



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)


