

Classification of Hotels



What's a hotel?

- **A hotel is an establishment that provides:**
 - Paid lodging on a short-term basis.
 - Basic accommodation.
 - In the past: room with a bed, a cupboard, a small table and a washstand
 - Today: rooms with modern facilities, including en-suite bathrooms and air conditioning or climate control.

Hotel classification

- **Hotels are classified according to different bases:**
 - Location;
 - Target market;
 - Size of property;
 - Theme.

Location

- **Downtown hotels:**

- Located in the heart of the city;
- Near shopping areas, theaters etc.;
- With high rates.

Downtown Cleveland Hotel



Location

Amsterdam

- **Suburban hotels**
 - Located in suburbs;
 - Have quiet surroundings;
 - Rates are moderate;
 - Ideal for budget travelers.



Location

- **Motels**

- Derived from motor hotels or transit hotels;
- Located on highways;
- Provide ample parking space;
- Usually located near fuel pumps.



Location

Hotel Nikko Kansai Airport in Osaka, Japan.

- **Airport hotels**

- Set up near airports;
- Cater transit guests.



Location

- **Resort hotels**
 - Located near a sea shore or hill stations;
 - Cater people who want to relax and enjoy;
 - May be called health resorts, hill resorts, beach resorts etc.;
 - Seasonal in nature.



Location

Jungle Lodge in Ecuador Rainforest

- **Forest hotels**

- Located in a forest range;
- Cater tourists visiting forest areas.



Location

- **Flotels**

- Established on luxury ships;
- Cruise ships;
- Guests are offered cabins to stay;
- Float on sea waters and have all facilities of five star hotels.



Location

- **Boatels**

- Luxury boats / yachts that can ferry people from one place to another.



Location

Orient Express Train
Istanbul/Turkey

- **Rotels**

- Hotels on wheels or motel on wheels or luxurious trains, fully air-conditioned, well furnished with attached restaurant and bar;
- Used by a small group of travelers.



Target Market

- **Commercial hotels**
 - Typically designed on European plan;
 - Cater businessman;
 - Situated in busy commercial areas.



Target Market

- **Convention hotels**

- Have a large convention complex;
- Cater people attending conventions, conferences etc.



Target Market

- **Suite hotels**
 - Offer rooms with compact kitchen;
 - Act as a home away from home;
 - Suitable for executives during a longer business stay.



Target Market

- **B & B hotels**
 - A European concept;
 - Houses with few rooms with overnight facilities;
 - Owners live on the premises and serve breakfast to guests.



Target Market

- **Extended Stay Hotels**

- Similar to suite hotels;
- Offer kitchen amenities in the room;
- For travelers who intend to stay 5 days or longer;
- Require reduced hotel services.

Nantucket Hotel, MA, USA



Target Market

- **Casino Hotels**

- Offer predominantly gambling facilities;
- Rooms and F & B may be quite luxuries.



Target Market

- **Timeshares**

- Referred to as vacation interval hotels;
- Individuals purchase the ownership of accommodation for specific period;
- Have multiple owners.



Sveti Stefan Montenegro - Holiday Villa,
Budva,

Target Market

- **Condominiums**

- Similar to timeshares;
- Difference lies in the type of ownership;
- Have single owner for a limited amount of time;
- Owner informs the management when s/he wants to occupy the unit.



Target Market

- **Service Apartments**
 - Corporate lodging;
 - Designed for guests who stay longer periods of time (6 months or longer);
 - Business executives;
 - Provide furnished apartments.



Size of property

- **Small** hotels: 25 rooms and less.
- **Medium size** hotels: 25-100 rooms.
- **Large** hotels: 101-300 rooms.

Radisson Hotel,
Minneapolis, United States



Size of property

- **Very large hotels:** more than 300 rooms.
- **Mega hotels:** more than 1,000 rooms.
- **Chain hotels:** groups that have hotels in a number of locations.

Radisson hotel
Minneapolis, United States



Size of property

- **Economy Hotels & Budget Hotels**

- Focus on meeting the basic needs of guests;
- Provides clean, comfortable and inexpensive rooms.



Level of service

- **Mid-Scale Hotels &**
- **Mid-market Hotels**
 - Offer mid-market services;
 - Largest segment of the traveling public;
 - Staff level is moderate.



Level of service

- **Luxury Hotels**
 - Offer world class services;
 - Provide upscale restaurants and lounges, exquisite décor, concierge services, opulent meeting rooms and dining facilities;
 - Bath linen is replaced twice a day;
 - Guest rooms contain furnishing, décor and artwork.



Theme

- **Heritage Hotels**
 - Among tourism recent gains;
 - Serve traditional cuisine;
 - Allow a glimpse into the heritage of the regions;
 - Cover hotels in residences, hunting lodges, forts and palaces.



Theme

- **Ecotels & Boutique Hotels**

- Environment friendly hotels;
- Provide exceptional accommodation;
- Furnished in a themed and stylish manner;
- Cater to traveler who place high importance to privacy, luxury, and service delivery.



Theme

- **SPA (Special Protection Area)**

- Any place with a medicinal or mineral spring;
- Tub for relaxation;
- Resort hotels providing therapeutic baths and massages along with features of luxury hotels;
- Medical SPA operates under onsite supervision of licensed professional health care.

