



Rooms Division

Qlion

All you need to know about hotels

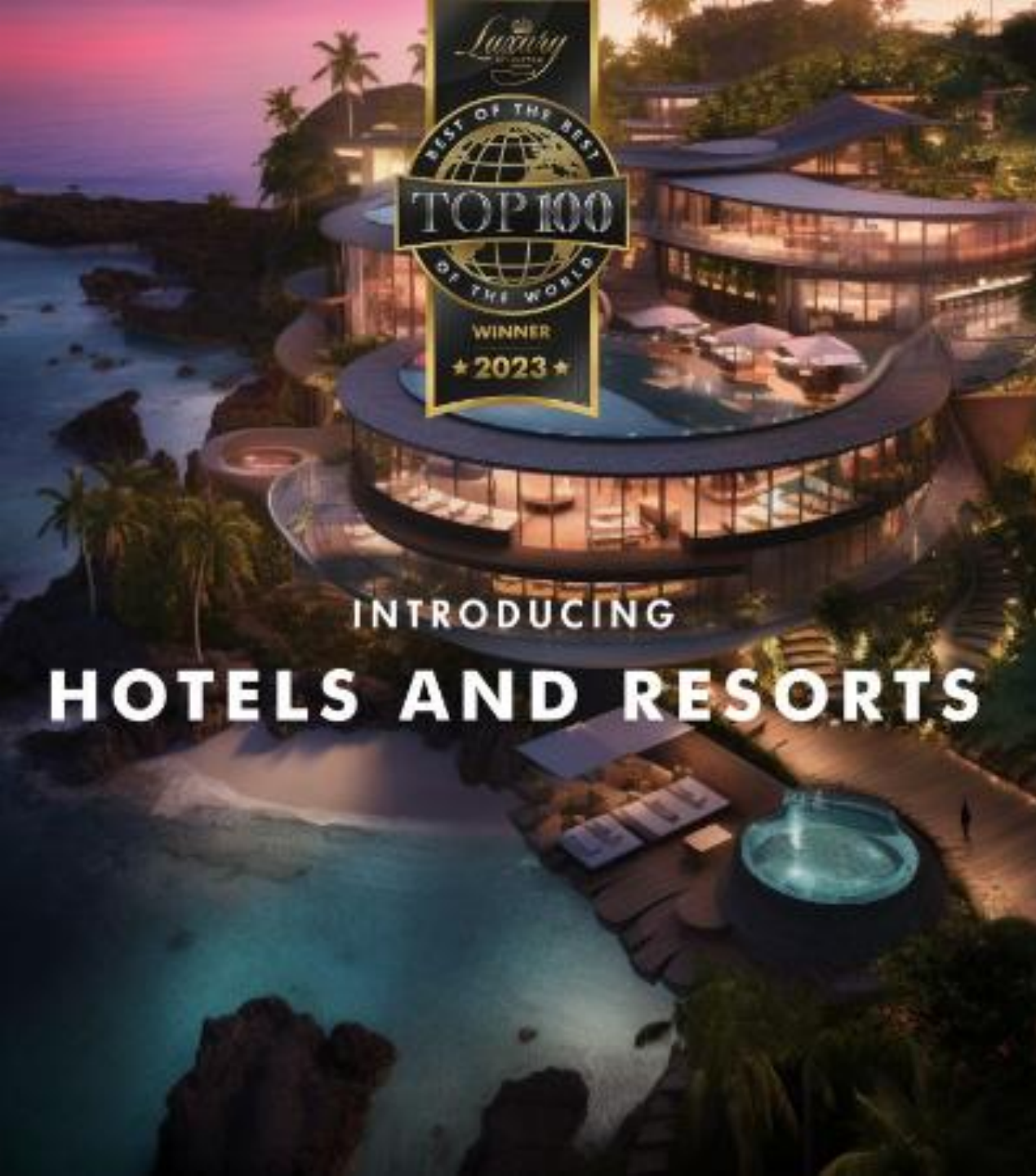


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- Hotel classification
- Type of hotels
- Hotel in the economy
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Types of hotel ownership or affiliation

