

# NEOLODGEISMS

Real issues. Funny words.

Lodging Industry Edition.  
Practical slang for today's hospitality industry.

The logo for CIIM Warnick features the letters 'CIIM' in a dark blue, serif font, with a light blue swoosh underline that extends under the 'W'. The word 'Warnick' is in a dark blue, serif font to the right of 'CIIM'.

HOTEL ASSET MANAGERS • BUSINESS ADVISORS

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# [ 'fôr-wærd ]

This “dictionary” of neologisms got its start with an article I wrote in April 2018 for Hotel News Now (“May I Have a Word”). As noted in that article, my desire to poke a little fun at the hospitality industry was inspired by an amusing essay by Joseph Epstein in a book called “Wind Sprints: Shorter Essays”, where he relates his desire to leave behind a word or two of his own invention. To him, coining a word whose widespread use would warrant inclusion in a dictionary was a sure way to achieve immortality. I could definitely relate. So, with tongue planted solidly in cheek, I set off on my own path to leave behind a few new words... hopefully eliciting a smile or two in the process.

None of my neologisms are likely to find their way into a real dictionary... but not to worry. CHMWarnick’s EVP of Marketing, Kristie Dickinson, came up with the idea of publishing our own dictionary. We’re hopeful that our industry friends and colleagues will share our enthusiasm for hospitality industry neologisms and perhaps even contribute more new words (with attribution, of course). Maybe we can all achieve neologistic immortality together.

Final note. While I and my CHMWarnick colleagues are dedicated and serious professionals, we also like to have fun. Hence the neologisms article and this dictionary. But besides the amusement value, there are a number of things in our industry that are some combination of silly or inexplicable – and poking fun may be one of the best ways to shine a light on the *crockroaches* in the corner.



**Richard Warnick**  
Managing Director/Co-Chairman,  
CHMWarnick, LLC

**Crockroach – Crap; bunk; blather; an illogical or inane thing. Best eliminated through illumination and ridicule.**

Have some neolodgeism suggestions or additions to our hospitality dictionary? Feel free to share them with us and who knows, maybe you'll be published a future edition.



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[#CHMWarnick #Neolodger](https://twitter.com/CHMWarnick)

# BRANDBLURMENT

*[ brand-blur-munt ]*

n.

A mental condition affecting millions of hotel consumers characterized by a failure to understand what distinguishes one hotel brand from another. Symptoms include befuddlement, frustration, and apathy, especially with respect to brand loyalty.

# LABORATORIUM

*[ lah-bore-ah-tore-ēē-um ]*

n.

An inefficiently designed or operated hotel which is a bottomless pit of labor cost.

# COSTIPATION

*[ cost-ah-pay-shun ]*

n.

An intestinal malady experienced when hotel owners realize how many costs brands allocate to their hotel in the form of centralized services, loyalty programs, etc. This condition can be especially acute for older owners who recall a time when many of these services were included as part of their franchise fees or management fees.

# FACEBOOKING

[ 'fāsbōōkiNG ]

v.

A quaint hotel industry custom no longer in common use wherein customers actually walk into a hotel without a reservation and attempt to rent a room on the spot.

# FRANCHEESE

*[ fran-chēēze ]*

n.

A license agreement with a third-tier (cheesy) brand that offers virtually no benefits to the licensee.



# FUNION AGREEMENT

*[ 'fyew-nyən ah-'grēē-munt ]*

n.

An agreement between hotel owners/management companies and certain virulent collective bargaining units in which management's efforts to achieve reasonable accommodations is generally met with some form or another of... you guessed it...

F. U. FUnion agreements are characterized by two key factors: one, they are always adverse to hotel owners and, two, generally adverse to workers because they inhibit employment growth (e.g., "We can't reopen that space as a restaurant because the terms of FUnion agreement will cause us to operate at a loss.").

# FARTCAST

*[ 'färt-kast ]*

n.

A reforecast of the annual budget that stinks to high heaven.

# INN-CONTINENCE

*[ 'in-con-tin-ence ]*

v.

An unexpected release of excuses for poor performance by hotel management teams that are, for the most part, a bunch of crap.

# HOTELARAUNT

*[ hoe-'tell-or-ont ]*

n.

