

# Unit 14 — Hotel Management



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## **booking agent**

a person or organization from whom clients can book places at different hotels or restaurants

"A lot of hotels make use of online booking agents because it is more convenient for guests."

## **branding**

the activity of creating a recognizable name and an image for the purposes of marketing and advertising

"The hotel employed a specialist in branding to create their online image."

## **budget**

a document which shows predicted income and expenditure for a given period

"The hotel was under budget in the first quarter of the year, but despite this the manager expects to meet budget for the year."

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