1. Independent hotels

2. Chain hotels

2.1 Management Contract

2.2 Franchise Contract

2.3 Referral Association

3. Real Estate Investment Trust

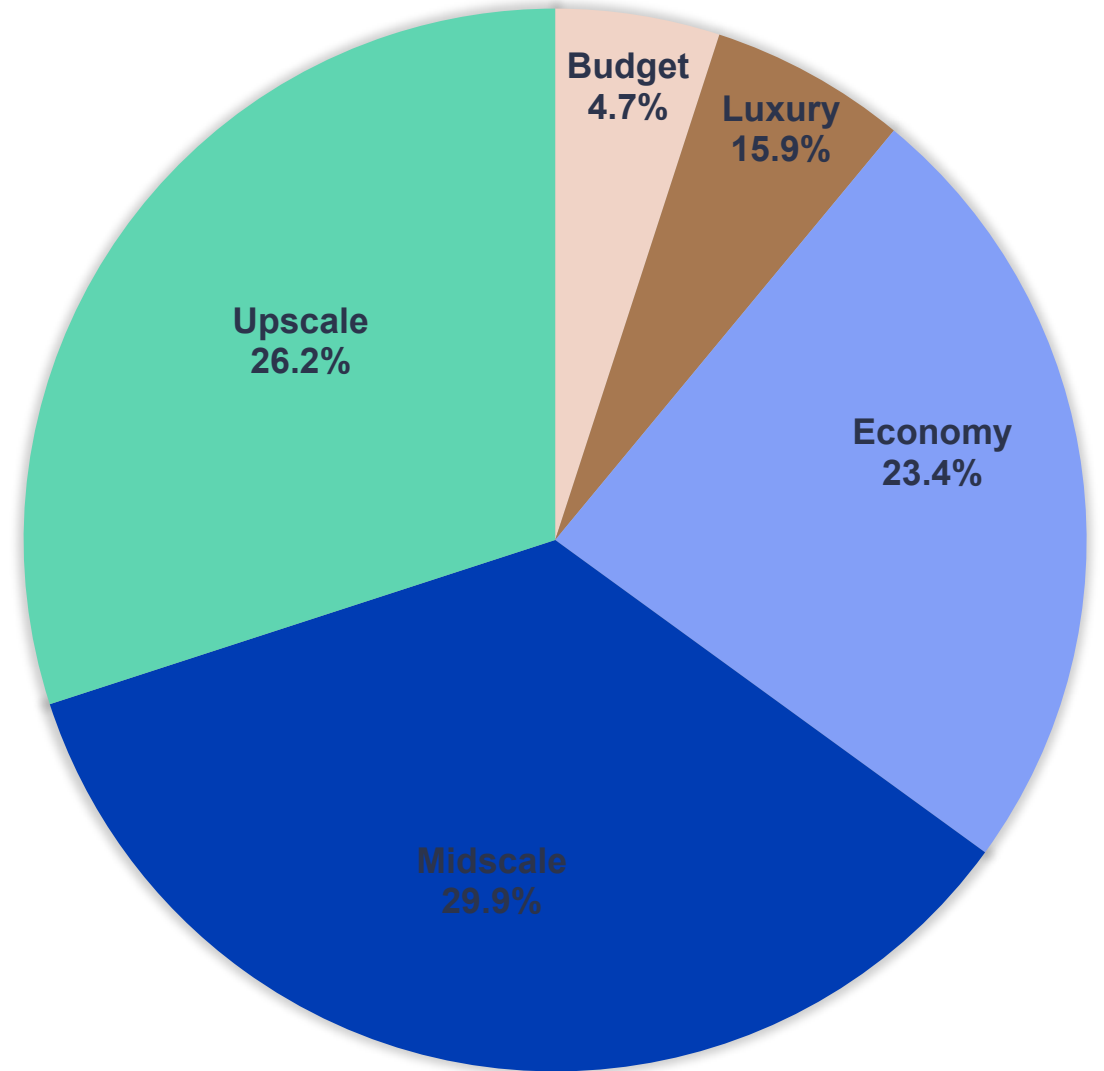


Type of hotels



1. Commercial hotels
2. Airport hotels
3. City hotels
4. Suite hotels
5. Extended-stay hotels
6. Residential hotels
7. Resort hotels
8. Lifestyle hotels
9. Bed & Breakfast
10. Vacation ownership & condominium hotels
11. Casino hotels
12. Conference center hotels
13. Convention hotels
14. Alternative hotels (lodging)
15. Boutique hotels
16. Motels

