



**CAREER CLUSTER**  
Hospitality and Tourism

**CAREER PATHWAY**  
Lodging

**INSTRUCTIONAL AREA**  
Market Planning

## **HOTEL AND LODGING MANAGEMENT SERIES EVENT**

### **PARTICIPANT INSTRUCTIONS**

- The event will be presented to you through your reading of the 21<sup>st</sup> Century Skills, Performance Indicators and Event Situation. You will have up to 10 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 10 minutes to make your presentation to the judge (you may have more than one judge).
- You will be evaluated on how well you demonstrate the 21<sup>st</sup> Century Skills and meet the performance indicators of this event.
- Turn in all of your notes and event materials when you have completed the event.

### **21<sup>st</sup> CENTURY SKILLS**

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- Critical Thinking – Reason effectively and use systems thinking.
- Problem Solving – Make judgments and decisions and solve problems.
- Communication – Communicate clearly.
- Creativity and Innovation – Show evidence of creativity.

### **PERFORMANCE INDICATORS**

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- Describe lodging market segments.
- Explain the concept of market and market identification.
- Explain the use of marketing strategies in hospitality and tourism.
- Explain the nature of hotel/lodging marketing.
- Explain promotional methods used by the hospitality and tourism industry.

## EVENT SITUATION

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You are to assume the role of the marketing manager for THE ESCAPE, a 400-room full-service hotel that recently changed ownership. The new owner (judge) wants you to outline a marketing plan for the property that will focus on late-night outdoor activities.

THE ESCAPE is nestled twenty miles outside of a large city and five miles into a deeply wooded area. This location was not a success for the past owner who did not offer any special amenities or services that would attract guests to staying far from the city. The new owner (judge) quickly focused on the unique location and setting and has turned the property into a unique destination for star gazers.

THE ESCAPE will feature evening star shows every night at 10:00PM. The star shows will lead guests to view and track constellations, star guides and star bathing. These are popular activities for stress release, focus and education. The star shows will provide 45-minutes of instruction and guidance and allow another 45-minutes for silence and meditation. Given this unique late-night service, THE ESCAPE check-out time is not until 2:00PM, allowing guests extra time to rest in the morning.

The owner (judge) wants you to outline a marketing plan that will focus on the nightly star shows. The outline must identify the market segments, primary target market, marketing strategies and promotional methods.

You will present your ideas to the owner (judge) in a role-play to take place in the owner's (judge's) office. The owner (judge) will begin the role-play by greeting you and asking to hear about your plan. After you have presented ideas and have answered the owner's (judge's) questions, the owner (judge) will conclude the role-play by thanking you for your work.

## JUDGE INSTRUCTIONS

### **DIRECTIONS, PROCEDURES AND JUDGE ROLE**

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In preparation for this event, you should review the following information with your event manager and other judges:

1. Participant Instructions, 21<sup>st</sup> Century Skills and Performance Indicators
2. Event Situation
3. Judge Role-Play Characterization  
Allow the participants to present their ideas without interruption, unless you are asked to respond. Participants may conduct a slightly different type of meeting and/or discussion with you each time; however, it is important that the information you provide and the questions you ask be uniform for every participant.
4. Judge Evaluation Instructions and Judge Evaluation Form  
Please use a critical and consistent eye in rating each participant.

### **JUDGE ROLE-PLAY CHARACTERIZATION**

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You are to assume the role of the new owner of THE ESCAPE, a 400-room full-service hotel that recently changed ownership. You want the marketing manager (participant) to outline a marketing plan for the property that will focus on late-night outdoor activities.

THE ESCAPE is nestled twenty miles outside of a large city and five miles into a deeply wooded area. This location was not a successful for the past owner who did not offer any special amenities or services that would attract guests to staying far from the city. You quickly focused on the unique location and setting and have turned the property into a unique destination for star gazers.

THE ESCAPE will feature evening star shows every night at 10:00PM. The star shows will lead guests to view and track constellations, star guides and star bathing. These are popular activities for stress release, focus and education. The star shows will provide 45-minutes of instruction and guidance and allow another 45-minutes for silence and meditation. Given this unique late-night service, THE ESCAPE check-out time is not until 2:00PM, allowing guests extra time to rest in the morning.

You want the marketing manager (participant) to outline a marketing plan that will focus on the nightly star shows. The outline must identify the market segments, primary target market, marketing strategies and promotional methods.

The participant will present information to you in a role-play to take place in your office. You will begin the role-play by greeting the participant and asking to hear about his/her ideas.

During the course of the role-play, you are to ask the following questions of each participant:

1. Is it possible to market the property to all markets?
2. Are there any risks involved with our late check-out time?

Once the marketing manager (participant) has presented information and has answered your questions, you will conclude the role-play by thanking the marketing manager (participant) for the work.

You are not to make any comments after the event is over except to thank the participant.

## EVALUATION INSTRUCTIONS

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The participants are to be evaluated on their ability to perform the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although you may see other performance indicators demonstrated by the participants, those listed in the Performance Indicators section are the critical ones you are measuring for this particular event.

### Evaluation Form Interpretation

The evaluation levels listed below and the evaluation rating procedures should be discussed thoroughly with your event director and the other judges to ensure complete and common understanding for judging consistency.

Level of Evaluation	Interpretation Level
Exceeds Expectations	Participant demonstrated the performance indicator in an extremely professional manner; greatly exceeds business standards; would rank in the top 10% of business personnel performing this performance indicator.
Meets Expectations	Participant demonstrated the performance indicator in an acceptable and effective manner; meets at least minimal business standards; there would be no need for additional formalized training at this time; would rank in the 70-89 <sup>th</sup> percentile of business personnel performing this performance indicator.
Below Expectations	Participant demonstrated the performance indicator with limited effectiveness; performance generally fell below minimal business standards; additional training would be required to improve knowledge, attitude and/or skills; would rank in the 50-69 <sup>th</sup> percentile of business personnel performing this performance indicator.
Little/No Value	Participant demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps this person should seek other employment; would rank in the 0-49 <sup>th</sup> percentile of business personnel performing this performance indicator.



## HOTEL AND LODGING MANAGEMENT SERIES 2025

### JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

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

ID Number: \_\_\_\_\_

### INSTRUCTIONAL AREA: Market Planning

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
<b>PERFORMANCE INDICATORS</b>						
1.	Describe lodging market segments?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
2.	Explain the concept of market and market identification?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
3.	Explain the use of marketing strategies in hospitality and tourism?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
4.	Explain the nature of hotel/lodging marketing?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
5.	Explain promotional methods used by the hospitality and tourism industry?	0-1-2-3-4	5-6-7-8	9-10-11	12-13-14	
<b>21<sup>st</sup> CENTURY SKILLS</b>						
6.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
7.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
8.	Communicate clearly?	0-1	2-3	4	5-6	
9.	Show evidence of creativity?	0-1	2-3	4	5-6	
10.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
<b>TOTAL SCORE</b>						