

BOOKING A HOTEL

Tuning in



1. Do you like staying at a hotel?
2. Where do you usually stay when you go on business?
3. Who usually reserves accommodation at a hotel for you?
4. Do you reserve a room in advance?
5. What room do you usually reserve?
6. What is important when choosing a hotel for a business trip?
7. What sort of hotels are the most popular for business?

Word study

1. Examine your Hotel Vocabulary and add some from your active vocabulary.

- Accommodation (uncountable)
- A single room
- A double room
- Lobby (lobbies)
- Full board or enpension
- Half-board or demi-pension
- Bed and breakfast (B&B) or continental plan
- 24-hour hall-porters
- Business trolley with printer, scanner, word processor
- USA and UK modem points
- In-room facilities and services
- bulgari toiletries, bathrobes, slippers and hair dryers in every room

2. Explain the meaning of the underlined words.

SPECIAL SERVICES AND HOTEL FACILITIES

Today large, modern hotels have not only guest rooms, but many other facilities as well. Among them are restaurants and cocktail lounges, shops and recreational facilities for social functions, conventions and conferences — ballrooms, auditoriums, meeting rooms of different sizes, exhibit areas and others.

Not so long ago, convention facilities were only in large hotels. Nowadays there are a lot of resort hotels where the travellers who attend conventions can combine business with pleasure. Large urban hotels also provide special services for businessmen. A commercial hotel, for example, can provide a stenographer to take dictation and do 24 typing for the travelling businessman. Some luxury hotels also give the guests access to copying, internet, modem points, computers with printer, scanner, word processor and other machines.

Recreational facilities are another feature of many hotels and guest houses. A swimming pool is the most common of these. Other recreational facilities include tennis courts and golf courses.

Catering has always gone together with accommodations. Food service is a feature of hotels. The typical modern "packaged hotel" includes a restaurant, a coffee shop and a bar or

cocktail lounge. Hotels also normally provide “room service” — food and drink that are brought to the guest’s room.

Reading

Pre-reading task

1. What do business people look for in a hotel?
2. What is a typical feature of a business hotel?
3. What business amenities do you consider as the most important?
4. How to choose the best hotel for business travel?

How to Choose the Best Hotel for Business Travel

When travelling for business, few things are as important as the hotel. A great hotel will allow travelers to focus on their work without having to stress about the commute to meetings or where to get their next meal.

Business travellers fly around the world making deals — the last thing they need is stressed over their hotel accommodations.

Here are some of the most important factors to consider when [choosing a hotel](#) for business travel.

Corporate Hotel Rates

The most influential factor in determining the hotel you can stay at is the [hotel price](#).

Different companies have different budgets for hotel rooms and it is important that employees stick to these budgets. Many companies identify a “reasonable corporate hotel rate”, and set that cap across all their employees’ [business trips](#).

But the best corporate travel policies have [dynamic pricing](#), which provides budgets that vary depending on the destination, time of year, and amenities.

Hotel Location

When it comes to choosing the best hotel, location matters (a lot)!

Be sure to always research the destinations(s) for each trip and then go about looking for nearby hotels. It’s important to understand the landscape of the city.

Where is the conference being held?

Is there a recommended hotel in the same vicinity?

Where might other meetings take place?

Then, identify the exact location of hotel options. If a hotel claims something like “the Hynes Convention Center is easy to reach from our hotel,” you should be sure to determine whether or not that is actually the case. “Easy” to some may be viewed as a 15-minute walk, while others may consider “easy” to be a 15-minute subway ride.

It’s also important to look at the location of the hotel to find out what other points of interest are near it. For example, you may want to be close to restaurants, shopping areas, or entertainment.

Hotel Amenities for Business Travellers

When travelling for business, hotel amenities can be a lifesaver.

We suggest that you determine what hotel amenities are important to your team of travellers and prioritize them when choosing a hotel.

Here are some of the most important amenities to look for:

Functional workspace

Business travelers are focused on being productive so having a functional workspace in a hotel is essential.

To stay productive while travelling, business travellers should look for hotels that have rooms with a comfortable desk along with high-speed Wi-Fi (preferably free).

Meeting Space

When meeting up with co-workers or clients it is important to have a meeting space to gather in.

Hotel lounges and restaurants can often serve as a perfect option. If you anticipate having conversations that require more privacy, you should look for a hotel that offers a true meeting space, such as a breakout room.

Fitness options

Keeping fit is a great way to ensure a successful trip.

Exercising has [proven](#) to improve cognitive function, help the body relax, boost creativity, and increase productivity.

Most of the time people are unable to stay fit while travelling due to a poor gym facility offered at hotels.

Dining options

Business travellers need to eat a lot of meals out, so you must consider the dining options when choosing a hotel.

The most convenient option is when a hotel has a great in-house restaurant that you can dine at or order room service from.

