



Target Market Assignment

1. Define the term target market. **(2pts)**

2. List three things that target markets can be based on. **(3pts)**

3. State TWO main ways that hotels target their guest. **(2pts)**

4. What three facilities and amenities do hotels that attract the leisure traveler offer? **(3pts)**



5. What three facilities and amenities do hotels that attract the business traveler offer? (3pts)

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6. What three facilities and amenities do hotels that attract families offer? (3pts)

7. Give an example of a hotel that attracts couples. (1pt)

8. What two facilities and amenities do hotels that attract the long-term traveler offer? (2pts)

9. Do hotels that target the short-term traveler have lot of services and amenities? Why or why not? (2pts)


