

2025–2026 Competitive Events Guidelines

Hospitality Management Case Competition



Hospitality Management Case Competition challenges members to analyze a case study that addresses real-world issues in the hospitality industry. Members present their findings and recommendations to a panel of judges, demonstrating knowledge in areas such as financial management, operations, human resources, customer service, legal compliance, and sustainability.

Event Overview

Division	Collegiate
Event Type	Team of 1, 2, 3, or 4 members
Event Category	Case Competition
Event Elements	Presentation with a Topic

Educational Alignments

Career Cluster Framework Connection	Hospitality, Events, & Tourism
NACE Competency Alignment	Career & Self-Development, Communication, Critical Thinking, Professionalism

2025–2026 Case Competition

The case competition and rating sheet can be found starting on page 5. ***The business entity should not be contacted for additional information.***

This case competition for educational purposes only, offering a real-world scenario to help FBLA Collegiate members develop critical skills.

State

Check with your State Leader for state-specific competition information and deadlines.

National

Required Competition Items

<i>Items Competitor Must Provide</i>	<i>Items FBLA Provides</i>
- Technology and presentation items Photo identification - Conference-provided nametag - Attire that meets the FBLA Dress Code	Table

Important FBLA Documents

- Competitors should be familiar with the Competitive Events [Policy & Procedures Manual](#), [Honor Code](#), [Code of Conduct](#), and [Dress Code](#).

Eligibility Requirements

To participate in FBLA competitive events at the National Leadership Conference (NLC), the following criteria must be met:

2025–2026 Competitive Events Guidelines

Hospitality Management Case Competition



- **Membership Deadline:** FBLA national membership dues must be paid to the specific division by 11:59 p.m. Eastern Time on March 1 of the current school year.
- **Conference Registration:** Members must be officially registered for the NLC and must pay the national conference registration fee to participate.
- **Official Hotel Requirement:** To be eligible to compete, competitors must stay within the official FBLA housing block.
- **State Entry Limits:** Each state may submit up to four entries per event.
- **Event Participation Limits:** Each member may participate in:
 - Two individual or team events, and
 - One chapter event (e.g., *Community Service Project* or *State of Chapter Presentation*).
- **Competitor Responsibility:** Only registered competitors are permitted to plan, research, prepare, and set up their presentations. Advisers and others may not assist.
- **Participation Requirement:** To be eligible for an award, each competitor must complete all components of the event at the National Leadership Conference.
- **Identification at Check-in:** Competitors must present valid photo identification (physical or digital) that matches the name on their conference name badge. Acceptable forms include a driver's license, passport, state-issued ID, or school ID.
- **Late Arrivals:** Competitors will be allowed to compete until such time that the results are finalized, or participation would impact the fairness and integrity of the event, as determined by Competitive Events staff. If judges have left the competitive event area, it is no longer possible to compete. Five penalty points will be assessed for late arrivals in any competitive event.
- **Event Schedule Notes:**
 - Some events may begin before the Opening Session.
 - All schedules are posted in local time for the NLC host city.
 - Schedule changes are not permitted.

Event Administration

This event consists of two phases: a preliminary presentation and a final presentation.

Preliminary Presentation Details

Timing Structure

- **Equipment Set-Up:** 3 minutes
- **Presentation:** 10 minutes (a one-minute warning will be provided)
- **Question & Answer (Q&A):** 5 minutes
- **Important:** Time allocations are exclusive. The presentation must begin immediately after the 3-minute set-up time concludes. Time may not be shifted between segments. Competitors will not interact with judges during the set-up period.

Venue & Format

- Presentations occur in-person at the National Leadership Conference (NLC).
- Competitors/teams are randomly assigned to presentation sections.
- Presentations will take place in a large, open area with a designated space of approximately 10' x 10', which includes a table and chairs for the judges.
- The preliminary round is closed to conference attendees and audience.

