



HOTEL AND LODGING EVENT

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 Case Study Situation.

You have up to 30 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 15 minutes to present to the judge(s). Both members of the team must participate in the presentation, as well as answer any questions.

You will be evaluated on your solution to the case study, 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 selling function.
- Differentiate between consumer and organizational buying behavior.
- Explain factors considered when determining group/event negotiation strategies.
- Explain metrics used to measure lodging property performance.
- Explain considerations in hotel/lodging room pricing.

CASE STUDY SITUATION

You are the sales manager for **HOTEL SUNNY**, a new 200-room full-service property located in a busy city center near a convention center and multiple corporate offices. The property has two restaurants, a coffee shop and a retail store featuring gift items and snacks.

HOTEL SUNNY has been open for two months and has relied heavily on transient bookings. Average Daily Rate (ADR) for transient guests during the first month was \$165 due to special promotions the property used for its grand opening. During the second month, ADR went up to \$180 which is typical for the property type and location. The property now has an occupancy rate of 80% on weekdays and 60% on weekends.

A regional accounting firm, **NUMBERS PRO**, has requested a group booking for their annual employee summit that will take place in three months. **NUMBERS PRO** wants to block 80 rooms per night for four weekday nights (320 total room nights) and would like the ballroom for three days, which is typically priced at \$2,000/day. The proposed contract contains the following:

- Group rate: \$145 room rate
- 30% deposit due upon signing
- Attrition: **NUMBERS PRO** can reduce the block by up to 20% without penalty up to 30 days prior
- Complimentary meeting space

YOUR CHALLENGE

The property has no historical records of pickup for the dates **NUMBERS PRO** is requesting but does feel that the standard 80% occupancy rate and \$180 ADR is a fair comparison.

The general manager has asked you to analyze the following information and to make a recommendation on changes to the **NUMBERS PRO** contract or if **HOTEL SUNNY** should turn away the group:

- What are the benefits of booking the **NUMBERS PRO** group block?
- What are advantages of declining the group and relying on transient bookings?
- Are there any other factors that should be considered that would affect the decision?
- How would group bookings and transient bookings affect ancillary revenue?
- What changes to the contract would be better for **HOTEL SUNNY** but still satisfy **NUMBERS PRO**?

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 team.
- The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the average of the exam 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 – 2026

JUDGE'S EVALUATION FORM ASSOCIATION EVENT 1

INSTRUCTIONAL AREA:
Selling

Participant: _____

Participant: _____

ID Number: _____

Rate the participants' ability to:		Novice	Developing	Proficient	Exemplary	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the nature and scope of the selling function.	0-1-2-3	4-5-6	7-8-9	10	
2.	Differentiate between consumer and organizational buying behavior.	0-1-2-3	4-5-6	7-8-9	10	
3.	Explain factors considered when determining group/event negotiation strategies.	0-1-2-3	4-5-6	7-8-9	10	
4.	Explain metrics used to measure lodging property performance.	0-1-2-3	4-5-6	7-8-9	10	
5.	Explain considerations in hotel/lodging room pricing.	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						