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All marketing strategies involve demographics. It seems however that hoteliers should primarily focus on women consumers. Women's main influence is their spending power even under rough economic circumstances.
Amongst the busy schedule of all women, they still plan family vacations. They figure out every single detail such as transportation, food and of course, hotel accommodation. Thus, women should be the primary target of marketers in the hotel industry.
Euromonitor International, a market-research firm, released their annual survey where disposable income per capita for women from all over the world increased in the past 2 years. In addition, those increases are higher than males'.
The traditional role of women has managed to make a complete turn around and this resulted to women having buying powers. Despite the income gaps between sexes, roles of women have definitely made them the primary subject for all marketers.
According to Michelle Grant, Euromonitor's travel and tourism research manager and Daphne Kasriel, Euromonitor's consumer research editor, one of the reasons why women influence the travel industry is because they are largely involved in all spending decisions within the household.

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Consultez la source sur Veille info tourisme: Les stratégies de marketing hôteliers sont principalement ciblées sur les femmes