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. |