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STANDARDS REVISIONS OVERVIEW | 2023

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2023 STANDARDS REVISIONS OVERVIEW

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2023 FORBES TRAVEL GUIDE STANDARDS

Composition of all Official Ratings Standards

In line with our commitment to transparency, we have further enhanced the level of clarity of our standards, minimizing the misunderstanding of the intended application. Examples include quantifying items when possible, rather than asking for a “variety”, and further describing the meaning of “high-quality” so the guest expectation is less ambiguous. Of equal importance is our philosophy that the Forbes Travel Guide official standards are not a checklist that over time erode and homogenize service. These changes have been made where the most clarity was needed.

Reservations – Hotel & Restaurant

To ensure our guest experience remains as closely aligned with that of the average luxury guest, we have made two key updates to the reservations experience for the Hotel and Restaurant (independent award) evaluations.

The Hotel reservation section has been renamed Reservation & Pre-Arrival, which may include a hotel reservation made over the phone or an informational call where the guest may ask questions either prior to or after making an online booking.

Restaurant evaluations will no longer require a phone call reservation. The existing online booking engine standards will remain in place with some added enhancements, which all naturally reflect the online experience diners are increasingly turning toward. If a phone call is made, this will be assessed on reduced standards that now fall within the Host Service section.

Both these updates further enhance our commitment to evaluation integrity by providing a more realistic reflection of the natural guest pathway to their stay.

Guest Name Usage

The application of this long-standing requirement and a hallmark of service excellence has been expanded. The guest name use standard remains in place to ensure staff can make the guest feel they were recognized in a consistent manner and/or in accordance with their preference when known. The 2023 application will now provide credit if staff successfully and appropriately refer to the guest by their first name, too. The application must remain respectful, in line with guest preferences and consistent property wide. Moreover, a strong sense of personalized service ensuring the guest does not feel one-of-many when interacting with staff must be conveyed throughout the guest stay. More explanation of this update can be found on page 11 of this document.

2023 FORBES TRAVEL GUIDE STANDARDS

Hotel, Restaurant and Spa Awards

Guest Experience Score

Guest experience remains a critical element for any successful luxury operator, now more so than ever. As today's discerning guests reflect upon their stay with even greater intensity, they are paying closer attention to the more emotional elements of service. Forbes Travel Guide's rating system historically places greater emphasis on the service element, and this continues in 2023. In addition to the service standards used to assess each area of a Hotel, Restaurant or Spa, we have now introduced a Guest Experience Score, which serves to take a realistic look at the guest's reflection of their experience. Areas the guest will look back to consider their overall experience will include the level of personalized service, cleanliness, sense of place and value. The standards used to determine the Guest Experience Score will be calculated as part of the overall Composite. You may read more about the updated 2023 composite scoring method on page 41 of this document.

**The guest will indicate one of the following reactions to the below questions:
Strongly Disagree, Disagree, Neutral, Agree or Strongly Agree**

The guest will also provide text to explain the context of their reaction.

HOTEL
Looking back on the entire stay, the experience was naturally personalized, and you did not feel like one of many
The property facilities, including your guest room, were pristine with no excessive cleanliness or condition issues
The overall food and beverage program stood out, from choice to quality and presentation
The property location, design and/or other aesthetic elements combined to create a strong sense of place
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
You would readily recommend this property to others, and there was great value in the experience

RESTAURANT

The restaurant location, design and/or other aesthetic elements combined to create a strong sense of place

Food quality and presentation were exceptional in a way that was remarkable or memorable

The uniqueness of the restaurant concept was apparent throughout the visit, and the overall experience distinctly stood out

You would readily recommend this restaurant to others, and there was great value in the service and overall experience

SPA

Looking back on the entire spa visit, including treatments, the experience was naturally personalized, and you did not feel like one of many

The spa facilities were pristine with no excessive cleanliness or condition issues

The spa concept was unique and seamlessly executed to create a distinctive, elevated experience

You would readily recommend this spa to others, and there was great value in the experience and facilities



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2023 FORBES TRAVEL GUIDE STANDARDS

Section Updates – Hotel

RESERVATION & PRE-ARRIVAL

Reservation has been renamed Reservation & Pre-Arrival. Wording of several standards have been adjusted to reflect informational calls, as well. For instance, the word “reservationist” has been adjusted to “staff,” as guests may not be booking a reservation on the call. Additionally, the phrase “when making a booking,” has been added to standards that would only apply to a reservation call. This section will now include **ONE** of the following scenarios:

1. Full reservation call
2. Call to ask questions before making an online booking
3. Call to ask questions about the property after making an online booking
4. Proactive and robust email outreach to ask questions about the property/services/rooms prior to stay

FITNESS FACILITY

The first significant change to this section is the removal of the requirement for the facility to be staffed and the standard requiring staff to actively circulate. If staff is present, they should be professional and courteous, but the section will no longer require staff to be consistently present.

Several standards have been updated to require a certain number of items for elements such as cardiovascular equipment and floor exercise/recovery equipment. Equipment should also be exceptional, offering modern and sophisticated technology and features.

The standards regarding amenities being thoughtfully presented and the fitness facility providing special elements to elevate the experience have been retired. A design standard has been added in to capture outstanding design elements, which could include impactful amenity displays.

2023 FORBES TRAVEL GUIDE STANDARDS

Section Updates – Hotel

EVENING SERVICE

The expectation for Housekeeping Evening Service in 2023 will once again be to receive a full, automatic offering of secondary housekeeping service. The guest should receive evening service each night of their stay without having to prompt or call for this service for the opportunity to achieve the standards within this section.

This can be met if staff asks before the stay or during arrival, for example, “What time would you prefer evening housekeeping service?” However, asking the guest, “Would you like evening service?” would not meet the requirements to earn credit.

IN-ROOM DINING SERVICE

In-Room Dining Service in 2023 will be evaluated as a complete, in-room set-up for breakfast, lunch or dinner service. Properties providing a full service within the guest room have the opportunity to achieve the full set of standards within this section. Door-drop or to-go style deliveries will not be tested for Ratings evaluations in 2023.

2023 FORBES TRAVEL GUIDE STANDARDS

Hotel Updates

New Standards

The following hotel standards are NEW for the 2023 inspection year.

SECTION	STANDARD	CLASSIFICATION
Guest Service	Property offers high quality and curated experiences, itineraries or activities	Sense of Luxury
Fitness Facility	The facility offers ample open floor space, allowing the guest sufficient room to themselves when using all equipment	Guest Comfort & Convenience
Fitness Facility	Exceptional attention to the fitness facility design is evident. The style is in keeping with overall design of the property	Sense of Luxury
Housekeeping Evening Service	If the guest opts into an environmental preference program, their requests are honored	Technical Execution, Skill & Knowledge
Public Areas	If hotel transportation is used, vehicles are clean and in excellent condition	Cleanliness & Condition
Hotel Dining	Before taking the guest's order, staff inquires about dietary restrictions, preferences or allergies or proactively acknowledges these if previously made known	Wellness
Hotel Dining	If dietary restrictions, preferences or allergies are made known and a dish modification is required, staff appropriately acknowledges these when serving the meal	Wellness

2023 FORBES TRAVEL GUIDE STANDARDS

Hotel Updates

In-Room Dining	Ordertaker inquires about dietary restrictions, preferences or allergies or proactively acknowledges these if previously made known	Wellness
In-Room Dining	If dietary restrictions, preferences or allergies are made known and a dish modification is required, staff appropriately acknowledges these when serving the meal	Wellness
In-Room Dining	When collecting the dishes, staff returns the room to its original appearance	Guest Comfort & Convenience

2023 FORBES TRAVEL GUIDE STANDARDS

Revised Hotel Standards

The following hotel standards have received a revision. While the fundamental service component remains the in line with the spirit of the standard, we have updated how we interpret them to best keep in line with global trends.

2022 Standard	2023 Standard
ALL SECTIONS	
The guest's name is used naturally as a signal of recognition (Graciousness, Thoughtfulness & Sense of Personalized Service)	Staff consistently and respectfully personalizes interactions, addressing the guest in accordance with their preference, if known <i>First name usage is acceptable if used consistently throughout the property. If staff over-uses the guest's name, this would not be considered respectful and would not achieve the standard</i>
All staff encountered are wearing professional, clean and well-fitted uniforms (Staff Appearance)	All staff encountered are wearing clean and well-fitted uniforms
All staff encountered are extremely well-groomed while appropriately representing the property style (Staff Appearance)	Staff's appearance is consistent with the property style and demonstrates a strong sense of personal care and hygiene <i>Staff's personal appearance should reflect good personal hygiene. Tattoos would only be a NO if offensive. Unless the brand aesthetic evokes otherwise, staff should not wear excessive jewelry or makeup, and hairstyles should not be distracting</i>

2023 FORBES TRAVEL GUIDE STANDARDS

Revised Hotel Standards

RESERVATION & PRE-ARRIVAL SERVICE	
Staff closes interactions with polite, appropriate remarks (Courtesy & Manners) Staff can readily describe the various physical elements in the guest room (Guest Comfort & Convenience) Staff can describe hotel facilities and procedures with clarity (Technical Execution, Skill & Knowledge) Staff can effectively provide directions and/or transportation options and their associated costs (Technical Execution, Skill & Knowledge)	<u>Standards Reworded:</u> <i>"Reservationist" changed to "Staff"</i>
At some point prior to the guest's stay, they are offered assistance with hotel services such as transportation service, dinner or spa reservations (Technical Execution, Skill & Knowledge)	<i>This can be met during a pre-arrival phone call or even on a pre-arrival or confirmation email</i>
When making a booking, staff provides a choice of room types and rates (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 (Guest Comfort & Convenience) When making a booking, details of the booking are repeated for confirmation (Technical Execution, Skill & Knowledge) When making a booking, a confirmation number is offered (Technical Execution, Skill & Knowledge)	<u>Standards Reworded:</u> <i>Added "When making a booking"</i>

2023 FORBES TRAVEL GUIDE STANDARDS

Revised Hotel Standards

Hotel booking confirmation is received within two hours of the call (Efficiency)	<u>Standard Revised:</u> Now two hours instead of 24 hours
The guest is fully prepared for their stay after the call, and they look forward to their visit with positive anticipation (Graciousness, Thoughtfulness & Sense of Personalized Service)	Standard Retired for 2023
ARRIVAL SERVICE	
Luggage assistance is immediate at curbside and offered by the staff	Luggage assistance is immediately offered curbside
Special requests or bookings made prior to arrival are confirmed during registration or upon entering guest room	Special requests or reservations made in connection to the hotel booking are confirmed during registration or upon entering guest room
The guest is escorted or directed to their room	The guest is offered an escort to their room
Luggage is stored conveniently	Staff automatically arranges luggage in a convenient manner, using a rack or dedicated storage space
Orientation to the hotel is discreet and helpful, consisting of only relevant and important facts that do not overwhelm the guest	Orientation to the hotel is helpful, consisting of relevant details and/or personalized information
Orientation to the guest room is discreet, helpful and appropriate to the location, including only facilities or services that might otherwise be overlooked or are unique	Staff provides helpful information about the guest room that might otherwise be overlooked or confusing
DEPARTURE SERVICE	
Staff proactively offers transportation assistance, not waiting for the guest to exit the hotel and seek transport	Staff proactively inquires about transportation needs

