## Hospitality Industry – Lodging and Ratings Agencies

Travel and Tourism Industry averages annual sales of more than $1 trillion.

People usually eat out because they want to enjoy a meal without cooking it themselves.

The experience is part of what people are paying for as well when they go out to eat or go on vacation.

**Types of Lodging:**

Lodging is generally classified (grouped with others like it) by the services provided, rates charged, and amenities offered (amenities are extras like massage, spa services etc.)

There are different types of lodging. We’ll go from most expensive to cheapest.

**Luxury properties**: top of the line comfort and elegance with full service. Includes many amenities like bathrobes, a turn-down service, gift shops, boutiques, a concierge (person who makes reservations, calls taxis, gives recommendations for restaurants and directions etc.), a spa or other expensive comforts. These hotels cater to wealthy people and business executives who don’t mind very expensive hotel bills. Think Ritz-Carlton or the Four Seasons or the Grove Park Inn.

**Full-Service properties:** not as fancy as luxury, but will have larger rooms, and conveniences like a swimming pool, room service, exercise rooms, laundries, vending machines or a store to buy forgotten items like toothbrush, razor, deodorant, meeting rooms and possibly a restaurant. Think The Hyatt or Westin.

**Mid-priced facilities:** These are in the middle between full-service and economy. They provide comfort and a lower price than luxury – but more expensive than economy. These are hotels designed for most tourists. Think Holiday Inn or the Radisson.

**Economy properties:** low-priced, now frills hotels or motels designed for people on a budget. Provide limited amenities, few staff members and are for families, seniors, traveling business people who need budget rooms and those with moderate incomes. Motel 6, Days Inn and Travelodge fit in this class.

**All-suite**: These hotels are mid-priced usually and provide a suite (often with two sleeping areas and a kitchen) instead of just a room. These hotels are a draw for their home-like atmosphere and often appeal to families with children.

**Resorts:** These are hotels for people who want recreation as a part of their stay. They are often built near parks, scenic places or in National Parks or preserves. They have amenities like golf, tennis, skiing, beaches, scuba diving or health.

**Bed and Breakfast**: a place that provides a home atmosphere and provides a hot home-cooked breakfast every morning. Often guests must share a restroom as these are usually converted private homes. The owner or operator usually lives at the bed and breakfast as well.

People who are on vacation are sometimes called **leisure travelers**. They generally travel for **relaxation and enjoyment**.

Tourists or leisure travelers stay for different reasons. Some want to experience the beauty of nature or are **environmental** **travelers**. Those who want to ski, swim, kayak, hike, canoe or engage in other play exercise activities are recreational travelers. Those who want **recreation** and **entertainment** should stay at a **resort** property. Travelers who want comfort and have a moderate budget can stay at mid-priced hotels. Those who are traveling cheap should stay at economy properties.

Business travelers are often out of town for meetings of different kinds

A **convention** is a gathering of people who share a common interest, profession or hobby. Think about Comic Con, Star Trek Conventions and meetings of industry groups like the National Restaurant Association.

An **exposition** is a large show open to the public. It often focuses on a single type of product or service. Think gun shows, model train expositions and RV expositions.

A **trade show** is a meeting of industry representatives and suppliers that is closed to the public. The Furniture Market in High Point is a trade show. The IWF is the International Woodworkers Fair in Atlanta every year. Trade shows are for people to see new products, find out about new techniques, network and go to seminars for education.

**Ratings Agencies**

There are two national ratings agencies that focus on American properties.

AAA Tourbook (usually called Triple A). which rates properties based on numerous factors from management and staff to soundproofing and security. It awards diamonds to indicate quality.

Mobil Travel Guides which rates properties using a five-star system. One star is above average; five stars is one of the best in the country. Mobil rates properties based on quality of the building, furnishings inside, maintenance, housekeeping and overall service. Five stars are very hard to get (less than 100 properties per year earn five stars).

There are other agencies that rate American and international properties.

The Zagat Survey is based on consumer ratings. The properties are rated based on food, décor, service and cost.

Michelin Guide focuses on European properties. It uses a star system as well.