

Table 7.4 Profile of Extended-Stay Guests

Stay for five or more consecutive nights
Bring personal items, such as photos, slippers, and pillows
Set up a workstation within the room
See kitchen as an important room amenity
Work in their rooms so place extra importance on space, lighting, comfortable chair, and handy telephone
Take baths (to relax) in addition to showers

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500 rooms could be built. Hyatt Hotels took on the challenge of what most hoteliers considered to be an unworkable design and successfully opened the first major downtown atrium hotel since the historic Brown Palace debuted in Denver, Colorado, in 1892. The atrium concept is now widely accepted and can be found in a wide variety of lodging properties and most mega-cruise ships.

Recent decades have been marked by high periods of growth and profitability for the hotel industry. In addition, companies continue to add new brands of properties to better target specific segments, such as extended-stay travelers (see Table 7.4). As the consolidation and the brand boom continue, a handful of mega-operators dominated by Accor, Marriott International, Choice Hotels International, Hilton Hotels & Resorts, InterContinental Hotels Group, and Starwood Hotels & Resorts Worldwide are emerging.

Making Sense of Classifications and Ratings Systems

A wide variety of lodging **properties** and amenities developed to meet the needs of specific market segments. For example, business travelers expect to find larger desks, better lighting, casual seating, and irons and ironing boards in their rooms. As these features and other amenities such as shampoo, lotion, in-room coffee, and free newspapers became standard, travelers began to expect even more. As lodging properties race to meet customer needs, differences between traditional lodging property classifications such as hotels and motels have begun to blur. To clarify this situation and more clearly communicate the differences in facilities and services among properties, organizations (and governments in some countries) developed standardized classification and reporting systems. Both consumers and hotel companies benefit from standardized classifications through clearly communicated expectations and brand positioning.¹⁵

1. **Limited-service budget motels.** Simple, basic, clean rooms with no amenities other than clean towels, linens, and soap. (Sleep Inns and Microtel)
2. **Limited-service economy motels.** Upgraded room decor with television, telephone, vending machines, and generally located close to restaurants. (Motel 6, Super 8, and Red Roof Inn)

FYI MOTEL 6

Motel 6 took on its rather distinctive name from its original pricing strategy. When the chain was first developed, each of the motels offered

rooms for only \$6 a night! Several similar motel chains followed suit with names such as Super 8 and National 9. In Asia and Europe, the

owner of Motel 6, Accor, provides lodging with the same pricing philosophy under the name Formule 1.