

ENGLISH FOR PROFESSIONALS | *Tourism & Hospitality*

TH Class 13 – Hotel Intelligence (Telephone Class)

OBJETIVE

To practice talking about how market intelligence within the hotel industry can help hoteliers.

TASK 1: VIDEO

Before the class watch the following video and prepare the questions below.



<http://youtu.be/iNmiKbGFfYI>

TASK 2: THE CLASS

INTRODUCTION

- According to the video “Time is money” Hotelintelligence360 offers the tools needed by hoteliers to stay competitive in the industry....what do you understand by the expression “Time is money”?

LET'S TALK ABOUT THE VIDEO

- Travelclick Hotelintelligence360 provides hotel business intelligence. What is business intelligence?

- What are the advantages of using Hotelintelligence360?

- Why do you think people become more interested in market intelligence in a decreasing economy?

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- Why does Hotelintelligence claim to offer a unified decision making tool?

- Why do you think hotel business intelligence is more useful now than before?

MORE CONVERSATION

- Would you use a hotel intelligence website to keep you up to date and help you with decision making in the industry?

VOCABULARY

Investment, Impact, Shrink, Merged, Unified

MY NOTES
