

**Video killed the radio star.
Will consumer hybridity kill market segmentation?**

Yasemin Boztug, Georg-August-Universität Göttingen, Germany
Sara Dolnicar, The University of Queensland, Brisbane, Australia
Nazila Babakhani, The University of Queensland, Brisbane, Australia
Christian Laesser, IMP-HSG, University of St. Gallen, Switzerland

Abstract

This paper investigates the existence of the hybrid tourists. Results indicate that hybrid tourists – tourists whose segment membership for the next trip cannot be predicted from their segment membership of their last trip – are the norm, rather than the exception with only one quarter of tourist remaining in the same motivation segment across multiple trips. Tourist hybridity is shown with respect to travel motivations and expenditure. Some personal characteristics serve as useful predictors of hybridity. New approaches of market segmentation are needed to cater for the hybrid tourist.

Key words: hybrid consumer; market segmentation; variety seeking; travel expenditures; travel motives