



**CAREER CLUSTER**  
Hospitality and Tourism

**CAREER PATHWAY**  
Lodging

**INSTRUCTIONAL AREA**  
Marketing

## **HOTEL AND LODGING EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all your notes and event materials when you have completed the role-play.

### **GENERAL PERFORMANCE INDICATORS**

- Communications skills—the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills—the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills—the ability to take a concept from an idea and make it real
- Priorities/time management—the ability to determine priorities and manage time commitments
- Economic competencies

### **SPECIFIC PERFORMANCE INDICATORS**

1. Build and maintain relationships with customers.
2. Identify company's unique selling proposition.
3. Explain factors that influence customer/client/business buying behavior.
4. Describe marketing functions and related activities.
5. Describe special payment methods.

## **CASE STUDY SITUATION**

You are to assume the role of director of customer engagement for MAIN PROPERTIES, a hospitality company that manages and franchises ten different brands of hotels. The chief marketing officer has asked you to make additions to the current loyalty program to make it more flexible and valuable for less frequent travelers, and also be marketable to customers enrolled in competitors' loyalty programs.

MAIN PROPERTIES has a total of 4,200 hotel properties, ranging from limited service properties to luxury resorts. MAIN is one of the most recognized names in the lodging industry, but consistently ranks second in terms of sales and customer service. Earning the top spot every year for the last decade is JOY INTERNATIONAL, another hospitality company with thousands of properties.

Twenty years ago, MAIN began a loyalty program named *Main Member*. Guests earn ten points for every dollar spent on a room reservation and room service. Once a guest earns 5,000 points, they may be redeemed for a free night's stay at a MAIN property. The *Main Member* program has evolved over the last twenty years, adding elite status for guests that sign up for a MAIN affiliated credit card, adding products and services that can be purchased using *Main Member* points such as room upgrades and spa services, and adding the ability to earn *Main Member* points when renting vehicles from partnering companies.

While the *Main Member* program has been successful, upon review, it was found that the guests benefiting the most from the loyalty program are only those that travel quite frequently, and usually for business purposes. Mainstream travelers that pay for their own lodging were not receiving many benefits from the *Main Member* program because they travel infrequently. More than half of *Main Member* members have not yet earned enough points for one free night's stay.

## **YOUR CHALLENGE**

The chief marketing officer would like you to make additions to the *Main Member* program to increase the program's flexibility by creating more value for members that do not travel frequently. The chief marketing officer would also like the program additions to attract JOY INTERNATIONAL guests to MAIN properties. The chief marketing officer would like you to analyze two possible additions to the program and explain the benefits and possible consequences of each, recommend your own addition to the program, and present all components of the new *Main Member* program.

Possible addition 1: Guests enrolled in *Main Member* program may pay for a room with a combination of points plus money.

Possible addition 2: Guests traveling together may pool their *Main Member* points to use towards free nights.

You will present additions to the loyalty program to the chief marketing officer in his/her office. Additional company executives may accompany the chief marketing officer.

You will receive 2-3 questions from the judge pertaining to the case situation.



**HOTEL AND LODGING**

Participant: \_\_\_\_\_

**JUDGE EVALUATION FORM**  
2017-2018 Web Sample

I.D. Number: \_\_\_\_\_

**INSTRUCTIONAL AREA**  
Marketing

Did the participant:

| Did the participant:          |                                                                                                                             | Little/No Value | Below Expectations | Meets Expectations | Exceeds Expectations | Judged Score |
|-------------------------------|-----------------------------------------------------------------------------------------------------------------------------|-----------------|--------------------|--------------------|----------------------|--------------|
| <b>PERFORMANCE INDICATORS</b> |                                                                                                                             |                 |                    |                    |                      |              |
| 1.                            | Build and maintain relationships with customers?                                                                            | 0-1-2-3         | 4-5-6-7-8          | 9-10-11-12         | 13-14-15             |              |
| 2.                            | Identify company's unique selling proposition?                                                                              | 0-1-2-3         | 4-5-6-7-8          | 9-10-11-12         | 13-14-15             |              |
| 3.                            | Explain factors that influence customer/client/business buying behavior?                                                    | 0-1-2-3         | 4-5-6-7-8          | 9-10-11-12         | 13-14-15             |              |
| 4.                            | Describe marketing functions and related activities?                                                                        | 0-1-2-3         | 4-5-6-7-8          | 9-10-11-12         | 13-14-15             |              |
| 5.                            | Describe special payment methods?                                                                                           | 0-1-2-3         | 4-5-6-7-8          | 9-10-11-12         | 13-14-15             |              |
| <b>PRESENTATION</b>           |                                                                                                                             |                 |                    |                    |                      |              |
| 6.                            | Demonstrate clarity of expression?                                                                                          | 0-1             | 2-3                | 4                  | 5                    |              |
| 7.                            | Organize ideas?                                                                                                             | 0-1             | 2-3                | 4                  | 5                    |              |
| 8.                            | Show evidence of mature judgment?                                                                                           | 0-1             | 2-3                | 4                  | 5                    |              |
| 9.                            | Overall performance: appropriate appearance, poise, confidence, presentation, technique and responses to judge's questions? | 0-1-2           | 3-4-5              | 6-7-8              | 9-10                 |              |
| <b>TOTAL SCORE</b>            |                                                                                                                             |                 |                    |                    |                      |              |