2023 FORBES TRAVEL GUIDE STANDARDS

Revised Hotel Standards

The final folio is offered to guest for review prior to processing	The guest is invited to review their folio, either digitally or printed, prior to processing
GUEST SERVICES	
Follow-up service or call-backs are timely and accurate	<u>Split into Two Standards:</u> Staff responds to or confirms in-house requests within two hours Staff responds to or confirms pre-arrival requests within 24 hours
When asked about restaurant recommendations, local activities and/or attractions, staff provides an appropriate choice of options as well as brief descriptions	<i>Standard Retired for 2023</i>
	<u>New Standard:</u> Property offers high quality and curated experiences, itineraries or activities
DIGITAL SERVICES	
Content on the hotel website is up-to-date, free of errors and grammatically correct	Content on the hotel website is current , free of errors and grammatically correct
Booking engine is convenient and allows the guest to sort through different room features	Booking engine is convenient and allows the guest to filter room results
Booking engine offers a rate and availability calendar	Booking engine offers a rate and availability calendar
Online room descriptions are helpful, with accurate photos included	Online room descriptions are helpful, with accurate photos of the bedroom, bathroom and any living spaces included
It is possible to add special requests and/or other hotel services to the reservation before the booking is processed online	It is possible to add special requests to the reservation before the booking is processed online

2023 FORBES TRAVEL GUIDE STANDARDS

Revised Hotel Standards

The deposit and cancellation policy is clearly explained before the booking is processed online	The deposit and cancellation policy is prominently explained before the booking is processed online
	<u>New Standard (Moved from Reservation):</u> Hotel booking details are accurately reflected in the email confirmation
General email inquiries are answered within 24 hours	General email inquiries are acknowledged within 24 hours
FITNESS FACILITY	
Attendants actively circulate the fitness center at least every 20 minutes, making themselves readily available	<i>Standard Retired for 2023</i>
Staff in the fitness center is professional and courteous	If present , staff in the fitness center is professional and courteous
Equipment is of a high quality, professional grade	Equipment is exceptionally high quality, with modern, up- to-date models and technology
A variety of cardio machines is provided	At least three different types of cardiovascular equipment are provided
A variety of low-impact equipment is available	At least three different types of floor exercise and/or recovery equipment are provided
The fitness room is spacious and arranged in a convenient manner, such that the guest can comfortably navigate the facility and use all equipment	<u>Split into Two Standards:</u> Equipment is sufficient for the fitness facility capacity, and it is arranged in a convenient manner The facility offers ample open floor space, allowing the guest sufficient room to themselves when using all equipment
Personal headsets are provided or available upon request	<i>Standard Retired for 2023</i>

2023 FORBES TRAVEL GUIDE STANDARDS

Revised Hotel Standards

Individual and properly operable televisions are available at appropriate cardio pieces, and are easy for guests to control while working out	Appropriate cardiovascular equipment includes intuitive audiovisual functionality
Chilled towels are offered in the fitness area	Dampened chilled towels are offered in the fitness area
All amenities are thoughtfully presented on or in distinctive high quality serviceware	<i>Standard Retired for 2023</i>
Availability of fitness classes or personal training is made known	Availability of personal training or fitness classes, whether virtual or in person , is made known
	<u>New Standard:</u> Exceptional attention to the fitness facility design is evident. The style is in keeping with overall design of the property
GUEST SERVICE REQUEST	
Requested items delivered to the room are high quality and elegantly presented	Requested items delivered to the room are elegantly presented
The service or resolution provided by the staff meets the guest's needs and expectations	The items provided are high quality and meet the guest's needs
HOUSEKEEPING DAILY SERVICE	
All used bathroom linens and robes are removed and neatly replaced	All used bathroom linens and robes are removed and neatly replaced unless the guest opts into an environmental preference program
Following daily service, all bed linens are completely clean and in exceptional condition	Following daily service, all bed linens are completely clean and in exceptional condition unless the guest opts into an environmental preference program
If an obvious environmental preference program is in place for linens and towels, the guest's requests are honored	If the guest opts into an environmental preference program, their requests are honored

2023 FORBES TRAVEL GUIDE STANDARDS

Revised Hotel Standards

Items consumed from the minibar are replaced at some point during the day	If applicable , items consumed from the minibar are replaced at some point during the day
If a room attendant, minibar attendant or technician is encountered, they are very polite, well-groomed and professional	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
Good security precautions are taken when staff is servicing rooms	Security precautions are taken when staff is servicing rooms
HOUSEKEEPING EVENING SERVICE	
Evening service is provided in a timely, convenient and discreet manner so that the guest does not feel disturbed	<i>Evening service should be provided between 5 and 9:30p.m. In European and Latin American destinations, evening service offered until 10 p.m. is acceptable for this standard. If service is offered before or after these times, then this standard is a NO</i>
During evening service, bedding is neatly prepared.	During evening service, bedding is neatly prepared. If decorative items are removed, they are discreetly stored
Evening service includes a noteworthy or thoughtful element	<i>Standard Retired for 2023</i> Extraordinary luxury elements may be captured in the Guest Experience Score
If a housekeeping evening service attendant is encountered, they are very polite, well-groomed and professional	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
GUEST ROOM	
Hotel collateral is accurate; if provided, magazines are current	Hotel collateral is accurate and grammatically correct ; if provided, magazines are current

2023 FORBES TRAVEL GUIDE STANDARDS

Revised Hotel Standards

The room promotes good sleep with convenient blackout functionality and/or other elements	The room promotes good sleep, including effective blackout functionality
There are at least 10 hangers in the closet, convenient for both men and women, and all types of garments	There are at least 10 hangers in the closet, convenient for all types of garments
The room is supplied with a variety of high quality amenities. Advanced technology is provided, if appropriate to the destination/property	The room is supplied with a distinctive variety of amenities that enhance the guest experience
All useful items are clean and in excellent condition	<i>Standard Retired for 2023</i>
Clocks display the time of day within two minutes of the time confirmed by the global time clock and prior alarms are cleared	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
If applicable, requested newspaper is accurately delivered and presented in a thoughtful manner	<i>Standard Retired for 2023</i>
Exceptional attention to the interior design is evident, which may include interesting or notable pieces of artwork, excellent fabrics/upholstery on furniture, high quality window treatments, etc.	<i>Standard Retired for 2023</i> <i>Extraordinary luxury elements may be captured in the Guest Experience Score</i>
A notable variety of bathroom amenities is provided	<u>Split into Two Standards:</u> Basic amenities, including shampoo, conditioner, body wash/gel, lotion, hand soap and cotton products, are provided Beyond basic amenities, the bathroom is supplied with at least two additional types of toiletry items
The bathroom amenities are exceptionally luxurious	Bathroom amenities are exceptionally luxurious in quality and presentation

2023 FORBES TRAVEL GUIDE STANDARDS

Revised Hotel Standards

If provided, the minibar program offers a notable variety of high quality snacks and beverages, including healthy, nutritionally focused options	<i>Standard Retired for 2023</i> <i>Extraordinary luxury elements may be captured in the Guest Experience Score</i>
If provided, the minibar program is elegant in presentation	<i>Standard Retired for 2023</i>
The guest room is free of excessive cleanliness and condition issues	<i>Standard Retired for 2023</i> <i>Extraordinary attention to cleanliness may be captured in the Guest Experience Score</i>
PUBLIC AREAS	
	<u>New Standard (Moved from Other Sections):</u> The guest is always asked permission before being placed on hold <i>This will be evaluated for any non-automated hold encountered throughout the stay, other than the reservation/pre-arrival call</i>
	<u>New Standard (Moved from Other Sections):</u> No telephone hold is longer than 30 seconds without offering a call-back <i>This will be evaluated for any non-automated hold encountered throughout the stay, other than the reservation/pre-arrival call</i>
The property exudes an exceptional sense of place with distinguishing aesthetic and sensory elements	<i>Standard Retired for 2023</i> <i>Extraordinary luxury elements may be captured in the Guest Experience Score</i>
The hotel supports a variety of basic business requests, such as Internet access, photocopying, faxing and printing	<i>Standard Retired for 2023</i>

2023 FORBES TRAVEL GUIDE STANDARDS

Revised Hotel Standards

	<u>New Standard:</u> If hotel transportation is used, vehicles are clean and in excellent condition
Did the property's food and beverage experiences stand out in any way?	<i>Standard Retired for 2023</i> <i>Extraordinary luxury elements may be captured in the Guest Experience Score</i>
There is a strong sense of health safety and security throughout the property	There is a strong sense of security throughout the property <i>COVID-19-related health safety elements have been removed from this standard. It is now addressing only security, which can include digital security</i>
HOTEL DINING	
Staff exhibits a genuine sense of interest and concern for the guest	Staff exhibits a genuine sense of interest and concern for the guest and/or demonstrates anticipatory service when appropriate and helpful
	<u>New Standard:</u> Before taking the guest's order, staff inquires about dietary restrictions, preferences or allergies or proactively acknowledges these if previously made known
	<u>New Standard:</u> If dietary restrictions, preferences or allergies are made known and a dish modification is required, staff appropriately acknowledges these when serving the meal
The table is greeted within one minute, and the guest is given the opportunity to order beverages	Once the guest is seated, the table is politely greeted within one minute
Menu and/or buffet includes a variety of health-conscious beverages	Menu and/or buffet includes at least two high quality health-conscious beverages

2023 FORBES TRAVEL GUIDE STANDARDS

Revised Hotel Standards

Menu and/or buffet provides an exceptional and interesting variety	Menu and/or buffet provides an exceptional variety, including concept-driven specialty dishes
Condiments are elegantly presented	<i>Removed COVID-19 Concession: This standard will revert to the original requirements in 2023 evaluations</i>
Vacated tables are swiftly cleared	Vacated tables are cleared within five minutes
The dining table and seating is comfortable, with ample room on table to read or work	The seating and table arrangement are comfortable, including ample tabletop space
When appropriate, it is possible to have a complete hot breakfast in 30 minutes	<i>Standard retired for 2023</i>
BAR/LOUNGE SERVICE	
Staff politely acknowledges the guest when reasonably possible	<i>Standard retired for 2023</i>
Staff exhibits a genuine sense of interest and concern for the guest	Staff exhibits a genuine sense of interest and concern for the guest and/or demonstrates anticipatory service when appropriate and helpful
Server can helpfully discuss details of beverages and bar offerings, including varieties of liquors, beers and wines available	Server can helpfully discuss details of beverages and bar offerings and provide appropriate recommendations, if asked
Once the guest is seated, they are greeted within one minute and given the opportunity to order beverages	Once the guest is seated, they are greeted within one minute
Beverages have a distinctive presentation	Mixed drinks/cocktails are dynamically interesting and/or photogenic
Beverage pours/portions are generous and appropriate	Beverage pours/portions are appropriate

