survey and conjoint analysis, our goal is to understand the unique preferences of potential visitors, steering the city towards a more customized and competitive tourism strategy.

*Surveying Ascoli Piceno:* We start our exploration with a carefully crafted survey, aiming to grasp the preferences of potential visitors. By reaching out to diverse groups, we want to uncover the factors that influence travel decisions, laying the foundation for our strategic analysis.

*Conjoint Analysis for Strategic Insights:* Taking our analysis a step further, we delve into conjoint analysis to unravel tourist preferences. This method allows us to systematically explore the most valued features and attributes, offering a clear understanding of the trade-offs visitors are willing to make. This, in turn, provides insights into Ascoli Piceno's competitive strengths and areas that could use refinement.

In the upcoming sections, our focus is on refining Ascoli Piceno's segmentation, targeting, and positioning strategies. By synthesizing insights from the survey and conjoint analysis, we present recommendations to align the city's tourism offerings with the preferences of its diverse audience. As we showcase the unique charm of Ascoli Piceno, we invite stakeholders, policymakers, and businesses to collaboratively shape a future where this charming city thrives on the global tourism stage.

## Methodology

In the pursuit of uncovering Ascoli Piceno's unique appeal and refining its tourism strategy, our methodology encompasses a multifaceted approach incorporating survey design, conjoint analysis, features and attributes analysis, demographic analysis, targeting strategy, segmentation analysis, and positioning analysis.

We initiated our exploration with a meticulously crafted survey aimed at capturing the diverse preferences and travel behaviors of potential visitors to Ascoli Piceno. Questions ranged from demographic details and travel frequency to the importance individuals place on various travel factors. Likert scales and ranking systems were employed to quantify preferences, laying the foundation for our subsequent analyses.

Taking our analysis to a deeper level, we employed conjoint analysis—a statistical technique widely used in marketing research. This approach allowed us to systematically explore the

relative importance of various features and attributes related to travel preferences. We meticulously selected attributes ranging from demographic factors like age and gender to aspects such as price, transportation, information availability, and cultural activities. The analysis provided nuanced insights, offering a clearer understanding of trade-offs visitors are willing to make.

In parallel, our features and attributes analysis delved into demographic details, uncovering relationships between factors like age, gender, travel frequency, and preferences. This comprehensive approach provided a structured table for subsequent data analysis and coding.

Demographic analysis further enriched our understanding, segmenting respondents based on gender and age. This segmentation allowed us to discern unique preferences within each demographic group, offering implications for targeted messaging and age-specific offers.

Our targeting strategy embraced a hybrid approach, seamlessly blending demographic segmentation with RFM (Recency, Frequency, Monetary value) modeling. We weighted variables aligned with Ascoli Piceno's offerings, employing a scoring mechanism to identify potential travelers with a strong inclination toward the destination.

In crafting our targeting approaches, we emphasized segment-specific messaging, personalized offers, and the strategic use of digital marketing channels. Content customization, geo-targeted campaigns, collaborations, and continuous monitoring formed integral components of our approach.

To refine Ascoli Piceno's positioning, we conducted a comparative analysis with two other Italian cities—Gubbio and Urbino. This analysis revealed Ascoli's distinctive strengths in affordability, nature-related activities, and cultural heritage. Strategic considerations were then formulated, focusing on nature-centric marketing, transportation enhancement, cultural heritage promotion, and social scene development.

Our methodology concludes with a set of marketing recommendations. Recognizing the need for enhanced public awareness, we propose a strategic focus on hosting diverse social activities, including events, festivals, and nightlife engagements. Additionally, we suggest novel additions such as Music Festivals, Art Exhibitions, and Wine Tours to broaden audience reach. Collaboration with brands is recommended to amplify existing strengths through giveaways and curated experiences.

In summary, our comprehensive methodology blends quantitative and qualitative approaches, leveraging advanced analytics techniques to unravel the nuanced preferences of potential visitors to Ascoli Piceno. The insights gained form the basis for actionable marketing recommendations to enhance the city's appeal and competitiveness in the tourism market.

## Demographic analysis

### Demographic Information:

- Age (as a demographic variable, not for conjoint analysis)
- Gender (as a demographic variable, not for conjoint analysis)

### Travel Frequency:

- How often do you travel in a year? (Scale: 1-5)

### Travel Companions:

- Who do you usually travel with? (Ranking: 1-4)
  - Solo
  - Family
  - Friends
  - Significant other/partner

### Importance of Factors:

- How important are each of the following factors to you? (Scale: 1-5)
  - Price
  - Accessibility of transportation
  - Availability of information about the travel destination
  - Popularity of the place
  - Cultural/historical activities
  - Social activities
  - Activities in nature
  - Gastronomical activities and local food traditions

### Weather Preference:

- What kind of weather would you prefer most on your trip?

