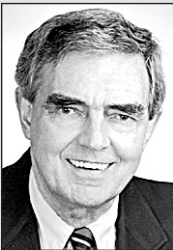


Chapter 9 Outline

Individual Leisure Travelers
 Families
 Seniors
 Baby Boomers
 Generation X
 Others
Group Leisure Travelers
 Tour Intermediaries
 Types of Tours
Leisure Travelers and Small Properties
The Vacation Ownership Option
 Marketing Vacation Ownership
Conclusion

Competencies

1. Describe how hospitality firms market to families, seniors, baby boomers, GenXers, and other individual leisure travelers. (pp. 327–352)
2. Describe how hospitality firms market to group leisure travelers and the intermediaries who aid these travelers. (pp. 353–365)
3. Explain how small hospitality firms can market to leisure travelers, and explain the concept of vacation ownership. (pp. 365–368)



Insider Insights

Chaney Ross
Director of Sales, In Serve Corporation
Meridian, Mississippi

“It requires an all-out, disciplined effort over a long period of time to get a share of the tour market segment. It’s important to build lasting relationships with tour and motorcoach operators, and these relationships can only be built slowly and carefully. They like to do business with hotels that provide good service to their clients, and the entire hotel staff must act to establish this atmosphere. In addition to serving guests, the property must be flexible enough to meet the needs of tour operators—they have unusual problems from time to time, and they need and appreciate assistance. One of the ways a property can tap into the tour market is by maintaining memberships in industry associations and local state and tourist commissions.”