2023 FORBES TRAVEL GUIDE STANDARDS

Revised Hotel Standards

Mixed drinks and cocktails have a well-balanced/normal flavor, are appropriately garnished and all beverages are prepared precisely as specified by the guest	Mixed drinks and cocktails are correctly prepared and well-balanced
All iced beverages are served with the appropriate style of ice	<i>Standard Retired for 2023</i>
If provided, beverage menu features a selection of non-alcoholic beverage options	If provided, beverage menu features at least two high quality non-alcoholic beverage options
A variety of fresh snacks is offered with the drinks	At least one fresh snack is offered with the drinks
All drinks are served on linen or other distinctive coasters	All drinks are served on distinctive coasters
Vacated spaces are swiftly cleared	Vacated spaces are cleared within three minutes at the bar counter or within five minutes at a table (Efficiency)
If background music is provided, it is in a style appropriate to the lounge atmosphere, and volume and sound quality of music is comfortable; if live entertainment is provided, it is professional/polished in execution	Music and/or entertainment are provided in a style appropriate to the bar/lounge setting; volume and sound quality are comfortable
IN ROOM DINING	
Staff exhibits a genuine sense of interest and concern for the guest	Staff exhibits a genuine sense of interest and concern for the guest and/or demonstrates anticipatory service when appropriate and helpful
	<u>New Standard:</u> Ordertaker inquires about dietary restrictions, preferences or allergies or proactively acknowledges these if previously made known

2023 FORBES TRAVEL GUIDE STANDARDS

Revised Hotel Standards

	<u>New Standard:</u> If dietary restrictions, preferences or allergies are made known and a dish modification is required, staff appropriately acknowledges these when serving the meal
Menu includes a choice of health-conscious beverages	Menu includes at least two high quality health-conscious beverages
Menu provides an appealing and interesting variety	Menu provides an exceptional variety, including concept-driven specialty dishes
Staff conveniently sets the table so the meal is ready to begin	Staff conveniently sets the table so the meal is ready to begin; all serviceware is neatly arranged
	<u>New Standard:</u> When collecting the dishes, staff returns the room to its original appearance
POOL/BEACH SERVICE	
It is possible to conveniently obtain drinks and snacks by signaling the attention of a staff member. Drinks are promptly delivered within 10 minutes	<u>Split into Two Standards:</u> It is possible to conveniently obtain drinks and snacks by signaling the attention of a staff member (Guest Comfort & Convenience) Drinks are delivered within 10 minutes (Efficiency)
Ample towels are automatically provided	Staff automatically offers at least two towels to each guest
If appropriate to the destination, the pool/beach provides an excellent variety of activities and/or amenities	<i>Standard Retired for 2023</i> <i>Extraordinary luxury elements may be captured in the Guest Experience Score</i>
Poolside menu is available and offers a unique and interesting variety of food and beverages	Poolside menu is available and offers an exceptional variety of food and beverages, including specialty items



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RESTAURANT UPDATES | 2023

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2023 FORBES TRAVEL GUIDE STANDARDS

Revised Restaurant Standards

The following restaurant standards have received a revision. While the fundamental service component remains the same, the specifics of these standards have been updated to provide more clarity around the requirement and/or maintain consistency with our data and observed global trends.

2022 Standard

2023 Standard

RESERVATION SERVICE	
State the phone number you called to secure your reservation and the date and time of day in the destination you called The reservationist is polite and graciously accepts the booking The reservationist specifically thanks the guest for the booking and closes the interaction with a polite and appropriate remark Staff taking reservations demonstrates a genuine interest in the guest, such as by asking about special occasions Staff taking reservations inquires about dietary restrictions, preferences and/or allergies Staff taking reservations can give accurate information about restaurant location, dress code or general menu The service is handled without excessive delays or interruptions	<i>Standards Retired for 2023</i>

2023 FORBES TRAVEL GUIDE STANDARDS

Revised Restaurant Standards

HOST SERVICE	
	<u>New Standard:</u> If a reservation is made over the phone, staff patiently and graciously accepts the reservation, thanks the guest for the booking and closes the interaction with a polite and appropriate remark
	<u>New Standard (Moved from Reservation):</u> Online reservation engine is available, easy to navigate and complete a booking
	<u>New Standard (Moved from Reservation):</u> Reservations are confirmed prior to visit or, when in residence, upon arrival to hotel
On arrival, assistance with personal belongings is proactively offered and an impression of security is conveyed	On arrival, assistance with personal belongings is proactively offered
The guest receives the impression their reservation is confirmed	The details of the reservation, including name, number of guests and time, are accurate
If waiting is required, the guest is made to feel comfortable	If waiting is required, the guest is offered a comfortable seating area
When appropriate, chair assistance is offered to each guest	When appropriate, chair assistance is offered
If the guest has checked personal belongings, staff is aware of this, and retrieves the items automatically upon departure without reminder from the guest	If the guest has checked personal belongings, the process is secure. Staff is aware of this and retrieves the items automatically upon departure without reminder from the guest
DINNER SERVICE	
Staff is discreet and unintrusive throughout the meal, while remaining attentive	Staff is discreet and unintrusive throughout the meal

2023 FORBES TRAVEL GUIDE STANDARDS

Revised Restaurant Standards

Once the guest is seated, the table is greeted within one minute. The guest is given the opportunity to order pre-dinner beverages	Once the guest is seated, the table is politely greeted within one minute (Efficiency)
Filtered water is available, whether this is bottled or filtered in house	<i>Standard retired for 2023</i>
All food and beverage menus are elegant and distinctive	All menus are distinctive in design and consistent with the restaurant's identity
All menus are in excellent condition and grammatically correct	<i>Split into Two Standards:</i> All menus and the check presenter are in excellent condition All collateral, including menus and digital content, is current, free of errors and grammatically correct
Staff inquires about dietary restrictions, preferences or allergies or proactively acknowledges these if previously made known	Before taking the guest's order , service staff inquires about dietary restrictions, preferences or allergies or proactively acknowledges these if previously made known
During ordering, the staff proactively offers helpful remarks and reminders to ensure that the order is complete and well-understood	<i>Standard Retired for 2023</i>
A wine list is automatically provided and presented to the appropriate person(s) at the table	If appropriate to cuisine style , a wine list or equivalent is automatically provided
All dishes are served as ordered and to the guest who ordered them; staff does not have to ask who receives which item	All dishes are accurately served as ordered and to the guest who ordered them; staff does not have to ask who receives which item
Pre- and post-dinner drinks, including coffee and tea, are all served at the appropriate time, unless advised otherwise by the guest	<i>Standard retired for 2023</i>
Beverages are served and cleared on trays	<i>Standard retired for 2023</i>

2023 FORBES TRAVEL GUIDE STANDARDS

Revised Restaurant Standards

In handling all dishes, glasses and bottles, staff is efficient yet discreet, and always precise and professional in their movements	In handling all dishes, glasses and bottles, staff is efficient yet discreet, and always precise and professional in their movements and use trays as appropriate
The level of interest in service remains constant and positive throughout the meal, not faltering after service of the main course	The level of interest in service remains constant and positive throughout the meal
The dining experience included exceptionally creative or special elements	<i>Standard Retired for 2023</i> <i>Extraordinary luxury elements may be captured in the Guest Experience Score</i>
FOOD AND BEVERAGE QUALITY	
A high quality amuse bouche is offered	<i>Standard Retired for 2023</i>
Bread is offered when appropriate to cuisine, is automatically explained and is exceptional in quality and presentation	If ordered or provided, bread service and accompaniments are exceptional in quality and presentation
All bread accompaniments are distinctive. Butter is tempered	<i>Standard Retired for 2023</i>
If offered, a dessert amuse is high quality	<i>Standard Retired for 2023</i>
High quality mignardises, petit fours or the equivalent are offered	<i>Standard Retired for 2023</i>
	<u>New Standard:</u> A distinctive culinary gift from the chef is delivered to the table at some point during meal
Food presentations are dynamically interesting, possibly including varied heights and color contrasts	Food presentations are dynamically interesting and photogenic
Food presentations, even within a single dish, include contrasts of texture	Dishes are interesting to eat and provide varying contrasts of texture

2023 FORBES TRAVEL GUIDE STANDARDS

Revised Restaurant Standards

Dishes are presented on serveware of varying sizes, shapes, colors or patterns	Serving dishes are varied and enhance the presentation of the food
Food presentations are approachable and not difficult to eat; garnishes do not need to be removed prior to eating	Food presentations are approachable and not difficult to eat
Flavors and/or foods are exceptional in a way that is remarkable or memorable	<i>Standard Retired for 2023</i> Extraordinary luxury elements may be captured in the Guest Experience Score
The service enhanced the guest's enjoyment of the food flavors and/or presentations	When serving each dish, staff provides a brief description or highlights unusual ingredients
A variety of high quality aperitifs and digestifs are available	<i>Standard Retired for 2023</i>
If provided, the beverage menu lists a variety of non-alcoholic options	If provided, the beverage menu lists at least two high quality non-alcoholic options.
All iced beverages are served with the appropriate style of ice	<i>Standard Retired for 2023</i>
Mixed drinks/cocktails are prepared to the specifics of the guest, have a well-balanced flavor and are appropriately garnished	Mixed drinks and cocktails are correctly prepared and well-balanced
The menu offers an interesting interpretation of the restaurant's theme	The menu offers an interesting interpretation of the restaurant's concept
The dessert menu offers a variety of choices that are in keeping with the cuisine style of the restaurant	The dessert menu offers a variety of creative choices that are in keeping with the cuisine style of the restaurant
A cheese course is offered, verbally or in print, at the appropriate time during the service sequence and when appropriate to cuisine	<i>Standard Retired for 2023</i>

2023 FORBES TRAVEL GUIDE STANDARDS

Revised Restaurant Standards

FACILITY AND DESIGN	
	<u>New Standard:</u> The restaurant's website is notable in design and consistent with the property and/or brand
	<u>New Standard:</u> The restaurant's website is intuitive and seamless to navigate
	<u>New Standard:</u> Content on the restaurant website is current, free of errors and grammatically correct
Coffees and/or teas are elegantly and appropriately presented in high quality serviceware	Coffees and/or teas are appropriately presented in high quality serviceware
Side stations are kept neat and organized; jack stands are not observed on the dining room floor	Side stations are kept neat and organized; jack stands are not used on the dining room floor
The dining room exhibits a well-organized and professional appearance; tables are uniformly set; Illuminated table décor is kept lit, even when tables are unoccupied	The dining room exhibits a well-organized and professional appearance; tables are uniformly set
If background music is provided, it is in a style appropriate to the restaurant setting and volume and sound quality of music are comfortable. If live entertainment is provided, it is professional/polished in execution	Music and/or entertainment are provided in a style appropriate to the restaurant setting; volume and sound quality are comfortable



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SPA UPDATES | 2023

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2023 FORBES TRAVEL GUIDE STANDARDS

Revised Spa Standards

The following spa standards have received a revision for the 2023 inspection year.

