



CAREER CLUSTER
Hospitality and Tourism

CAREER PATHWAY
Lodging

INSTRUCTIONAL AREA
Market Planning

HOTEL AND LODGING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the General Performance Indicators, Specific Performance Indicators and Case Study Situation. You will have up to 30 minutes to review this information and prepare your presentation. You may make notes to use during your presentation.
- You will have up to 15 minutes to make your presentation to the judge (you may have more than one judge).
- Turn in all of your notes and event materials when you have completed the event.

GENERAL PERFORMANCE INDICATORS

- Communications skills – the ability to exchange information and ideas with others through writing, speaking, reading or listening
- Analytical skills – the ability to derive facts from data, findings from facts, conclusions from findings and recommendations from conclusions
- Production skills – the ability to take a concept from an idea and make it real
- Priorities/time management – the ability to determine priorities and manage time commitments
- Economic competencies

SPECIFIC PERFORMANCE INDICATORS

- Explain the concept of market and market identification.
- Describe lodging market segments.
- Explain the use of marketing strategies in hospitality and tourism.
- Communicate core values of product/service.
- Explain the nature of corporate branding.

CASE STUDY SITUATION

You are the director of marketing for EDIT, an upscale hotel brand with seven locations. EDIT has three locations in New York City, one in Miami Beach, Los Angeles, Malibu and New Orleans. The properties provide guests with fine dining, infinity pools, spas and impeccable service. EDIT is a favorite brand among the affluent of all ages and has a strong loyalty among Millennials.

EDIT has a mobile app, a website, and a prominent presence on Instagram, Twitter and YouTube. These channels are used to showcase the seven different properties, guest rooms, EDIT's social responsibility activities and various menu items from the hotel restaurants.

Reservations are most commonly made on the EDIT website and the mobile app.

YOUR CHALLENGE

In an attempt to increase occupancy rates, EDIT executives have produced a new app named *Last Minute Edit*. The new mobile app will allow users to make spontaneous same-day reservations. The app will showcase deeply discounted room rates available for reservation at 3:00PM each day. Executives are hopeful that the deep discounts will bring in last minute reservations. The deeply discounted reservations will not be available on any other channel.

The chief marketing officer wants you to determine how to best market *Last Minute Edit* to the appropriate market. The chief marketing officer also wants your analysis on how the new app will help occupancy rates and also any potential threats to the EDIT brand.

EVALUATION INSTRUCTIONS

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 th 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 th 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 th percentile of business personnel performing this performance indicator.



**HOTEL AND LODGING
2024**

JUDGE'S EVALUATION FORM
Association Event 1

Participant: _____

INSTRUCTIONAL AREA
Market Planning

ID Number: _____

Did the participant:

Did the participant:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the concept of market and market identification?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
2.	Describe lodging market segments?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
3.	Explain the use of marketing strategies in hospitality and tourism?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
4.	Communicate core values of product/service?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
5.	Explain the nature of corporate branding?	0-1-2-3	4-5-6-7-8	9-10-11-12	13-14-15	
PRESENTATION						
6.	Demonstrate clarity of expression?	0-1	2-3	4	5	
7.	Organize ideas?	0-1	2-3	4	5	
8.	Show evidence of mature judgment?	0-1	2-3	4	5	
9.	Overall performance: appropriate appearance, poise, confidence, presentation, technique and response to judge's questions	0-1-2	3-4-5	6-7-8	9-10	
TOTAL SCORE						