

Hospitality & Tourism  
3.01 Key Terms

baby boomers	a category applied to people born between 1946 and 1964.
business traveler	a traveler whose expenses are paid by the business he/she works for.
culture	the customary beliefs, social forms, and material traits of a racial, religious, or social group.
demographics	the statistical characteristics of human populations (such as age or income) used especially to identify markets.
discretionary income	discretionary income is the amount of an individual's income that is left for spending, investing, or saving after paying taxes and paying for personal necessities, such as food, shelter, and clothing.
extrinsic	not forming part of or belonging to a thing.
intrinsic	belonging to the essential nature or constitution of a thing.
leisure travel	going on a journey, trip, from one place to another that is free from the demands of work or duty.
target market	a particular market segment at which a marketing campaign is focused.