



# Hotel

**Running a hotel in a popular resort can't be that difficult - can it?**

- 3-4 hours + debrief**
- 6-24** (up to 4 groups of 3-6 per group)
- For staff at any level**
- Includes computer program** (internet access required)
- 795** ex VAT



## Learning objectives

- to know the factors that affect business performance
- to understand the importance of knowing your market
- to analyse basic financial statements (P&L)
- to make rational, information-based, business decisions
- to make the most of business opportunities (and be prepared for a degree of risk)
- to keep costs under control

## About the activity

Participants are divided into four teams; and each is given a Team Folder containing all the necessary information to start running their hotel. But first they must decide which hotel to bid for. In one sense all hotels are in the same boat - all currently running at a loss. But how much money are teams prepared to spend to secure their chosen hotel? What if they are outbid? Do they have contingency plans?

Once a hotel has been secured they can get to grips with the state of the business. They have the accounts for the last six months and lots of other business information in the Team Folder but basically it's a total re-brand - starting with the hotel name, mission statement and slogan - all of which affect business performance.

The key is to understand the market and adopt a strategy to match market needs. Over six 'half-year' periods teams make rounds of business decisions that will affect the bottom line. To help with their decisions, teams receive advice on pricing, advertising spend, staffing and other issues, but will they listen? A series of potential opportunities come their way - so how will teams evaluate them? Are they cautious or risk-takers? Do they have an entrepreneurial spirit? Each period, their decisions are fed into the program for analysis. It's all very straightforward.

**Crisis Cards:** On top of running the business, each quarter (while the half-year results are being prepared by the program) a series of crises occur at the hotels that require urgent attention. They all affect the bottom line and handling a crisis badly can make the difference between success or failure!

The winning team is the one with the highest cumulative profit at the end.

## Five-year repeat use licence

This Northgate training activity comes with a five-year licence for repeat use with up to 24 participants per training session within the licence-holding organisation. Please ask for a discount on multiple licences for larger or multiple groups at a time.

## Pack contents

- Trainer's Notes
- PowerPoint Presentation
- Computer Program (internet access required)
- Sets of Crisis Cards
- Team Folders containing inserts:  
Hotel Introduction, Auction, Target Market, The Hotels, Map, Finance, Fixed Costs, Advertising, Staffing, Business Advice
- Also included in the virtual version:  
Trainer's Checklist, Auction Form, Introductory Information (specific for each hotel site), QI Decision Form

This activity is supplied both as a hard copy pack and in digital format so you can use it in both face-to-face and virtual classrooms.

## Ideally suited to

Courses on business finance for non finance people, but Trainers also choose 'Hotel' for both Leadership and Teamwork courses when looking for an engaging challenge.





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# FACTSHEET

## Customer reviews



A *stimulating* and demanding game. Hotel generates team and leadership behaviours that make for *excellent* learning at the de-brief.  
**Guy Gumbrell, Henley Business School**



A great product. The Hotel business simulation, integrated in a leadership programme, provided *multiple learning angles*.  
**A Maggs, Arema Ltd**



Thank you Northgate - another success story! Used with first line managers Hotel was interactive, stimulating, *challenging*, fun and *easy to facilitate*.  
**Anon, Managing Director, Training Consultancy**



## Trainer's role (full guidance supplied in Trainer's Notes)

- Introduce the activity and issue Team Folders.
- Allow teams to study the details of the hotels and to bid for their chosen site.
- Conduct the auction (program-aided).
- Issue teams with their hotel's previous financial data and allow time for analysis.
- With the Team Folder info and their financial analysis, teams decide on the best way forward for their hotel by completing a Decisions Form.
- Enter their decisions for program analysis (while you do this issue Crisis Card No.1 for teams to address).
- Produce the results - a Profit & Loss statement plus details of any upcoming opportunities and threats facing their business.
- Repeat for up to six 'rounds', each representing 'three months of business'.
- Lead a Debrief to discuss the learning outcomes and key lessons.

## Northgate says...

Many business simulations are unnecessarily complex and there's too much number crunching. There are of course financial elements to 'Hotel', but nothing that savvy Sixth-Formers couldn't handle. Northgate's business simulations are as much about good teamwork and sound decision-making.

## Ordering is easy!

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## Fast delivery

Digital files are sent electronically and classroom packs are sent via courier:  
£15 UK (next working day)  
£29 Europe (1-3 working days)  
£39 International (1-5 working days)

## Our guarantee

If you are not 100% happy we offer a 30-day no-quibble returns service on unused goods.



## Northgate customers