Technology Guidelines

- **Internet Access:** Not provided

2025–2026 Competitive Events Guidelines

Hospitality Management Case Competition



- Presentations must be delivered using one or two personal devices (laptop, tablet, mobile phone, or monitor approximately laptop-sized).
- If using two devices, one must face the judges and the other must face the presenters.
- Projectors and projector screens are not permitted, and competitors may not bring their own.
- Wireless slide advancers (e.g., presentation clickers or mice) are allowed.
- External speakers are not allowed; audio must come directly from the presenting device(s).
- Electricity will not be available.

Non-Technology Items

- Visual aids, samples, notes, and other physical materials related to the project may be used.
- Items may be placed on the provided table or on the judges table, if space allows.
- No items may be left with the judges following the presentation.

Restricted Items

- Animals, except for authorized service animals.
- Food, which may be used for display only and may not be consumed by judges.
- Links and QR codes, which may be shown but may not be scanned or clicked by judges at any time.

Research

- Information must be supported by credible, well-documented sources.
- Any use of copyrighted material, images, logos, or trademarks must be properly documented.

Team Expectations

- In team presentations, all members must actively participate in the delivery of the presentation.

Final Presentation Details

The presentation guidelines outlined above will apply to the final presentation.

Advancement to Finals

- The top-scoring competitors or teams from each preliminary section will advance to the final round in equal numbers.
- The number of competitors or teams advancing to the final round depends on the number of preliminary sections:
 - 2 sections: Top 6 from each section advance
 - 3 sections: Top 4 from each section advance
 - 4 sections: Top 3 from each section advance
 - 5 sections: Top 3 from each section advance
 - More than 5 sections: Top 2 from each section advance

Scoring

- The rating sheet will be released with the case competition.
- Preliminary round scores are used to determine which competitors or teams advance to the final round from each section.
- Final round scores determine the final rankings and top award winners.
- Judges are responsible for breaking all ties in both preliminary and final rounds.

2025–2026 Competitive Events Guidelines

Hospitality Management Case Competition



- All judging decisions are final. Results announced at the National Leadership Conference are considered official and will not be changed after the conclusion of the National Leadership Conference.

Penalty Points

- Competitors may be disqualified if they violate the Code of Conduct or the Honor Code.
- Five points are deducted if competitors do not follow the Dress Code or are late to their assigned presentation time.

Recognition

- A maximum of 10 entries (individuals or teams) may be recognized per event.

Americans with Disabilities Act (ADA)

- FBLA complies with the Americans with Disabilities Act (ADA) by providing reasonable accommodations for competitors. Accommodation requests must be submitted through the conference registration system by the official registration deadline. All requests will be reviewed, and additional documentation may be required to determine eligibility and appropriate support.

Recording of Presentations

- Unauthorized audio or video recording is strictly prohibited in all competitive events.
- FBLA reserves the right to record presentations for educational, training, or archival purposes. Competitors should be aware that their presentations may be recorded by FBLA-authorized personnel.

2025–2026 Competitive Events Guidelines

Hospitality Management Case Competition



2025–2026 Case Competition

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Overview and Background Information

St. Louis is a vibrant, youth friendly city with the energy of a major metropolitan area and the affordability college students need. Positioned at the crossroads of the Midwest, St. Louis sits at the intersection of several major interstates and is within a four to six hour drive of hundreds of colleges and universities. The city is also home to one of the busiest and largest mid sized airports in the country, St. Louis Lambert International Airport, a regional hub for budget friendly Southwest Airlines. With light rail service connecting the airport, downtown, and key entertainment districts, St. Louis is easy to navigate for visitors who want to explore without relying on a car.

For young travelers, St. Louis offers a mix of culture, nightlife, and iconic attractions without the price tag of traditional Spring Break destinations. Forest Park, one of the nation's largest urban parks, features an award winning zoo, art museum, science center, history museum, and miles of outdoor trails, all free to the public. Neighborhoods like the Delmar Loop, Soulard, Central West End, and Midtown buzz with live music, locally owned restaurants, coffee shops, street murals, and night spots popular with the 18–24 crowd. Must see experiences like the Gateway Arch, City Museum, Cardinals baseball games, riverfront parks, and brewery tours add to a lineup that can fill a Spring Break itinerary with memorable activities at accessible price points.

