DIFFERENT TARGET MARKETS HAVE DIFFERENT PRODUCT/SERVICE NEEDS

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| TARGET MARKET | HOSPITALITY PRODUCTS / SERVICES |
| Families | . Rooms with more space  . Reasonable rates or no extra rates for children  . Low cost recreational facilities  . Room with kitchen facilities  . Kiddie menus  . Colourful interior rooms  . In house doctors  . Baby-sitting facilities  . All inclusive packages |
| Business Executives | .  24 hours room service  . Internet connection  . Business centre  . Airport pickup and drops  . Conference rooms  . Quality service |
| Female Travelers | . Safety (primary concern)  . Quiet floors  . Bathroom with good lighting for makeup  . Hair dryers, iron boards, etc.  . Spa and health club |
| Retirees | . Clean and comfortable rooms, lounge areas and public areas  . High safety and security measures  . Easy access rooms closer to elevators  . Elderly care facilities  . Large well lit rooms and non-slippery floors. |