



## Chapter 2 Outline

Geographic Segmentation  
Regions, Zones, and Districts  
Metropolitan Statistical Areas  
Cities  
Zip Codes  
Other Geographic Segmentation Tools  
Demographic Segmentation  
Benefit and Need Segmentation  
Psychographic Segmentation  
Combining Segmentation Techniques  
The Pendulum Swings Toward Value

## Competencies

1. Describe the value of geographic segmentation for marketing in the hospitality industry. (p. 11)
2. Explain how feeder cities and city pairs may help focus a company's marketing efforts. (pp. 11–13)
3. Distinguish destination cities from destination markets. (pp. 13–15)
4. Describe the value of demographic customer profiles for marketing in the hospitality industry. (p. 15)
5. Explain how the knowledge gained from benefit and need segmentation can bring hospitality marketers and operations managers into close working relationships. (pp. 15–16)
6. Describe the value of psychographic segmentation for marketing in the hospitality industry. (pp. 16–18)
7. Explain how combining different market segmentation techniques provide valuable research tools for marketing in today's hospitality industry. (pp. 18–19)