Global market size of hotel types





The World Economy and the Hotel Industry

- The travel and tourism sector contributed approximately 10% of GDP in 2024
- The sector is expected to employ approximately 357 million individuals
- There are over 750'000 hotels and resorts in the world as of 2023
- An estimation of 17.5 million guestrooms
- The sector reached \$10.9 trillion in economic value in 2024

Largest Hotel Chains in the World 2023 By number of properties

1. Jin Jiang International (China) 11'959
2. Wyndham hotels & Resorts (USA) 9'100
3. Marriott International, Inc. (USA) 8'500
4. H World Huazhu Hotels Group (China) 8'176
5. Choice Hotels International (USA) 7'500
6. Hilton Worldwide Holdings Inc. (USA) 7'165
7. InterContinental Hotels Group (England) 6'164
8. BTG Hotels Group Co Ltd (China) 5'916
9. Accor Group (France) 5'300
10. BWH Hotel (USA) 4'500

Reference



Biggest hotel chains by number of rooms 2024

1. Marriott International

- 1'534'072



2. Hilton

- 1'142'045

3. IHG Hotels & Resorts

- 914'928

4. Wyndham Hotels & Resorts

- 842'510

5. Choice Hotels International

- 626'824

6. BWH Hotels

- 341'003

7. Hyatt Hotels Corporation

- 311'171

8. Aimbridge Hospitality

- 209'215

9. Sonesta International Hotels Corporation

- 129'035

10. G6 Hospitality

- 117,153

Reference

Reference

10 Biggest Hotel Companies and REITs by Revenue

1. Marriott International Inc.

- Revenue \$24.07 billion
- Net income \$2.94 billion
- Market Cap \$60.15 billion

2. MGM Resorts

- Revenue \$16.67 billion
- Net income \$880 Millions
- Market Cap \$10.77 billion

3. Las Vegas Sands

- Revenue \$11.21 billion
- Net income \$1.61 billion
- Market Cap \$28.08 billion

4. Hilton Worldwide Holdings

- Revenue \$10.51 billion
- Net income \$1.20 billion
- Market Cap \$51.24 billion

5. Wynn Resorts

- Revenue \$6.97 billion
- Net income \$861.88 million
- Market Cap \$8.60 billion



6. Hyatt Hotels

- Revenue \$6.70 billion
- Net income \$684 million
- Market Cap \$13.81 billion

7. Genting Berhard

- Revenue \$6.15 billion
- Net income \$1.42 billion
- Market Cap \$3.89 billion

8. Accor

- Revenue \$5.58 billion
- Net income \$638 million
- Market Cap \$8.94 billion

9. Host Hotels & Resorts

- Revenue \$5.40 billion
- Net income \$750 million
- Market Cap \$23.16 billion

10. Galaxy

- Revenue \$4.30 billion
- Net income \$ million
- Market Cap \$5.82 billion

Reference

Leading hotel chain of the world



LUXURY	UPPER UPSCALE	UPSCALE	UPPER MIDSCALE	MIDSCALE
 WALDORF ASTORIA HOTELS & RESORTS L X R HOTELS & RESORTS CONRAD HOTELS & RESORTS 	 canopy BY HILTON Hilton CURIO COLLECTION BY HILTON EMBASSY SUITES HOTELS	 DOUBLETREE BY HILTON TAPESTRY COLLECTION BY HILTON Hilton Garden Inn HOMEWOOD SUITES BY HILTON	 MOTTO by Hilton Hampton Inn & Suites by HILTON HOME2 SUITES BY HILTON	 tru by HILTON TIMESHARE Hilton Grand Vacations

