



## **FORBES TRAVEL GUIDE**

2024 Hotel Standards  
All Sections - All Classifications

[www.forbestravelguide.com](http://www.forbestravelguide.com)

## 2024 Hotel Standards by Section

### Reservation & Pre-Arrival

STANDARD	TAG	CLASSIFICATION
Telephone conversation is calm and clear	Service	Guest Comfort & Convenience
The guest is always asked permission before being placed on hold	Service	Courtesy & Manners
No telephone hold is longer than 30 seconds without offering a call-back	Service	Courtesy & Manners
Staff is highly articulate and avoids slang and excessive use of phrase-fragments	Service	Courtesy & Manners
Staff is polite and maintains a gracious tone and appropriate pace throughout the interaction	Service	Courtesy & Manners
Staff exhibits a genuine sense of interest and concern for the guest	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff leads the conversation and is thoughtful and intuitive, demonstrating anticipatory service when appropriate and helpful	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff consistently and respectfully personalizes interactions, addressing the guest in accordance with their preference, if known	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff closes interactions with polite, appropriate remarks	Service	Courtesy & Manners
Staff can readily describe the various physical elements in the guest room	Service	Guest Comfort & Convenience
Staff can describe hotel facilities and procedures with clarity	Service	Technical Execution, Skill & Knowledge
Staff can effectively provide directions and/or transportation options and their associated costs	Service	Technical Execution, Skill & Knowledge
At some point prior to the guest's stay, they are offered assistance with hotel services such as transportation service, dinner or spa reservations	Service	Technical Execution, Skill & Knowledge
When making a booking, staff provides a choice of room types and rates	Service	Technical Execution, Skill & Knowledge
When making a booking, staff clearly explains deposit and cancellation policies and any penalty charges, if a method of payment is secured	Service	Guest Comfort & Convenience
When making a booking, details of the booking are repeated for confirmation	Service	Technical Execution, Skill & Knowledge

STANDARD	TAG	CLASSIFICATION
When making a booking, a confirmation number is offered	Service	Technical Execution, Skill & Knowledge
Hotel booking confirmation is received within two hours of the call	Service	Efficiency
Cross-departmental channels of communication among staff are consistent and complete	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
The service is handled without excessive delays or interruptions	Service	Efficiency

## 2024 Hotel Standards by Section

### Arrival Service

STANDARD	TAG	CLASSIFICATION
Staff politely acknowledges the guest when appropriate and reasonably possible	Service	Courtesy & Manners
Staff is highly articulate and avoids slang and excessive use of phrase-fragments	Service	Courtesy & Manners
Staff is polite and maintains a gracious tone and appropriate pace throughout the interaction	Service	Courtesy & Manners
Staff readily smiles and maintains an engaging expression	Service	Courtesy & Manners
Staff makes eye contact and keeps focus on the guest	Service	Courtesy & Manners
Staff exhibits a genuine sense of interest and concern for the guest	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff is thoughtful and intuitive, demonstrating anticipatory service when appropriate and helpful	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Cross-departmental channels of communication among staff are consistent and complete	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff performs the requirements of their department knowledgeably and proficiently. Staff can capably answer questions about the entire hotel or obtains effective and prompt assistance	Service	Technical Execution, Skill & Knowledge
Staff consistently and respectfully personalizes interactions, addressing the guest in accordance with their preference, if known	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff closes interactions with polite, appropriate remarks	Service	Courtesy & Manners
All staff encountered are wearing clean and well-fitted uniforms	Service	Staff Appearance
Staff's appearance is consistent with the property style and demonstrates a strong sense of personal care and hygiene	Service	Staff Appearance
Staff maintains alert posture and behaves professionally in view of the guest	Service	Staff Appearance
Staff does not decline any request without offering appropriate alternatives	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Guests are greeted curbside within 30 seconds of arriving	Service	Efficiency

STANDARD	TAG	CLASSIFICATION
If hotel transportation service is utilized, the appearance and hospitality skills of the staff are professional and courteous	Service	Courtesy & Manners
Luggage assistance is immediately offered curbside	Service	Guest Comfort & Convenience
The guest is escorted or directed to the appropriate registration area	Service	Guest Comfort & Convenience
Time from arriving at reception area until registration is complete does not exceed five minutes	Service	Efficiency
Special requests or reservations made in connection to the hotel booking are confirmed during registration or upon entering guest room	Service	Technical Execution, Skill & Knowledge
All details of the reservation are accurate; departure date is confirmed during registration	Service	Technical Execution, Skill & Knowledge
The guest is offered an escort to their room	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Luggage service is secure, seamless and does not require the guest to identify or prompt for luggage at any time once a hotel staff member has collected it	Service	Guest Comfort & Convenience
Staff automatically arranges luggage in a convenient manner, using a rack or dedicated storage space	Service	Guest Comfort & Convenience
Luggage arrives within 10 minutes of registration completion	Service	Efficiency
Orientation to the hotel is helpful, consisting of relevant details and/or personalized information	Service	Guest Comfort & Convenience
Staff provides helpful information about the guest room that might otherwise be overlooked or confusing	Service	Guest Comfort & Convenience
If guest room is not ready beyond hotel's check-in time, staff makes thoughtful suggestions to ensure the guest's comfort while they wait, and an estimated wait time is made known and honored within 15 minutes	Service	Guest Comfort & Convenience
The service is handled without excessive delays or interruptions	Service	Efficiency
Efforts are made to reduce paper during the arrival service *	Facility	
An appropriate number of key cards is offered upon arrival *	Facility	

## 2024 Hotel Standards by Section

### Departure Service

STANDARD	TAG	CLASSIFICATION
Telephone conversation is calm and clear	Service	Guest Comfort & Convenience
Staff politely acknowledges the guest when appropriate and reasonably possible	Service	Courtesy & Manners
Staff is highly articulate and avoids slang and excessive use of phrase-fragments	Service	Courtesy & Manners
Staff is polite and maintains a gracious tone and appropriate pace throughout the interaction	Service	Courtesy & Manners
Staff readily smiles and maintains an engaging expression	Service	Courtesy & Manners
Staff makes eye contact and keeps focus on the guest	Service	Courtesy & Manners
Staff exhibits a genuine sense of interest and concern for the guest	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff is thoughtful and intuitive, demonstrating anticipatory service when appropriate and helpful	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff performs the requirements of their department knowledgeably and proficiently. Staff can capably answer questions about the entire hotel or obtains effective and prompt assistance	Service	Technical Execution, Skill & Knowledge
Staff consistently and respectfully personalizes interactions, addressing the guest in accordance with their preference, if known	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff closes interactions with polite, appropriate remarks	Service	Courtesy & Manners
All staff encountered are wearing clean and well-fitted uniforms	Service	Staff Appearance
Staff's appearance is consistent with the property style and demonstrates a strong sense of personal care and hygiene	Service	Staff Appearance
Staff maintains alert posture and behaves professionally in view of the guest	Service	Staff Appearance
If hotel transportation service is utilized, the appearance and hospitality skills of the staff are professional and courteous	Service	Courtesy & Manners
Channels of communication among staff are consistent and complete - one does not have to fully repeat themselves and requests are conveyed to the appropriate staff	Service	Graciousness, Thoughtfulness & Sense of Personalized Service

