

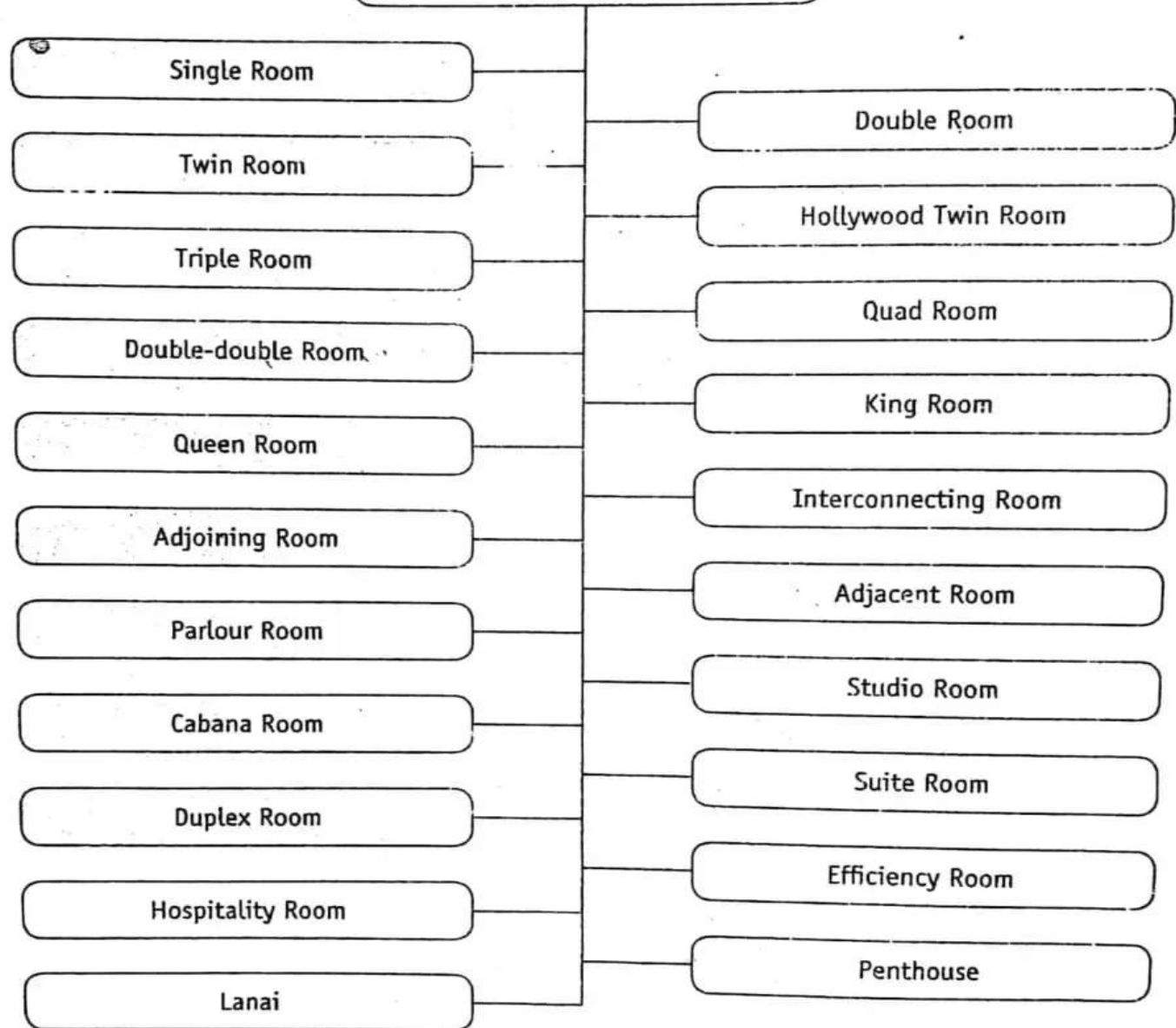
UNIT II -
HOTEL ROOMS

Types of Hotel Guest Rooms

A hotel sells a combination of accommodation, food, drinks, and other services and facilities to its guests. The main accommodation product is the room, which is among the principal source for the hotel. Other facilities and benefits such as ambiance, décor, in-room amenities, and security, are the add-on that plays a significant role in the pricing of the services.

In order to suit the profile and pocket of various guests, hotels offer different types of rooms that cater to the specific need of guests. The rooms may be categorized on the basis of the room size, layout, view, interior decoration, and services offered. The various types of rooms offered by a hotel are as follows:

Types of Guest Rooms



Hotel Traffic Plans

The various traffic patterns followed by hotels have come to be identified with the area where such patterns originated. Hotels charge their guest according to European, Continental, American, Bed and Breakfast meal plans, etc. We shall briefly discuss these plans. These are followed as:

European Plan

The tariff consists of room rate only. All other expenses would be paid by the guest as per the actual use of consumption.

Continental Plan

The room tariff includes continental breakfast, along with the room rent. Continental breakfast includes a choice of fresh or canned juices; bread like the croissant, toast, brioche, etc. with butter or preserves like jam, jellies, and marmalade; beverage like tea or coffee, with or without milk.

American Plan

It is also known as en-pension or full board. The tariff includes all meals (breakfast, lunch, and dinner) along with the room rent. The menu for the food and beverage is fixed.

Modified American Plan

It is also known as demi-pension or half board. The tariff consists of breakfast and one major meal (lunch or dinner) along with the room rent.

Bed & Breakfast (B&B) or Bermuda Plan

The room traffic includes American breakfast along with room rent. American breakfast includes most or all of the following: two eggs (fried or poached), sliced bacon or sausage, sliced bread or toast with jam/jelly/butter, pancakes with syrup, cornflakes or other cereal, coffee/tea, and orange/grapefruit juice.

Yield Management

What is Yield Management?

Yield management is a pricing strategy, which is commonly utilised by businesses in hospitality, air travel and other tourism related fields, in order to generate maximum revenue from a perishable inventory (e.g. hotel rooms, or airline seats).

Defining Yield Management

In simple terms, yield management is a strategy based on selling to the right customer, at the right time, for the right price. Within the hotel industry, this typically means selling the right room, to the right guest(s), at the best possible time, for the highest amount, in order to maximise the revenue earned.

Yield management shares many similarities with the concept of revenue management, but has actually existed for longer. Nevertheless, it is important to note that yield management has a more narrow focus and is concerned only with the selling price and the volume of sales, so that the best possible revenue yield can be achieved.

The basic concept behind yield management is that certain fixed, time-limited resources, such as hotel rooms, can be sold for different prices, based on the time of year, the level of demand, the number of rooms already sold and a wide range of external factors besides.

The same product (i.e. a hotel room) can be sold to two different customers for entirely different prices, because of the amount of variables involved in the process. Yield management strategies take a data-driven approach to ensuring pricing is adjusted in order to maximise business results.

Why is Yield Management Important?

Adopting a yield management strategy allows hotel owners to maximise the amount of money they make from a finite number of hotel rooms, which need to be sold by specific times. Through the use of past performance data and general industry trends, managers can anticipate demand and respond accordingly. Yield management also allows hospitality businesses to focus on optimising the pricing and selling strategy of their single most important resource – the rooms they have available. This allows hotel owners, for example, to get the basics of their business right, by maximising revenue from rooms alone.

Sources :

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Thank you