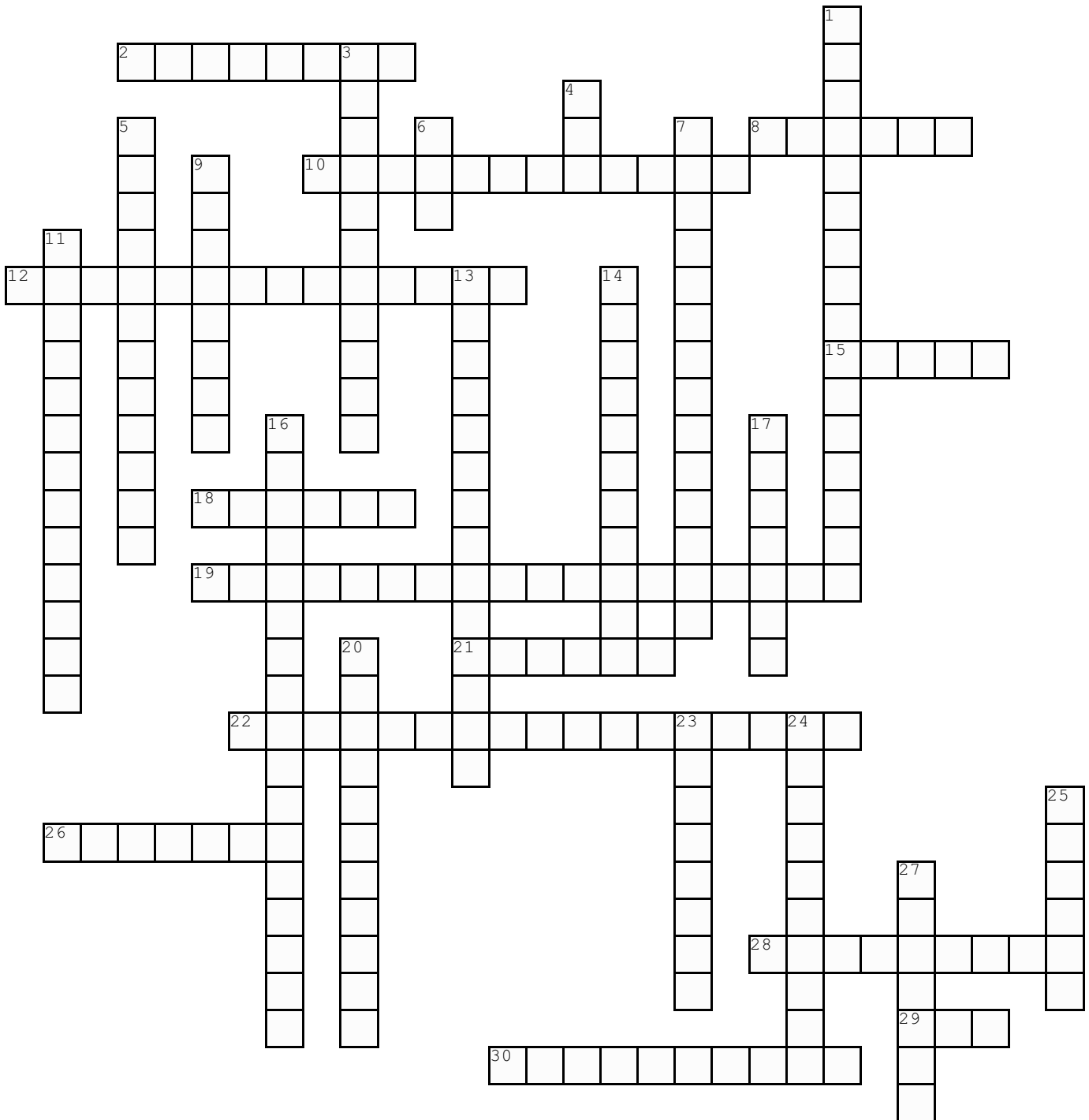


Name: _____

Chapters 1-6 Brain Crusher!!

As a team, complete the crossword below. Use your BRAIN POWER! No notes or textbooks allowed. This exercise is intended to help you study for your upcoming Mini Mission.



Across

- 2.** travel for meetings, conventions and sales
- 8.** type of lodging clustered near freeways and interstates
- 10.** concept unique to the United States, travels through the Mississippi River
- 12.** responsible for guests, employees and stakeholders
- 15.** security and concierge are part of this larger division
- 18.** calculated by dividing room revenue by the number of rooms available
- 19.** usually allows for the hotel company to manage the property for a period of 5, 10 or 20 years
- 21.** this sector of the industry includes airlines, buses, and cars
- 22.** where a person purchases (one-time) the use of a unit for blocks of time
- 26.** the sector of the industry includes hotels, motels and vacation ownership
- 28.** symbol of hospitality
- 29.** continuous improvement process, having good leadership is key
- 30.** a special account for a company that had established credit with the hotel

Down

- 1.** a chain reaction that begins with a visitor bringing in new money into the economy
- 3.** this type of tourism places a broad-based obligation on society
- 4.** expedia and booking.com are examples of these
- 5.** the department with the greatest number of employees
- 6.** short for the tax imposed on Hawaii's lodging industry
- 7.** where the service and the product is one and the customer's experience with both is part of the product
- 9.** travel for rest and relaxation
- 11.** the product goes stale when unused, loss of revenue
- 13.** fix the product when something goes wrong
- 14.** system used by airlines to remain efficient and cost effective
- 16.** technique the hotels borrowed from the airlines
- 17.** highest ranking position on a cruise ship
- 20.** concept that allows a company to quickly expand using other people's money
- 23.** type of cruise most popular, sailing in the Caribbean, Mediterranean, and other seas
- 24.** can't test drive it, or try it on. it's a feeling, an experience
- 25.** 'We create happiness' is their mission statement
- 27.** type of cruise that sails closer to land, seeks out areas not accessible to larger ships