

HOSPITALITY + TOURISM

BUZZWORDS

BUZZWORD	DEFINITION
Couchsurfing	When a traveler, often due to budget restrictions, stays at a private house in a spare room or on the couch while visiting
Average Daily Rate (ADR)	The total revenue income from rooms sold, divided by the number of rooms. This is useful to determine the average costs of hotel rooms when searching for rooms by price.
Average Published Rate (APR)	This is the rate obtained when a hotel averages all the various room-types they offer throughout all the seasons of the year, in order to get one average rate for the hotel.
Extended Stay (hotel type)	This is a term that usually means that the hotel or resort property quotes their prices in longer segments than daily rates such as weekly or monthly rates.
A La Carte	When referring to food, perhaps in a room-service or restaurant menu, this indicates that each single item is priced separately.
Bed Tax	Also known as Transient Occupancy Tax, it is a City or County tax added to the price of the room.
Person Trip Visit	A term that is used to denote every time that a single traveler goes over 100 miles or stays overnight away from their primary domicile; whether for business or for leisure, a person doing completing either of the two is making one person trip visit.
Rack Rate	The list price of a hotel room before any discounts or promotions.
Mattress Run	Mattress run is executed when a traveler, who is a member of a hotel chain's frequent stay program, stays a few nights at a hotel with the sole purpose of bulking up on whatever points the hotel's program offers.
American Plan	Sometimes referred to as the Full American Plan, Full Pension, or Full Board, this is a plan where the room rate includes three full meals per day and per guest.
Modified American Plan	A rate plan where breakfast and dinner is included in the price, but not lunch. Also called half pension or demi-pension plan.
Continental Plan	A hotel rate that includes a continental breakfast, but no other meals.
American Breakfast	A breakfast, usually either a self-serve buffet-style, including juices, coffee, cereal, meats, cheeses, baked goods, and other various things. Much more food than the "continental breakfast".

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Continental Breakfast	A small breakfast including items such as coffee, tea, juices, pastries, bagels, rolls, and fruit. Typical in lower-rate hotels and motels, as well as in Europe.
Quin	When referring to hotel rooms, it is a hotel room that can accommodate five people.
Familymoon	A term used to describe a type of honeymoon a newlywed couple can make along with their children from previous relationships.
Junket	A trip that is usually sponsored by another party, outwardly resembling a business trip, at times, but really for pleasure and enjoyment.
Shoulder Season	The time between high and low seasons, or peak and off-peak seasons. Usually rates are lower than high season, but with temperature and crowds that are similar.
House Limit	The maximum amount the the hotel will allow on credit before requesting payment.
Press Trip	Travels where the main purpose is to write about the destination visited.
E-Key	Electronic Key. Key that is used to prevent hotel guests from entering their rooms. May be used when a guest goes over the house limit and doesn't pay.
Trundle Bed	Bed that stores itself under another bed, usually on casters.
Frequent Lodger	The hotel industry's equivalent of a frequent flier
Set-jetting	Visiting locations as seen in movies or television shows
Guest Services Technology	On-property hardware devices and software applications that provide or enhance guest services, improving guest comfort and satisfaction and enable customer service and communications.