STANDARD	TAG	CLASSIFICATION
Staff does not decline any request without offering appropriate alternatives	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Bellman arrives within eight minutes of departure assistance request; or within five minutes of pre-arranged luggage pick-up time	Service	Efficiency
Time spent settling the folio does not exceed five minutes	Service	Efficiency
Luggage service is secure, seamless and does not require the guest to identify or prompt for luggage at any time once a hotel staff member has collected it from the room	Service	Guest Comfort & Convenience
Staff accepting payment specifically thanks the guest and closes the interaction with a polite and appropriate remark	Service	Courtesy & Manners
Staff proactively inquires about transportation needs	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
The guest is invited to review their folio, either digitally or printed, prior to processing	Service	Guest Comfort & Convenience
If a printed folio is provided, a folder or envelope is offered	Service	Guest Comfort & Convenience
If an emailed folio is requested or automatically received, it is delivered within one hour	Service	Efficiency
The final folio is accurate and easy to read	Service	Technical Execution, Skill & Knowledge
If applicable, posting/charge errors called to the attention of the staff are quickly and discreetly rectified with words of apology	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
There will be no unexpected charges posted to the folio; guests must have been advised in some obvious manner of all charges	Service	Guest Comfort & Convenience
The service is handled without excessive delays or interruptions	Service	Efficiency
Efforts are made to reduce paper during the departure service *	Facility	

## 2024 Hotel Standards by Section

### Guest Service

STANDARD	TAG	CLASSIFICATION
Telephone conversation is calm and clear	Service	Guest Comfort & Convenience
Staff politely acknowledges the guest when appropriate and reasonably possible	Service	Courtesy & Manners
Staff is highly articulate and avoids slang and excessive use of phrase-fragments	Service	Courtesy & Manners
Staff is polite and maintains a gracious tone and appropriate pace throughout the interaction	Service	Courtesy & Manners
Staff readily smiles and maintains an engaging expression	Service	Courtesy & Manners
Staff makes eye contact and keeps focus on the guest	Service	Courtesy & Manners
When appropriate, staff asks guiding questions to ascertain the guest's preferences	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff exhibits a genuine sense of interest and concern for the guest and/or demonstrates anticipatory service when appropriate and helpful	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Cross-departmental channels of communication among staff are consistent and complete	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff performs the requirements of their department knowledgeably and proficiently. Staff can capably answer questions about the entire hotel or obtains effective and prompt assistance	Service	Technical Execution, Skill & Knowledge
Staff consistently and respectfully personalizes interactions, addressing the guest in accordance with their preference, if known	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff closes interactions with a polite, appropriate remark	Service	Courtesy & Manners
Staff encountered are wearing clean and well-fitted uniforms	Service	Staff Appearance
Staff's appearance is consistent with the property style and demonstrates a strong sense of personal care and hygiene	Service	Staff Appearance
Staff maintains alert posture and behaves professionally in view of the guest	Service	Staff Appearance
Staff responds to or confirms in-house requests within two hours	Service	Efficiency
Staff responds to or confirms pre-arrival requests within 24 hours	Service	Efficiency



STANDARD	TAG	CLASSIFICATION
Staff exhibits local expertise by providing thorough detail and first-hand knowledge	Service	Technical Execution, Skill & Knowledge
When appropriate, staff effectively provides directions and transportation options	Service	Technical Execution, Skill & Knowledge
Property offers high quality and curated experiences, itineraries or activities	Service	Sense of Luxury
All non-digital collateral is professionally presented	Service	Technical Execution, Skill & Knowledge
Staff does not decline any request without offering appropriate alternatives	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
The service is handled without excessive delays or interruptions	Service	Efficiency

## 2024 Hotel Standards by Section

### Digital Services

STANDARD	TAG	CLASSIFICATION
The hotel's website is notable in design and consistent with the property and/or brand	Service	Sense of Luxury
The hotel's website is intuitive and seamless to navigate	Service	Guest Comfort & Convenience
Content on the hotel website is current, free of errors and grammatically correct	Service	Technical Execution, Skill & Knowledge
An online hotel booking engine or mobile application is available	Service	Guest Comfort & Convenience
Booking engine is convenient and allows the guest to filter room results	Service	Guest Comfort & Convenience
Booking engine offers a rate and availability calendar	Service	Guest Comfort & Convenience
Rate types and inclusions are clearly and conveniently described during the online booking process	Service	Technical Execution, Skill & Knowledge
During the online booking process, room descriptions are helpful, with accurate photos of the bedroom, bathroom and any living spaces included	Service	Technical Execution, Skill & Knowledge
It is possible to add special requests to the reservation during the process of online booking	Service	Guest Comfort & Convenience
The deposit and cancellation policy is prominently explained before the booking is processed online	Service	Technical Execution, Skill & Knowledge
For online bookings, confirmation number is immediately generated and the full confirmation email is received within two hours.	Service	Technical Execution, Skill & Knowledge
Bookings made through the property website can be amended or cancelled online	Service	Guest Comfort & Convenience
Hotel booking details are accurately reflected in the email confirmation	Service	Technical Execution, Skill & Knowledge
All email communications are personalized	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
All email communications are professionally formatted and accurately reflect the property and/or brand	Service	Technical Execution, Skill & Knowledge
Staff is articulate and courteous when corresponding with the guest via email	Service	Courtesy & Manners

STANDARD	TAG	CLASSIFICATION
General email inquiries are acknowledged within 24 hours	Service	Efficiency
All text message communications are polite, professional and consistent with the property style	Service	Courtesy & Manners
Text messages are answered within three minutes	Service	Efficiency
When guest requests are made through digital technology, the functionality is intuitive and convenient	Service	Guest Comfort & Convenience
All service automation functions seamlessly and as expected	Service	Guest Comfort & Convenience
Non-digital alternatives are available for any service automation technologies provided	Service	Guest Comfort & Convenience