Some hotels do not offer full-scale restaurants, so travellers will need to go out to get meals. It's important to look at the dining options around the hotel to be sure there is something appealing.

What are the best hotels for business travel?

The American Customer Satisfaction Index (ACSI) released its 2018-2019 [Travel Report](#) revealing the top rated hotel companies.

ASCI released the satisfaction number of each company using a scale from 0-100.

The scale considered a variety of factors, such as ease of check-in process, courtesy and helpfulness of staff, room quality, in-room amenities, quality of hotel amenities, and quality of food services.

Here are the rankings along with their satisfaction score:

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|-------------------------|----------------------------------|
| 1. Hilton: 80 | 6. Choice: 74 |
| 2. Marriott: 80 | 7. La Quinta (Wyndham): 74 |
| 3. Hyatt: 79 | 8. All Others: 73 |
| 4. InterContinental: 78 | 9. Wyndham: 70 |
| 5. Best Western: 77 | 10. G6 Hospitality (Motel 6): 64 |

Hilton and Marriott are widely regarded as two of the top hotel companies for business travel because of the consistent quality and value. Business Traveller also awarded Marriott

and Hilton as two of the top worldwide hotel companies in their [2018 Business Traveller Awards](#).

Post-reading task.

1. Answer the following questions:
 1. What is important when choosing a hotel for a business trip?
 2. Which of the mentioned factors do you consider as the most important?
 3. Which of the mentioned factors do you consider as the least important?
 4. What are the best hotel chains for business travel?
 5. Have you ever heard about the Business Traveller Award?
2. Study the following hotel advertisements. Pay attention to the things they emphasize in order to attract more guests.

The Boulevard Hotel

Just opened. A moderately priced, beautifully located first-class hotel. Quiet, tasteful rooms with phones, personal safe, mini-bar, colour TV, balcony, same day laundry and 24-hour room service. Excellent facilities include 2 restaurants, pool fitness centre, business centre and conference rooms.

An ideal hotel in an ideal location.

The Boulevard Hotel gives travelers more of what they expect from a Five Star Hotel.

The Carlyle Hotel

Visitors to New York select The Carlyle, within walking distance of theatres, museums, shopping and nightlife, for its consistent excellence.

The Carlyle, the largest deluxe hotel in the world, offers 2.577 fully air-conditioned, elegantly furnished rooms and suites.

Each guest accommodation has a FAX, color cable TV, VCR, a stereo player. Health centre with swimming pool, sauna, massage, beauty care and hair dressing salon. Private parking .

The Carlyle Hotel offers its stylish atmosphere for vocations, business, health and beauty.

You are welcome!

The Grand Hotel Park

Elegance and hospitality.

With 204 luxurious accommodations.

Singles, Doubles, One and Two Bedroom suites.

First-class cuisine in three restaurants, two bars.

Superlative facilities for conferences and congresses.

With a complete health club, business centre, relaxation centre, bridge rooms.

Multilingual staff. Minutes to Business Centre.

The Grand Hotel Park, Where all your needs are met.

Singles \$125 - \$135, Doubles \$130-\$140, Suites \$160 & Up.
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3. Read the dialogue.

Arranging Accommodation

A: Good morning. Midland Hotel.

B: Good morning. This is Gane Stevens from Daxia. I'm trying to arrange accommodation for a number of visiting businessmen from abroad, and I'd like to know a little about the facilities that your hotel has to offer.

A: Well, the Midland is a 4-star hotel and we are situated five minutes from the centre of town.

B: Uh-huh. And are you on the main road?

A: No, we're on a side street, and all the rooms are very quiet.

B: And what about a restaurant?

A: Yes, we have a large restaurant which caters both for residents and non- residents. It tends to be quite full around this time of year, but residents, of course, get priority.

B: Uh-huh.

A: We also have two bars — one of which is exclusively for residents.

B: And what about entertainment at the hotel?

A: I'm afraid we don't have any.

B: Anything else in the way of facilities? I mean for doing business.

A: Of course. We have all superlative facilities for conferences and congresses.

B: Well, thanks very much for the information. Bye.

A: Bye.

4. Make up a similar dialogue using the information from the advertisements above.

5. Read the text and speak about the possible development in business travel.

7 BEST WAYS TO ATTRACT BUSINESS TRAVELLERS TO YOUR HOTEL

There can be hundreds of types of travelers in the world: Leisure, corporate, family, group, backpackers; as we said..hundreds. But when we talk about how to attract business travelers at your hotel, it comes with equally nasty challenges.

And now with the global business travel spending forecasted to increase by 7% by 2020, it is the right time to grab this opportunity and find out ways to attract business travellers at your hotel.

Today, there is no such thing as traditional business travellers anymore. With the changing dynamics of technology and convenience, even the business travellers are expecting a simple, fast, and incredible service from the hoteliers.