Thanks largely to Bill Kimpton and a plethora of lifestyle disciples, hotels have become the locus of some of the best restaurants in the country. As a result, it is common for lifestyle hotels to generate 50% or more of their total revenue from F&B. I think these F&B oriented properties deserve their own name, don't you?

# NYET PROFIT

*[ nyet 'präfət ]*

n.

What a hotel owner will be left with when RevPAR growth is consistently less than growth in operating expenses.

# G.O.PEE

*[ gee. oh. pēē. ]*

n.

Piss poor performance at the gross operating profit line.

# FRENDZY

[ 'frend-zēē ]

n.

A frivolous food trend that gains widespread recognition, not because there is any inherent value in, say, taste or nutrition, but rather because someone with a megaphone (e.g., a food critic) lauds it as new, different or clever. Examples include stacking every component of a meal onto one indistinguishable pile or the use of foam as a distinguishing feature.

# CHEUMP

*[ chēē-'ump ]*

n.

A chef who is lured – or jumps willingly – into a frenzy.



# CHEUMP CHANGE

*[ chēē-'ump chānj ]*

v.

An epiphany that occurs when a truly talented chef who was caught up in a frenzy decides he/she is going to get back to doing something worthy of the words “culinary art.”

# INTERBLEEDIARY

*[ in-ter-blēēd-ee-air-ēē ]*

n.

A parasitic entity known for its ability to attach itself to a host (hotel) and extract a substantial amount of the host's life blood (sometimes referred to as income). Like all parasites, interbleediaris take advantages of certain weaknesses in the host or the host's interdependent parts (brands/management companies) and create an unwanted/unnecessary bridge between the host and their source of nutrients (customers). While the relationship between interbleediaris and their hosts is not mutual, interbleediaris generally do not destroy the host – but only weaken it to varying degrees.

# OTASITIS

*[ oh-tēē-ah-'seye-tis ]*

n.

That sickening feeling hotel owners get each time they are reminded of how much of their income is being consumed by interbleediaris.

# DITTOBOTOMY

*[ dit-oh-'bot-oh-me ]*

n.

A brain condition prevalent in many senior level hotel company executives causing a Tourette syndrome type of “us too” response each time they launch a new life-style brand.

# HIP SPLURGERY

*[ hip 'splur-jer-ēē ]*

n.

A focused effort on the part of virtually every hotel brand to devote material money and resources to create new “life-style” hotel concepts that are cooler and hipper than the one just announced by a competing hotel brand... a week ago. See also: Dittobotomy.

# HAIRBNB

*[ hare-bēē-en-bēē ]*

n.

What lodging customers call peer-to-peer home-sharing platforms when the unit they rent has less than satisfactory hygiene standards.

# MASTERGRATION

*[ mass-tur-'gray-shun ]*

v.

The self-satisfying process by which some major brands integrate individual sales teams from hotels under different ownership into a large city/area-wide team. Mastergration seems to titillate such brands' sales and marketing strategists even though nothing positive is created as a result. It's unfortunate that the brand management teams forcing this unwanted integration didn't listen to their parent's admonitions that too much mastergration could cause blindness.

# MILLENNIALIST

*[ mil-len-ēē-aw-l-ist ]*

n.

A self-anointed marketing genius who is convinced that – and attempts to convince you that – (a) millennials are a monolithic customer group, and/or (b) millennials will behave throughout their lifetime the same way they behaved when they were in their 20s and 30s.



# FUNEREAITY

*[ 'fune-er-ēē-al-it-ēē ]*

v.

The realization by a hotel developer or buyer (after the fact) that their underwriting assumptions are hopelessly unachievable – and that their economic funeral is about to ensue.

# PIPOPOTAMUS

*[ pip-oh-'pot-ah-muss ]*

n.

A gigantic product improvement plan that has no chance of making economic sense – and generally results in a change of brands.

# PIPSQUEAK

*[ pip-skwēēk ]*

v.

A plea emitted by a hotel owner trying to resist unreasonable product improvement plans imposed by a brand

# TREKNOLOGY

*[ trek-'nol-oh-gēē ]*

n.