## 2024 Hotel Standards by Section

### Fitness Services

STANDARD	TAG	CLASSIFICATION
If present, staff in the fitness center is professional and courteous	Service	Courtesy & Manners
Restrooms are conveniently located in or near the fitness center	Facility	Guest Comfort & Convenience
If provided, the overall appearances of the locker room and/or restroom area are organized, clean and well-maintained	Facility	Cleanliness & Condition
Equipment is exceptionally high quality, with modern, up-to-date models and technology	Facility	Sense of Luxury
At least three different types of cardiovascular equipment are provided	Facility	Guest Comfort & Convenience
At least three different types of floor exercise and/or recovery equipment are provided	Facility	Wellness
A full set of free weights and at least one piece of strength-training or circuit-training equipment are available	Facility	Guest Comfort & Convenience
Equipment is sufficient for the fitness facility capacity, and it is arranged in a convenient manner	Facility	Guest Comfort & Convenience
The facility offers ample open floor space, allowing the guest sufficient room to themselves when using all equipment	Facility	Guest Comfort & Convenience
All fitness equipment is clean and in excellent working order	Facility	Cleanliness & Condition
The fitness room and all amenities are clean and in excellent condition	Facility	Cleanliness & Condition
Appropriate cardiovascular equipment includes intuitive audiovisual functionality	Facility	Guest Comfort & Convenience
Water is readily available within the fitness center	Facility	Wellness
Fresh fruit and/or nutritionally focused snacks are available in or near the fitness area	Facility	Wellness
Appropriately sized towels are conveniently available to all guests in the fitness area	Facility	Guest Comfort & Convenience
Dampened chilled towels are offered in the fitness area	Facility	Wellness
Towels are disposed of discreetly	Facility	Cleanliness & Condition

STANDARD	TAG	CLASSIFICATION
The facility provides a fresh and comfortable workout environment	Facility	Wellness
Exceptional attention to the fitness facility design/décor and amenities is evident.	Facility	Sense of Luxury
If offered, in-room fitness equipment is high quality	Facility	Sense of Luxury
The property offers an interesting selection of fitness classes, training and/or other wellbeing activities appropriate to the destination, whether virtual or in person	Service	Wellness
Efforts are made to reduce single-use plastic in the fitness facility *	Facility	

## 2024 Hotel Standards by Section

### Guest Service Request

STANDARD	TAG	CLASSIFICATION
Telephone conversation is calm and clear	Service	Guest Comfort & Convenience
Staff is highly articulate and avoids slang and excessive use of phrase-fragments	Service	Courtesy & Manners
Staff is polite and maintains a gracious tone and appropriate pace throughout the interaction	Service	Courtesy & Manners
Staff readily smiles and maintains an engaging expression	Service	Courtesy & Manners
Staff makes eye contact and keeps focus on the guest	Service	Courtesy & Manners
Staff exhibits a genuine sense of interest and concern for the guest and/or demonstrates anticipatory service	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Cross-departmental channels of communication among staff are consistent and complete	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff performs the requirements of their department knowledgeably and proficiently. Staff can capably answer questions about the entire hotel or obtains effective and prompt assistance	Service	Technical Execution, Skill & Knowledge
Staff consistently and respectfully personalizes interactions, addressing the guest in accordance with their preference, if known	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
All interactions are closed politely and appropriately	Service	Courtesy & Manners
All staff encountered are wearing clean and well-fitted uniforms	Service	Staff Appearance
Staff's appearance is consistent with the property style and demonstrates a strong sense of personal care and hygiene	Service	Staff Appearance
Staff maintains alert posture and behaves professionally in view of the guest	Service	Staff Appearance
Staff does not decline any request without offering appropriate alternatives	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff arrives to the room within 10 minutes unless advised otherwise	Service	Efficiency
Requested items delivered to the room are elegantly presented	Service	Sense of Luxury
Two-hour pressing, same-day and express laundry/dry cleaning service are available on weekdays	Facility	Guest Comfort & Convenience

STANDARD	TAG	CLASSIFICATION
Folded items are returned with luxurious presentation	Service	Sense of Luxury
Hanging items are neatly returned on high quality hangers, with non-slip inserts for trousers	Service	Sense of Luxury
The service meets the guest's needs and any items provided are high quality	Service	Technical Execution, Skill & Knowledge
The service is handled without excessive delays or interruptions	Service	Efficiency
Any items requested for delivery to the room, including laundry/dry cleaning, are delivered in sustainable packaging *	Facility	

## 2024 Hotel Standards by Section

### Housekeeping Daily Service

STANDARD	TAG	CLASSIFICATION
The bathroom floor is thoroughly cleaned	Service	Cleanliness & Condition
All bathroom fixtures are thoroughly cleaned	Service	Cleanliness & Condition
Bathroom appointments such as mirrors, shelves, etc. are thoroughly cleaned	Service	Cleanliness & Condition
All used bathroom linens and robes are removed and neatly replaced unless the guest opts into an environmental preference program	Service	Technical Execution, Skill & Knowledge
All fresh bathroom linens are clean and in excellent condition	Service	Cleanliness & Condition
Toiletries and cosmetics are neatly arranged	Service	Guest Comfort & Convenience
High quality underliners are used for toiletries on vanity or counter surfaces, but not under items on narrow shelves	Service	Sense of Luxury
Small appliances provided by the hotel have their cords (i.e. hairdryer, iron, etc.) neatly coiled and appliances are tidily arranged in a convenient location	Service	Guest Comfort & Convenience
End sheets of toilet tissue are neatly pointed or similarly cared for	Service	Guest Comfort & Convenience
Bathroom amenities are sufficiently supplied to last until the next service. Any single-use amenity that is more than half depleted has a fresh product added	Service	Guest Comfort & Convenience
Debris is thoroughly removed from all areas of the bedroom floor	Service	Cleanliness & Condition
Any significant dust, debris or spillage on furniture surfaces is thoroughly cleaned	Service	Cleanliness & Condition
Following daily service, all bed linens are completely clean and in exceptional condition unless the guest opts into an environmental preference program	Service	Cleanliness & Condition
The bed is tightly and attractively remade with decorative elements replaced	Service	Technical Execution, Skill & Knowledge
If the guest opts into an environmental preference program, their requests are honored	Service	Technical Execution, Skill & Knowledge
Wastebaskets and ashtrays throughout the bedroom and bathroom are emptied/cleaned	Service	Cleanliness & Condition
Soiled in-room dining serviceware, trays or trolleys are removed from the room and not left in the corridor	Service	Technical Execution, Skill & Knowledge