Why do hotels need to attract business travellers?

Attracting business travellers to your hotel can lead to an increase in occupancy rate, especially in the seasons when there are few room bookings.

Most business travellers need to stay in a hotel for corporate and face-to-face meetings. But with business expansion opportunities being constantly available and high, this facet of

the industry gives rise to more room bookings, outstanding food menu selection, and amenities that reflect the individual style of these travellers.

Now, as the need to target business travellers is established, the question that arises is – how to start welcoming such types of guests at your hotel? Does your hotel suit the requirements of these travelers?

Best ways to attract business travelers at your hotel

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|--|---|
| <ul style="list-style-type: none">● Offer corporate rates with recreational facilities● Don't miss social media● Make emails your strength● Provide easy transportation | <ul style="list-style-type: none">● Provide speedy check-in and check-out● Offer healthy menu options● Run loyalty programs |
|--|---|

Let's go through these ways in detail so that you can implement these strategies right away.

1. Offer corporate rates with recreational facilities

Business people travel across the globe for their work. Hence, they want to experience the best during their stay at your hotel. It also happens that entrepreneurs extend their stay because of a few unplanned meetings, upcoming events, or due to any personal reasons.

In their hectic work schedule, the pressure of work meetings and travelling can build-up stress in the body and mind causing them to feel overwhelmed.

Therefore, they always look for the corporate rates with facilities like de-stress packages. Thus, ultimately you need to turn their business trip into a stress-free one.

2. Don't miss social media

With an excessive use of the internet today, social media channels are in great demand – not only for leisure travellers but among business travellers as well.

They use social media to stay in touch with the business experts, to make themselves updated on current business trends, and to check what their competitors are up to.

Hence, you can offer them multimedia experiences by advertising through YouTube, Facebook, and other sites too. LinkedIn is also one such famous and apt platform to get in touch with business travelers.

3. Make emails your strength

While promoting your hotel brand and services, it is necessary to check your targeted guests; keep an eye on their preferences, habits, and all the other factors which may affect their trip and experience with you.

Since corporate travellers are most of the time active on their emails, sending them pre-arrival, in-house and post-departure emails on a regular-basis will help you engage with them and make them aware of the services, promotions and extra facilities you might be offering.

Let them know about some business trade shows and expos happening in your region. You can even suggest places to unwind after their hectic day.

The entrepreneurs usually come for a professional reason. Hence, your pre-arrival email should offer your business guest the highlighted services that will help make their stay productive and efficient.

Whereas, post-stay emails to your corporate clients should target their specific needs like offering them special business packages and discounts.

4. Provide easy transportation

According to a report, more than 45% of business travelers enjoy transportation service from a hotel. The first and the most relevant service that you can ever provide to your business guests is the Airport or Railway Station pickup facility.

Transform their trip into a Bleisure = Business + Leisure one

This is the perfect opportunity for you to impress corporate guests by offering a convenience and hassle-free airport pickup (even add a drop-off later) which is the best way of creating a welcoming environment prior they reach your hotel.

5. Provide speedy check-in and check-out

For business travellers, time is the most precious thing in their profession. Therefore, they always prefer to stay in a hotel where all the processes are quick and easy.

So, one most important factor to consider to attract business travelers at your hotel is to speed-up your arrivals and departures process. A paperless check-in/check-out to avoid unfavorable circumstances to save time can work wonders. Today, services like; self-check-in via hotel kiosks or mobile guest self-service portals are also in demand, especially by millennial travelers.

6. Offer healthy menu options

Business travellers work more hours when they travel and so, they don't get time to select from the food options available in the hotels.

Instead – they choose to grab and go. This is where you can impress your guests by offering healthy menu items to them.

Put up gluten-free and vegan meals for the business guests.

Take special care of their food allergies. The guests also appreciate the availability of healthy snacks for example; self-serve toast, cereal, yogurt, and fruits.

7. Run loyalty programs

Hotels run loyalty programs to encourage the guests to return frequently. These programs help you improve your brand value and reputation in the market.

With a flexible loyalty program, both the independent properties as well as hotel groups can attract business travellers and retain repeat business by offering what business travellers appreciate; like free nights and discounted stays.

The business guests also like the offers that make their trips less tiresome; something like free transportation, complimentary beverages, and discounted spa services.

The loyalty programs are not only the best way to attract corporate clients to your hotel, but they also provide opportunities to gather guest data that can be utilized further to offer more personalized services to them.

To cater to business travelers, it is important to focus on convenience, efficiency, and technology. These types of guests not only bring other such guests at your doorstep through word of mouth recommendations and strong feedback, but also help you be open to hordes of new types of guests even in your low-peak seasons.

Our cloud-based hotel technology can help you operate your processes efficiently, provide more personalized service without making any mistake, and handle all the corporate rate management, promotions, email marketing and scheduling activities with utmost ease.