



## HOSPITALITY & EVENT MANAGEMENT

### SAMPLE ROLE PLAY 1

***Disclaimer:** This is a sample role play of what a competitor will find in this competition. To view the official guidelines, visit the Competition page of the national website at [www.fbla.org](http://www.fbla.org).*

#### PARTICIPANT INSTRUCTIONS

1. You have 20 minutes to review the case.
2. Presentation time is seven minutes. At six minutes the timekeeper will stand, and at seven minutes the timekeeper will stand and hold up a colored card indicating time is up.
3. The presentation is interactive, and the judges who will ask questions throughout the presentation. Your team will assume the role of the hotel sales team for a limited service hotel located in a rapidly growing suburb of a major city. Your hotel is overbooked by 20 rooms during a busy weekend, which has all hotels in the city sold out at high room rates. The management team (judges) for your hotel wants to hear your plan to keep the high-priced reservations while not alienating the 20 rooms reserved for a wedding party more than a year ago.
4. Each team member will be given two note cards. Note cards will be collected following the presentation.
5. Cover all the points described in the case and be prepared to answer questions posed by the judges. All team members must participate in the presentation as well as answer the questions.

#### PERFORMANCE INDICATORS

- Explain opportunity cost regarding hotel room rentals.
- Explain strategies to accommodate the needs of all hotel guests.
- Describe strategies to maintain the goodwill of all customers.
- Explain the role of demand when establishing prices.
- Define the reason for overbooking hotels.
- Describe a strategy to promote public relations and maintain customer goodwill.

## ROLE PLAY SITUATION

You are the sales team for a Springhill Suites (a limited-service hotel). Your hotel is located in a busy suburb of a large city. Frequently large conferences and sporting events fill the hotels of the major city as well as the hotels located in the suburbs. Many of the major conferences book hotel rooms a year in advance and hotels charge the greatest rates possible due to high demand. Your hotel is surrounded by two additional hotels that are part of the Marriott brand (Fairfield Inn and Courtyard by Marriott). Guests at the Fairfield Inn and Springhill Suites receive complimentary breakfast while guests at the Marriott Suites have the option to purchase breakfast at the restaurant located in the hotel.

You have just realized that you have overbooked Springhill Suites by 20 rooms for a wedding party that made reservations more than a year ago. The wedding party has rates that are \$20 less per night than the rates paid by conference attendees. You do not want to lose the high-paying conference business that fills your Springhill Suite Hotel; however, you want to accommodate the wedding party who is counting on hotel reservations that include complimentary breakfast.

You know that there are 10 available rooms at the Marriott Suites and 10 available rooms at the Fairfield Inn that you would like to use to accommodate your wedding guests. The rate charged at the Marriott Suites is \$25 more per night than the Springhill Suites and the rates at the Fairfield Inn are \$10 more per night than the Springhill Suites. You must present a strategy to the Springhill's management team (the judges) to successfully accommodate the needs of your conference and wedding party guests. Your strategy must maximize profit and increase the possibility of repeat customers.

You must consider the following challenges.

- Importance of understanding the value of amenities offered to hotel guests
- Importance of honoring contracts
- Importance of business image
- Strategies to maximize profitability
- Strategies to increase customer satisfaction
- Value of repeat customers

SAMPLE