LHM (Lodging Hospitality Management) has helped shape the St. Louis travel experience for decades by investing in hotels, entertainment venues, and landmark properties across the region. Two of LHM's flagship destinations anchor the city's Spring Break potential. The Hilton St. Louis at the Ballpark puts guests in the heart of downtown steps from Busch Stadium, Ballpark Village, nightlife, and city attractions. St. Louis Union Station, another LHM signature property, has been transformed into a full scale entertainment campus with the St. Louis Aquarium, The Wheel, the Fire & Light Show, mini golf, restaurants, and immersive attractions all within walking distance.

With an unbeatable mix of affordability, accessibility, and one of a kind experiences, St. Louis has the ingredients to become a standout Spring Break destination for college students looking for something fresh and fun. Through this case, students will help LHM develop strategies to elevate the city's appeal, attract 18–24 year old travelers, and drive demand for its landmark properties during the Spring Break season.

Problem Statement

LHM is aiming to position St. Louis as a go-to Spring Break destination for college students within a 400-mile radius, competing with traditional beach-centric options by showcasing a unique mix of urban energy, affordability, and one-of-a-kind attractions. As part of this initiative, LHM seeks a fresh, student-driven strategy to spotlight two flagship properties – the Hilton at the Ballpark in downtown St. Louis and the iconic Union Station campus, home to dining, entertainment, and immersive attractions. The goal is to create a compelling

2025–2026 Competitive Events Guidelines

Hospitality Management Case Competition



narrative and experience that encourages 18–24 year olds to choose St. Louis for Spring Break, stay in LHM properties, and explore the broader region.

Students must develop recommendations that blend market research, pricing strategy, targeted messaging, and guest experience design. Proposals should highlight what makes St. Louis competitive, craft a Spring Break identity that resonates with Gen Z travelers, and ultimately help LHM increase occupancy, revenue, and brand visibility during the spring travel season.

Questions to Address

Answer the following questions in your presentation to LHM:

1. What attractions, experiences, and events in the greater St. Louis area are most likely to appeal to travelers ages 18–24, and how should LHM incorporate these into a cohesive Spring Break marketing strategy for the destination as a whole?
2. How can Hilton at the Ballpark and Union Station leverage their current amenities, dining, entertainment, and combine those with recommended new elements or Spring break programming to create a standout experience that draws 18–24 year olds specifically to LHM properties over competing accommodations?
 - a. What pricing, promotional offers, or bundled packages would most effectively increase Spring Break occupancy at these two hotels?
3. How can LHM elevate the on-property guest experience to align with Gen Z expectations, particularly regarding convenience, technology, social gathering spaces, and opportunities for memorable, shareable moments?
4. How should LHM balance room pricing, occupancy goals, and revenue management during Spring Break to remain competitive yet profitable?

Additional Resources

[Hilton St. Louis at the Ballpark](#) - The Hilton is located in the heart of downtown St. Louis, just steps from Busch Stadium and the nightlife and dining of Ballpark Village. Guests enjoy easy access to major city attractions and sporting events, plus on-site amenities like a rooftop dining with skyline or stadium views, restaurants, and a fitness center.

[St. Louis Union Station Hotel, Curio Collection by Hilton](#) - Union Station Hotel occupies a historic train-station building in downtown St. Louis, adjacent to a full entertainment campus that includes the St. Louis Aquarium, the St. Louis Wheel, mini-golf, ropes courses, restaurants, and a high-tech light show — all within walking distance of your room.

