

VISITORS BENEFIT SEGMENTATION OF THE SUPERAGÜI ISLAND

Multivariate analyze to identify segments of the ecotourists market

*Inge Andrea Niefer**
Universidad Federal de Paraná
Curitiba (Paraná) - Brasil

The study presents the results of a research conducted on the island of Superagüi, Brazil, in order to analyze the visitors profile and implement benefit segmentation by means of two techniques. Benefit segmentation identified five clusters among the visitors: 1) indifferent; 2) non-sociable adventurers; 3) sociable adventurers; 4) enthusiasts; and 5) non-sociable naturalists.

KEY WORDS: ecotourism, sustainable tourism, marketing, visitor's profile, National Park of Superagüi, benefit segmentation, clustering.

* Doctora en Ciencias Forestales Universidad Federal de Paraná (UFPR); Consultora en Turismo Sustentable e investigadora en el Parque Nacional de Superagüi; asimismo es miembro fundador del Consejo Brasileño de Turismo Sustentable. E-mail: inge@superagui.net.