

## 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<br>Cultural resources       | Weekend “adventure seekers”, wine & dine connoisseurs        | Upscale Leisure<br>Young couples<br>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<br>Family Travelers<br>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,<br>Generation-X<br>Yuppies<br>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,<br>Seniors   | B & B properties, boutique hotels, craft packages                                    |
| Unique or exclusive destination | Beaches, resort activities, water sports facilities<br>Spa facilities | Natural and anthropological resources-based     | “Be seen at any cost” seekers, “in” places frequent visitors | Upscale travelers,<br>Luxury travelers<br>International travelers,<br>honeymooners | Perceived value and uniqueness products, spas treatments, fine dining, suites        |
| Island Destination              | Cultural, Historical, Religious + beaches, resort activities          | Natural, anthropological<br>Climatic resources  | Nature enthusiasts, romance seekers                          | Leisure Travelers<br>Family Travelers<br>Honeymooners<br>Destination weddings      | Resort packages, all inclusive packages, air inclusive vacations<br>Wedding packages |
| Spa Destination                 | Lifestyle and Celebrations  | Climatic resources                              | Relaxation seekers, “in” places frequent visitors            | Upscale travelers.<br>Weddings and<br>Special Events<br>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<br>School groups, etc  | Museums packages, group rates, etc   |