### Travel Style:

- Would you prefer trips where you:
  - Discover individually (1)
  - Visit places in guided tours (5)

To use these features in a table and to further on perform data analysis, we've decided to have the following attribute columns:

- Respondent\_id: A unique identifier for each respondent.
- Age: Age of the respondent (not used in conjoint analysis but included for additional insights).
- Gender: Gender of the respondent (not used in conjoint analysis but included for additional insights).
- Travel Frequency: The self-reported frequency of travel in a year (numerical scale).

- Preferred\_: The preferred travel companions (categorical, ranked).
- Price, Accessibility of transportation, Availability of information, Popularity of the place, Cultural/Historical activities, Social activities, Activities in nature, Gastronomical activities: The importance levels of various factors (categorical, ranked).
- Weather: Preferred weather type (categorical).
- Discovery: Travel style preference (categorical).

Rows in the table represent a respondent's preferences, and we can use this table for subsequent analysis and coding to understand the relationships between the features and preferences.

## Conjoint Analysis

Conjoint analysis is a widely applied statistical technique used in marketing research to understand how consumers make choices and what factors influence their decision-making processes. In our case in particular it serves to identify the relative importance of various features and attributes related to travel preferences.

In order to comprehensively understand the nuanced preferences of potential visitors to Ascoli Piceno, our research meticulously identified and selected a set of key attributes for inclusion in the conjoint analysis. These features aim to encapsulate a diverse array of factors that influence travel decisions and contribute to the overall tourist experience.

The attributes considered for our conjoint analysis encompass a broad spectrum of dimensions, acknowledging the multifaceted nature of travel preferences. The inclusion of demographic factors such as 'Age' and 'Gender' provides insights into the potential influence of personal demographics on tourist choices. Additionally, variables like 'Travel Frequency' capture the frequency with which visitors prefer to explore, offering valuable data on the desired intensity of their travel experiences.

Understanding the economic considerations of travelers, 'Price' is included as a key attribute to gauge the impact of cost on decision-making. 'Transportation' serves as a critical aspect, shedding light on the mode of travel visitors prefer, while 'Information' gauges the importance of having adequate information available for planning their visit.

To capture the essence of Ascoli Piceno's appeal, we included attributes related to the destination itself. 'Popularity of the place' reflects how important it is for travelers to visit well-known places, while 'Cultural/Historical activities' and 'Social activities' showcase the significance of cultural and social offerings of a destination. 'Activities in nature' and 'Gastronomical activities' delve into the desire of respondents for exploration of the natural landscape and culinary experiences, respectively.

Finally, 'Weather' is considered to understand the impact of climatic conditions on tourist choices, and the 'Discovery' section allows one to find out about the travelers' thrill of exploring new and undiscovered facets of the destination.

The thoughtful selection of these attributes reflects our commitment to capturing the holistic preferences of potential visitors. Through the conjoint analysis, we aim to unravel the intricate interplay of these features, providing a nuanced understanding of the factors that contribute to the appeal of Ascoli Piceno as a tourist destination.

Blending conjoint analysis and scenario simulation to unravel the complex web of visitor preferences, our objective was to provide nuanced insights for strategic decision-making, allowing stakeholders to tailor their approach to the diverse needs of potential visitors. The following techniques were applied:

**Conjoint Analysis Methodology:** Our research begins with a meticulously designed survey encompassing essential features such as 'Age,' 'Gender,' 'Travel Frequency,' 'Price,' 'Transportation,' 'Information,' 'Popularity of the place,' 'Cultural/Historical activities,' 'Social activities,' 'Activities in nature,' 'Gastronomical activities,' 'Weather,' and 'Discovery.' These attributes are crucial in understanding the multifaceted factors influencing travel decisions.

The subsequent application of conjoint analysis transforms survey responses into actionable insights. Part-worth utilities, detailed below, quantify the impact of each attribute on the overall utility, offering a deeper understanding of visitor preferences:

The values signify the change in utility associated with a one-unit change in each attribute. Positive values indicate a positive impact, while negative values denote a negative impact on overall utility.

Moreover, the attribute importance, calculated by summing the absolute part-worth utilities and dividing by the number of attributes, is found to be 0.0923. This metric gauges the overall influence of attributes on visitor preferences.

