**HOTEL MANAGEMENT**

A REAL WORLD SCENARIO SUPPORT PACK

**Support: Hotel Information**

**Some general things to think about:**

* Bournemouth has won many tourism awards making this is a very competitive area for hospitality; you need to make sure your offer can compete with the other 35 hotels in the area.
* The hotel is located next to an award winning beach.
* Bournemouth seafront has been awarded with a certification from the Green Tourism Business Scheme.
* Bournemouth have a Premiership Football team.
* Approx. 30,000 ice creams are sold and 3,000 deckchairs are hired out on a busy weekend in Bournemouth.
* The UK average hotel room rate is £100.58/per night
* Premier Inn is the most popular hotel brand in the UK:
  + second is Travelodge;
  + third is Holiday Inn;
  + fourth is Hilton;
  + fifth is Marriott.
* The most important factors for guests picking their hotel are:
  + value for money;
  + proximity to public transport, cultural locations and eateries;
  + WiFi;
  + quality of restaurant;
  + staff speaking their language;
  + hotel facilities.

**Question Prompt:**

Have you ever been to a hotel, restaurant or event? Discuss this with your team and consider what about the experience was positive and what you would have changed.

**HOTEL MANAGEMENT**

A REAL WORLD SCENARIO SUPPORT PACK

**Support: Morale**

**Some general things to think about:**

* Employee morale is to do with your staff’s job satisfaction, outlook and feelings of wellbeing within the workplace. Good employee morale creates more engaged staff which has a big knock on effect to the business’ performance.
* Businesses with highly engaged staff see a 10% increase in profits.
* Employees with opportunities to take on new challenges are 83% more likely to stay with the business.
* Employees who feel their voice is being heard at work are 4.6 times more likely to perform at their best.
* Companies with engaged employees see 233% greater customer loyalty.
* 36% of UK employees are likely to leave their job within one year but beyond salary; engagement with staff and career development programmes are ranked very high for incentives to remain with an employer.
* 59% of employees said that a benefits package would either influence or highly influence their decision to remain at their companies, while a further 15% were on the fence.

**Question Prompt:**

Consider your day at school; what elements made your day better or worse? Discuss with your team what benefits your school has for students that makes you feel more engaged with your school (trips, awards, dress up days, special food in the canteen etc).



**HOTEL MANAGEMENT**

A REAL WORLD SCENARIO SUPPORT PACK

**Support: Menu**

**Some general things to think about:**

* 30% of UK adults selected British food as their favourite meals;
  + 22% selected French food;
  + 14% selected Indian food;
  + 12% selected Chinese food.
* 35% of UK restaurant goers said that deals/discounts were the reason they decided to go out to eat.
* 40% of UK restaurant goers said that affordability was an important factor in choosing to go out to eat.
* 32% of UK restaurant goers prefer their experience to be familiar;
  + 26% favoured a unique destination.
* 40% of millennials are eating out weekly.
* 60% of over 60s describe themselves as totally adventurous regarding new cuisines.

**Questions Prompt:**

Consider the restaurants in your area that is popular; discuss this in your group to identify why this model is so popular. Consider their food, marketing, prices, entertainment and target audience.

**HOTEL MANAGEMENT**

A REAL WORLD SCENARIO SUPPORT PACK

**Support: Sales**

**Some general things to think about:**

* Two out of three UK employees have changed jobs because of a lack of training.
* Four out of five UK employers believe training has a positive impact on staff.
* 40% of employees who receive poor job training leave their positions within the first year.
* 90% of employees who work in organisations with effective rewards programs agreed with the statement “my work makes a difference”.
* 84% of employees think managers and leaders should spot good work and give praise and thanks whenever it happens.
* 49% of British employees saying they’d leave their company if they weren’t regularly thanked and recognised for their efforts.

**Questions Prompt:**

There are many different ways to train; from books and online manuals to hands on experiences and mentoring. How many training methods can you name in your team and what do you think would be the most effective (considering your limited timeframe and budgets).

**HOTEL MANAGEMENT**

A REAL WORLD SCENARIO SUPPORT PACK

**Support: Customer Care**

**Some general things to think about:**

* 76% of UK adults say a positive customer experience is more important than the product.
* It is envisioned that by the year 2020, customer experience will overtake price and product as the key brand differentiator.
* 52% of consumers are likely to switch brands if a company doesn’t make an effort to personalise communications to them.

**Questions Prompt:**

Customer care includes ideas that make the customer experience so fantastic that they want to come back and also recommend your establishment to their network. In your team discuss times when you have had a particular great experience at a hotel, restaurant or event and what the establishment did that made it some memorable.

**HOTEL MANAGEMENT**

A REAL WORLD SCENARIO SUPPORT PACK

**Support: Event**

**Some general things to think about:**

* When developing an event you need to consider;
  + entertainment;
  + location;
  + décor;
  + ticket prices;
  + costs;
  + food and drink;
  + marketing and promotion.

**Questions Prompt:**

Discuss in your group your target customer; once you know who you are aiming this event towards then consider the features that would be attractive to this customer.

**HOTEL MANAGEMENT**

A REAL WORLD SCENARIO SUPPORT PACK

**Support: Utilities**

**Some general things to think about:**

* Customers account for the largest amount of water usage in hotels (38%) followed by the hotel laundry (16%) and the kitchen and food preparation (3%).
* In the UK it has been estimated that restaurants and hotels use the equivalent of 100,000 Olympic sized swimming pools of fresh water annually.
* A large amount of water is wasted by people leaving taps on while they brush their teeth, or while they wash. There are lots of examples of people who even leave the water taps on when they are not in the room.
* ADD ENEGRY POINTS

**Questions Prompt:**

How many water and energy saving ideas can your team name? Consider what would be best for your hotel. You will need to think about the cost of the initiative, customer experience and carbon foot print.

**HOTEL MANAGEMENT**

A REAL WORLD SCENARIO SUPPORT PACK

**Support: Personal Development**

**Some general things to think about:**

* New employees who go through structured induction programmes are 69% more likely to be with the company after three years.
* The average cost of replacing an employee is between 16%-20% of that employees salary.
* 60% of companies fail to set milestones or goals for new staff.
* It typically takes eight months for a newly hired employee to reach full productivity.
* Manager satisfaction increases by 20% when employees have formal induction training .

**Questions Prompt:**

Hospitality is a big industry and because of this employees can often have a pick of their employer. You need to consider what support you offer to new and current staff to ensure that they do not leave you to take up better offers elsewhere.

**HOTEL MANAGEMENT**

A REAL WORLD SCENARIO SUPPORT PACK

**Support: Marketing**

**Some general things to think about:**

* It usually takes about 10 hours for a company to get back to a customer when communicating online.
* When making a purchase, 46% of customers turn to social media.

* Instagram has 58% more interaction per user than Facebook.
* 68% of Instagram users interact with brands more frequently.
* The number of users between 45 and 54 years old is the fastest growing population on Facebook.
* People between 18 and 34 years old are more likely to follow a brand on social media.
* Leisure travellers read an average of 6-7 reviews before booking. Business travellers read an average of 5.

**Questions Prompt:**

There are many different ways to market your business; in your teams name all the different methods to advertise. Discuss the list with your teammates and pick the ideas you think would be best when considering costs and exposure.