



Article Title

Important Elements of Hotel-Meeting Planner Contracts: An Exploratory Study

Citation

Fenich, G., Chacko, H., & Taylor, M. (2009). Important elements of hotel-meeting planner contracts: An exploratory study. *International Journal of Hospitality & Tourism Administration*, 10(4), 283-295. DOI: 10.1080/15256480903199761

Abstract

Contracts between meeting planners and hotels are getting longer and more complex to protect the interests of both parties. Unlike many other industries, there is no standard contract for use between meeting planners and hotels. This study was undertaken to try to ascertain (a) what elements the literature suggests should be contained in all contracts between meeting planners and hotels, and (b) what actually appears in real life contracts. The result was development of a 9-item checklist and comparison of real contracts with this list.

Methods

The study was designed to scientifically test which of the hotel contract elements found in the literature actually existed in real life contracts. A group of 10 hotels located in the mid-south was chosen as the sample. Each hotel was contacted to verify willingness to participate in the exercise and was subsequently 288 G. Fenich et al. sent a request for proposal (RFP) for a three-day convention of 150 people utilizing 450 room nights (3 nights at 150 each), use of one theater-style meeting room, three breakfasts, four refreshment breaks, and one wine and cheese reception.

Results

It was found that although the bids were for an identical event there was significant variation in the elements included in the contracts as well as the operationalization of each element.

Conclusion

The results of this study should be of interest to academics and practitioners alike. Anyone teaching, or working, in meetings/convention management or hotel sales can use this study to better prepare their own contracts or to make their constituents more aware of commonalities and differences.