



Guest Relations Course

Alpion

Hotel Concepts



English Only



Hotel Concepts

BRAINSTORMING

DEFINITION

TARGET MARKET

HOTEL CLASSIFICATION

HOTEL CONCEPT

RESEARCH

CONCLUSION

REFERENCES



Brainstorming

What is a concept ?

Definition

- An abstract idea
- A plan or intention
- An idea or invention to help sell or publicize a commodity



Target Market

“Defined groups of travelers that the hotel seeks to retain or attract as guests.”

(Kasavana, 2017)

- Who stays at your property ?
- Who else can you attract ?





Hotel classification

COMMERCIAL HOTELS

AIRPORT HOTELS

SUITE HOTELS

EXTENDED-STAY

RESIDENTIAL

RESORT

B&B

VACATION OWNERSHIP/CONDOMINIUM

CONFERENCE & CONVENTION

BOUTIQUE HOTEL

LIFESTYLE

Hotel Concepts



Bunk Hotels



Paris J'adore
Hotel & Spa



Mariënkhage
Boutique Hotel



Whitepod Eco-
Luxury Hotel

Hotel Concepts

“Be remarkable”

(Landman, n.d.)

- **Make people talk about you**
- **Be different**
- **Provide a different service**
 - **BUT DO NOT FORGET**
 - **Hospitality service**



Conclusion

Why do we have so many concepts ?

- Different people
- Different needs
- The wish to reach the extreme / impossible
- The need to be different / try something unusual



Conclusion

POSITIVE

- Remarkable
- Special experience
- Variety
- Personal
- Exclusivity

NEGATIVE

- Guest retention
- Higher risk
- Higher costs



Questions ?

References

- Concept. In *Lexico dictionary*. Retrived from: <https://www.lexico.com/en/definition/concept>
- Kasavana, M. L. (2017). *Managing front office operations (10th ed.)*. Lansing, MI: Educational Institute of American Hotel & Lodging Association
- Landman P. (n.d.). Innovative hotel concepts. Retrieved from: <https://www.xotels.com/en/hotel-management/innovative-hotel-concepts>
- Oyster.com. (2018.05.01). *Skylodge Adventure Suites in Peru Hangs From a Mountain*. Retrieved from: <https://www.youtube.com/watch?v=4-as6l5-vZo>
- <https://en.ladysfirst.ch>
- <https://naturavive.com/web/skylodge-adventure-suites/>
- <https://www.schlafen-im-weinfass.de>
- <https://www.whitepod.com/en>



Thank you

Follow us:



linktr.ee/glion.edu



Group Work

Research

Look for a concept hotel on the internet and present it

- **Name**
- **Concept**
- **Target Market**
- **Location**
- **Activities**
- **Facilities**

