

Chapter 16 Outline

Hotel Rates

Standard Rates

Other Rates

Ranges

Rate Strategies

Rate Comparisons

Airfares

Overview of Fares

Understanding Fares

Carrier Strategies

Rental Car Rates

Rental Car Strategies

Cruise Ship Rates

Competencies

1. Explain the different types of room rates charged by hotels. (pp. 217–219)
2. Describe ranges of rates set by hotels, identify the purpose of rate strategies, and give examples of strategies based on the gridpositioning concept. (pp. 220–222)
3. Describe air carriers' rates and the factors affecting rate strategies. (pp. 223–228)
4. Explain types of rental car rates and the factors affecting rate strategies. (pp. 228–230)
5. Describe cruise ship rates. (p. 230)