

## Chapter 8 Outline

Business Travelers

    Frequent Business Travelers

    Women Business Travelers

Meeting the Needs of Business Travelers

Reaching Business Travelers

Conclusion

## Competencies

1. Summarize the criteria business travelers use to make lodging decisions, identify types of frequent business travelers, and describe the women business traveler segment. (pp. 295–303)
2. Explain how hospitality properties are meeting the special needs of business travelers. (pp. 303–311)
3. Describe how hospitality properties are reaching business travelers. (pp. 311–319)



### Insider Insights

Raymond E. Schultz  
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“Extended-stay hotels balance the convenience and service of a traditional hotel with the comfort and atmosphere of a home or apartment. The feeling of being ‘right at home’ is what extended-stay hotels such as Homewood Suites are all about. Each of our hotels features a ‘community’ concept, with residential-style units built around a central hospitality center and swimming pool/recreation area. We’ve empowered every employee to make guests feel at home. Whether it’s baking a cake for a guest celebrating a birthday away from home, or working with the local school district to schedule a temporary bus stop at the hotel for a relocating guest’s child, it’s this attention to service that has helped achieve occupancy levels that currently lead the segment.”