



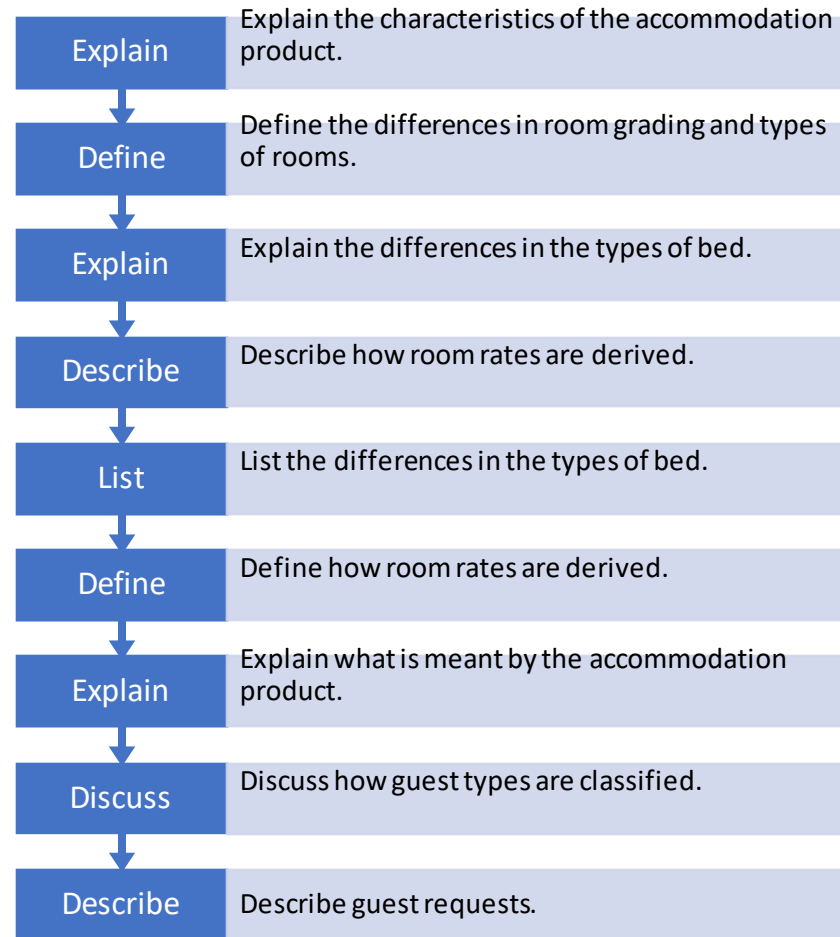
Accommodation Sector

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ECglobal

— Academy —
School of Apprenticeship Training

Learning Outcome



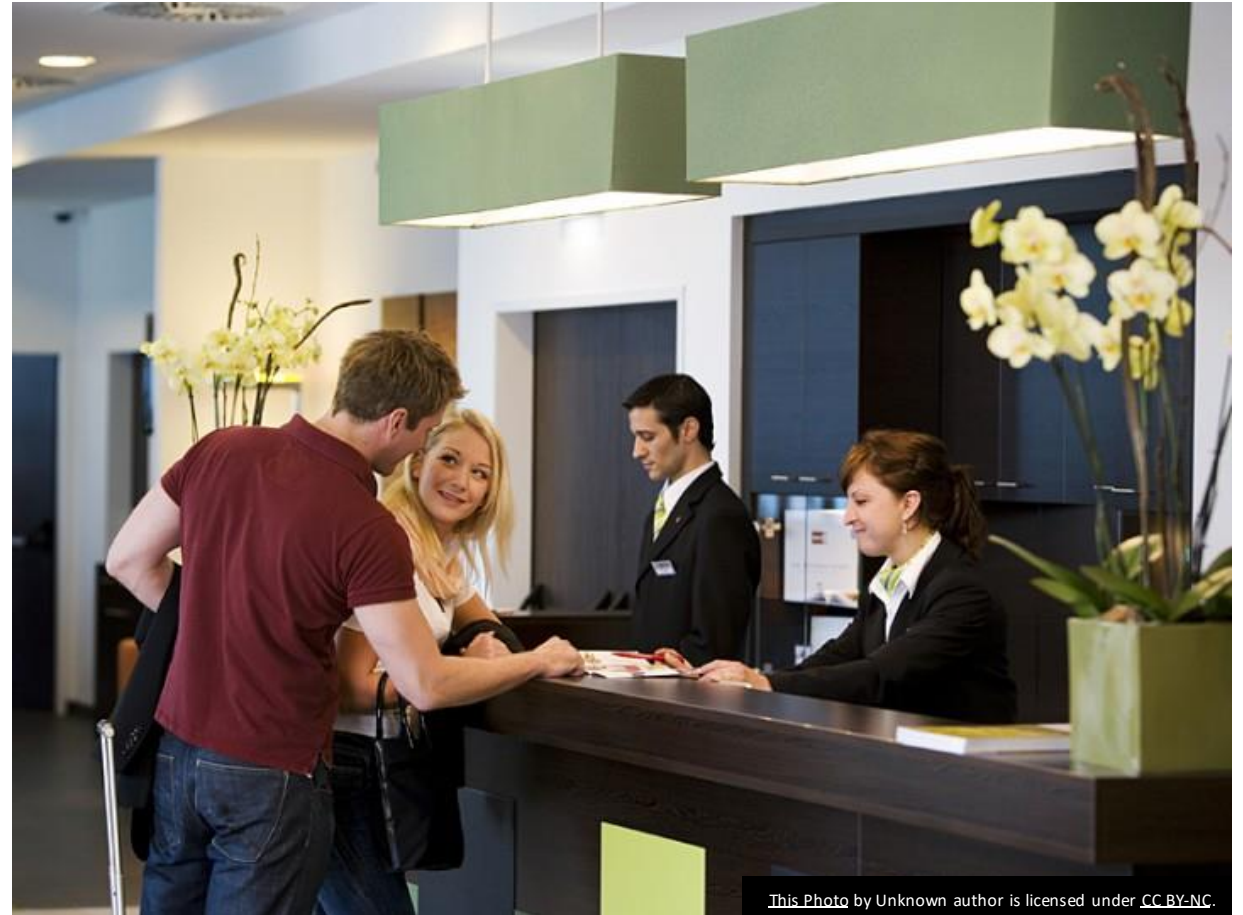


Accommodation products refer to rooms and other related products or services that hotel guests will consume/use during their stays.



Front line staff, especially receptionists and reservation staff, should be equipped with product knowledge which enables them to **recommend or explain to their guests what is being offered by the hotel.**

DISCUSS : What kind of product knowledge are we talking about here?



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Types of room

The **grading of rooms** is generally divided into three categories.

Grades are based on the **amenities in the room, the view from the room, and any extra features or services**, which may add to the overall hospitality experience of the guest.



Standard Room

Views: Average, garden view.

Amenities: Basic, pine furniture, bed and blanket, disposable slippers

Extras: None.



Superior Room

Views: Superior, sea view, city view.

Amenities: Upscale, rosewood furniture, bed and comforter, cloth slippers.

Extras: Complimentary newspapers, breakfast.



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Deluxe Room

Views: Magnificent, sea view, high floor, attraction view.

Amenities: Grand, antique furniture, bed and feather comforter, leather slippers.

Extras: Express check-in, welcome drinks, complimentary breakfast, free wi-fi, access to executive lounge, limousine pick-up.

The four main types of room available for guest selection are according to their needs and preferences.



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Activity

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Single Room

Twin Room

Double Room

Double –
double Room

Studio Room

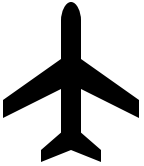
Suite



Type of Room Rates

- **Rack Rate** - The standard rate charges for the room only.
- **Corporate Rate** - Room rate offered to executive personnel who are regular guests or employees of a corporation that has a contract rate with the hotel which reflects all business from that corporation.