2022 Standard	2023 Standard
RECEPTION SERVICE	
Dependent on region, the guest is always offered choice of therapist gender for massage and body treatments or advised of gender if choice is not available	<i>Standard Retired for 2023</i>
Staff briefly describes facilities available in the spa	Staff describes facilities available in the spa
Staff indicates an appropriate arrival time for registration and to enjoy the facilities. The guest is fully prepared for their visit following the call	Staff recommends an appropriate arrival time for registration and to enjoy the facilities (Guest Comfort & Convenience)
Staff conveys enthusiasm	<i>Standard Retired for 2023</i>
Staff clearly explains cancellation policies and any penalty (Technical Execution, Skill & Knowledge)	Staff clearly explains cancellation policies and any penalty (Guest Comfort & Convenience)
Confirmation is offered and received within 24 hours of the call; general email inquiries are completed within 24 hours	<u>Split into Two Standards:</u> Confirmation is offered and received within two hours of the call General email inquiries and booking requests are completed within 24 hours

2023 FORBES TRAVEL GUIDE STANDARDS

Revised Spa Standards

All communications are personalized, professional and accurately represent the property and/or brand	<u>Split into Two Standards:</u> All communications are personalized All communications are professionally formatted and accurately reflect the property and/or brand
If an online spa booking system is available, it is easy to navigate and complete a reservation	If an online spa booking or request system is available, it is easy to navigate and complete a reservation/request
RECEPTION SERVICES	
The guest does not have to wonder or ask where to go to change, wait for therapists, go between treatments	<i>Standard Retired for 2023</i>
The guest receives a strong sense of personalized service from the reception staff	<i>Standard Retired for 2023</i> <i>Extraordinary attention to personalized service may be captured in the Guest Experience Score</i>
Did the spa experience stand out in any way?	<i>Standard Retired for 2023</i> <i>Extraordinary luxury elements may be captured in the Guest Experience Score</i>
ALL TREATMENT SECTIONS	
Therapist demonstrates an exceptional level of expertise in all aspects of the treatment	<i>Standard Retired for 2023</i>
The treatment table setup is extremely comfortable and luxurious Treatment table linens and pillows are of exceptional quality	<u>Combined into One Standard:</u> The treatment table setup, including the linens and pillows, is extremely comfortable and luxurious
All furnishings, linens and equipment are immaculate, hygienic and neatly organized/arranged	All furnishings, linens and equipment are immaculate, hygienic and neatly organized/arranged at all times

2023 FORBES TRAVEL GUIDE STANDARDS

Revised Spa Standards

The interior design style of the treatment room is high quality and in keeping with the design style of the spa's public spaces	<i>Standard Retired for 2023</i> <i>Extraordinary luxury elements may be captured in the Guest Experience Score</i>
PUBLIC AREAS/LOCKER ROOMS	
The public spaces at the spa are generously spacious and thoughtfully laid out; it is possible to find space away from others	<u>Split into Three Standards:</u> The public areas at the spa are conveniently laid out to allow guests to access all facilities in comfort The assigned locker is comfortably located, and the guest is adequately distanced from other guests Shared public spaces are generously spacious; the guest is not required to wait for a place to change, groom or relax
At least one snack offering is available in the spa	Refreshments offered at the spa include beverages and dry and fresh snacks. At least one snack option is nutritionally focused
A variety of exceptional refreshments is offered, including healthy, nutritionally focused options	All spa refreshments are of exceptional quality, including at least one specialty item
Food and beverages are well-stocked and distinctively presented in exceptionally high quality serviceware	<u>Split into Two Standards:</u> Food and beverages are distinctively presented in exceptionally high quality serviceware Refreshments are well-stocked, fresh and appetizing in overall appearance
The relaxation area is exceptionally well-appointed and promotes a strong sense of comfort	<i>Standard Retired for 2023</i> <i>Extraordinary luxury elements may be captured in the Guest Experience Score</i>

2023 FORBES TRAVEL GUIDE STANDARDS

Revised Spa Standards

The spa is free of excessive cleanliness and condition issues	<i>Standard Retired for 2023</i> <i>Extraordinary attention to cleanliness and condition may be captured in the Guest Experience Score</i>
	<u>New Standard (Moved from Treatment Sections):</u> The interior design style of the treatment rooms are exceptional and in keeping with the design style of the spa's public spaces
The staff uniforms are exceptional in design and style, but always of visibly good quality	The staff uniforms are exceptional in design and style



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SUSTAINABILITY STANDARDS AND UPDATE | 2023

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2023 FORBES TRAVEL GUIDE STANDARDS

Revised Sustainability Standards

Scoring

In 2022, the sustainability standards for Hotel were included in the computation of the final Composite score. Only neutral or positive credit was available to be applied, which will remain the same for 2023.

Beginning in 2023, the sustainability standards for Restaurant and Spa will likewise be included in the computation of the final Composite score. Only neutral or positive credit will be applied.

Please see full Composite scoring explanation on page 41.

Revised Standard - Hotel Restaurant and Spa

The following sustainability standard has been revised for the 2023 inspection year.

2022 Standard	2023 Standard
SUSTAINABILITY	
Efforts are made to reduce single-use items	Efforts are made to reduce single-use plastic



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AWARD SCORING POLICY UPDATES | 2023

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2024 Rating Award Qualification Scores and Maintenance Requirements

Forbes Travel Guide reviews data annually to determine requirements to achieve and maintain for each Star-Rating category. The following requirements and maintenance scores are effective for the 2023 standards year, 2024 awards year.

To Achieve - the composite score required to be awarded the associated Star Rating for the first time

To Maintain - the minimum composite score required to retain your current Star Rating and to avoid a Performance Notification (see next page)

2024 Award Qualification Scores

Hotel	Five-Star	Four-Star	Recommended
To Achieve	90% (UPDATED)	82% (UPDATED)	72% (UPDATED)
To Maintain	87%	79% (UPDATED)	69% (UPDATED)

Restaurant	Five-Star	Four-Star	Recommended
To Achieve	92% (UPDATED)	82%	75%
To Maintain	89% (UPDATED)	79% (UPDATED)	72% (UPDATED)

Spa	Five-Star	Four-Star	
To Achieve	92% (UPDATED)	82%	
To Maintain	89% (UPDATED)	79% (UPDATED)	

Please note: All properties that achieve a composite score showing a new higher Star-Rating outcome for the first time are subject to the Ratings Due Diligence policy. Please reference the Partnership Guide for details.

2024 Performance Notification Policy

- When a Partner property is unable to achieve the designated maintenance score, Forbes Travel Guide considers the average of the current result and the past two final Ratings scores on file.
- A Partner property whose composite score average is above the required maintenance score will be placed into a Composite Advisory. The property will retain its existing Star Rating without entering a Performance Notification.
- A Partner property whose composite score average is below the required maintenance score will be placed into a Performance Notification.
- Properties placed into a Performance Notification will have one Rating year to achieve the maintenance score for their Star-Rating category, as defined in the table below, to avoid an award adjustment. Please reference your report dashboard and official Performance Notification letter for the specific requirements for your property.
- Composite Advisories and Performance Notifications are a benefit to Partner hotels, restaurants and spas. Non-partner hotels, restaurants and spas that fall below the required maintenance scores will receive an award adjustment for the next Rating announcement.

2024 Performance Notification Composite Score Requirement

	Five-Star Mandatory Score	Four-Star Mandatory Score	Recommended Mandatory Score
Hotel	87%	79% (UPDATED)	69% (UPDATED)
Restaurant	89% (UPDATED)	79% (UPDATED)	72% (UPDATED)
Spa	89% (UPDATED)	79% (UPDATED)	N/A

2024 Composite Score

The Composite score reflected in your Rating evaluation determines your Star Rating. The Composite score most prominently factors in Service and Facility scores. Other data points that impact your final Composite score include your performance on High Impact Classifications, Sustainability and the new Guest Experience score.

The Composite Score algorithm is orientated to a 30% Facility score, 67% Service score, and 3% Guest Experience score. The Guest Experience score is calculated on a sliding scale that can have a positive or negative impact. The maximum additional credit available is 3%, and the maximum negative impact is 3%.

HOTEL/ RESTAURANT/ SPA COMPOSITE SCORE

30% Facility **(UPDATED FOR HOTEL AND RESTAURANT)**

67% Service **(UPDATED FOR ALL)**

3% Guest Experience Score **(NEW FOR ALL)**

High Impact Classifications

Sustainability **(Neutral or positive impact only – NEW for Restaurant/Spa)**

2024 High Impact Classifications

High Impact Classifications (HIC) comprise the standards that measure some of the most important aspects of the guest experience. These classifications provide the opportunity to improve the final composite score when performed well, but also can result in deducted points if there are shortfalls in the HIC.

HOTELS

Cleanliness & Condition

Graciousness, Thoughtfulness & Sense of Personalized Service

Guest Comfort & Convenience

Sense of Luxury

RESTAURANT

Food and Beverage Quality

Graciousness, Thoughtfulness & Sense of Personalized Service

Guest Comfort & Convenience

Sense of Luxury

SPA

Wellness

Graciousness, Thoughtfulness & Sense of Personalized Service

Guest Comfort & Convenience

Sense of Luxury



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HOTEL STANDARDS | 2023

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CLASSIFICATIONS

Each Forbes Travel Guide standard reflects a category of the guest experience known as a Classification. The following Classifications are represented within 2023 standards for hotels:

Cleanliness & Condition

These standards address hygiene and maintenance

Courtesy & Manners

These standards address basic good manners and social skills

Efficiency

These standards address the expected time of delivery of service

Food & Beverage Quality

These standards relate to the quality of the food and beverage provided

Graciousness, Thoughtfulness & Sense of Personalized Service

These standards address the sense of individualized attention, care, concern and the ability to anticipate guest needs intuitively

Guest Comfort & Convenience

These standards impact a guest's physical comfort and ease as well as reduce anxiety and embarrassment

Sense of Luxury

These standards are designed to represent areas of the guest experience that are particularly noteworthy. They are not always intended to represent physical items and can be expressions of exceptional care and concern

Staff Appearance

These standards address the staff's personal appearance and posture

Technical Execution, Skill & Knowledge

These standards relate to staff's technical training, competence and expertise

Wellness

These standards reflect areas where the guest can expect to experience and/or continue lifestyle choices that enhance their overall sense of well-being

RESERVATION & PRE-ARRIVAL

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

	STANDARD	CLASSIFICATION	TAG
15	When making a booking, staff clearly explains deposit and cancellation policies and any penalty charges, if a method of payment is secured	Guest Comfort & Convenience	Service
16	When making a booking, details of the booking are repeated for confirmation	Technical Execution, Skill & Knowledge	Service
17	When making a booking, a confirmation number is offered	Technical Execution, Skill & Knowledge	Service
18	Hotel booking confirmation is received within two hours of the call	Efficiency	Service
19	Cross-departmental channels of communication among staff are consistent and complete	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
20	The service is handled without excessive delays or interruptions	Efficiency	Service