**Regression Analysis:** To bolster our findings, we undertake Ordinary Least Squares (OLS) regression. The regression results provide coefficients and significance levels for each attribute. The coefficients signify the change in the dependent variable for a one-unit change in the independent variable. P-values reveal the significance of each attribute, aiding in determining the factors that significantly influence visitor choices.

The R-squared value of 0.599 implies that our model explains a substantial portion of the variance in visitor choices based on the selected attributes.

**Scenario Simulation:** In addition to conjoint analysis, we simulate scenarios to comprehend potential market shares under different attribute combinations. Through hypothetical changes in part-worth utilities, we analyze respondent choices, offering a dynamic view of market preferences.

The scenario analysis allows for sensitivity exploration, showcasing how changes in attributes impact market preferences. This information proves invaluable for strategic decision-making, competitive positioning, and product development.

Overall, conjoint analysis illuminates the intricate landscape of visitor preferences in Ascoli Piceno. In combination with scenario simulations it provides a robust framework for stakeholders to make informed decisions. The detailed insights into attribute importance, regression coefficients, and scenario-based market share predictions empower decision-makers to fine-tune strategies and enhance the city's appeal in a highly competitive tourism market.

## **Segmentation Analysis**

In our endeavor to understand the diverse preferences of potential visitors to Ascoli Piceno, we conducted a segmentation analysis based on survey responses. The objective was to identify distinct groups with shared characteristics and preferences, laying the foundation for targeted marketing strategies.

### **Priori Segmentation**

Before delving into specific groups, let's establish a few general assumptions gleaned from the survey responses:

- **Individual Discovery:** A unanimous preference (20/20 respondents) for discovering a place individually, as indicated by high rankings (#1, #2, #3).
- **Gastronomical Affinity:** An overwhelming majority (20/20 respondents) express enjoyment of gastronomical activities, with preferences spanning levels #3, #4, and #5.
- **Weather Preference:** A notable minority (3/20 respondents) favors colder weather, as reflected in their preference for levels #1 and #2.

### **Potential Grouping within our Dataset:**

#### **1. Group 1: Males Traveling with Friends**

- **Characteristics:** 9 out of 12 male respondents exhibit a strong inclination to travel with friends, evident from their high rankings of friends in positions #1 or #2.
- **Recommendations:** Tailor marketing strategies to highlight group-friendly activities and travel packages for male friends.

#### **2. Group 2: Partners in Tandem**

- **Characteristics:** 15 out of 20 respondents prefer traveling with their partners, indicating a strong preference for companionship in travel (#1 or #2).
- **Recommendations:** Emphasize couple-friendly offerings and experiences to appeal to this group.

#### **3. Group 3: Budget-Conscious Friends**

- **Characteristics:** 5 out of 7 respondents within friend groups prioritize affordability, ranking price at #1 or #2.



- Recommendations: Craft cost-effective travel packages and promotions targeting friend groups.
4. **Group 4: Partners Seeking Accessibility**
- Characteristics: 7 out of 8 partners show a preference for accessible travel options, ranking accessibility at #4 or #5, with one respondent favoring #3.
  - Recommendations: Highlight accessible amenities and services to cater to partners seeking convenience.
5. **Group 5: Information-Seeking Travelers**
- Characteristics: 19 out of 20 respondents express a high level of interest in acquiring information about a destination, evident from their choices at level #3 and higher.
  - Recommendations: Prioritize accessible information channels and offer detailed destination insights to cater to this information-oriented group.
6. **Group 6: Cultural and Historical Enthusiasts**
- Characteristics: 18 out of 20 respondents display a strong preference for cultural and historical activities, ranking them at level #3 and higher.
  - Recommendations: Design experiences and itineraries that showcase the rich cultural and historical offerings of Ascoli Piceno.
7. **Men in Gastronomical Activities**
- Characteristics: A notable segment, with a quarter of male respondents preferring gastronomical activities at level #3, 5 choosing level #4, and 3 opting for level #5.
  - Recommendations: Curate gastronomic experiences and promotions to attract this segment of male respondents.

## Traditional Segmentation Analysis

In addition to the psychographic and behavioral segmentation conducted earlier, a traditional segmentation approach based on demographic factors provides valuable insights into the diverse composition of the respondent pool.

### 1. Gender-Based Segmentation:

- Male Segment: Among the 20 respondents, 12 are identified as male. This gender segment constitutes the majority of our sample.
- Female Segment: The remaining 8 respondents are female, representing a significant proportion of the respondents.
- Age Distribution within Gender:
  - Within the male segment, one respondent is 50 years old, one is 10 years old, another is 40 years old, and the rest are approximately 20 years old.

