Types of Lodging Properties I

Based on Service Level

Full Service Properties
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Lodging Introduction

- Lodging Property

- Lodging Industry Categories based on service level:
  - Full Service Hotels
  - Limited Service Properties
  - Speciality Accommodations
  - Institutional Housing

- Service Level related to price
  - The higher the level of service, the higher the price
FULL SERVICE HOTELS

- High level of service → Higher Price
- Guest room with private bath, telephone and television
- Two or more stories high, guest rooms arranged along shared inside hallways
- Services: luggage assistance, concierge services, one or more restaurants, one or more bars or cocktail lounges, room service, meeting & banquet facilities, spa service and recreational facilities
- Concierge – a hotel staff member who helps guests make arrangements
FULL SERVICE HOTEL SUBCATEGORIES

- Convention
- Luxury
- Resort
- Extended stay
- Condominium
CONVENTION HOTEL

- Provides for special needs of conventions and trade shows
- Professional organizations, student career organizations, social organizations and clubs.
- Often 50- to 50,000 attendees
- Often includes a trade show in the hotel exhibit hall
- 200 or more sleeping rooms (many double occupancy)
- Banquet space for large groups (over 100)
- Many meeting rooms
- Business Center
- Large lobby to accommodate large groups when they arrive
- Located near a convention center
McCORMICK PLACE

- Considered North America's largest convention center
- In Chicago
- Walking distance to several convention hotels

Aerial View of McCormick Place Complex in Chicago IL.

http://www.mccormickplace.com/facilities/facilities.html
Luxury Hotel

- Highest level of amenities, service, room furnishings, public spaces and technology.
- More personal attention to guests
- More elegance than a typical full service hotel
- Higher prices to pay for extra service and amenities
- Two of the best known are the Four Seasons and the Ritz-Carlton Hotels
RESORT HOTEL

- Caters to a vacationer or leisure traveler
- Provides entertainment, recreation, and relaxation
- Destination location
- Special facilities built in to the hotel: Spas, saunas, swimming pools, and exercise & fitness equipment
- May include a golf course, tennis courts and a pro shop
- Guest usually stay a week or more
- May be considered luxury resorts due to high level of service and amenities
**Extended Stay Hotel**

- For guests that stay (business professionals)
  - 5-29 days in a hotel – Extended Stay Guest
  - 30 days or more – Long-stay guests
- Provide kitchen facilities
- More than one room (bedroom, living room)
- Housekeeping, restaurants, cocktail lounges, & room service are limited
- Housekeeping may be weekly instead of daily
- Families may stay in these properties due to the expanded space
EXTENDED STAY SUBCATEGORIES

- Extended Stay Hotel
- All-Suite Hotel
- Residential Hotel
CONDOMINIUM HOTEL

- Multi-room apartments with full kitchens
- Units owned by individual owners
- Property operated by a management company
- Often located in resort areas
- Many upscale hotels may have condos on the top floors
- May have on-site food and beverage service
CONDOMINIUM SUBCATEGORIES

- Individual owned

- Time-share ownership
  - The owner has the right to use the unit for a specific time of the year
  - Other owners have the right to use the unit at different times
  - Time-share owners may trade with each other
  - Trades arranged with time-share trading organizations (RCI or Interval International)
REFERENCES/RESOURCES

Textbooks:


- *Lodging Management Program Year One*  
  AHLA Educational Institute  
  ISBN 0-86612-214-1