ARRIVAL SERVICE

	STANDARD	CLASSIFICATION	TAG
1	Staff politely acknowledges the guest when appropriate and reasonably possible	Courtesy & Manners	Service
2	Staff is highly articulate and avoids slang and excessive use of phrase-fragments	Courtesy & Manners	Service
3	Staff is polite and maintains a gracious tone and appropriate pace throughout the interaction	Courtesy & Manners	Service
4	Staff readily smiles and maintains an engaging expression	Courtesy & Manners	Service
5	Staff makes eye contact and keeps focus on the guest	Courtesy & Manners	Service
6	Staff exhibits a genuine sense of interest and concern for the guest	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
7	Staff is thoughtful and intuitive, demonstrating anticipatory service when appropriate and helpful	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
8	Cross-departmental channels of communication among staff are consistent and complete	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
9	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	Technical Execution, Skill & Knowledge	Service
10	Staff consistently and respectfully personalizes interactions, addressing the guest in accordance with their preference, if known	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
11	Staff closes interactions with polite, appropriate remarks	Courtesy & Manners	Service
12	All staff encountered are wearing clean and well-fitted uniforms	Staff Appearance	Service
13	Staff's appearance is consistent with the property style and demonstrates a strong sense of personal care and hygiene	Staff Appearance	Service
14	Staff maintains alert posture and behaves professionally in view of the guest	Staff Appearance	Service

	STANDARD	CLASSIFICATION	TAG
15	Staff does not decline any request without offering appropriate alternatives	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
16	Guests are greeted curbside within 30 seconds of arriving	Efficiency	Service
17	If hotel transportation service is utilized, the appearance and hospitality skills of the staff are professional and courteous	Courtesy & Manners	Service
18	Luggage assistance is immediately offered curbside	Guest Comfort & Convenience	Service
19	The guest is escorted or directed to the appropriate registration area	Guest Comfort & Convenience	Service
20	Time from arriving at reception area until registration is complete does not exceed five minutes	Efficiency	Service
21	Special requests or reservations made in connection to the hotel booking are confirmed during registration or upon entering guest room	Technical Execution, Skill & Knowledge	Service
22	All details of the reservation are accurate; departure date is confirmed during registration	Technical Execution, Skill & Knowledge	Service
23	The guest is offered an escort to their room	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
24	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	Guest Comfort & Convenience	Service
25	Staff automatically arranges luggage in a convenient manner, using a rack or dedicated storage space	Guest Comfort & Convenience	Service
26	Luggage arrives within 10 minutes of registration completion	Efficiency	Service
27	Orientation to the hotel is helpful, consisting of relevant details and/or personalized information	Guest Comfort & Convenience	Service
28	Staff provides helpful information about the guest room that might otherwise be overlooked or confusing	Guest Comfort & Convenience	Service

	STANDARD	CLASSIFICATION	TAG
29	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	Guest Comfort & Convenience	Service
30	The service is handled without excessive delays or interruptions	Efficiency	Service

DEPARTURE SERVICE

	STANDARD	CLASSIFICATION	TAG
1	Telephone conversation is calm and clear	Guest Comfort & Convenience	Service
2	Staff politely acknowledges the guest when appropriate and reasonably possible	Courtesy & Manners	Service
3	Staff is highly articulate and avoids slang and excessive use of phrase-fragments	Courtesy & Manners	Service
4	Staff is polite and maintains a gracious tone and appropriate pace throughout the interaction	Courtesy & Manners	Service
5	Staff readily smiles and maintains an engaging expression	Courtesy & Manners	Service
6	Staff makes eye contact and keeps focus on the guest	Courtesy & Manners	Service
7	Staff exhibits a genuine sense of interest and concern for the guest	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
8	Staff is thoughtful and intuitive, demonstrating anticipatory service when appropriate and helpful	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
9	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	Technical Execution, Skill & Knowledge	Service
10	Staff consistently and respectfully personalizes interactions, addressing the guest in accordance with their preference, if known	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
11	Staff closes interactions with polite, appropriate remarks	Courtesy & Manners	Service
12	All staff encountered are wearing clean and well-fitted uniforms	Staff Appearance	Service
13	Staff's appearance is consistent with the property style and demonstrates a strong sense of personal care and hygiene	Staff Appearance	Service
14	Staff maintains alert posture and behaves professionally in view of the guest	Staff Appearance	Service

	STANDARD	CLASSIFICATION	TAG
15	If hotel transportation service is utilized, the appearance and hospitality skills of the staff are professional and courteous	Courtesy & Manners	Service
16	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	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
17	Staff does not decline any request without offering appropriate alternatives	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
18	Bellman arrives within eight minutes of departure assistance request; or within five minutes of pre-arranged luggage pick-up time	Efficiency	Service
19	Time spent settling the folio does not exceed five minutes	Efficiency	Service
20	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	Guest Comfort & Convenience	Service
21	Staff accepting payment specifically thanks the guest and closes the interaction with a polite and appropriate remark	Courtesy & Manners	Service
22	Staff proactively inquires about transportation needs	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
23	The guest is invited to review their folio, either digitally or printed, prior to processing	Guest Comfort & Convenience	Service
24	If a printed folio is provided, a folder or envelope is offered	Guest Comfort & Convenience	Service
25	If an emailed folio is requested, it is delivered within one hour	Efficiency	Service
26	The final folio is accurate and easy to read	Technical Execution, Skill & Knowledge	Service

	STANDARD	CLASSIFICATION	TAG
27	If applicable, posting/charge errors called to the attention of the staff are quickly and discreetly rectified with words of apology	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
28	There will be no unexpected charges posted to the folio; guests must have been advised in some obvious manner of all charges	Guest Comfort & Convenience	Service
29	The service is handled without excessive delays or interruptions	Efficiency	Service

GUEST SERVICES

	STANDARD	CLASSIFICATION	TAG
1	Telephone conversation is calm and clear	Guest Comfort & Convenience	Service
2	Staff politely acknowledges the guest when appropriate and reasonably possible	Courtesy & Manners	Service
3	Staff is highly articulate and avoids slang and excessive use of phrase-fragments	Courtesy & Manners	Service
4	Staff is polite and maintains a gracious tone and appropriate pace throughout the interaction	Courtesy & Manners	Service
5	Staff readily smiles and maintains an engaging expression	Courtesy & Manners	Service
6	Staff makes eye contact and keeps focus on the guest	Courtesy & Manners	Service
7	When appropriate, staff asks guiding questions to ascertain the guest's preferences	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
8	Staff exhibits a genuine sense of interest and concern for the guest and/or demonstrates anticipatory service when appropriate and helpful	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
9	Cross-departmental channels of communication among staff are consistent and complete	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
10	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	Technical Execution, Skill & Knowledge	Service
11	Staff consistently and respectfully personalizes interactions, addressing the guest in accordance with their preference, if known	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
12	Staff closes interactions with a polite, appropriate remark	Courtesy & Manners	Service
13	Staff encountered are wearing clean and well-fitted uniforms	Staff Appearance	Service
14	Staff's appearance is consistent with the property style and demonstrates a strong sense of personal care and hygiene	Staff Appearance	Service
15	Staff maintains alert posture and behaves professionally in view of the guest	Staff Appearance	Service

	STANDARD	CLASSIFICATION	TAG
16	Staff responds to or confirms in-house requests within two hours	Efficiency	Service
17	Staff responds to or confirms pre-arrival requests within 24 hours	Efficiency	Service
18	Staff exhibits local expertise by providing thorough detail and first-hand knowledge	Technical Execution, Skill & Knowledge	Service
19	When appropriate, staff effectively provides directions and transportation options	Technical Execution, Skill & Knowledge	Service
20	Property offers high quality and curated experiences, itineraries or activities	Sense of Luxury	Service
21	All non-digital collateral is professionally presented	Technical Execution, Skill & Knowledge	Service
22	Staff does not decline any request without offering appropriate alternatives	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
23	The service is handled without excessive delays or interruptions	Efficiency	Service

DIGITAL SERVICES

	STANDARD	CLASSIFICATION	TAG
1	The hotel's website is notable in design and consistent with the property and/or brand	Sense of Luxury	Service
2	The hotel's website is intuitive and seamless to navigate	Guest Comfort & Convenience	Service
3	Content on the hotel website is current, free of errors and grammatically correct	Technical Execution, Skill & Knowledge	Service
4	An online hotel booking engine or mobile application is available	Guest Comfort & Convenience	Service
5	Booking engine is convenient and allows the guest to filter room results	Guest Comfort & Convenience	Service
6	Booking engine offers a rate and availability calendar	Guest Comfort & Convenience	Service
7	Rate types and inclusions are clearly and conveniently described during the online booking process	Technical Execution, Skill & Knowledge	Service
8	Online room descriptions are helpful, with accurate photos of the bedroom, bathroom and any living spaces included	Technical Execution, Skill & Knowledge	Service
9	It is possible to add special requests to the reservation before the booking is processed online	Guest Comfort & Convenience	Service
10	The deposit and cancellation policy is prominently explained before the booking is processed online	Technical Execution, Skill & Knowledge	Service
11	For online bookings, confirmation is immediate	Technical Execution, Skill & Knowledge	Service
12	Bookings made through the property website can be amended or cancelled online	Guest Comfort & Convenience	Service
13	Hotel booking details are accurately reflected in the email confirmation	Technical Execution, Skill & Knowledge	Service
14	All email communications are personalized	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
15	All email communications are professionally formatted and accurately reflect the property and/or brand	Technical Execution, Skill & Knowledge	Service

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

FITNESS FACILITY

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

	STANDARD	CLASSIFICATION	TAG
16	Dampened chilled towels are offered in the fitness area	Wellness	Facility
17	Towels are disposed of discreetly	Cleanliness & Condition	Facility
18	Availability of personal training or fitness classes, whether virtual or in person, is made known	Wellness	Service
19	The facility provides a fresh and comfortable workout environment	Wellness	Facility
20	Exceptional attention to the fitness facility design is evident. The style is in keeping with overall design of the property	Sense of Luxury	Facility

GUEST SERVICE REQUEST

	STANDARD	CLASSIFICATION	TAG
1	Telephone conversation is calm and clear	Guest Comfort & Convenience	Service
2	Staff is highly articulate and avoids slang and excessive use of phrase-fragments	Courtesy & Manners	Service
3	Staff is polite and maintains a gracious tone and appropriate pace throughout the interaction	Courtesy & Manners	Service
4	Staff readily smiles and maintains an engaging expression	Courtesy & Manners	Service
5	Staff makes eye contact and keeps focus on the guest	Courtesy & Manners	Service
6	Staff exhibits a genuine sense of interest and concern for the guest and/or demonstrates anticipatory service	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
7	Cross-departmental channels of communication among staff are consistent and complete	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
8	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	Technical Execution, Skill & Knowledge	Service
9	Staff consistently and respectfully personalizes interactions, addressing the guest in accordance with their preference, if known	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
10	All interactions are closed politely and appropriately	Courtesy & Manners	Service
11	All staff encountered are wearing clean and well-fitted uniforms	Staff Appearance	Service
12	Staff's appearance is consistent with the property style and demonstrates a strong sense of personal care and hygiene	Staff Appearance	Service
13	Staff maintains alert posture and behaves professionally in view of the guest	Staff Appearance	Service
14	Staff does not decline any request without offering appropriate alternatives	Graciousness, Thoughtfulness & Sense of Personalized Service	Service