- For the female segment, one respondent is 50 years old, and the rest are approximately 20 years old.

## 2. Age-Based Segmentation:

- Youth Segment: A substantial number of respondents, both male and female, fall into the approximately 20 years old age group. This youth segment represents the majority of our survey participants.
- Middle-Aged Segment: The presence of respondents aged 40 indicates a middle-aged segment, showcasing a diverse age distribution within our sample.
- Senior Segment: The inclusion of respondents aged 50 provides insights into the preferences of a senior segment, contributing to the overall diversity of the dataset.

## 3. Implications for Marketing Strategy:

- Targeted Messaging: Tailor marketing messages to resonate with the preferences and lifestyles of both male and female segments, considering the diverse age groups represented.
- Age-Specific Offers: Recognize the unique needs of different age segments, offering age-specific travel packages, activities, and amenities to cater to varying preferences.
- Cross-Generational Appeal: Identify commonalities across age groups to design marketing strategies with cross-generational appeal, ensuring inclusivity and broad market reach.
- Demographic Tailoring: Leverage demographic insights to refine marketing channels, ensuring efficient targeting based on gender and age characteristics.

## 4. Conclusion:

The traditional segmentation analysis based on gender and age augments our understanding of the respondent composition. Recognizing the distinct preferences and characteristics within each segment enables the development of nuanced marketing strategies, enhancing the overall effectiveness of our approach.

## Targeting Strategy

Hybrid Targeting Approach: For an effective outreach strategy, we've employed a hybrid targeting approach, seamlessly blending demographic segmentation with RFM (Recency, Frequency, Monetary value) modeling. Given the absence of specific purchase behavior data, we leverage the valuable insights garnered from our travel behavior-focused survey.

Weighted Variables: To discern potential travelers with an inclination toward Ascoli Piceno, we assign greater weight to variables that align with the unique offerings of the

location. As Ascoli Piceno is characterized by being less known, not easily accessible, yet boasting a rich tapestry of cultural, nature, and gastronomical activities, coupled with warm weather, these aspects are prioritized in our evaluation of survey responses.

Evaluation Criteria: The importance of each criterion is contingent on its relevance to the tourist profile ideal for Ascoli Piceno. Variables highlighting cultural, natural, and gastronomical preferences, as well as warmth-seeking inclinations, are granted higher weight in the assessment.

Scoring Mechanism: In the categories deemed more significant, higher-rated responses will carry greater weight, signifying a stronger alignment with Ascoli Piceno's offerings. Conversely, in less prioritized categories, lower-rated responses will hold more significance.

Outcome: The culmination of this approach results in a meticulously sorted list of potential customers, each assigned a Rating based on their survey responses. Individuals with the highest Rating are presumed to exhibit a stronger interest in a trip to Ascoli Piceno, aligning closely with the selected parameters and the distinctive allure of the destination.

*Strategic Implications:*

**1. Tailored Marketing Campaigns:**

- Craft targeted marketing campaigns that accentuate the aspects of Ascoli Piceno that resonate most with the identified customer segments.

**2. Personalized Offers:**

- Devise personalized offers and incentives catering to the preferences of each segment, enhancing the likelihood of conversion.

**3. Communication Strategy:**

- Develop a nuanced communication strategy that effectively communicates the unique cultural, natural, and gastronomical offerings, coupled with the appeal of warm weather.

**4. Continuous Refinement:**

- Regularly revisit and refine the targeting strategy based on evolving customer preferences and the dynamic landscape of the travel market.

By strategically merging demographic insights with the nuances of travel behavior, our targeting approach aims to foster a connection between potential travelers and the distinctive charm of Ascoli Piceno. This personalized strategy endeavors to maximize engagement, conversion, and ultimately, the allure of Ascoli Piceno as a preferred travel destination.

## **Targeting Approaches**

As we analyze the nuances of the collected survey data, refining our targeting strategy becomes crucial for optimizing marketing efforts. On the basis of the considered auditory we

suggest the following insights and recommendations for a more precise and effective targeting approach:

**1. Segment-Specific Messaging:**

- Tailor marketing messages to resonate with the identified segments, addressing their specific preferences and priorities.
- Craft compelling narratives that align with the psychographic characteristics of each group, ensuring a personalized and engaging communication strategy.