STANDARD	TAG	CLASSIFICATION
If used, glassware, silver or china in the room is thoroughly cleaned	Service	Cleanliness & Condition
If provided complimentary, food and beverage amenities are freshened and/or replaced as necessary	Service	Guest Comfort & Convenience
If applicable, items consumed from the minibar are replaced at some point during the day	Service	Guest Comfort & Convenience
If ice had been provided in the ice bucket, ice bucket is drained and cleaned, or completely refreshed	Service	Guest Comfort & Convenience
Clothing left around the room is neatly folded or draped and left within immediate guest view	Service	Guest Comfort & Convenience
Shoes left out in the room are paired and neatly placed near where the guest had left them, out of high traffic areas	Service	Guest Comfort & Convenience
Personal guest belongings, other than clothing or toiletries, are not substantially disturbed and no guest belongings are missing	Service	Guest Comfort & Convenience
Personal guest belongings, other than clothing or toiletries, are handled in a noteworthy manner	Service	Sense of Luxury
Magazines and newspapers are neatly compiled and arranged	Service	Technical Execution, Skill & Knowledge
Hotel collateral such as service directories, in-room dining menus, corporate directories, etc. are neatly arranged	Service	Guest Comfort & Convenience
TVs are turned off or set to a dedicated welcome channel, furniture throughout the room is neatly straightened and closet and cupboard doors are closed	Service	Guest Comfort & Convenience
All window treatments are opened, if appropriate, have a symmetrical appearance and are uniform day-to-day	Service	Guest Comfort & Convenience
Depleted complimentary room amenities are replenished, such as notepads, pens and laundry kits	Service	Guest Comfort & Convenience
Burned out light bulbs or other malfunctioning equipment is replaced/repairs	Service	Guest Comfort & Convenience
The room has an extremely fresh, comfortable atmosphere when the guest returns	Service	Wellness
Daily service is provided in a timely, convenient and discreet manner so that the guest does not feel disturbed	Service	Guest Comfort & Convenience

STANDARD	TAG	CLASSIFICATION
If a room attendant, minibar attendant or technician is encountered, they are very polite and professional. Their appearance is consistent with the property style and demonstrates a strong sense of personal care and hygiene	Service	Courtesy & Manners
Security precautions are taken when staff is servicing rooms	Service	Technical Execution, Skill & Knowledge
Guest room corridors are kept neat and organized during daily service	Service	Technical Execution, Skill & Knowledge
Property offers environmental options for housekeeping services *	Facility	
Environmental program is completed as expected *	Facility	
Efforts are made to reduce energy consumption by turning off unnecessary lights or appliances *	Facility	
Amenities are not replaced until necessary *	Facility	

## 2024 Hotel Standards by Section Housekeeping Evening Service

STANDARD	TAG	CLASSIFICATION
Evening service is provided automatically	Service	Sense of Luxury
Evening service is provided automatically or the guest is prominently invited to call to request service	Service	Guest Comfort & Convenience
Evening service is provided in a timely, convenient and discreet manner so that the guest does not feel disturbed	Service	Guest Comfort & Convenience
During evening service, an effort is made to set an appropriate atmosphere	Service	Wellness
During evening service, bedding is neatly prepared. If decorative items are removed, they are discreetly stored	Service	Technical Execution, Skill & Knowledge
During evening service, clothing left around the room is neatly folded or draped and left within immediate guest view	Service	Guest Comfort & Convenience
During evening service, shoes left out in the room are paired and neatly placed near where the guest had left them, out of high traffic areas	Service	Guest Comfort & Convenience
The bedroom is tidied, with significant debris removed from floors and furnishings; wastebaskets are emptied and reading materials are straightened	Service	Technical Execution, Skill & Knowledge
During evening service, the bathroom counter, sink, shower and tub are cleaned	Service	Cleanliness & Condition
Bedroom and bathroom amenities are sufficiently supplied to last until the next service	Service	Guest Comfort & Convenience
During evening service, toiletries and cosmetics are neatly arranged	Service	Guest Comfort & Convenience
High quality underliners are used for toiletries on vanity or counter surfaces, but not under items on narrow shelves	Service	Sense of Luxury
During evening service, used bathroom linens are removed and neatly replaced, unless the guest chooses to participate in an environmental preference program	Service	Technical Execution, Skill & Knowledge
All fresh bathroom linens are clean and in excellent condition	Service	Cleanliness & Condition
If the guest opts into an environmental preference program, their requests are honored	Service	Technical Execution, Skill & Knowledge
If a housekeeping evening service attendant is encountered, they are very polite and professional. Their appearance is consistent with the property style and demonstrates a strong sense of personal care and hygiene	Service	Courtesy & Manners

STANDARD	TAG	CLASSIFICATION
Amenities are not replaced until necessary *	Facility	

## 2024 Hotel Standards by Section

### Guest Room

STANDARD	TAG	CLASSIFICATION
Upon arrival, the room has an extremely fresh, comfortable atmosphere	Service	Wellness
A specific welcome gift or amenity is provided on the day of arrival.	Service	Guest Comfort & Convenience
If provided, the welcome amenity is of extremely high quality and distinctive in presentation	Service	Sense of Luxury
The guest room is well-soundproofed	Facility	Wellness
Hotel collateral and any printed products, such as stationery, reading material, notepad paper or pens, are elegant or distinctive in a way that is notable	Facility	Sense of Luxury
Hotel collateral and any printed products are in excellent condition	Facility	Cleanliness & Condition
Hotel collateral is accurate and grammatically correct; if provided, magazines are current	Service	Guest Comfort & Convenience
The bed is clean and in excellent condition	Facility	Cleanliness & Condition
The bed linens are of high quality and made of natural materials	Facility	Sense of Luxury
The bed is exceptionally comfortable	Facility	Wellness
The room promotes good sleep, including effective blackout functionality	Facility	Wellness
The closets and shelves/drawers are generously spacious and very well lit	Facility	Guest Comfort & Convenience
There are at least 10 hangers in the closet, convenient for all types of garments	Facility	Guest Comfort & Convenience
Fresh flowers or live plants are provided by the hotel in the guest room	Facility	Wellness
The bedroom offers a comfortable place to relax, such as when watching television or dining, separate from the bed and desk areas	Facility	Guest Comfort & Convenience
The lighting in the bedroom is comfortable for the guest to complete all necessary daily tasks. The room has ample natural light during the day	Facility	Guest Comfort & Convenience
The bedroom is exceptionally clean	Facility	Cleanliness & Condition