	STANDARD	CLASSIFICATION	TAG
15	Staff arrives to the room within 10 minutes unless advised otherwise	Efficiency	Service
16	Requested items delivered to the room are elegantly presented	Sense of Luxury	Service
17	Two-hour pressing, same-day and express laundry/dry cleaning service are available on weekdays	Guest Comfort & Convenience	Facility
18	Folded items are returned with luxurious presentation	Sense of Luxury	Service
19	Hanging items are neatly returned on high quality hangers, with non-slip inserts for trousers	Sense of Luxury	Service
20	The items provided are high quality and meet the guest's needs	Technical Execution, Skill & Knowledge	Service
21	The service is handled without excessive delays or interruptions	Efficiency	Service

HOUSEKEEPING DAILY SERVICE

	STANDARD	CLASSIFICATION	TAG
1	The bathroom floor is thoroughly cleaned	Cleanliness & Condition	Service
2	All bathroom fixtures are thoroughly cleaned	Cleanliness & Condition	Service
3	Bathroom appointments such as mirrors, shelves, etc. are thoroughly cleaned	Cleanliness & Condition	Service
4	All used bathroom linens and robes are removed and neatly replaced unless the guest opts into an environmental preference program	Technical Execution, Skill & Knowledge	Service
5	All fresh bathroom linens are clean and in excellent condition	Cleanliness & Condition	Service
6	Toiletries and cosmetics are neatly arranged	Guest Comfort & Convenience	Service
7	High quality underliners are used for toiletries on vanity or counter surfaces, but not under items on narrow shelves	Sense of Luxury	Service
8	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	Guest Comfort & Convenience	Service
9	End sheets of toilet tissue are neatly pointed or similarly cared for	Guest Comfort & Convenience	Service
10	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	Guest Comfort & Convenience	Service
11	Debris is thoroughly removed from all areas of the bedroom floor	Cleanliness & Condition	Service
12	Any significant dust, debris or spillage on furniture surfaces is thoroughly cleaned	Cleanliness & Condition	Service
13	Following daily service, all bed linens are completely clean and in exceptional condition unless the guest opts into an environmental preference program	Cleanliness & Condition	Service
14	The bed is tightly and attractively remade with decorative elements replaced	Technical Execution, Skill & Knowledge	Service
15	If the guest opts into an environmental preference program, their requests are honored	Technical Execution, Skill & Knowledge	Service

	STANDARD	CLASSIFICATION	TAG
16	Wastebaskets and ashtrays throughout the bedroom and bathroom are emptied/cleaned	Cleanliness & Condition	Service
17	Soiled in-room dining serviceware, trays or trolleys are removed from the room and not left in the corridor	Technical Execution, Skill & Knowledge	Service
18	If used, glassware, silver or china in the room is thoroughly cleaned	Cleanliness & Condition	Service
19	If provided complimentary, food and beverage amenities are freshened and/or replaced as necessary	Guest Comfort & Convenience	Service
20	If applicable, items consumed from the minibar are replaced at some point during the day	Guest Comfort & Convenience	Service
21	If ice had been provided in the ice bucket, ice bucket is drained and cleaned, or completely refreshed	Guest Comfort & Convenience	Service
22	Clothing left around the room is neatly folded or draped and left within immediate guest view	Guest Comfort & Convenience	Service
23	Shoes left out in the room are paired and neatly placed near where the guest had left them, out of high traffic areas	Guest Comfort & Convenience	Service
24	Personal guest belongings, other than clothing or toiletries, are not substantially disturbed and no guest belongings are missing	Guest Comfort & Convenience	Service
25	Personal guest belongings, other than clothing or toiletries, are handled in a noteworthy manner	Sense of Luxury	Service
26	Magazines and newspapers are neatly compiled and arranged	Technical Execution, Skill & Knowledge	Service
27	Hotel collateral such as service directories, in-room dining menus, corporate directories, etc. are neatly arranged	Guest Comfort & Convenience	Service

	STANDARD	CLASSIFICATION	TAG
28	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	Guest Comfort & Convenience	Service
29	All window treatments are opened, if appropriate, have a symmetrical appearance and are uniform day-to-day	Guest Comfort & Convenience	Service
30	Depleted complimentary room amenities are replenished, such as notepads, pens and laundry kits	Guest Comfort & Convenience	Service
31	Burned out light bulbs or other malfunctioning equipment is replaced/repared	Guest Comfort & Convenience	Service
32	The room has an extremely fresh, comfortable atmosphere when the guest returns	Wellness	Service
33	Daily service is provided in a timely, convenient and discreet manner so that the guest does not feel disturbed	Guest Comfort & Convenience	Service
34	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	Courtesy & Manners	Service
35	Security precautions are taken when staff is servicing rooms	Technical Execution, Skill & Knowledge	Service
36	Guest room corridors are kept neat and organized during daily service	Technical Execution, Skill & Knowledge	Service

HOUSEKEEPING EVENING SERVICE

	STANDARD	CLASSIFICATION	TAG
1	Evening service is provided automatically	Sense of Luxury	Service
2	Evening service is provided automatically or the guest is prominently invited to call to request service	Guest Comfort & Convenience	Service
3	Evening service is provided in a timely, convenient and discreet manner so that the guest does not feel disturbed	Guest Comfort & Convenience	Service
4	During evening service, an effort is made to set an appropriate atmosphere	Wellness	Service
5	During evening service, bedding is neatly prepared. If decorative items are removed, they are discreetly stored	Technical Execution, Skill & Knowledge	Service
6	During evening service, clothing left around the room is neatly folded or draped and left within immediate guest view	Guest Comfort & Convenience	Service
7	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	Guest Comfort & Convenience	Service
8	The bedroom is tidied, with significant debris removed from floors and furnishings; wastebaskets are emptied and reading materials are straightened	Technical Execution, Skill & Knowledge	Service
9	During evening service, the bathroom counter, sink, shower and tub are cleaned	Cleanliness & Condition	Service
10	Bedroom and bathroom amenities are sufficiently supplied to last until the next service	Guest Comfort & Convenience	Service
11	During evening service, toiletries and cosmetics are neatly arranged	Guest Comfort & Convenience	Service
12	High quality underliners are used for toiletries on vanity or counter surfaces, but not under items on narrow shelves	Sense of Luxury	Service
13	During evening service, used bathroom linens are removed and neatly replaced, unless the guest chooses to participate in an environmental preference program	Technical Execution, Skill & Knowledge	Service

	STANDARD	CLASSIFICATION	TAG
14	All fresh bathroom linens are clean and in excellent condition	Cleanliness & Condition	Service
15	If the guest opts into an environmental preference program, their requests are honored	Technical Execution, Skill & Knowledge	Service
16	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	Courtesy & Manners	Service

GUEST ROOM

	STANDARD	CLASSIFICATION	TAG
1	Upon arrival, the room has an extremely fresh, comfortable atmosphere	Wellness	Service
2	A specific welcome gift or amenity is provided during the visit	Guest Comfort & Convenience	Service
3	If provided, the welcome amenity is of extremely high quality and distinctive in presentation	Sense of Luxury	Service
4	The guest room is well-soundproofed	Wellness	Facility
5	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	Sense of Luxury	Facility
6	Hotel collateral and any printed products are in excellent condition	Cleanliness & Condition	Facility
7	Hotel collateral is accurate and grammatically correct; if provided, magazines are current	Guest Comfort & Convenience	Service
8	The bed is clean and in excellent condition	Cleanliness & Condition	Facility
9	The bed linens are of high quality and made of natural materials	Sense of Luxury	Facility
10	The bed is exceptionally comfortable	Wellness	Facility
11	The room promotes good sleep, including effective blackout functionality	Wellness	Facility
12	The closets and shelves/drawers are generously spacious and very well lit	Guest Comfort & Convenience	Facility
13	There are at least 10 hangers in the closet, convenient for all types of garments	Guest Comfort & Convenience	Facility
14	Fresh flowers or live plants are provided by the hotel in the guest room	Wellness	Facility
15	The bedroom offers a comfortable place to relax, such as when watching television or dining, separate from the bed and desk areas	Guest Comfort & Convenience	Facility

	STANDARD	CLASSIFICATION	TAG
16	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	Guest Comfort & Convenience	Facility
17	The bedroom is exceptionally clean	Cleanliness & Condition	Facility
18	The bedroom is extremely well-maintained	Cleanliness & Condition	Facility
19	If available, the outdoor balcony/patio is exceptionally clean and in excellent condition	Cleanliness & Condition	Facility
20	The room is supplied with a distinctive variety of amenities that enhance the guest experience	Sense of Luxury	Facility
21	If provided, the technology is easy to use and navigate	Guest Comfort & Convenience	Facility
22	Electronic outlets are located in convenient locations for the guest	Guest Comfort & Convenience	Facility
23	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	Guest Comfort & Convenience	Service
24	The architectural design style of the room is notable in interest or execution	Sense of Luxury	Facility
25	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	Sense of Luxury	Facility
26	The grooming areas are generously spacious so that two persons could easily shower and dress in comfort	Guest Comfort & Convenience	Facility
27	Basic amenities, including shampoo, conditioner, body wash/gel, lotion, hand soap and cotton products, are provided	Guest Comfort & Convenience	Facility
28	Beyond basic amenities, the bathroom is supplied with at least two additional types of toiletry items	Sense of Luxury	Facility
29	Bathroom amenities are exceptionally luxurious in quality and presentation	Sense of Luxury	Facility

	STANDARD	CLASSIFICATION	TAG
30	Robes, slippers and sufficient towels are automatically provided	Guest Comfort & Convenience	Facility
31	Robes, slippers and bathroom linens are of extremely high quality	Sense of Luxury	Facility
32	Robes, slippers and bathroom linens are all clean and in excellent condition	Cleanliness & Condition	Facility
33	Strong water pressure and no vacillating water temperatures are present in showers; showers are easy to operate	Guest Comfort & Convenience	Facility
34	Placement of bathroom amenities is convenient and careful	Guest Comfort & Convenience	Service
35	Placement of bathroom linens is convenient and careful	Guest Comfort & Convenience	Service
36	The lighting in the bathroom is sufficient for all intended tasks, such as grooming and makeup application	Guest Comfort & Convenience	Facility
37	The bathroom is exceptionally clean	Cleanliness & Condition	Facility
38	The bathroom is extremely well-maintained	Cleanliness & Condition	Facility
39	The bathroom design and appointments, such as counters, floors and fixtures, are exceptionally noteworthy	Sense of Luxury	Facility
40	The guest is exceptionally comfortable in this room	Sense of Luxury	Service