Leading hotel chain of the world



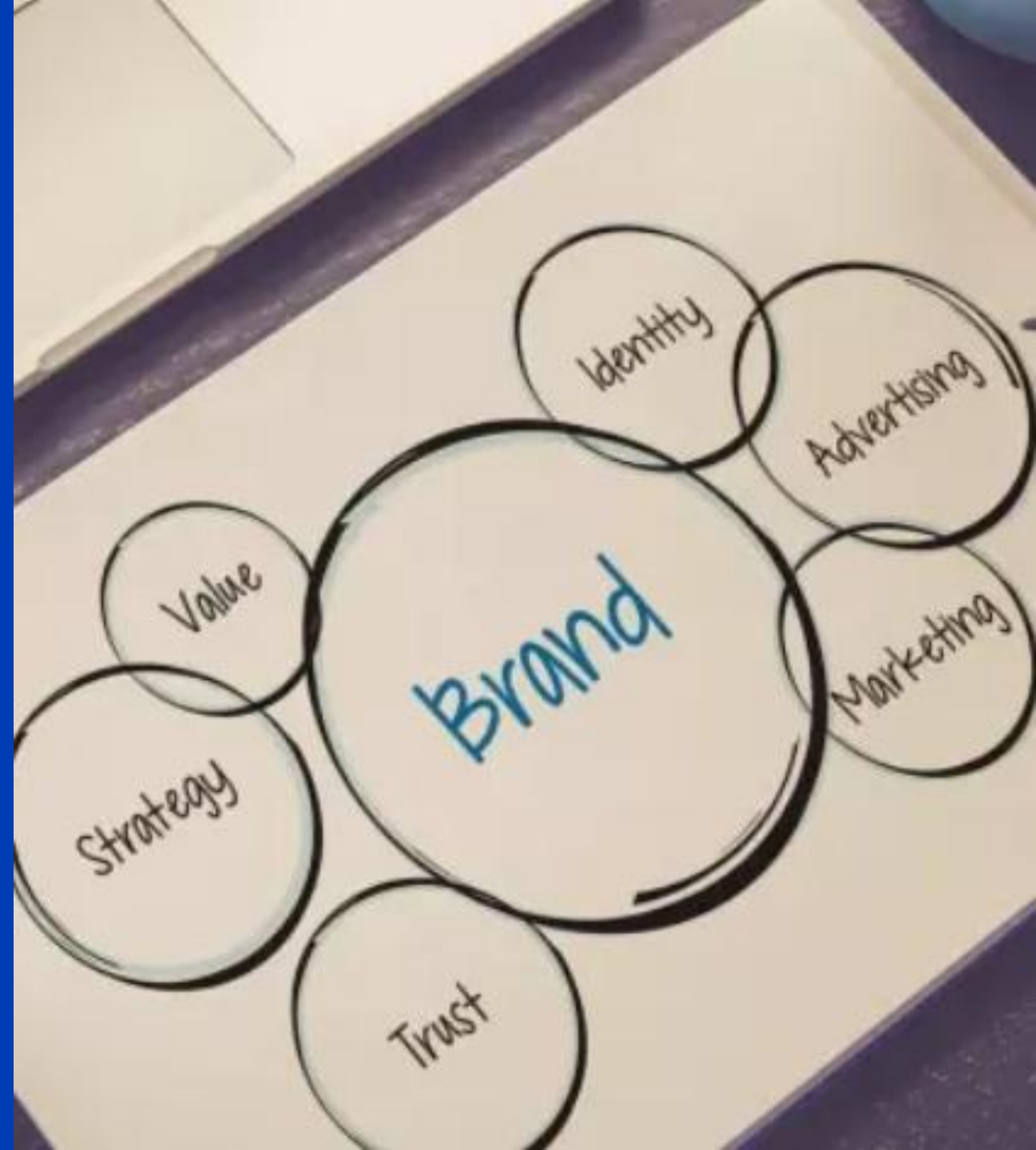
Leading hotel chain of the world

		 ACCOR LIVE LIMITLESS			
<i>Luxury</i>		<i>Premium</i>		<i>Midscale</i>	<i>Economy</i>
RAFFLES	ORIENT  EXPRESS	mantis		mantra	BreakFree
FAENA	BANYAN TREE			NOVOTEL	ibis
DELANO		Art Series	MONDRIAN	MERCURE	ibis STYLES
<i>Fairmont</i>	EMBLEMS	pullman	swissôtel	adagio	greet
SLS		ANGSANA	 twenty five hours hotels	MAMA SHELTER	JO&JOE
SOFITEL	MORGANS ORIGINALS	HYDE	MÖVENPICK	TRIBE	
	onefinestay	GRAND MERCURE	PEPPERS		
					