STANDARD	TAG	CLASSIFICATION
The bedroom is extremely well-maintained	Facility	Cleanliness & Condition
If available, the outdoor balcony/patio is exceptionally clean and in excellent condition	Facility	Cleanliness & Condition
The room is supplied with a distinctive variety of amenities that enhance the guest experience	Facility	Sense of Luxury
If provided, the technology is easy to use and navigate	Facility	Guest Comfort & Convenience
Electronic outlets are located in convenient locations for the guest	Facility	Guest Comfort & Convenience
If provided, clocks display the time of day within two minutes of the time confirmed by the global time clock and prior alarms are cleared	Service	Guest Comfort & Convenience
The architectural design style of the room is notable in interest or execution	Facility	Sense of Luxury
The entire room is true to the thematic elements. There are no unintentional mismatching styles of furnishings or indication of remodeling that is not thorough or done in cycles	Facility	Sense of Luxury
The grooming areas are generously spacious so that two persons could easily shower and dress in comfort	Facility	Guest Comfort & Convenience
Basic amenities, including shampoo, conditioner, body wash/gel, lotion, hand soap and cotton products, are provided	Facility	Guest Comfort & Convenience
Beyond basic amenities, the bathroom is supplied with at least two additional types of toiletry items	Facility	Sense of Luxury
Bathroom amenities are exceptionally luxurious in quality and presentation	Facility	Sense of Luxury
Robes, slippers and sufficient towels are automatically provided	Facility	Guest Comfort & Convenience
Robes, slippers and bathroom linens are of extremely high quality	Facility	Sense of Luxury
Robes, slippers and bathroom linens are all clean and in excellent condition	Facility	Cleanliness & Condition
Strong water pressure and no vacillating water temperatures are present in showers; showers are easy to operate	Facility	Guest Comfort & Convenience
Placement of bathroom amenities is convenient and careful	Service	Guest Comfort & Convenience

STANDARD	TAG	CLASSIFICATION
Placement of bathroom linens is convenient and careful	Service	Guest Comfort & Convenience
The lighting in the bathroom is sufficient for all intended tasks, such as grooming and makeup application	Facility	Guest Comfort & Convenience
The bathroom is exceptionally clean	Facility	Cleanliness & Condition
The bathroom is extremely well-maintained	Facility	Cleanliness & Condition
The bathroom design and appointments, such as counters, floors and fixtures, are exceptionally noteworthy	Facility	Sense of Luxury
The guest is exceptionally comfortable in this room	Service	Sense of Luxury
Efforts are made to reduce single-use plastic in the guest room *	Facility	
Efforts are made to reduce single-use plastic in the bathroom *	Facility	
Clean bathroom amenities are used *	Facility	
Recycling options are readily available in the guest room *	Facility	

## 2024 Hotel Standards by Section

### Public Areas

STANDARD	TAG	CLASSIFICATION
Telephone conversations are calm and clear	Service	Guest Comfort & Convenience
The guest is always asked permission before being placed on hold	Service	Courtesy & Manners
No telephone hold is longer than 30 seconds without offering a call-back	Service	Courtesy & Manners
Staff politely acknowledges the guest when appropriate and reasonably possible	Service	Courtesy & Manners
Staff is highly articulate and avoids slang and excessive use of phrase-fragments	Service	Courtesy & Manners
Staff is polite and maintains a gracious tone and appropriate pace throughout the interaction	Service	Courtesy & Manners
Staff readily smiles and maintains an engaging expression	Service	Courtesy & Manners
Staff makes eye contact and keeps focus on the guest	Service	Courtesy & Manners
Staff exhibits a genuine sense of interest and concern for the guest and/or demonstrates anticipatory service when appropriate and helpful	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Cross-departmental channels of communication among staff are consistent and complete	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff maintains alert posture and behaves professionally in view of the guest	Service	Staff Appearance
Staff can capably answer questions about the entire hotel or obtains effective and prompt assistance	Service	Technical Execution, Skill & Knowledge
Staff consistently and respectfully personalizes interactions, addressing the guest in accordance with their preference, if known	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff closes interactions with a polite, appropriate remark	Service	Courtesy & Manners
All staff encountered are wearing clean and well-fitted uniforms	Service	Staff Appearance
Staff's appearance is consistent with the property style and demonstrates a strong sense of personal care and hygiene	Service	Staff Appearance
Staff does not decline any request without offering appropriate alternatives	Service	Graciousness, Thoughtfulness & Sense of Personalized Service



STANDARD	TAG	CLASSIFICATION
If any negative issues encountered during the stay are called to the attention of staff, these are quickly and discreetly rectified with words of apology	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
All services are handled without excessive delays	Service	Efficiency
Large groups or meetings are handled in a way that does not interfere with the guest's visit or make them uncomfortable at any point	Service	Guest Comfort & Convenience
Staff uniforms are exceptional in design and style	Service	Sense of Luxury
The architectural and interior design style of the public areas is notable in quality, interest or execution. There are no signs of remodeling done in cycles	Facility	Sense of Luxury
When present, exterior landscaping and grounds are notable in their design, interest and/or execution	Facility	Sense of Luxury
The guest is comfortable when moving around the hotel or sitting in the lobby. There is sufficient privacy, space and comfortable seating	Facility	Guest Comfort & Convenience
If available, wireless Internet service provided in the public areas is strong and reliable	Facility	Guest Comfort & Convenience
The interior public areas are clean and in excellent condition	Facility	Cleanliness & Condition
The exterior public areas are clean and in excellent condition	Facility	Cleanliness & Condition
If hotel transportation is used, vehicles are clean and in excellent condition	Facility	Cleanliness & Condition
There is a strong sense of security throughout the property	Service	Wellness
Efforts are made to reduce single-use plastic *	Facility	
Recycling options are readily available in public spaces *	Facility	
Property engages in obvious environmental and community-based conservation programs *	Facility	
If newspapers or magazines are offered, they are digital *	Facility	

## 2024 Hotel Standards by Section

### Hotel Dining

STANDARD	TAG	CLASSIFICATION
Staff politely acknowledges the guest when appropriate and reasonably possible	Service	Courtesy & Manners
If waiting is required, an estimated wait time is quoted. The guest is seated no more than five minutes past the quoted time	Service	Efficiency
If waiting is required, a comfortable waiting area is available	Service	Guest Comfort & Convenience
Staff is highly articulate and avoids slang and excessive use of phrase-fragments	Service	Courtesy & Manners
Staff is polite and maintains a gracious tone and appropriate pace throughout the interaction	Service	Courtesy & Manners
Staff readily smiles and maintains an engaging expression	Service	Courtesy & Manners
Staff makes eye contact and keeps focus on the guest	Service	Courtesy & Manners
Staff exhibits a genuine sense of interest and concern for the guest and/or demonstrates anticipatory service when appropriate and helpful	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Before taking the guest's order, staff inquires about dietary restrictions, preferences or allergies or proactively acknowledges these if previously made known	Service	Wellness
If dietary restrictions, preferences or allergies are made known and a dish modification is required, staff appropriately acknowledges these when serving the meal	Service	Wellness
It is not necessary to prompt staff, as they have anticipated all requirements and automatically provided or offered them	Service	Guest Comfort & Convenience
Channels of communication among staff are consistent and complete - one does not have to fully repeat themselves and requests are conveyed to the appropriate members of service/kitchen staff	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff performs the requirements of their department knowledgeably and proficiently. Staff can capably answer questions about the entire hotel or obtains effective and prompt assistance	Service	Technical Execution, Skill & Knowledge
Staff consistently and respectfully personalizes interactions, addressing the guest in accordance with their preference, if known	Service	Graciousness, Thoughtfulness & Sense of Personalized Service

