

New brands, Re-branding, Co-branding

Many travellers nowadays seek hotels according to the purpose of their trip and so we can say, that travellers are redefining the leisure market. Demand has encouraged the growth of new destinations and new products, including vacation ownership or timeshare resorts. No one hotel sector alone can meet today's varying travel needs. As a result many of the traditional well-established hotel companies have been converted into multi-brand companies with steadily extending portfolios. Marriott, a traditional hotel owner, now has a specific brand for each niche of the market. Once timeshare became popular its management introduced Marriott Vacation Club International, which has become an established leader in the market of timeshare resorts. Radisson decided to benefit from the popularity of cruising holidays and set up the Radisson Seven Seas Cruises fleet.

According to some other players a big expense in building and operating a hotel is the kitchens and restaurants. Hence they introduced partnerships in the form of "co-branding" as a new hospitality strategy reflecting innovation and maximizing value for owners and guests alike. An example can be strategic placing internationally recognized restaurants with proven track records of profitability in or beside well-established hotels.

- well-established = dobře zavedený, uznávaný, extending portfolio = rozšiřující se portfolio, vacation = prázdniny

Listening Comprehension 10: A Story of One Hotel

You will hear an interview with the manager of the Airport Marriot hotel in Miami about changes they made in order to improve the satisfaction level of guests in this hotel. Listen and then do the following tasks.

I. Are the statements true or false? If they are false, explain why.

1. Marriott decided to downsize in 1972.
2. It used to be a large mid-market hotel.
3. Originally it was difficult for guests to find their rooms.
4. The Courtyard has the smallest capacity.
5. The Fairfield is the cheapest.
6. There are regular buses taking hotel guests to/from the airport at a very low fare.
7. The changes made also led to repositioning, as the new establishment can attract target groups from different income levels.

II. Answer the following questions:

1. What process did the manager call "tri-branding" and what are its advantages?
2. Explain the term "flagship".

Exercise 5

There are many abbreviations used in brochures. Match them with the correct expression they stand for.

1. FB	a) self-catering
2. s/c	b) return ticket
3. nts	c) per day
4. B&B	d) full board
5. incl	e) nights
6. p.d.	f) bed and breakfast
7. rtn	g) including
8. HB	h) stay-over
9. SO	i) check-out
10. CO	j) half-board

Exercise 4

Practise the following structure by adding different jobs in the tourism industry and explain, why you would like that job. Some jobs are suggested in the box below.

executive manager, housekeeper, hostess, receptionist, chef, maître d'hotel, night auditor, sales manager

Example: If I weren't doing what I'm doing today, I'd probably be a because ... If I weren't a waiter/waitress, I'd probably be a ... because I like

Exercise 2

Match the terms used on board of a cruiser with their equivalents used in a hotel.

1. cruiser	a. hotel
2. passenger	b. general manager
3. berth	c. head receptionist
4. cabin	d. floor
5. crew	e. guest
6. steward	f. bed
7. deck	g. staff
8. captain	h. room