Branding Definition

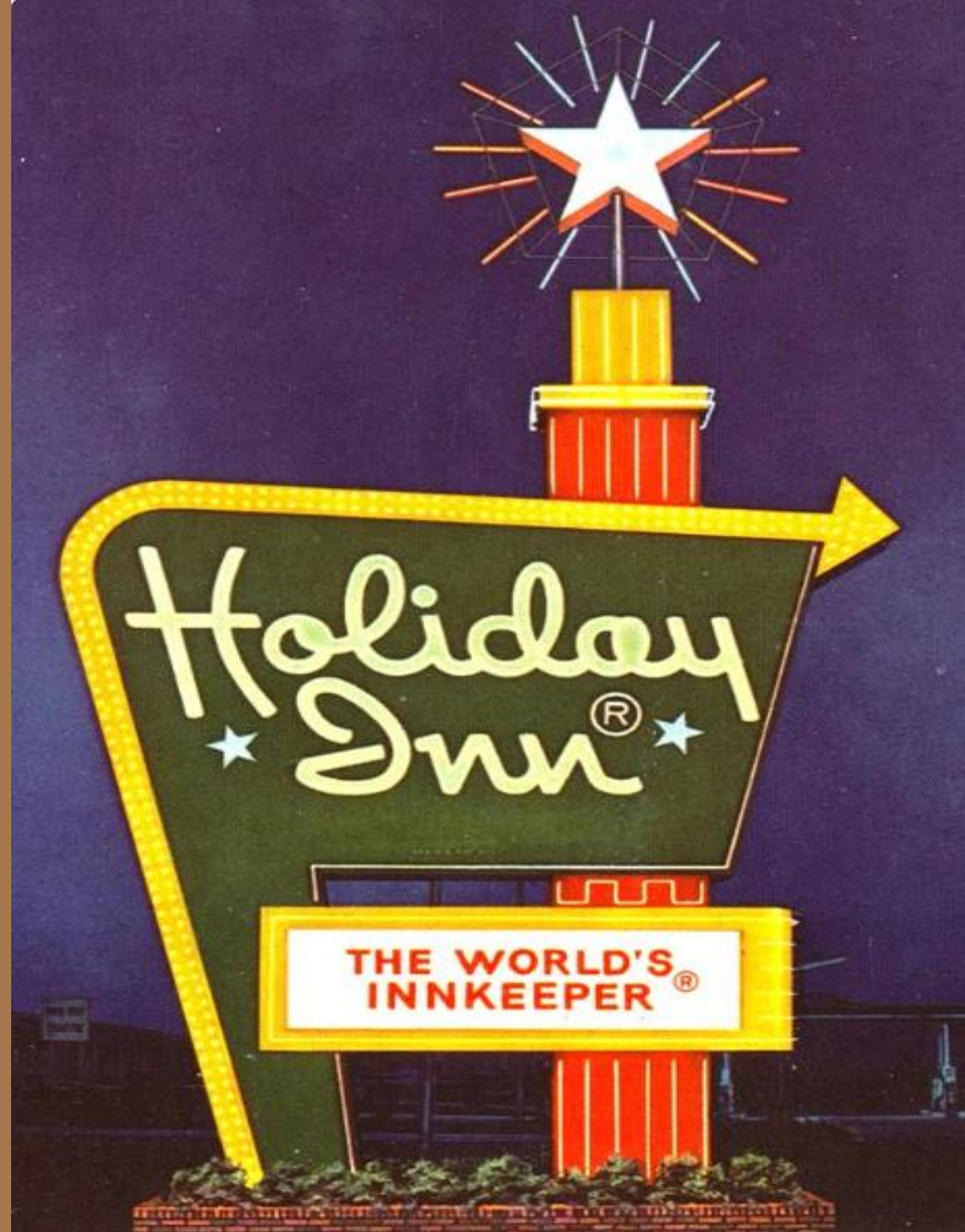
- Hotel branding is the image that the hotel would like to symbolize to its customers.
- It includes many details:
 - Font type, size, color...etc.
 - Unique service & experience
 - Standards
 - Facilities provided
 - Etc.....

**Building a hotel brand is
establishing a specific reputation
for your business**



Hotel brand history

- One of the first brand (NOT chain) in the world started in 19xx
- Founded by Kemmons Wilson
 - On a family trip in 1951 he experienced some miserable stays in motels
 - He decided to create a chain of motels with the same standards throughout
 - Now part of which hotel chain?
 - Later, Wilson turned his efforts into the timesharing market
- <https://edition.cnn.com/travel/article/holiday-inn-70th-anniversary/index.html>



Rebranding



Rebranding is the process of changing the image or identity of a hotel.