STANDARD	TAG	CLASSIFICATION
Interactions are closed with polite, appropriate remarks	Service	Courtesy & Manners
All staff encountered are wearing clean and well-fitted uniforms	Service	Staff Appearance
Staff's appearance is consistent with the property style and demonstrates a strong sense of personal care and hygiene	Service	Staff Appearance
Staff maintains alert posture and behaves professionally in view of the guest	Service	Staff Appearance
Staff is discreet and unintrusive throughout the experience, while remaining attentive	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff does not decline any request without offering appropriate alternatives	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
The guest is escorted to their table and provided with chair assistance	Service	Guest Comfort & Convenience
Once the guest is seated, the table is politely greeted within one minute	Service	Efficiency
Refills or follow-up rounds are readily offered or provided within one minute of the guest's beverage being fully empty	Service	Efficiency
If asked for menu recommendations, staff can provide helpful information	Service	Technical Execution, Skill & Knowledge
Staff can helpfully discuss details of menu items	Service	Technical Execution, Skill & Knowledge
Staff can helpfully discuss beverage offerings	Service	Technical Execution, Skill & Knowledge
After ordering, cold breakfasts are served within seven minutes and hot breakfasts within 10 minutes, unless advised otherwise by server	Service	Efficiency
When applicable, the pace of the meal is consistent; the guest does not have to wait or wonder when the next step of service will occur	Service	Efficiency
Menu and check presenter are in pristine condition, free of any damage. Menu is grammatically correct.	Facility	Cleanliness & Condition
Menu and/or buffet includes at least two high quality health-conscious beverages	Service	Wellness
Menu and/or buffet offers a variety of nutritionally focused options; dietary restrictions are considered	Service	Wellness

STANDARD	TAG	CLASSIFICATION
Menu and/or buffet provides an exceptional variety, including concept-driven specialty dishes	Service	Sense of Luxury
Hot foods and beverages are hot when served; cold foods and beverages are chilled	Service	Food & Beverage Quality
Foods and beverages are fresh and use high quality ingredients	Service	Wellness
Foods are flavorful and well-seasoned/balanced	Service	Food & Beverage Quality
Portions are appropriate	Service	Food & Beverage Quality
Food presentation is precise and carefully plated	Service	Food & Beverage Quality
Cooking is done properly and as requested	Service	Food & Beverage Quality
All items ordered are served accurately and server does not have to ask who ordered what	Service	Technical Execution, Skill & Knowledge
Condiments are elegantly presented	Service	Sense of Luxury
If a buffet, the traffic flow is convenient. There are ample dishes and utensils for self-service	Service	Guest Comfort & Convenience
If a buffet, the appearance is exceptionally hygienic	Facility	Cleanliness & Condition
If a buffet, the food is well-stocked, fresh and appetizing in overall appearance. There are not any dishes more than one-quarter empty and there are not any juice pitchers more than half empty	Service	Food & Beverage Quality
If a buffet, the presentation is exceptionally eye appealing and inviting	Service	Sense of Luxury
If a buffet, there is an a la minute option for individual preparation of egg dishes and/or other hot foods	Service	Guest Comfort & Convenience
If a buffet, all appropriate dishes are clearly and elegantly labeled	Service	Guest Comfort & Convenience
It is possible to receive a selection of specialty coffees and teas at any time	Service	Guest Comfort & Convenience
Coffee and tea service is presented in a refined manner	Service	Sense of Luxury
Table is in excellent condition and completely clean	Facility	Cleanliness & Condition
Cloth napkins are used and are in excellent condition, clean and pressed	Facility	Cleanliness & Condition
The guest's seating area is clean and in excellent condition	Facility	Cleanliness & Condition

STANDARD	TAG	CLASSIFICATION
Serveware is in excellent condition, completely clean and hygienic in appearance	Facility	Cleanliness & Condition
Serveware is of excellent quality and cohesive in appearance	Facility	Sense of Luxury
All proper cutlery is provided	Service	Technical Execution, Skill & Knowledge
Removal of soiled dishes is convenient	Service	Technical Execution, Skill & Knowledge
The presentation of the bill is prompt	Service	Efficiency
The bill is accurate	Service	Technical Execution, Skill & Knowledge
The dining room exhibits a well-organized and professional appearance; tables are uniformly set	Service	Technical Execution, Skill & Knowledge
Vacated tables are cleared within five minutes	Service	Efficiency
The dining environment is comfortable, temperature is appropriate and if a sound system is used, the volume is appropriate	Service	Guest Comfort & Convenience
The seating and table arrangement are comfortable, including ample tabletop space	Service	Guest Comfort & Convenience
The service is handled without excessive delays or interruptions	Service	Efficiency
Menu offerings include sustainably sourced options *	Facility	
Efforts are made to reduce single-use plastic *	Facility	

## 2024 Hotel Standards by Section

### Bar/Lounge Service

STANDARD	TAG	CLASSIFICATION
Staff is highly articulate and avoids slang and excessive use of phrase-fragments	Service	Courtesy & Manners
Staff is polite and maintains a gracious tone and appropriate pace throughout the interaction	Service	Courtesy & Manners
Staff readily smiles and maintains an engaging expression	Service	Courtesy & Manners
Staff makes eye contact and keeps focus on the guest	Service	Courtesy & Manners
Staff exhibits a genuine sense of interest and concern for the guest and/or demonstrates anticipatory service when appropriate and helpful	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
It is not necessary to prompt staff, as they have anticipated all requirements and automatically provided or offered them	Service	Guest Comfort & Convenience
Server can helpfully discuss details of beverages and bar offerings and provide appropriate recommendations, if asked	Service	Technical Execution, Skill & Knowledge
Staff performs the requirements of their department knowledgeably and proficiently. Staff can capably answer questions about the entire hotel or obtains effective and prompt assistance	Service	Technical Execution, Skill & Knowledge
Staff consistently and respectfully personalizes interactions, addressing the guest in accordance with their preference, if known	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff closes interactions with polite, appropriate remarks	Service	Courtesy & Manners
All staff encountered are wearing clean and well-fitted uniforms	Service	Staff Appearance
Staff's appearance is consistent with the property style and demonstrates a strong sense of personal care and hygiene	Service	Staff Appearance
Staff maintains alert posture and behaves professionally in view of the guest	Service	Staff Appearance
Staff is discreet and unintrusive throughout the experience, while remaining attentive	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff does not decline any request without offering appropriate alternatives	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Once the guest is seated, they are greeted within one minute	Service	Efficiency

