



CAREER CLUSTER
Hospitality and Tourism

INSTRUCTIONAL AREA
Promotion

HOSPITALITY SERVICES TEAM DECISION MAKING EVENT

PARTICIPANT INSTRUCTIONS

- The event will be presented to you through your reading of the 21st Century Skills, 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). All members of the team must participate in the presentation, as well as answer any questions.
- You will be evaluated on how well you demonstrate the 21st 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.

21st CENTURY SKILLS

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

PERFORMANCE INDICATORS

- Explain the role of promotion as a marketing function.
- Explain the types of promotion (i.e., institutional, product).
- Identify the elements of the promotional mix.
- Explain promotional methods used by the hospitality and tourism industry.
- Explain the concept of price in the hospitality and tourism industry.
- Build and maintain relationships with customers.
- Explain factors that influence customer/client/business buying behavior.

CASE STUDY SITUATION

You are to assume the roles of the vice president of marketing and the promotional director for ABODE, a full-service hotel chain with 900 properties. The senior vice president (judge) wants you to analyze a new promotional campaign, make suggestions for exclusive promotions and decide how to effectively market the campaign.

ABODE's properties are all full-service which include restaurants, lounges, pools, spas and fitness centers. The chain is considered high-end, but not luxury, with standard room rates averaging \$299/night. ABODE's properties in the United States are in large metropolitan areas and located near points of interest including airports, downtown areas, business districts and tourist areas.

ABODE has a guest loyalty plan named *Abode Yes* that rewards loyal customers with points per stay and points for additional purchases at in-house restaurants, lounges and spas. There are over 8 million *Abode Yes* members but only a quarter of them have enough points to claim rewards.

Like other hospitality companies, ABODE did not have a great year in 2020. Occupancy rates have been slowly increasing in 2021, but executives are hesitant to speculate sales forecasts for the forthcoming quarters. In an attempt to increase reservations, ABODE has developed a new sales promotion that will begin on May 1st and run for the next six months. The promotion will offer all guests making reservations during this time period the choice between two special pricing deals. Guests will be able to choose from the following two promotions:

- Third night free with 2 paid nights
- 20% off one night stay

Executives at ABODE have agreed upon promotional options but are uncertain how to market the promotions to the public. In addition, executives feel that special promotions should be offered to *Abode Yes* members that will be a more fruitful reward than the promotion given to the general public.

The senior vice president (judge) has asked your team to first decide how to promote the developed special promotions for the general public. The senior vice president (judge) also wants your team to create separate promotions for *Abode Yes* members and decide how to market those special promotions as well.

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

JUDGE INSTRUCTIONS

DIRECTIONS, PROCEDURES AND JUDGE ROLE

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

1. Participant Instructions, 21st Century Skills and Performance Indicators
2. Case Study Situation
3. Judge 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 team.
4. Judge Evaluation Instructions and Judge Evaluation Form
Please use a critical and consistent eye in rating each participant team.

JUDGE CHARACTERIZATION

You are to assume the role of the senior vice president of ABODE, a full-service hotel chain with 900 properties. You want the vice president of marketing and the promotional director (participant team) to analyze a new promotional campaign, make suggestions for exclusive promotions and decide how to effectively market the campaign.

ABODE's properties are all full-service which include restaurants, lounges, pools, spas and fitness centers. The chain is considered high-end, but not luxury, with standard room rates averaging \$299/night. ABODE's properties in the United States are in large metropolitan areas and located near points of interest including airports, downtown areas, business districts and tourist areas.

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Like other hospitality companies, ABODE did not have a great year in 2020. Occupancy rates have been slowly increasing in 2021, but executives are hesitant to speculate sales forecasts for the forthcoming quarters. In an attempt to increase reservations, ABODE has developed a new sales promotion that will begin on May 1st and run for the next six months. The promotion will offer all guests making reservations during this time period the choice between two special pricing deals. Guests will be able to choose from the following two promotions:

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Executives at ABODE have agreed upon promotional options but are uncertain how to market the promotions to the public. In addition, executives feel that special promotions should be offered to *Abode Yes* members that will be a more fruitful reward than the promotion given to the general public.

You have asked the vice president of marketing and the promotional director (participant team) to first decide how to promote the developed special promotions for the general public. You also want the vice

president of marketing and the promotional director (participant team) to create separate promotions for *Abode Yes* members and decide how to market those special promotions, as well.

The participant team 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 team and asking to hear their ideas.

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

1. Why do we need to offer our *Abode Yes* members special promotions?
2. How will your ideas communicate the promotions to the general public?
3. How can we market the *Abode Yes* program to the general public through these promotions?

Once the vice president of marketing and the promotional director (participant team) have presented information and answered your questions, you will conclude the role-play by thanking the vice president of marketing and the promotional director (participant team) for the work.

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

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. The maximum score for the evaluation is 100 points. The presentation will be weighted twice (2 times) the value of the exam scores.

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	Participants 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	Participants 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	Participants 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	Participants demonstrated the performance indicator with little or no effectiveness; a great deal of formal training would be needed immediately; perhaps the participants should seek other employment; would rank in the 0-49 th percentile of business personnel performing this performance indicator.



HOSPITALITY SERVICES TEAM DECISION MAKING 2021

JUDGE'S EVALUATION FORM ICDC PRELIMINARY

INSTRUCTIONAL AREA: Promotion

Participant: _____

Participant: _____

ID Number: _____

Did the participant team:		Little/No Value	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Score
PERFORMANCE INDICATORS						
1.	Explain the role of promotion as a marketing function?	0-1-2-3	4-5-6	7-8	9-10	
2.	Explain the types of promotion?	0-1-2-3	4-5-6	7-8	9-10	
3.	Identify the elements of the promotional mix?	0-1-2-3	4-5-6	7-8	9-10	
4.	Explain promotional methods used by the hospitality and tourism industry?	0-1-2-3	4-5-6	7-8	9-10	
5.	Explain the concept of price in the hospitality and tourism industry?	0-1-2-3	4-5-6	7-8	9-10	
6.	Build and maintain relationships with customers?	0-1-2-3	4-5-6	7-8	9-10	
7.	Explain factors that influence customer/client/business buying behavior?	0-1-2-3	4-5-6	7-8	9-10	
21st CENTURY SKILLS						
8.	Reason effectively and use systems thinking?	0-1	2-3	4	5-6	
9.	Make judgments and decisions, and solve problems?	0-1	2-3	4	5-6	
10.	Communicate clearly and show evidence of collaboration?	0-1	2-3	4	5-6	
11.	Show evidence of creativity?	0-1	2-3	4	5-6	
12.	Overall impression and responses to the judge's questions	0-1	2-3	4	5-6	
TOTAL SCORE						