



## Chapter 3 Outline

End Users

Business Travelers

Pleasure Travelers

Travel Intermediaries

Food Service Market Segmentation

Desired Dining Experience

Price Sensitivity

Convenience and Location

## Competencies

1. Distinguish end users from intermediaries in the travel and hospitality market. (p. 23)
2. Describe characteristics of business travel market segments. (pp. 23–25)
3. Describe characteristics of pleasure travel market segments. (p. 25)
4. Identify travel intermediaries for business and pleasure travel market segments.(pp. 25–27)
5. Describe user characteristics of consumer segments in the food service market. (pp. 27–29)