STANDARD	TAG	CLASSIFICATION
First drinks are served within five minutes of ordering at a table, or four minutes of ordering at the bar counter, unless otherwise advised by server	Service	Efficiency
Follow-up rounds are discreetly offered within one minute of glass being empty	Service	Efficiency
All items ordered are served accurately and server does not have to ask who ordered what	Service	Technical Execution, Skill & Knowledge
Wine by the glass service includes demonstration of the label and pouring at the table	Service	Technical Execution, Skill & Knowledge
Wine by the glass service includes an offer of a tasting sample	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Mixed drinks/cocktails are dynamically interesting and/or photogenic	Service	Sense of Luxury
Beverages will be served in high quality glassware completely appropriate to the drink	Service	Sense of Luxury
Beverages are served at appropriate temperatures	Service	Food & Beverage Quality
Beverage pours/portions are appropriate	Service	Food & Beverage Quality
Mixed drinks and cocktails are correctly prepared and well-balanced	Service	Food & Beverage Quality
Staff attentively maintains tabletop/bar counter area	Service	Technical Execution, Skill & Knowledge
Beverage menu and check presenter are in pristine condition, free of any damage. Beverage menu is grammatically correct	Facility	Cleanliness & Condition
Beverage menu includes an exceptional and interesting variety of top-quality liquors and beers. Wines by the glass are also listed	Service	Guest Comfort & Convenience
At least three well-chosen and diverse red wines, three white wines and one Champagne/sparkling wine are available by the glass	Service	Sense of Luxury
Menu includes an exceptional specialty offering	Service	Sense of Luxury
Beverage menu features at least two high quality non-alcoholic beverage options	Service	Wellness
At least one fresh snack is offered with the drinks	Service	Guest Comfort & Convenience
If provided, snacks are of extremely high quality and distinctive in presentation	Service	Sense of Luxury

STANDARD	TAG	CLASSIFICATION
If snacks are served, napkins are provided	Service	Guest Comfort & Convenience
If provided, napkins are made of linen or cotton	Facility	Sense of Luxury
All drinks are served on distinctive coasters	Service	Sense of Luxury
Serviceware is in excellent condition and completely clean and hygienic in appearance	Facility	Cleanliness & Condition
The guest's seating area is clean and in excellent condition	Facility	Cleanliness & Condition
The bar/lounge exhibits a well-organized and professional appearance; tables are uniformly set	Service	Technical Execution, Skill & Knowledge
Vacated spaces are cleared within three minutes at the bar counter or within five minutes at a table	Service	Efficiency
The lounge environment is very comfortable, including appropriate temperature, and the air is fresh	Service	Wellness
The seating arrangement is completely comfortable and adequately distanced from service traffic and other guests	Service	Guest Comfort & Convenience
Music and/or entertainment are provided in a style appropriate to the bar/lounge setting; volume and sound quality are comfortable	Service	Guest Comfort & Convenience
Service stations, bar counter and back bar area are always neatly maintained and eye appealing	Facility	Cleanliness & Condition
The bill is conveniently and discreetly presented and collected	Service	Guest Comfort & Convenience
The bill is accurate	Service	Technical Execution, Skill & Knowledge
Menu offerings include sustainably sourced options *	Facility	
Efforts are made to reduce single-use plastic *	Facility	



## 2024 Hotel Standards by Section

### In Room Dining

STANDARD	TAG	CLASSIFICATION
Telephone conversation is calm and clear	Service	Guest Comfort & Convenience
Staff is highly articulate and avoids slang and excessive use of phrase-fragments	Service	Courtesy & Manners
Staff is polite and maintains a gracious tone and appropriate pace throughout the interaction	Service	Courtesy & Manners
Staff readily smiles and maintains an engaging expression	Service	Courtesy & Manners
Staff makes eye contact and keeps focus on the guest	Service	Courtesy & Manners
Staff exhibits a genuine sense of interest and concern for the guest and/or demonstrates anticipatory service when appropriate and helpful	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Ordertaker inquires about dietary restrictions, preferences or allergies or proactively acknowledges these if previously made known	Service	Wellness
If dietary restrictions, preferences or allergies are made known and a dish modification is required, staff appropriately acknowledges these when serving the meal	Service	Wellness
It is not necessary to prompt staff, as they have anticipated all requirements and automatically provided or offered them	Service	Guest Comfort & Convenience
Cross-departmental channels of communication among staff are consistent and complete	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff performs the requirements of their department knowledgeably and proficiently. Staff can capably answer questions about the entire hotel or obtains effective and prompt assistance	Service	Technical Execution, Skill & Knowledge
Staff consistently and respectfully personalizes interactions, addressing the guest in accordance with their preference, if known	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff closes interactions with polite, appropriate remarks	Service	Courtesy & Manners
All staff encountered are wearing clean and well-fitted uniforms	Service	Staff Appearance
Staff's appearance is consistent with the property style and demonstrates a strong sense of personal care and hygiene	Service	Staff Appearance
Staff maintains alert posture and behaves professionally in view of the guest	Service	Staff Appearance

STANDARD	TAG	CLASSIFICATION
Staff does not decline any request without offering appropriate alternatives	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Menu includes at least two high quality health-conscious beverages	Service	Wellness
Menu offers a variety of nutritionally focused options; dietary restrictions are considered	Service	Wellness
Menu provides an exceptional variety, including concept-driven specialty dishes	Service	Sense of Luxury
Ordertaker can helpfully discuss details of foods and beverages	Service	Technical Execution, Skill & Knowledge
Estimated delivery time is quoted and order is received within five minutes of that time, not earlier or later	Service	Efficiency
Lunch and dinner are served within 40 minutes; breakfast is served within 30 minutes	Service	Efficiency
Staff conveniently sets the table so the meal is ready to begin; all serviceware is neatly arranged	Service	Guest Comfort & Convenience
If in-room service is provided, beverages are opened and poured in the room	Service	Guest Comfort & Convenience
If in-room service is provided, wine by the glass is presented in a bottle and poured in the room	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
If in-room service is provided, chair(s) is brought to the table and the seating arrangement is fully comfortable	Service	Guest Comfort & Convenience
Food presentation is precise and carefully plated	Service	Food & Beverage Quality
Hot foods and beverages are hot when served; frozen items are firm at the time of consumption	Service	Food & Beverage Quality
Foods and beverages are fresh and use high quality ingredients	Service	Wellness
Foods are flavorful and well-seasoned/balanced	Service	Food & Beverage Quality
Portions are appropriate	Service	Food & Beverage Quality
Cooking is executed properly and as requested	Service	Food & Beverage Quality
All ordered items are accurately served	Service	Technical Execution, Skill & Knowledge

