

Destination - Hotel – Lifestyle Attributes Matrix



DESTINATION ATTRIBUTES		CUSTOMER ATTRIBUTES		PROPERTY ATTRIBUTES	
Typology of Destination	External Attributes	Resource Opportunities	Lifestyle Attributes	Hotel Customers	Hotel Product Mix
Urban destination	Cultural, Historical, Religious	Historical resource Cultural resources	Weekend "adventure seekers", wine & dine connoisseurs	Upscale Leisure Young couples Retired couples	Hot Deals, Weekend Specials, Hotel packages
Business Destinations	Business and Conference Centers	Business resources	Road warriors, Yuppies that combine business +pleasure	Business Travelers	Executive rooms and suites, high-speed Internet
Airport destination	Transportation Infrastructure	Conference and convention resource	"always in a hurry" executives, etc	Business Travelers	Conference rooms, day packages, business amenities
Suburban destination	Recreational infrastructure	Land-based recreation, weekend getaway retreats	Weekenders, seekers of weekend relaxation, etc	Leisure Travelers	Spa treatments, golf packages, etc
Beach destination	Beaches, resort activities, water sports facilities	Natural resources-based	"Get away from it all" seekers	Leisure Travelers Family Travelers Honeymooners	Resort packages, all inclusive packages, air inclusive vacations
Mountain destination	Outdoors, golf, extreme sports, skiing	Natural resources-based	Thrill seekers, sports enthusiasts, golfers, skiers	Leisure Travelers, Generation-X Yuppies Student Travelers	golf packages, weekend specials, romantic cottages
Rural destination	Horse riding, farming, local crafts	Anthropological resources	Back to the basics, back to one's roots seekers	Domestic Travelers, Seniors	B & B properties, boutique hotels, craft packages
Unique or exclusive destination	Beaches, resort activities, water sports facilities Spa facilities	Natural and anthropological resources-based	"Be seen at any cost" seekers, "in" places frequent visitors	Upscale travelers, Luxury travelers International travelers, honeymooners	Perceived value and uniqueness products, spas treatments, fine dining, suites
Island Destination	Cultural, Historical, Religious + beaches, resort activities	Natural, anthropological Climatic resources	Nature enthusiasts, romance seekers	Leisure Travelers Family Travelers Honeymooners Destination weddings	Resort packages, all inclusive packages, air inclusive vacations Wedding packages
Spa Destination	Lifestyle and Celebrations	Climatic resources	Relaxation seekers, "in" places frequent visitors	Upscale travelers. Weddings and Special Events Honeymooners	Spa facility, spa treatments, spa vacation packages, fine dining
Cultural/Historic Destination	Cultural, Historical, Religious	Historical, cultural resources	History buffs, explorers, patriotic	Leisure travelers School groups, etc	Museums packages, group rates, etc