

## Reviewing your markets

Know and understand your existing markets. Where are your customers coming from and is this position changing?	<b>Markets</b>		<b>% of your business</b>	<b>Market Change</b>		<b>Should I invest in this market?</b>	
				<b>Market trend</b>	<b>%</b>	<b>Yes</b>	<b>No</b>
	<b>Existing Markets</b>	Short-break couples	40	declining	25		✓
		Individual business traveller	30	static	30	✓	
Small family / friends groups		30	declining	20		✓	
Be aware of new markets and emerging segment groups that you can target	<b>Emerging &amp; Potential Markets</b>	Events	-	growth potential	10	✓	
		Bush walkers	-	growth potential	5	✓	
		VFR	-	growth potential	10	✓	

Source: adapted from information included in *Business As Usual* by the London Development Agency