STANDARD	TAG	CLASSIFICATION
Condiments are elegantly presented	Service	Sense of Luxury
It is possible to receive a selection of specialty coffees and teas at any time	Service	Guest Comfort & Convenience
Coffee and tea service is presented in a refined manner	Service	Sense of Luxury
Tray or in-room dining cart is in excellent condition and completely clean	Facility	Cleanliness & Condition
Cloth napkins, tablecloths and liners used are in excellent condition, clean and pressed	Facility	Cleanliness & Condition
Serviceware is in excellent condition, completely clean and hygienic in appearance	Facility	Cleanliness & Condition
Serviceware is of excellent quality and cohesive in appearance	Facility	Sense of Luxury
All proper cutlery is provided	Service	Technical Execution, Skill & Knowledge
Removal of soiled dishes occurs within 12 minutes or within five minutes of the pre-arranged time	Service	Efficiency
When collecting the dishes, staff returns the room to its original appearance	Service	Guest Comfort & Convenience
The service is handled without excessive delays or interruptions	Service	Efficiency
Menu offerings include sustainably sourced options *	Facility	
Efforts are made to reduce single-use plastic *	Facility	

## 2024 Hotel Standards by Section

### Pool/Beach Service

STANDARD	TAG	CLASSIFICATION
Staff politely acknowledges the guest when appropriate and reasonably possible	Service	Courtesy & Manners
Staff is highly articulate and avoids slang and excessive use of phrase-fragments	Service	Courtesy & Manners
Staff is polite and maintains a gracious tone and appropriate pace throughout the interaction	Service	Courtesy & Manners
Staff readily smiles and maintains an engaging expression	Service	Courtesy & Manners
Staff makes eye contact and keeps focus on the guest	Service	Courtesy & Manners
Staff exhibits a genuine sense of interest and concern for the guest	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
It is not necessary to prompt staff, as they have anticipated all requirements and automatically provided or offered them	Service	Guest Comfort & Convenience
Staff performs the requirements of their department knowledgeably and proficiently. Staff can capably answer questions about the entire hotel or obtains effective and prompt assistance	Service	Technical Execution, Skill & Knowledge
Staff consistently and respectfully personalizes interactions, addressing the guest in accordance with their preference, if known	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff closes interactions with polite, appropriate remarks	Service	Courtesy & Manners
All staff encountered are wearing clean and well-fitted uniforms	Service	Staff Appearance
Staff's appearance is consistent with the property style and demonstrates a strong sense of personal care and hygiene	Service	Staff Appearance
Staff maintains alert posture and behaves professionally in view of the guest	Service	Staff Appearance
Staff does not decline any request without offering appropriate alternatives	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
The arriving guest is escorted to a chair, and set-up assistance is provided or offered	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Once the guest is seated, water is proactively provided or offered within five minutes	Service	Wellness

STANDARD	TAG	CLASSIFICATION
During a 90-minute period in warm conditions, some sort of complimentary refreshment is proactively passed by staff	Service	Wellness
It is possible to conveniently obtain drinks and snacks by signaling the attention of a staff member.	Service	Guest Comfort & Convenience
Drinks are delivered within 10 minutes	Service	Efficiency
The pool area provides adequate sun protection measures, including shade options and sun protection products	Service	Wellness
Staff automatically offers at least two towels to each guest	Facility	Guest Comfort & Convenience
Soiled towels are stored discreetly	Facility	Cleanliness & Condition
The pool deck/beach exhibits a well-organized and professional appearance; vacated loungers and used serveware are swiftly cleared	Service	Technical Execution, Skill & Knowledge
All chairs, tables, pads, towels and umbrellas are clean and in excellent condition	Facility	Cleanliness & Condition
All chairs, tables, pads, towels and umbrellas are of exceptional quality	Facility	Sense of Luxury
All conditions around the pool and beach area are clean and completely hygienic	Facility	Cleanliness & Condition
The guest is completely comfortable. There is adequate space and privacy. If children or groups of guests are present, it is possible to select chairs isolated from others	Service	Guest Comfort & Convenience
The pool setting is distinctive and promotes a sense of place	Facility	Sense of Luxury
Restrooms are located within the pool/beach area	Facility	Guest Comfort & Convenience
If provided, restrooms are well-stocked, clean and well-maintained	Facility	Cleanliness & Condition
Poolside menu is available and offers an exceptional variety of food and beverages, including specialty items	Service	Sense of Luxury
Poolside menu offers a variety of nutritionally focused options; dietary restrictions are considered	Service	Wellness
If available, poolside menu, check presenter and all service items are clean and in good condition. Menu is grammatically correct	Facility	Cleanliness & Condition
Food and beverages have a distinctive presentation	Service	Sense of Luxury

STANDARD	TAG	CLASSIFICATION
All ordered items are fresh, flavorful and properly prepared	Service	Food & Beverage Quality
All ordered items are accurately served	Service	Technical Execution, Skill & Knowledge
The bill is accurate	Service	Technical Execution, Skill & Knowledge
The service is handled without excessive delays or interruptions	Service	Efficiency
Menu offerings include sustainably sourced options *	Facility	
Efforts are made to reduce single-use plastic *	Facility	

## 2024 Hotel Standards by Section

### Guest Experience

STANDARD	TAG	CLASSIFICATION
Looking back on the entire stay, the experience was naturally personalized, and you did not feel like one of many	Service	
The property facilities, including your guest room, were pristine with no excessive cleanliness or condition issues	Service	
The overall food and beverage program stood out, from choice to quality and presentation	Service	
The property location, design and/or other aesthetic elements combined to create a strong sense of place	Service	
The service included elevated moments that enhanced your perception of luxury. You can easily recall at least one aspect of the visit that was exceptionally memorable	Service	
You would readily recommend this property to others, and there was great value in the experience	Service	
The property allowed you to continue a health-conscious lifestyle with a focus on enhancing your wellbeing	Service	