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Leisure Travel book. Read reviews from worldâ€™s largest community for readers. A marketing book for travel professionals, Leisure Travel focuses primarily on the psychology of travel—why people travel and why they don’t, and how to reach and motivate them more effectively. This book emphasizes that to get a greater market share, the travel professional must understand the motivations, thoughts, and lifestyles of their important market segments; A marketing book for travel professionals, Leisure Travel focuses primarily on the psychology of travel—why people travel and why they don’t, and how to reach and motivate them more effectively. This book emphasizes that to get a greater market share, the travel professional must understand the motivations, thoughts, and lifestyles of their important market segments; thereby ensuring that advertising and promotional dollars for their programs hit their intended targets. This book provides a different perspective on travel, based on the more than 35 years that I served virtually all aspects of the industry as a consultant and researcher.