Student’s Name

Instructor’s Name

Course Code

Date

**Market Recommendations and Product Development for Long Beach, California**

Long Beach California is one of the well maintained and known places to visit in the United States. It receives several tourists annually, and therefore, it plays a significant role in the economic growth of the state of California and the United States. It is, therefore, recommended to increase the number of products or tourism attractions sites, develop marketing strategies, and also partner with various stakeholders to market Long Beach, California, as the best tourist destination in the United States and the world. This paper, therefore, analyzes the target market, tourist attraction sites and provides some of the marketing tools which it can use to reach a wider community or market.

**Target Market**

In the tourism sector, the target market much diverges, and there is a variety of customers. Long Beach, California's target markets are domestic and international tourists. It should seek to attract tourists aged 24-65 years, middle and upper-income earners with an annual income of $25,000 and 100,000, visiting the United States. According to Platzer (24), the United States receives millions of tourists yearly, and most of them are business, adventure, recreational, and cultural tourism. Long Beach, California, should seek adventure and recreational tourists who visit the country and also domestic tourists as well. Research indicates that adventure, recreational, and entertainment industry increase annually, and therefore, focusing on these markets would improve the performance of Long Beach California.

**Tourist attractions sites**

The tourist attraction sites at Long Beach California are a museum of Latin America and others, contemporary artwork, adobe home, beaches, national park and helicopter, and balloon tour. There are also other activities like [Hollywood Strip Helicopter Flight](https://www.tripadvisor.com/AttractionProductReview-g32655-d11447320-Hollywood_Strip_Helicopter_Flight-Los_Angeles_California.html), [Sights & Landmarks,](https://www.tripadvisor.com/Attractions-g32648-Activities-c47-Long_Beach_California.html" \t "_blank) [[Three Hour Sailing Lesson](https://www.tripadvisor.com/Attractions-g32648-Activities-c47-Long_Beach_California.html" \t "_blank)](https://www.tripadvisor.com/AttractionProductReview-g32648-d19079938-Three_Hour_Sailing_Lesson-Long_Beach_California.html)[,](https://www.tripadvisor.com/Attractions-g32648-Activities-c47-Long_Beach_California.html" \t "_blank) [[Aquarium of the Pacific](https://www.tripadvisor.com/Attractions-g32648-Activities-c47-Long_Beach_California.html" \t "_blank)](https://www.tripadvisor.com/Attraction_Review-g32648-d104231-Reviews-Aquarium_of_the_Pacific-Long_Beach_California.html) [and Shoreline Village. All these are some of the most attractive sites located in Long Beach California which can be a great source of attraction. However, in order to build a strong customer in the field, Long Beach California should work with state and local stakeholders to build more viable sites and also to reach a wider market so that visitors to the sites could increase.](https://www.tripadvisor.com/Attractions-g32648-Activities-c47-Long_Beach_California.html" \t "_blank)

**Marketing strategies**

However, in order to reach the targeted market, Long Beach California must use different media platforms to highlight its attractions sites (Delener 25). The best media platform would be TV advert and promotions, social media, and print media on some of the major newspapers. It can partner with CNN, New York Times and other major media houses to market its attraction sites. Therefore, it would be ideal and best strategies to run an advert daily, have active social media pages to engage with potential customers actively.

Moreover, the marketing of the attraction site must be done strategically to ensure that many new customers are brought on board. Long Beach California would use brochures and have a slogan “enjoy the beauty of nature at Long Beach, California” to drive customers to the sites. With the digital world, the best marketing materials would be a well developed and interactive web site, and flyers, magazines. There should be magazines and flyers at the entrance of Long Beach for every customer. Every person who walked into the Long Beach should be given the flyers and magazine. The magazines and flyers should contain detailed of the attractive places within the Long Beach to urge visitors to go to those sites.

**Product development and growth**

It is important to have different products for tourists. Long Beach California should work together with other regional stakeholders to add entertainment and business centers within its attraction sites. Studies show that Long Beach, California, has not been attracting business tourism as expected, and business tourism visits New York more than Long Beach, California; therefore, building a business center would increase business tourists. The center is expected to double the number of business tourists within the first year if the business center is established. According to a survey conducted by (Wilkerson 23), the number of business tourism has increased compared to leisure and others. It is because several business leaders refer to meet customers outside in a quiet and decent place, and therefore, with improved number of hotels and business centers within Long Beach, California, the number of business tourists is expected to grow by a double-digit. It would be important to advertise Long Beach, California as a business center, leisure, entertainment, and recreational center. This would allow it to attract several various tourists, and therefore, the number of visitors is likely to increase.

**Business centers and conferences facilities**

For the last years, business centers and conference facilities have been sought by many people. A study conducted by Wilkerson (14) indicates that the new form of attraction is business and conference centers. Sydney has emerged one of the leading tourists' destinations because of conference center facilities being offered. With business and conference facilities, the number of tourists visiting Long Beach California would increase.

**SWOT analysis**

The analysis of business and conference facilities indicates the industry is growing and the need for such facilities has increased by almost 15%. It attracts high-end customers hence very lucrative compared to other sectors (Delener 5). The weakness is the lack of proper marketing plans and experts who can deliver the needed services by business leaders seeking this service. The threat, a major threat is stiff competition with major cities and economic volatile in the region can affect it. It has a lot of opportunities. Studies indicate that it has not been properly utilized compared to other sectors.

# Works Cited

Delener, Nejdet. "Current trends in the global tourism industry: Evidence from the United States." International Journal of Tourism development (2015): 2-35.

Platzer, Michaela D. "U.S. Travel and Tourism: Industry Trends and Policy Issues for Congress ." Specialist in Industrial Organization and Business (2015): 2-34.

Wilkerson, Chad. "Travel and Tourism: An Overlooked Industry in the U.S. and Tenth District." FEDERAL RESERVE BANK OF KANSAS CITY (2016): 2-38.