



HOTEL AND LODGING MANAGEMENT SERIES EVENT

HLM-26
Association Event 2

CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Pricing

PARTICIPANT INSTRUCTIONS

This event is presented to you through your review of the Career Competencies, Performance Indicators and Event Situation.

You have up to 10 minutes to review this information and prepare your presentation. Using the materials provided, you may make notes to use during your presentation.

You will have up to 10 minutes to present to the judge(s).

You will be evaluated on your solution to the event situation, how you incorporate the performance indicators of this event and how you demonstrate the career competencies.

Turn in all your notes and event materials when you have completed the event.

SOLUTION

- Unique – Demonstrate original thinking, fresh perspectives and an insightful approach.
- Practical – Develop an actionable/viable solution in a real-world context.
- Effective – Develop a solution that achieves relevant outcomes.

CAREER COMPETENCIES

- Critical Thinking – Think critically to understand and solve problems.
- Communication – Communicate clearly, effectively and with reason.
- Decision Making – Consider the impacts of decisions.

PERFORMANCE INDICATORS

- Explain the nature and scope of the pricing function.
- Explain the concept of price in the hospitality and tourism industry.
- Explain considerations in hotel/lodging room pricing.
- Discuss the role of ethics in hospitality and tourism.
- Explain the principles of supply and demand.

EVENT SITUATION

You are to assume the role of the general manager at LITTLE TOWN LODGE, a limited-service hotel located 40 miles outside of a major city. The owner of the property (judge) wants you to develop a pricing schedule for upcoming sporting events that will take place in the nearby major city.

For the first time in over 30 years, select cities in North America will be hosting the World Cup. There will be 16 cities that will host various World Cup matches and the major city near LITTLE TOWN LODGE, Big City, was chosen as a host city. Big City will host preliminary, or group stage, matches on the following dates:

- Tuesday, June 16
- Thursday, June 25
- Saturday, June 27
- Tuesday, June 30

In addition, on Friday, July 3, Big City will host a knockout match and on Saturday, July 11 will host a quarterfinal match.

LITTLE TOWN LODGE has 125 total guest rooms. The usual room rate is \$125 for a king and \$135 for two queens. The property has increased its rates as high as \$225/king and \$250/queen when Big City has major concerts or other sporting events.

Given the international attention and attraction of the World Cup, the owner (judge) knows that LITTLE TOWN LODGE will be sold out on the World Cup dates. The owner (judge) wants you to determine room rates for the six dates listed above and determine other contingencies necessary for booking.

You will present the information 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 about pricing. After you have presented the information 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

JUDGE CHARACTERIZATION

You are to assume the role of the owner of LITTLE TOWN LODGE, a limited-service hotel located 40 miles outside of a major city. You want the general manager (participant) to develop a pricing schedule for upcoming sporting events that will take place in the nearby major city.

For the first time in over 30 years, select cities in North America will be hosting the World Cup. There will be 16 cities that will host various World Cup matches and the major city near LITTLE TOWN LODGE, Big City, was chosen as a host city. Big City will host preliminary, or group stage, matches on the following dates:

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Given the international attention and attraction of the World Cup, you know that LITTLE TOWN LODGE will be sold out on the World Cup dates. You want the general manager (participant) to determine room rates for the six dates listed above and determine other contingencies necessary for booking.

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. Do you think we need to promote our property for those dates?
2. How can we tell if we priced too high or too low?

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

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

EVALUATION INSTRUCTIONS

- The participants are to be evaluated on their solution and ability to apply the specific performance indicators stated on the cover sheet of this event and restated on the Judge's Evaluation Form. Although the participants may demonstrate other performance indicators, those listed in the Performance Indicators section are the selected ones you are evaluating for this particular event.
- Maintain a consistent expectation when evaluating each participant.
- The maximum score for the evaluation is 100 points. This presentation will be valued at one-third of the total score.

Levels of Evaluation

FOCUS AREA	NOVICE	DEVELOPING	PROFICIENT	EXEMPLARY
Content Understanding	Demonstrates a limited or inaccurate understanding of key concepts.	Demonstrates a basic understanding of key concepts.	Demonstrates a solid understanding of key concepts and clearly explains and supports ideas using appropriate evidence.	Demonstrates comprehensive understanding of concepts and applies them effectively to solve the scenario, including in more complex or extended contexts.
Application of Performance Indicators and Career Competencies	Lists the performance indicators and career competencies, but understanding is incomplete or inaccurate.	Defines the performance indicators and career competencies, but does not connect them to solve the objective of the case study scenario.	Explains the performance indicators and career competencies and connects them to solve the objective of the case study scenario.	Strategically applies the performance indicators and career competencies and connects them to comprehensively solve the objective of the case study scenario.
Reasoning	Ideas are unclear, inaccurate, or lack logical support. There is no application of the ideas and concept.	Ideas are present and somewhat logical but contain gaps in reasoning, development, or supporting evidence.	Ideas are logical, well-developed, and supported with appropriate evidence, with only minor gaps.	Ideas are logical, well-supported using appropriate business concept and theories and demonstrates reasoning with clear practicality and real-world relevance.
Workplace Readiness	Participants represent an employee who requires significant guidance and support to complete tasks.	Participants represent an employee who demonstrates basic skills and can complete routine tasks with some guidance.	Participants represent an employee with solid skills and who works independently to complete tasks effectively.	Participants represent an employee with advanced skills, works independently, and adapts effectively to new or unpredictable challenges.



HOTEL AND LODGING MANAGEMENT SERIES – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 2

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA:

Pricing

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of the pricing function.	0-1-2-3	4-5-6	7-8-9	10	
2.	Explain the concept of price in the hospitality and tourism industry.	0-1-2-3	4-5-6	7-8-9	10	
3.	Explain considerations in hotel/lodging room pricing.	0-1-2-3	4-5-6	7-8-9	10	
4.	Discuss the role of ethics in hospitality and tourism.	0-1-2-3	4-5-6	7-8-9	10	
5.	Explain the principles of supply and demand.	0-1-2-3	4-5-6	7-8-9	10	
SOLUTION						
6.	Unique Demonstrate original thinking, fresh perspectives and an insightful approach.	0-1-2	3-4-5	6-7	8	
7.	Practical Develop an actionable/viable solution in a real-world context.	0-1-2	3-4-5	6-7	8	
8.	Effective Develop a solution that achieves relevant outcomes.	0-1-2	3-4-5	6-7	8	
CAREER COMPETENCIES						
9.	Critical Thinking Think critically to understand and solve problems.	0-1	2-3	4-5	6	
10.	Communication Communicate clearly, effectively and with reason.	0-1	2-3	4-5	6	
11.	Decision Making Consider the impacts of decisions.	0-1	2-3	4-5	6	
OVERALL IMPRESSION						
12.	Demonstrate overall career readiness through professionalism, poise and confidence.	0-1-2	3-4-5	6-7	8	
TOTAL SCORE						