The dizzying array of new technology that hotels must employ to meet brand standards and/or stay relevant and competitive. [Two important sub-definitions... 1) RAMulans – overly aggressive Chief Technology Officer's and their adherents. 2) Cling-ons - hotel owners holding on for dear life as technology investment soars.] Making up for up for decades of technological malaise, RAMulans mission is (with Cling-on capital) to boldly go where no one has gone before. "Brands... point your Phasers at owners with the setting on stun! Kirk out."

# REVPARALYSIS

*[ rev-pär-all-ah-sis ]*

n.

The stupefying amount of information and analysis considered by modern revenue management systems, often with the effect of causing hotels to chase each other in vicious cycles of comparative pricing.

# WRECKTIFICATION

*[ 'rek-ti-fi-cay-shun ]*

v.

The process of fixing a broken hotel through rebranding, reconcepting, renovation or new management.

# BRANDASAURUS

*[ 'brand-ah-sore-us ]*

n.

Any of a common species of hotel company comprised of a large number of increasingly indistinguishable brands. [Leading cause of Brandblurment.]

# BRANDASAURUS REX

*[ 'brand-ah-sore-us reks ]*

n.

A particularly large and aggressive sub-species of Brandasaurus. The Brandasaurus Rex has been known to consume its smaller cousin, the common Brandasaurus.



# AVERAGE DAILY RANT (ADR)

*[ av(ə)rij dālē rant ]*

v.

A ritual carried out by many hotel owners and asset managers unhappy with the pricing policies/execution of the operators who run their hotels.

# BRANDBOOZEL

*[ brand-böö-zul ]*

v.

The act of making it difficult or impossible to for hotel owners to track/evaluate hotel companies centralized service charges and reimbursables.

# LENDOSCOPY

*[ len-dos-cop-ēē ]*

n.

A process by which lenders determine the credit worthiness of prospective hotel borrowers. See also proctology exam.

# GROOM RATE

*[ grōom rāt ]*

n.

The amount of revenue from weddings as a percentage of total local catering revenue.

# ZUCKERBURGER

*[ 'zuk-er-bur-ger ]*

n.

A gigantic burger onto which consumers pile tons of content from their personal refrigerator, pantry, and cupboards, no matter how bad it tastes. A key element of a Zuckerburger is that it must be eaten in public. Restaurants serving Zuckerburgers often award prizes for the Zuckerburger consumer who garners the most unrelated observers and the most embarrassing contents. All Zuckerburgers now come with Russian dressing... whether you want it or not.

# FLOPERATOR

*[ 'flop-er-ay-tor ]*

n.

A poor hotel operator that fails to achieve optimal performance. Often identified by continual submissions of a Fartcasts and G.O.Pee.

# SLOPERATOR

*[ 'slop-er-ay-tor ]*

n.

A hotel operator that is sloppy and inconsistent. The key difference between a floperator and a sloperator is market conditions. That is, sloperators might otherwise be floperators but for strong market fundamentals which mask their poor performance.

# MOPERATOR

*[ 'mop-er-ay-tor ]*

n.

A hotel operator that is brought in to fix a hotel that has been previously run by a floperator or sloperator. Also known as a turnaround specialist.



# BRANDICE

*[ 'bran-dīs ]*

n.

A game of chance played by many inexperienced owners/ developers in which they treat brand selection and contract negotiation as a game of chance (i.e., engagement without professional assistance). As with most games of chance, the odds are stacked against the brandice player.

# FORNIPLAYTION

*[ for-ni-'plāy-shun ]*

v.

What generally happens to an owner/developer who plays brandice.

## About CHMWarnick, LLC

CHMWarnick is the leading asset management and owner advisory services firm globally. When we're not coming up with funny words, we focus on innovative strategies for optimizing profits and contributing incremental value on behalf of the lodging investment community. A 30-year track record of expertise and ability to ask the right questions, has made CHMWarnick a trusted advisor to hotel owners from around the globe. Our current asset management portfolio includes 70 hotels, 29,000 guestrooms and \$15 billion in total value. We are also providing development advisory services to new hotel development projects valued at over \$2 billion.

**We put Hotel Owners first  
in everything we do.**

**CHMWarnick**

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