**2. Promotional Offers and Incentives:**

- Develop targeted promotional offers that appeal to the unique preferences of each segment.
- Introduce incentives and discounts aligned with the identified priorities, such as special packages for friends traveling together or partner-centric travel deals.

**3. Digital Marketing Channels:**

- Leverage digital marketing channels to reach distinct segments effectively.
- Utilize social media platforms and online forums frequented by the identified groups, ensuring that promotional content is strategically placed for maximum visibility.

**4. Content Customization:**

- Customize content across marketing channels to cater to the diverse interests within each segment.
- Incorporate visually appealing and culturally relevant content that resonates with the preferences of the targeted demographics.

**5. Geo-Targeted Campaigns:**

- Implement geo-targeted campaigns based on the preferences of specific regions or locations.
- Highlight travel destinations and activities that align with the identified interests of each segment, enhancing the relevance of marketing materials.

**6. Collaborations and Partnerships:**

- Explore collaborations with brands or influencers that have a strong presence among the identified segments.
- Form strategic partnerships to amplify marketing reach and credibility within each target group.

**7. Continuous Monitoring and Adaptation:**

- Implement robust analytics tools to monitor the effectiveness of targeting strategies.

- Regularly assess the performance of campaigns, gather feedback, and adapt strategies based on evolving consumer preferences and market dynamics.

#### **8. Inclusive Marketing:**

- Embrace an inclusive marketing approach that considers cross-generational appeal.
- Ensure that marketing materials are designed to resonate with a broad audience while still addressing the unique characteristics of each segment.

#### **9. Feedback Mechanism:**

- Establish a feedback mechanism to gather insights directly from the target audience.
- Encourage customers to provide feedback on their experiences, preferences, and expectations, facilitating continuous improvement in targeting strategies.

#### **10. Iterative Refinement:**

- Treat targeting as an iterative process, continuously refining strategies based on real-time data and market trends.
- Embrace a culture of adaptability, allowing the targeting strategy to evolve in response to changing consumer behaviors and competitive landscapes.

By incorporating these refined targeting strategies, we aim to enhance the effectiveness of our marketing initiatives, ensuring that promotional efforts align seamlessly with the diverse preferences and characteristics of our identified segments. This strategic refinement positions us to forge stronger connections with our target audience, drive engagement, and achieve sustainable business growth.

## **Positioning Analysis**

Positioning Strategy Refinement:

In our endeavor to refine the positioning strategy for Ascoli, we conducted a comparative analysis with two other Italian cities – Gubbio and Urbino. The aim was to discern the perceptions and preferences of travelers, gaining valuable insights to enhance Ascoli's positioning in the competitive landscape.

*Comparative Assessment:*

Among the key findings, Ascoli emerged with a distinctive profile:

#### **1. Affordability:**

- Ascoli received an average rating for affordability, indicating a competitive pricing advantage compared to its counterparts.

#### **2. Accessibility of Transportation:**

- Ascoli obtained the lowest rating in transportation accessibility, signaling an opportunity for improvement in connectivity and ease of travel.

### 3. **Cultural and Historical Attractiveness:**

- The city garnered an average rating for cultural and historical attractiveness, highlighting its rich heritage and potential for further exploration.

### 4. **Social Activities:**

- Ascoli secured the lowest ranking in social activities, suggesting a potential area for development to enhance the city's vibrant social scene.

### 5. **Activities in Nature:**

- Notably, Ascoli claimed the highest ranking in activities related to nature. This represents a unique strength that can be strategically leveraged in marketing efforts.

### 6. **Popularity:**

- Ascoli garnered the lowest popularity ranking among the surveyed destinations. This unveils an opportunity to enhance visibility and create a compelling narrative that resonates with the preferences of the target audience.

#### *Strategic Considerations:*

In light of these findings, several strategic considerations come to the forefront:

- **Nature-Centric Marketing:**
  - Given the high ranking in activities related to nature, a strategic marketing emphasis on Ascoli's natural offerings could attract nature enthusiasts, adventure seekers, and those seeking a serene escape.
- **Transportation Enhancement:**
  - Improving transportation accessibility emerges as a critical area for strategic intervention. Streamlining travel options and enhancing connectivity can significantly contribute to a more favorable positioning.
- **Cultural Heritage Promotion:**
  - Building upon the average rating for cultural and historical attractiveness, positioning Ascoli as a cultural hub with a rich heritage could elevate its appeal among travelers seeking immersive historical experiences.
- **Social Scene Development:**
  - Addressing the low rating in social activities presents an opportunity to invest in and promote social events, gatherings, and community engagement to foster a more vibrant and dynamic atmosphere.