PUBLIC AREAS

	STANDARD	CLASSIFICATION	TAG
1	Telephone conversations are calm and clear	Guest Comfort & Convenience	Service
2	The guest is always asked permission before being placed on hold	Courtesy & Manners	Service
3	No telephone hold is longer than 30 seconds without offering a call-back	Courtesy & Manners	Service
4	Staff politely acknowledges the guest when appropriate and reasonably possible	Courtesy & Manners	Service
5	Staff is highly articulate and avoids slang and excessive use of phrase-fragments	Courtesy & Manners	Service
6	Staff is polite and maintains a gracious tone and appropriate pace throughout the interaction	Courtesy & Manners	Service
7	Staff readily smiles and maintains an engaging expression	Courtesy & Manners	Service
8	Staff makes eye contact and keeps focus on the guest	Courtesy & Manners	Service
9	Staff exhibits a genuine sense of interest and concern for the guest and/or demonstrates anticipatory service when appropriate and helpful	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
10	Cross-departmental channels of communication among staff are consistent and complete	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
11	Staff maintains alert posture and behaves professionally in view of the guest	Staff Appearance	Service
12	Staff can capably answer questions about the entire hotel or obtains effective and prompt assistance	Technical Execution, Skill & Knowledge	Service
13	Staff consistently and respectfully personalizes interactions, addressing the guest in accordance with their preference, if known	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
14	Staff closes interactions with a polite, appropriate remark	Courtesy & Manners	Service
15	All staff encountered are wearing clean and well-fitted uniforms	Staff Appearance	Service

	STANDARD	CLASSIFICATION	TAG
16	Staff's appearance is consistent with the property style and demonstrates a strong sense of personal care and hygiene	Staff Appearance	Service
17	Staff does not decline any request without offering appropriate alternatives	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
18	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	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
19	All services are handled without excessive delays	Efficiency	Service
20	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	Guest Comfort & Convenience	Service
21	Staff uniforms are exceptional in design and style	Sense of Luxury	Service
22	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	Sense of Luxury	Facility
23	When present, exterior landscaping and grounds are notable in their design, interest and/or execution	Sense of Luxury	Facility
24	The guest is comfortable when moving around the hotel or sitting in the lobby. There is sufficient privacy, space and comfortable seating	Guest Comfort & Convenience	Facility
25	If available, wireless Internet service provided in the public areas is strong and reliable	Guest Comfort & Convenience	Facility
26	The interior public areas are clean and in excellent condition	Cleanliness & Condition	Facility
27	The exterior public areas are clean and in excellent condition	Cleanliness & Condition	Facility
28	If hotel transportation is used, vehicles are clean and in excellent condition	Cleanliness & Condition	Facility

	STANDARD	CLASSIFICATION	TAG
29	The hotel allows guests the ability to seamlessly continue health-conscious lifestyles during their stay, if desired	Wellness	Service
30	There is a strong sense of security throughout the property	Wellness	Service

HOTEL DINING

	STANDARD	CLASSIFICATION	TAG
1	Staff politely acknowledges the guest when appropriate and reasonably possible	Courtesy & Manners	Service
2	If waiting is required, an estimated wait time is quoted. The guest is seated no more than five minutes past the quoted time	Efficiency	Service
3	If waiting is required, a comfortable waiting area is available	Guest Comfort & Convenience	Service
4	Staff is highly articulate and avoids slang and excessive use of phrase-fragments	Courtesy & Manners	Service
5	Staff is polite and maintains a gracious tone and appropriate pace throughout the interaction	Courtesy & Manners	Service
6	Staff readily smiles and maintains an engaging expression	Courtesy & Manners	Service
7	Staff makes eye contact and keeps focus on the guest	Courtesy & Manners	Service
8	Staff exhibits a genuine sense of interest and concern for the guest and/or demonstrates anticipatory service when appropriate and helpful	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
9	Before taking the guest's order, staff inquires about dietary restrictions, preferences or allergies or proactively acknowledges these if previously made known	Wellness	Service
10	If dietary restrictions, preferences or allergies are made known and a dish modification is required, staff appropriately acknowledges these when serving the meal	Wellness	Service
11	It is not necessary to prompt staff, as they have anticipated all requirements and automatically provided or offered them	Guest Comfort & Convenience	Service
12	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	Graciousness, Thoughtfulness & Sense of Personalized Service	Service

	STANDARD	CLASSIFICATION	TAG
13	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	Technical Execution, Skill & Knowledge	Service
14	Staff consistently and respectfully personalizes interactions, addressing the guest in accordance with their preference, if known	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
15	Interactions are closed with polite, appropriate remarks	Courtesy & Manners	Service
16	All staff encountered are wearing clean and well-fitted uniforms	Staff Appearance	Service
17	Staff's appearance is consistent with the property style and demonstrates a strong sense of personal care and hygiene	Staff Appearance	Service
18	Staff maintains alert posture and behaves professionally in view of the guest	Staff Appearance	Service
19	Staff is discreet and unintrusive throughout the experience, while remaining attentive	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
20	Staff does not decline any request without offering appropriate alternatives	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
21	The guest is escorted to their table and provided with chair assistance	Guest Comfort & Convenience	Service
22	Once the guest is seated, the table is politely greeted within one minute	Efficiency	Service
23	Refills or follow-up rounds are readily offered or provided within one minute of the guest's beverage being fully empty	Efficiency	Service
24	If asked for menu recommendations, staff can provide helpful information	Technical Execution, Skill & Knowledge	Service
25	Staff can helpfully discuss details of menu items	Technical Execution, Skill & Knowledge	Service
26	Staff can helpfully discuss beverage offerings	Technical Execution, Skill & Knowledge	Service

	STANDARD	CLASSIFICATION	TAG
27	After ordering, cold breakfasts are served within seven minutes and hot breakfasts within 10 minutes, unless advised otherwise by server	Efficiency	Service
28	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	Efficiency	Service
29	Menu and check presenter are in pristine condition, free of any damage. Menu is grammatically correct	Cleanliness & Condition	Facility
30	Menu and/or buffet includes at least two high quality health-conscious beverages	Wellness	Service
31	Menu and/or buffet offers a variety of nutritionally focused options; dietary restrictions are considered	Wellness	Service
32	Menu and/or buffet provides an exceptional variety, including concept-driven specialty dishes	Sense of Luxury	Service
33	Hot foods and beverages are hot when served; cold foods and beverages are chilled	Food & Beverage Quality	Service
34	Foods and beverages are fresh and use high quality ingredients	Wellness	Service
35	Foods are flavorful and well-seasoned/balanced	Food & Beverage Quality	Service
36	Portions are appropriate	Food & Beverage Quality	Service
37	Food presentation is precise and carefully plated	Food & Beverage Quality	Service
38	Cooking is done properly and as requested	Food & Beverage Quality	Service
39	All items ordered are served accurately and server does not have to ask who ordered what	Technical Execution, Skill & Knowledge	Service
40	Condiments are elegantly presented	Sense of Luxury	Service
41	If a buffet, the traffic flow is convenient. There are ample dishes and utensils for self-service	Guest Comfort & Convenience	Service
42	If a buffet, the appearance is exceptionally hygienic	Cleanliness & Condition	Facility

	STANDARD	CLASSIFICATION	TAG
43	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	Food & Beverage Quality	Service
44	If a buffet, the presentation is exceptionally eye appealing and inviting	Sense of Luxury	Service
45	If a buffet, there is an a la minute option for individual preparation of egg dishes and/or other hot foods	Guest Comfort & Convenience	Service
46	If a buffet, all appropriate dishes are clearly and elegantly labeled	Guest Comfort & Convenience	Service
47	It is possible to receive a selection of specialty coffees and teas at any time	Guest Comfort & Convenience	Service
48	Coffee and tea service is presented in a refined manner	Sense of Luxury	Service
49	Table is in excellent condition and completely clean	Cleanliness & Condition	Facility
50	Cloth napkins are used and are in excellent condition, clean and pressed	Cleanliness & Condition	Facility
51	The guest's seating area is clean and in excellent condition	Cleanliness & Condition	Facility
52	Serviceware is in excellent condition, completely clean and hygienic in appearance	Cleanliness & Condition	Facility
53	Serviceware is of excellent quality and cohesive in appearance	Sense of Luxury	Facility
54	All proper cutlery is provided	Technical Execution, Skill & Knowledge	Service
55	Removal of soiled dishes is convenient	Technical Execution, Skill & Knowledge	Service
56	The presentation of the bill is prompt	Efficiency	Service

	STANDARD	CLASSIFICATION	TAG
57	The bill is accurate	Technical Execution, Skill & Knowledge	Service
58	The dining room exhibits a well-organized and professional appearance; tables are uniformly set	Technical Execution, Skill & Knowledge	Service
59	Vacated tables are cleared within five minutes	Efficiency	Service
60	The dining environment is comfortable, temperature is appropriate and if a sound system is used, the volume is appropriate	Guest Comfort & Convenience	Service
61	The seating and table arrangement are comfortable, including ample tabletop space	Guest Comfort & Convenience	Service
62	The service is handled without excessive delays or interruptions	Efficiency	Service

BAR/LOUNGE SERVICE

	STANDARD	CLASSIFICATION	TAG
1	Staff is highly articulate and avoids slang and excessive use of phrase-fragments	Courtesy & Manners	Service
2	Staff is polite and maintains a gracious tone and appropriate pace throughout the interaction	Courtesy & Manners	Service
3	Staff readily smiles and maintains an engaging expression	Courtesy & Manners	Service
4	Staff makes eye contact and keeps focus on the guest	Courtesy & Manners	Service
5	Staff exhibits a genuine sense of interest and concern for the guest and/or demonstrates anticipatory service when appropriate and helpful	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
6	It is not necessary to prompt staff, as they have anticipated all requirements and automatically provided or offered them	Guest Comfort & Convenience	Service
7	Server can helpfully discuss details of beverages and bar offerings and provide appropriate recommendations, if asked	Technical Execution, Skill & Knowledge	Service
8	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	Technical Execution, Skill & Knowledge	Service
9	Staff consistently and respectfully personalizes interactions, addressing the guest in accordance with their preference, if known	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
10	Staff closes interactions with polite, appropriate remarks	Courtesy & Manners	Service
11	All staff encountered are wearing clean and well-fitted uniforms	Staff Appearance	Service
12	Staff's appearance is consistent with the property style and demonstrates a strong sense of personal care and hygiene	Staff Appearance	Service
13	Staff maintains alert posture and behaves professionally in view of the guest	Staff Appearance	Service

	STANDARD	CLASSIFICATION	TAG
14	Staff is discreet and unintrusive throughout the experience, while remaining attentive	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
15	Staff does not decline any request without offering appropriate alternatives	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
16	Once the guest is seated, they are greeted within one minute	Efficiency	Service
17	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	Efficiency	Service
18	Follow-up rounds are discreetly offered within one minute of glass being empty	Efficiency	Service
19	All items ordered are served accurately and server does not have to ask who ordered what	Technical Execution, Skill & Knowledge	Service
20	Wine by the glass service includes demonstration of the label and pouring at the table	Technical Execution, Skill & Knowledge	Service
21	Wine by the glass service includes an offer of a tasting sample	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
22	Mixed drinks/cocktails are dynamically interesting and/or photogenic	Sense of Luxury	Service
23	Beverages will be served in high quality glassware completely appropriate to the drink	Sense of Luxury	Service
24	Beverages are served at appropriate temperatures	Food & Beverage Quality	Service
25	Beverage pours/portions are appropriate	Food & Beverage Quality	Service
26	Mixed drinks and cocktails are correctly prepared and well-balanced	Food & Beverage Quality	Service
27	Staff attentively maintains tabletop/bar counter area	Technical Execution, Skill & Knowledge	Service
28	Beverage menu and check presenter are in pristine condition, free of any damage. Beverage menu is grammatically correct	Cleanliness & Condition	Facility

