**HOTL 1309 Fall 2022 - Room Type Exercise:** Week #3

**Name:** **Student #:**

**Hotel Description:** 5 Diamond Branded Resort located in Florida on the ocean.

**Description:** Please fill in the boxes below with details that address the different room types. Please think of it from the perspective of a **reservation/front desk agent** who is trying to sell their different room types to their guests. Please address the price point of the room product as well.

**Potential Target Markets:** Business Traveler, Family Vacation, Couples Retreat, Girls Weekend Away, etc.

**Case Study Questions & Expectations**

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|  | **Marking Rubric** | **GRADE** |
|  | **Expectations - Completion, Understanding & Critical Thinking**   * All answers apply to the question being asked and contain clear reflective opinions. * Responses include logical thinking, supported with examples or evidence from the case study. * Responses draw from the course concepts and topics covered in class lecture power points. * All answers contain competent grammar, spelling, and are in full sentence/paragraph format. * All researched materials are cited using APA referencing guidelines.   **The following scoring system will be used for all portions of this assignment:**  Scores for each question are 5 marks each and are based on the levels below.  1 - Limited  2 - Basic  3 - Proficient  4 - Above Average Expectations | See question values below. |

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| --- | --- | --- | --- |
| **Grading for each Column** | **2 Marks** | **1 Mark** | **2 Marks** |
| Type of Room | Selling Features | Room Type 🡪 Target Market | Why? |
| Standard Room – 2 Queen Beds |  |  |  |

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| --- | --- | --- | --- |
| Type of Room | Selling Features | Room Type 🡪 Target Market | Why? |
| Standard Room – 1 King Bed |  |  |  |

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| --- | --- | --- | --- |
| Type of Room | Selling Features | Room Type 🡪 Target Market | Why? |
| Connecting Rooms |  |  |  |
| Type of Room | Selling Features | Room Type 🡪 Target Market | Why? |
| Adjoining Rooms |  |  |  |

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| --- | --- | --- | --- |
| Type of Room | Selling Features | Room Type 🡪 Target Market | Why? |
| Junior Suite |  |  |  |

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| Type of Room | Selling Features | Room Type 🡪 Target Market | Why? |
| Parlour Room |  |  |  |

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| --- | --- | --- | --- |
| Type of Room | Selling Features | Room Type 🡪 Target Market | Why? |
| Partial Ocean View – 2 Queen Beds |  |  |  |

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| Type of Room | Selling Features | Room Type 🡪 Target Market | Why? |
| Ocean Front Room – King Bed |  |  |  |

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| Type of Room | Selling Features | Room Type 🡪 Target Market | Why? |
| Concierge Floor Room |  |  |  |

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| Type of Room | Selling Features | Room Type 🡪 Target Market | Why? |
| One Bedroom Suite |  |  |  |

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| --- | --- | --- | --- |
| Type of Room | Selling Features | Room Type 🡪 Target Market | Why? |
| Presidential Suite |  |  |  |