



[fast fact]

Did You Know...?

The percent of domestic U.S. overnight household trips in 2004:

- Hotel/motel/bed and breakfast (54 percent)
- Private homes (40 percent)
- RV/tent (5 percent)
- Condo/timeshare (4 percent)
- Other (7 percent)

Source: Travel Industry Association of America; Travelscope.

Ratings Organizations

To distinguish one lodging property from another, several organizations rate the quality of lodging establishments. The **American Automobile Association's AAA TourBook®** is the most widely recognized rating service in the United States. Figure 1.36 shows the AAA logo. Distributed to members of the AAA, the guide uses a diamond system in judging overall quality:

1. Functional accommodations that comply with minimum standards; meet basic needs of comfort, privacy, cleanliness, and safety
2. Noticeable enhancements in terms of decor and/or quality of furnishings
3. Marked upgrade in services and comfort, with additional amenities and/or facilities
4. Excellent properties offering a high level of service and a wide variety of amenities and upscale facilities
5. Exceptional establishments providing the highest level of luxury and service

The AAA looks at many factors when judging properties:

- Management and staff
- Housekeeping
- Maintenance
- Room decor and furnishings
- Bathrooms
- Guest services and facilities
- Soundproofing

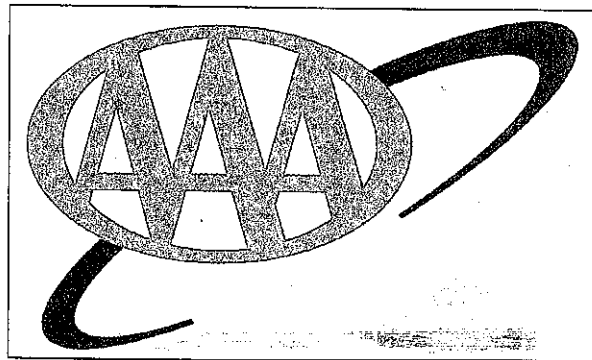


Figure 1.36: AAA uses a diamond system in judging overall quality.

- Security
- Parking
- Exterior appearance

The *Mobil Travel Guides* are another major American rating resource. The *Mobil Travel Guides* rate thousands of properties with a five-star system:

1. Good, better than average
2. Very good
3. Excellent
4. Outstanding—worth a special trip
5. One of the best in the country

The *Mobil Travel Guides* rate a facility by looking at the quality of the building and its furnishings inside, maintenance, housekeeping, and overall service. The top rating is very difficult to achieve, with fewer than 100 properties across the United States receiving five stars each year.

Lodging Careers

Careers in the lodging industry are typically divided into those with customer contact and those that support the running of the operation.

Customer contact positions include front office, food and beverage, or concierge. The front office is the heart of all lodging properties. It has four main responsibilities:

1. Check-in
2. Reservations
3. Information
4. Checkout

Behind-the-scenes positions may include housekeeping, accounting and financial, security, or engineering and facility management.