A marketing strategy that gives to an already recognized brand a new name, logo, symbol or design.

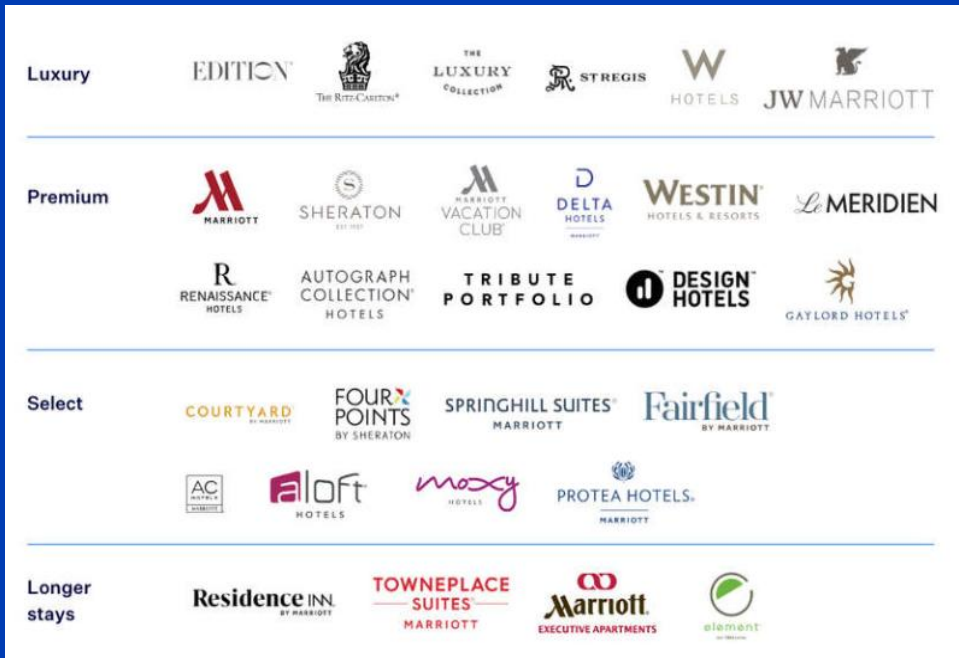
The idea of rebranding is to create a different identity for a new brand to compete in the market.

Soft Branding



A soft branding is an affiliation or relationship between an independent hotel and a hotel chain or brand that can provide the hotel with more flexibility at a lower cost than a traditional franchise agreement.

Up-branding



The process of improving or elevating the image and positioning of a brand to appeal to a more upscale market. It typically involves enhancing the quality or exclusivity of a product or service, often by upgrading the brand's features, customer experience, or overall image.

Usually, up-branding takes place within the organization of the same chain or companies.

Down branding



Lowering a brand's image, quality, or price to appeal to a more budget-conscious or mass-market audience. This strategy may involve simplifying the product or service, reducing prices, or repositioning the brand to attract customers seeking more affordable option or to keep your customer's trust while offering an alternative with a lower value service of lifestyle.

Down branding is due to lack of services:

- No renovations
- Facilities (closing a Michelin star restaurant)
- Labor cut cost (quality of service)

Room Categories

Hotel Room Categories



- Standard room
- Superior room
- Deluxe room
- Premium room
- Junior suite
- Suite
- Executive suite
- Presidential suite
- Apartment

Standard Room

- Between 25-30 square meters
- Bathroom
- Desk
- king/queen or twin bed
- Small sitting area



Deluxe Room

- Between 30-40 square meters
- Bathroom
- Desk
- Bed king/queen or twin
- Small sitting area
- Balcony / terrace



Junior Suite

- Between 40-55 square meters
- Small living area
- Bathroom / WC
- Desk
- Small dining table
- Bed king/queen or twin
- Balcony / terrace



Suite

- Between 55-90 square meters
- Dining table
- Separate bedroom
- Living room
- Walk-in closet
- Bathroom / WC
- Desk
- Bed king/queen or twin
- Balcony / terrace



Apartment

- Minimum 90 square meters
- 2 or 3 bedrooms
- Dining room
- Living room
- Balcony / terrace
- Bathroom / WC
- Walk-in closet
- Desk