	STANDARD	CLASSIFICATION	TAG
29	Beverage menu includes an exceptional and interesting variety of top-quality liquors and beers. Wines by the glass are also listed	Guest Comfort & Convenience	Service
30	At least three well-chosen and diverse red wines, three white wines and one Champagne/sparkling wine are available by the glass	Sense of Luxury	Service
31	Menu includes an exceptional specialty offering	Sense of Luxury	Service
32	If provided, beverage menu features at least two high quality non-alcoholic beverage options	Wellness	Service
33	At least one fresh snack is offered with the drinks	Guest Comfort & Convenience	Service
34	If provided, snacks are of extremely high quality and distinctive in presentation	Sense of Luxury	Service
35	If snacks are served, napkins are provided	Guest Comfort & Convenience	Service
36	If provided, napkins are made of linen or cotton	Sense of Luxury	Facility
37	All drinks are served on distinctive coasters	Sense of Luxury	Service
38	Serviceware is in excellent condition and completely clean and hygienic in appearance	Cleanliness & Condition	Facility
39	The guest's seating area is clean and in excellent condition	Cleanliness & Condition	Facility
40	The bar/lounge exhibits a well-organized and professional appearance; tables are uniformly set	Technical Execution, Skill & Knowledge	Service
41	Vacated spaces are cleared within three minutes at the bar counter or within five minutes at a table	Efficiency	Service
42	The lounge environment is very comfortable, including appropriate temperature, and the air is fresh	Wellness	Service
43	The seating arrangement is completely comfortable and adequately distanced from service traffic and other guests	Guest Comfort & Convenience	Service

	STANDARD	CLASSIFICATION	TAG
44	Music and/or entertainment are provided in a style appropriate to the bar/lounge setting; volume and sound quality are comfortable	Guest Comfort & Convenience	Service
45	Service stations, bar counter and back bar area are always neatly maintained and eye appealing	Cleanliness & Condition	Facility
46	The bill is conveniently and discreetly presented and collected	Guest Comfort & Convenience	Service
47	The bill is accurate	Technical Execution, Skill & Knowledge	Service

IN ROOM DINING

	STANDARD	CLASSIFICATION	TAG
1	Telephone conversation is calm and clear	Guest Comfort & Convenience	Service
2	Staff is highly articulate and avoids slang and excessive use of phrase-fragments	Courtesy & Manners	Service
3	Staff is polite and maintains a gracious tone and appropriate pace throughout the interaction	Courtesy & Manners	Service
4	Staff readily smiles and maintains an engaging expression	Courtesy & Manners	Service
5	Staff makes eye contact and keeps focus on the guest	Courtesy & Manners	Service
6	Staff exhibits a genuine sense of interest and concern for the guest and/or demonstrates anticipatory service when appropriate and helpful	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
7	Ordertaker inquires about dietary restrictions, preferences or allergies or proactively acknowledges these if previously made known	Wellness	Service
8	If dietary restrictions, preferences or allergies are made known and a dish modification is required, staff appropriately acknowledges these when serving the meal	Wellness	Service
9	It is not necessary to prompt staff, as they have anticipated all requirements and automatically provided or offered them	Guest Comfort & Convenience	Service
10	Cross-departmental channels of communication among staff are consistent and complete	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
11	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	Technical Execution, Skill & Knowledge	Service
12	Staff consistently and respectfully personalizes interactions, addressing the guest in accordance with their preference, if known	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
13	Staff closes interactions with polite, appropriate remarks	Courtesy & Manners	Service

	STANDARD	CLASSIFICATION	TAG
14	All staff encountered are wearing clean and well-fitted uniforms	Staff Appearance	Service
15	Staff's appearance is consistent with the property style and demonstrates a strong sense of personal care and hygiene	Staff Appearance	Service
16	Staff maintains alert posture and behaves professionally in view of the guest	Staff Appearance	Service
17	Staff does not decline any request without offering appropriate alternatives	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
18	Menu includes at least two high quality health-conscious beverages	Wellness	Service
19	Menu offers a variety of nutritionally focused options; dietary restrictions are considered	Wellness	Service
20	Menu provides an exceptional variety, including concept-driven specialty dishes	Sense of Luxury	Service
21	Ordertaker can helpfully discuss details of foods and beverages	Technical Execution, Skill & Knowledge	Service
22	Estimated delivery time is quoted and order is received within five minutes of that time, not earlier or later	Efficiency	Service
23	Lunch and dinner are served within 40 minutes; breakfast is served within 30 minutes	Efficiency	Service
24	Staff conveniently sets the table so the meal is ready to begin; all serviceware is neatly arranged	Guest Comfort & Convenience	Service
25	If in-room service is provided, beverages are opened and poured in the room	Guest Comfort & Convenience	Service
26	If in-room service is provided, wine by the glass is presented in a bottle and poured in the room	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
27	If in-room service is provided, chair(s) is brought to the table and the seating arrangement is fully comfortable	Guest Comfort & Convenience	Service
28	Food presentation is precise and carefully plated	Food & Beverage Quality	Service

	STANDARD	CLASSIFICATION	TAG
29	Hot foods and beverages are hot when served; frozen items are firm at the time of consumption	Food & Beverage Quality	Service
30	Foods and beverages are fresh and use high quality ingredients	Wellness	Service
31	Foods are flavorful and well-seasoned/balanced	Food & Beverage Quality	Service
32	Portions are appropriate	Food & Beverage Quality	Service
33	Cooking is executed properly and as requested	Food & Beverage Quality	Service
34	All ordered items are accurately served	Technical Execution, Skill & Knowledge	Service
35	Condiments are elegantly presented	Sense of Luxury	Service
36	It is possible to receive a selection of specialty coffees and teas at any time	Guest Comfort & Convenience	Service
37	Coffee and tea service is presented in a refined manner	Sense of Luxury	Service
38	Tray or in-room dining cart is in excellent condition and completely clean	Cleanliness & Condition	Facility
39	Cloth napkins, tablecloths and liners used are in excellent condition, clean and pressed	Cleanliness & Condition	Facility
40	Serviceware is in excellent condition, completely clean and hygienic in appearance	Cleanliness & Condition	Facility
41	Serviceware is of excellent quality and cohesive in appearance	Sense of Luxury	Facility
42	All proper cutlery is provided	Technical Execution, Skill & Knowledge	Service
43	Removal of soiled dishes occurs within 12 minutes or within five minutes of the pre-arranged time	Efficiency	Service
44	When collecting the dishes, staff returns the room to its original appearance	Guest Comfort & Convenience	Service
45	The service is handled without excessive delays or interruptions	Efficiency	Service

POOL/BEACH SERVICE

	STANDARD	CLASSIFICATION	TAG
1	Staff politely acknowledges the guest when appropriate and reasonably possible	Courtesy & Manners	Service
2	Staff is highly articulate and avoids slang and excessive use of phrase-fragments	Courtesy & Manners	Service
3	Staff is polite and maintains a gracious tone and appropriate pace throughout the interaction	Courtesy & Manners	Service
4	Staff readily smiles and maintains an engaging expression	Courtesy & Manners	Service
5	Staff makes eye contact and keeps focus on the guest	Courtesy & Manners	Service
6	Staff exhibits a genuine sense of interest and concern for the guest	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
7	It is not necessary to prompt staff, as they have anticipated all requirements and automatically provided or offered them	Guest Comfort & Convenience	Service
8	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	Technical Execution, Skill & Knowledge	Service
9	Staff consistently and respectfully personalizes interactions, addressing the guest in accordance with their preference, if known	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
10	Staff closes interactions with polite, appropriate remarks	Courtesy & Manners	Service
11	All staff encountered are wearing clean and well-fitted uniforms	Staff Appearance	Service
12	Staff's appearance is consistent with the property style and demonstrates a strong sense of personal care and hygiene	Staff Appearance	Service
13	Staff maintains alert posture and behaves professionally in view of the guest	Staff Appearance	Service
14	Staff does not decline any request without offering appropriate alternatives	Graciousness, Thoughtfulness & Sense of Personalized Service	Service

	STANDARD	CLASSIFICATION	TAG
15	The arriving guest is escorted to a chair, and set-up assistance is provided or offered	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
16	Once the guest is seated, water is proactively provided or offered within five minutes	Wellness	Service
17	During a 90-minute period in warm conditions, some sort of complimentary refreshment is proactively passed by staff	Wellness	Service
18	It is possible to conveniently obtain drinks and snacks by signaling the attention of a staff member.	Guest Comfort & Convenience	Service
19	Drinks are delivered within 10 minutes	Efficiency	Service
20	The pool area provides adequate sun protection measures, including shade options and sun protection products	Wellness	Service
21	Staff automatically offers at least two towels to each guest	Guest Comfort & Convenience	Facility
22	Soiled towels are stored discreetly	Cleanliness & Condition	Facility
23	The pool deck/beach exhibits a well-organized and professional appearance; vacated loungers and used serviceware are swiftly cleared	Technical Execution, Skill & Knowledge	Service
24	All chairs, tables, pads, towels and umbrellas are clean and in excellent condition	Cleanliness & Condition	Facility
25	All chairs, tables, pads, towels and umbrellas are of exceptional quality	Sense of Luxury	Facility
26	All conditions around the pool and beach area are clean and completely hygienic	Cleanliness & Condition	Facility
27	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	Guest Comfort & Convenience	Service
28	The pool setting is distinctive and promotes a sense of place	Sense of Luxury	Facility

	STANDARD	CLASSIFICATION	TAG
29	Restrooms are located within the pool/beach area	Guest Comfort & Convenience	Facility
30	If provided, restrooms are well-stocked, clean and well-maintained	Cleanliness & Condition	Facility
31	Poolside menu is available and offers an exceptional variety of food and beverages, including specialty items	Sense of Luxury	Service
32	Poolside menu offers a variety of nutritionally focused options; dietary restrictions are considered	Wellness	Service
33	If available, poolside menu, check presenter and all service items are clean and in good condition. Menu is grammatically correct	Cleanliness & Condition	Facility
34	Food and beverages have a distinctive presentation	Sense of Luxury	Service
35	All ordered items are fresh, flavorful and properly prepared	Food & Beverage Quality	Service
36	All ordered items are accurately served	Technical Execution, Skill & Knowledge	Service
37	The bill is accurate	Technical Execution, Skill & Knowledge	Service
38	The service is handled without excessive delays or interruptions	Efficiency	Service