- **Commerical Rate** - Room rate offered to executive personnel of an enterprise who have infrequent visit.





- **Airline Rate** - The rate agreed between an individual airline and the hotel as determined by the volume of business the hotel obtains from the airline.
- **Group Rate** - Room rate given to bookings for a large group of people made through a travel agent or professional organization.
- **Children's Rate** - Each hotel has a specific age limit for the child to stay with their parents in the same room free of charge or at a nominal rate.





Package Rate - Room rate, which includes goods and services and the rental of a room, is developed by the hotel to attract guests in during low sales periods.

Complimentary Rate - Guest is assessed no charge for staying in a hotel. The management of the hotel may grant comp rooms for guests who are tour directors, local dignitaries, executives from the hotel's head office, etc.

Activity

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Frequent Guest Program

Hotels build guest **profiles**, often called the **guest history record**, keep track of preferences of **guests and enable the hotels to provide customized guest services.**

Example : In order, the top ten hotel loyalty programs selected by The Points Guy team were:

- Starwood Preferred Guest.
- Wyndham Rewards.
- World of Hyatt.
- Hilton Honors.
- Le Club AccorHotels.
- Marriott Rewards.
- IHG Rewards.
- Best Western Rewards.

Loyalty programs let the most valuable guests be recognized on-property and have been at the core of how chain hotel brands attract and retain their best guests.



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Assignment

1. Give an example of how a chain hotel could customize a frequent guest's hotel experience using the frequent-guest program.

2. Comparison of Accommodation Products

Choose two different hotels and go to their official websites. Find the following information:

- How many room types do the hotels have?
- What kinds of room rate are available in the website?
- What are included in the room rates?
- Room rates
- Choices of room type
- Auxiliary services or products