

## Chapter 12 Outline

International Travelers  
    The Decision-Maker  
    Meeting the Needs of International Travelers  
    Finding International Travelers  
    Reaching International Travelers  
The Destination Wedding and Honeymoon Market  
    The Decision-Maker  
    Meeting the Needs of the Destination Wedding and Honeymoon Market  
    Finding the Destination Wedding and Honeymoon Market  
    Reaching the Destination Wedding and Honeymoon Market  
The Sports Market  
    Professional Teams  
    Other Teams  
Government Travelers  
Travelers with Disabilities  
Other Special Segments  
Conclusion

## Competencies

1. Outline considerations for marketing hospitality products and services to international travelers. (pp. 449–462)
2. Summarize considerations for marketing hospitality products and services to honeymooners and sports teams. (pp. 462–473)
3. Outline considerations for marketing hospitality products and services to government travelers, travelers with disabilities, and travelers from other special segments. (pp. 473–485)



### Insider Insights

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“Hoteliers located in international business centers find it imperative that they not only provide excellent service, but also address the special needs of international guests. One of the ways Four Seasons acknowledges its international guests is by having on staff a number of multilingual concierges who speak a range of languages, including French, Spanish, German, Italian, and Japanese. The smallest gestures can sometimes mean the most—whether it’s greeting a guest in his or her native language or having a guest’s hometown newspaper available with the morning coffee.”