❑ Bed Types

- Single
- Double
- Queen
- King



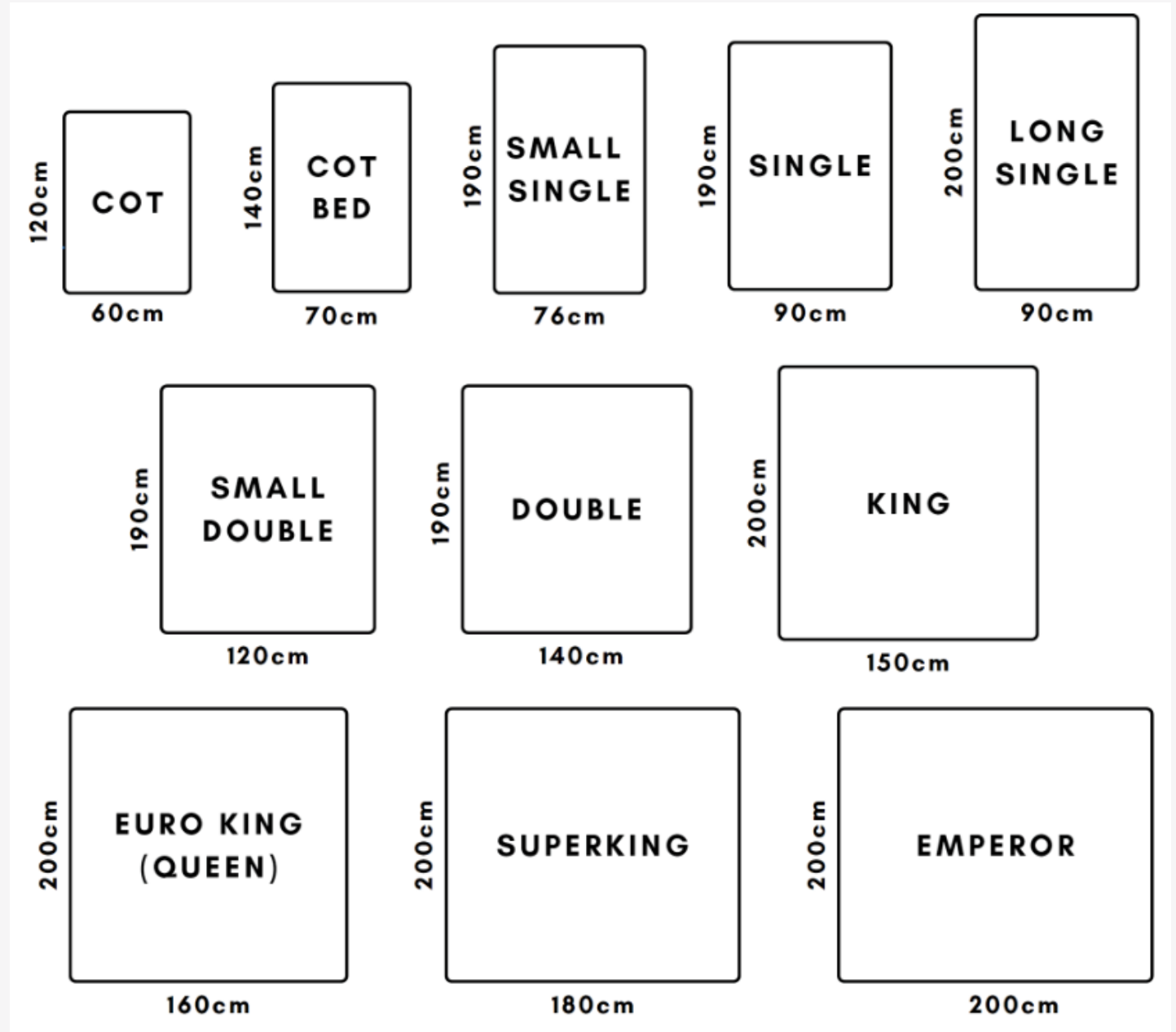
❑ Good to know

- Connecting
- Adjacent (opposite)
- Adjoining (next to each other)



Mattress Sizes

- **Baby Cot**
 - 60x120 or 70x140
- **Single bed**
 - 90x200 or 100x200
- **Double**
 - 140x200 or 150x200
- **Queen**
 - 160x200 or 170x200
- **King**
 - 180x200 or 190x200





Thank you

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