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However, the reality is that travel for leisure, business, meetings, sports or visiting loved ones has grown to be a very real sector of the global economy, requiring sophisticated business and marketing practices. The Routledge Handbook of Tourism Marketing explores and critically evaluates the current debates and controversies inherent to the theoretical, methodological and practical processes of marketing within this complex and multi-sector industry. It brings together leading specialists from range of disciplinary backgrounds and geographical regions to provide reflection and empirical re D Jones. Leisure travel: A marketing handbook. S C Plog. Touristâ€™s experience of place. This article uses data from the large annual American Traveler Survey to examine the predictive power of the venturesomeness concept versus household income, the demographic variable used by travel providers to target travel-prone households. Overall, venturesomeness shows a stronger relationship to travel characteristics than household income. Income correlates better with travel spending, but venturesomeness relates more strongly to total trips taken. More important, venturesomeness is a better predictor of the types of activities pursued on leisure trips. The correlation between venturesome