Hotel Occupancy Rates

[About LHM](#)

[Explore St. Louis](#)

2025-2026 Competitive Events Guidelines

Hospitality Management Case Competition



Hospitality Management Case Competition Presentation Rating Sheet

Expectation Item	Not Demonstrated	Below Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Demonstrates understanding of the case and issues to be solved	<i>No description or case synopsis provided, and no issues defined</i>	<i>Describes and provides case synopsis OR defines the issues</i>	<i>Describes and provides case synopsis AND defines the issues</i>	<i>Demonstrates expertise of case synopsis AND definition of the issues</i>	
	0 points	1-7 points	8-13 points	14-15 points	
Destination & Attractions Strategy <i>Evaluates how effectively St. Louis attractions, experiences, and events are incorporated into a cohesive Spring Break destination strategy.</i>	<i>No clear destination strategy or relevant attractions identified.</i>	<i>Attractions identified but poorly integrated or weakly connected to Spring Break positioning.</i>	<i>Identifies relevant attractions with a clear but limited destination strategy.</i>	<i>Clearly identifies and strategically integrates St. Louis attractions into a cohesive, compelling Spring Break destination strategy.</i>	
	0 points	1-7 points	8-13 points	14-15 points	
Property-Specific Strategy <i>Measures the quality and feasibility of recommendations specific to Hilton at the Ballpark and Union Station.</i>	<i>No meaningful use of Hilton at the Ballpark or Union Station features.</i>	<i>Limited or unrealistic recommendations using property amenities.</i>	<i>Recommendations reference property features but lack depth or differentiation.</i>	<i>Strong, feasible recommendations leveraging both properties' amenities to attract 18-24 year-old travelers over competitors.</i>	
	0 points	1-7 points	8-13 points	14-15 points	
Guest Experience & Gen Z Alignment <i>Assesses how well proposed experiences align with Gen Z expectations for convenience, technology, social interaction, and shareable moments.</i>	<i>No meaningful focus on guest experience or Gen Z expectations.</i>	<i>Limited understanding of Gen Z preferences with underdeveloped experience ideas.</i>	<i>Some alignment with Gen Z expectations, though recommendations may lack depth or originality.</i>	<i>Guest experience recommendations strongly align with Gen Z expectations, emphasizing technology, social spaces, and memorable experiences.</i>	
	0 points	1-7 points	8-13 points	14-15 points	
Pricing, Promotions & Revenue Strategy <i>Evaluates the effectiveness of pricing, promotional offers, and revenue considerations in balancing occupancy and profitability.</i>	<i>No pricing, promotional, or revenue strategy presented.</i>	<i>Strategies presented but unclear, unrealistic, or poorly aligned with the target market.</i>	<i>Pricing and promotional strategies are reasonable with general consideration of occupancy and profitability.</i>	<i>Pricing, promotions, and revenue strategies are creative, realistic, and well-balanced to drive occupancy and profitability.</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Presentation Delivery					
Statements are well organized and clearly stated	<i>Competitor(s) did not appear prepared</i>	<i>Competitor(s) seemed prepared, but flow was not logical</i>	<i>Presentation flowed in logical sequence</i>	<i>Presentation flowed in a logical sequence; statements were well organized</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates self-confidence, poise, assertiveness, and good voice projection	<i>Competitor(s) did not demonstrate self-confidence</i>	<i>Competitor(s) demonstrated self-confidence and poise</i>	<i>Competitor(s) demonstrated self-confidence, poise, and good voice projection</i>	<i>Competitor(s) demonstrated self-confidence, poise, good voice projection, and assertiveness</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Demonstrates the ability to effectively answer questions	<i>Unable to answer questions</i>	<i>Does not completely answer questions</i>	<i>Completely answers questions</i>	<i>Interacted with the judges in the process of completely answering questions</i>	
	0 points	1-6 points	7-8 points	9-10 points	
Staff Only: Penalty Points (5 points for dress code penalty and/or 5 points for late arrival penalty)					
Presentation Total (100 points)					
Name(s):					
School:					
Judge Signature:					
Comments:					
					Date: