



HOTEL AND LODGING MANAGEMENT SERIES EVENT

HLM-26
ICDC Preliminary 1

CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Selling

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 factors that motivate people to choose a hospitality and tourism site.
- Explain key factors in building a clientele.
- Recommend hospitality and tourism services.
- Describe lodging market segments.
- Explain the use of marketing strategies in hospitality and tourism.

EVENT SITUATION

You are to assume the role of the director of marketing for STAY AWHILE, a chain of extended stay hotels. The vice president (judge) wants you to create a strategy to sell extended stays to business clients.

STAY AWHILE provides lodging designed for guests to stay 30+ days. The guest rooms have features much like a studio apartment with a kitchenette, dining table and sofa along with a bed and bathroom. Housekeeping is not provided daily, unless requested and there are no food and beverage services onsite.

To increase exposure, STAY AWHILE partnered with various online travel agencies (OTAs); however, most travelers who book through those channels do not have extended stays, but instead only stay for one or two nights, which increases the need for housekeeping.

The vice president (judge) wants to increase the number of 30+ day stays and understands that business clients are the key. Businesses do not typically use OTAs when booking lodging for employees so the vice president (judge) is looking for other methods to sell extended stays to businesses. The vice president (judge) wants you to create marketing strategies to recommend extended stay services to business clients and increase 30+ day stays at STAY AWHILE.

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

JUDGE INSTRUCTIONS

JUDGE CHARACTERIZATION

You are to assume the role of the vice president of STAY AWHILE, a chain of extended stay hotels. You want the director of marketing (participant) to create a strategy to sell extended stays to business clients.

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To increase exposure, STAY AWHILE partnered with various online travel agencies (OTAs); however, most travelers who book through those channels do not have extended stays, but instead only stay for one or two nights, which increases the need for housekeeping.

You want to increase the number of 30+ day stays and understand that business clients are the key. Businesses do not typically use OTAs when booking lodging for employees so you are looking for other methods to sell extended stays to businesses. You want the director of marketing (participant) to create marketing strategies to recommend extended stay services to business clients and increase 30+ day stays at STAY AWHILE.

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. Why should our nightly rates decrease the longer the stay?
2. Why should we or shouldn't we keep our presence on OTAs?

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



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JUDGE'S EVALUATION FORM ICDC PRELIMINARY EVENT 1

Participant: _____

ID Number: _____

INSTRUCTIONAL AREA: Selling

Rate the participant's ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain factors that motivate people to choose a hospitality and tourism site.	0-1-2-3	4-5-6	7-8-9	10	
2.	Explain key factors in building a clientele.	0-1-2-3	4-5-6	7-8-9	10	
3.	Recommend hospitality and tourism services.	0-1-2-3	4-5-6	7-8-9	10	
4.	Describe lodging market segments.	0-1-2-3	4-5-6	7-8-9	10	
5.	Explain the use of marketing strategies in hospitality and tourism.	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						