

Chapter 9

Lodging: Meeting Guest Needs

LODGING

- The lodging industry has been in existence ever since the first traveler looked for a place to spend the night (thousands of years ago)
- Over the years, these facilities have evolved and have been known as hotels, motels, inns, taverns, ordinaries, etc.
- We use the term “lodging” to characterize the overall category of facilities

LODGING TODAY

The lodging industry is a huge segment, by any measure

- Over 49,500 properties
- Over 4.6 million guest rooms
- Generates over \$40.6 billion in revenues
- Supports more than 7.5 million jobs