#### *Forward Steps:*

- **Targeted Marketing Campaigns:**
  - Tailor marketing campaigns to emphasize Ascoli's unique strengths, with targeted messages catering to nature enthusiasts and cultural explorers.
- **Collaborations and Partnerships:**

- Forge collaborations with travel influencers, emphasizing Ascoli's distinctive offerings and fostering a positive reputation.
- **Infrastructure Investments:**
  - Advocate for strategic infrastructure investments to enhance transportation accessibility, ensuring a seamless and convenient travel experience.
- **Community Engagement Initiatives:**
  - Implement initiatives that foster community engagement, creating a lively social scene that resonates with both residents and visitors.

Through the implementation of these strategic considerations, Ascoli can refine its positioning, accentuating its unique strengths and addressing areas of improvement. This nuanced approach aims to establish Ascoli as a captivating destination that aligns seamlessly with the diverse preferences of the modern traveler.

### **Marketing recommendations**

The town of Ascoli Piceno is actively working towards enhancing its appeal to a broader audience of visitors. Employing diverse marketing strategies, the town currently engages with potential visitors through various channels, prominently on social media platforms such as Instagram and Facebook, where it operates under the name 'visitascoli.' The Instagram account boasts an impressive following of over 6.9 thousand followers and features a dynamic mix of content, including posts, reels (videos), and stories showcasing the rich attractions and daily life in Ascoli Piceno. Simultaneously, the Facebook account, with an appreciable 11 thousand likes, predominantly shares captivating photos depicting activities and compelling reasons to explore the city.

In the course of our analysis, it became evident that Ascoli Piceno could benefit from an enhanced public awareness campaign, particularly in relation to its social activities and infrastructure. Compared to its counterparts, Ascoli Piceno currently lags in these aspects. To bolster its outreach, we recommend a strategic focus on hosting a diverse array of social activities, including events, festivals, and nightlife engagements, which could significantly broaden Ascoli Piceno's audience reach. While the town already hosts notable events such as food tours, historical carnivals, and specific one-time occurrences, expanding these offerings, as well as introducing novel events, is crucial.

Proposed additions to the roster of social activities include the introduction of Music Festivals that celebrate cultural diversity through a fusion of food, music, and performances. Additionally, hosting Art Exhibitions would provide a platform for local artists to showcase their talent, fostering a sense of community where art enthusiasts can engage in meaningful discussions. According to insights gleaned from our survey, another innovative suggestion is to organize Wine Tours, providing visitors with an immersive experience in local vineyards and wineries.

Furthermore, to amplify the existing strengths of Ascoli Piceno, collaboration with established brands is recommended to access a wider audience. A potential collaboration

could involve the brand hosting a giveaway, enticing followers with the opportunity to win a weekend trip to Ascoli Piceno. This curated experience could include a luxurious stay in a beautiful hotel and two dinners at renowned local restaurants, creating a compelling incentive for a new audience to explore and appreciate the city's offerings.

## **Conclusion**

In wrapping up our marketing analytics report on Ascoli Piceno, our exploration has taken us through a pragmatic assessment of the city's tourism potential. By blending analytical tools with a practical understanding of visitor behaviors, we've aimed to provide actionable insights for the city's tourism strategy.

The survey, a pivotal element of our approach, offered a detailed look into the factors influencing travel decisions. From demographics to the nuances of visitor preferences, the conjoint analysis provided valuable insights into Ascoli Piceno's strengths and areas for improvement.

Segmentation analyses uncovered diverse traveler personas, from solo explorers to budget-conscious friends. Traditional demographic segmentation underscored the importance of tailoring marketing strategies to different age and gender groups.

Our targeting strategy, combining demographic segmentation and RFM modeling, seeks to align potential travelers with Ascoli Piceno's offerings. This practical approach lays the groundwork for specific marketing campaigns and continuous refinement.

Positioning analysis, comparing Ascoli Piceno with other Italian cities, highlights strategic considerations such as nature-centric marketing and transportation improvement. Recommendations center around practical steps—hosting diverse social activities and collaborating with brands—to enhance Ascoli's appeal.

In conclusion, our efforts aim to provide tangible benefits for Ascoli Piceno's tourism. By understanding visitor preferences and embracing practical recommendations, the city can attract a broader audience. The journey continues with Ascoli Piceno poised to weave a narrative of cultural richness and natural beauty, establishing itself as a destination that resonates with a diverse array of travelers.