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HOTEL STANDARDS REVISIONS OVERVIEW | 2020

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2020 FORBES TRAVEL GUIDE STANDARDS

Global Partnership

Thank you for participating in the Forbes Travel Guide Global Partnership. One of the greatest benefits of your Global Partnership is transparency around the requirements we use to determine your Star Rating.

We are delighted to present you with the Forbes Travel Guide 2020 standards. Our standards are refined annually to ensure they remain relevant and reflective of the needs of today's discerning traveler. As you read through the criteria, please note that each standard is applied with the average guest's experience in mind. The interpretations of the standards are designed to account for cultural nuances and allow our evaluators to come to highly approachable conclusions when experiencing certain interactions and situations. Our inspection team is meticulously trained to articulate their observations through diligent reporting, and to capture the spirit of the staff and the personality of the property.

Please refer to pages 3 and 4 for some changes to the score requirements for the Five-Star award. These updates apply to the 2019 inspection year (2020 awards year) – including results that delivered to Global Partners in July 2019 – and as go-forward requirements in the 2020 inspection year (2021 awards year). If those changes affect your property, you will be contacted by Ratings.

2020 FORBES TRAVEL GUIDE STANDARDS

2020 Rating Award Qualification Scores and Maintenance Requirements

The following requirements and maintenance scores are effective for the 2019 standards year, 2020 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 avoid a Performance Notification (see page 5) once a Star Rating has been achieved and announced

2020 Award Qualification Scores

Hotel	Five-Star <i>Revised</i>	Four-Star <i>Unchanged</i>	Recommended <i>Unchanged</i>
To Achieve	88	80	70
To Maintain	87	77	67

Restaurant	Five-Star <i>Revised</i>	Four-Star <i>Unchanged</i>	Recommended <i>Unchanged</i>
To Achieve	90	82	75
To Maintain	87	77	70

Spa	Five-Star <i>Revised</i>	Four-Star <i>Unchanged</i>	
To Achieve	90	82	
To Maintain	87	77	

Please note: all properties achieving a Five-Star composite score for the first time are subject to the longstanding Ratings Due Diligence policy. Due Diligence is required to ensure service levels are consistent and maintain the integrity of the published list.

2020 FORBES TRAVEL GUIDE STANDARDS

2021 Rating Award Qualification Scores and Maintenance Requirements

The following requirements and maintenance scores are effective for the 2020 standards year, 2021 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 avoid a Performance Notification (see page 5) once a Star Rating has been achieved and announced

2021 Award Qualification Scores

Hotel	Five-Star <i>Revised</i>	Four-Star <i>Unchanged</i>	Recommended <i>Unchanged</i>
To Achieve	88	80	70
To Maintain	88	77	67

Restaurant	Five-Star <i>Revised</i>	Four-Star <i>Unchanged</i>	Recommended <i>Unchanged</i>
To Achieve	90	82	75
To Maintain	87	77	70

Spa	Five-Star <i>Revised</i>	Four-Star <i>Unchanged</i>	
To Achieve	90	82	
To Maintain	87	77	

Please note: all properties achieving a Five-Star composite score for the first time are subject to the longstanding Ratings Due Diligence policy. Due Diligence is required to ensure service levels are consistent and maintain the integrity of the published list.

2020 FORBES TRAVEL GUIDE STANDARDS

Performance Notification Policy

- Properties unable to achieve the designated maintenance score will be placed into a Performance Notification.
- Properties in a Performance Notification period will have two years to achieve the mandatory composite score as defined in the table below.
- In Year 1 of their Performance Notification period, properties who meet the mandatory score will have their Performance Notification status removed. Moving forward, the property will be required to maintain its current Star Rating per standard maintenance score requirements without going into a second year of Performance Notification.
- In Year 1 of their Performance Notification period, properties who fail to meet the mandatory score will be permitted to move into Year 2 of their Performance Notification period without an adjustment to their Star Rating.
- In Year 2 of their Performance Notification period, properties are required to achieve the mandatory composite score as defined in the table below to avoid an adjustment to their Star Rating.

Performance Notification Composite Score Requirement 2020 & 2021

	Five-Star Mandatory Score <i>Revised</i>	Four-Star Mandatory Score <i>Unchanged</i>	Recommended Mandatory Score <i>Unchanged</i>
Hotel	88%	80%	70%
Restaurant	90%	82%	75%
Spa	90%	82%	N/A

2020 FORBES TRAVEL GUIDE STANDARDS

Hotel Updates

General Update

The Digital Communications section launched in 2019. This section has received a name change for 2020 to Digital Services to allow for a broader range of service standards to be evaluated in this area.

2020 FORBES TRAVEL GUIDE STANDARDS

Hotel Updates

The following hotel standards are NEW for 2020 inspection year.

New Standards

RESERVATION SERVICE

Standard: An online hotel booking engine or mobile application is available.

Classification: Guest Comfort & Convenience

RESERVATION SERVICE

Standard: The booking engine is convenient and guides the guest through the booking process.

Classification: Technical Execution, Skill & Knowledge

RESERVATION SERVICE

Standard: Date and room type selections are clear and immediately show availability.

Classification: Technical Execution, Skill & Knowledge

RESERVATION SERVICE

Standard: Rate types and inclusions are clearly and conveniently described during the online booking process.

Classification: Technical Execution, Skill & Knowledge

RESERVATION SERVICE

Standard: Online room descriptions are helpful, with accurate photos included.

Classification: Guest Comfort & Convenience

RESERVATION SERVICE

Standard: It is possible to make special requests and/or additional arrangements through the online booking engine.

Classification: Technical Execution, Skill & Knowledge

RESERVATION SERVICE

Standard: The deposit and cancellation policy is clearly explained before the booking is processed online.

Classification: Technical Execution, Skill & Knowledge

2020 FORBES TRAVEL GUIDE STANDARDS

Hotel Updates

New Standards continued:

RESERVATION SERVICE

Standard: For online bookings, confirmation is immediate.

Classification: Technical Execution, Skill & Knowledge

GUEST SERVICE ONE

Standard: When appropriate, staff asks guiding questions to ascertain the guest's preferences.

Classification: Graciousness, Thoughtfulness & Sense of Personalized Service

GUEST SERVICE TWO

Standard: When appropriate, staff asks guiding questions to ascertain the guest's preferences.

Classification: Graciousness, Thoughtfulness & Sense of Personalized Service

The following hotel standards have been RETIRED for the 2020 inspection year.

Retired Standards

RESERVATION SERVICE

Standard: Reservationist conveys enthusiasm.

DIGITAL COMMUNICATIONS

Standard: An online hotel booking engine or mobile application is available; it is easy to complete a reservation.

GUEST SERVICE REQUEST

Standard: Staff is thoughtful and intuitive, demonstrating anticipatory service when appropriate and helpful.

POOL/BEACH SERVICE

Standard: If a beach resort, the quality of the beach is exceptional.

2020 FORBES TRAVEL GUIDE STANDARDS

Hotel Updates

The following standard was revised, and the requirement was broken into two standards. The updated requirements are as follows:

2020 Standard	2019 Standard
DIGITAL SERVICES	
REVISED STANDARD	
The hotel's website is professional in design and consistent with the property and/or brand.	The hotel's website is professional in design, intuitive and consistent with the property and/or brand.
NEW STANDARD	
The hotel's website is intuitive and easy to navigate.	The hotel's website is professional in design, intuitive and consistent with the property and/or brand.

2020 FORBES TRAVEL GUIDE STANDARDS

Revised Hotel Standards

The following hotel standards have received a revision. While the fundamental service component expected 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.

2020 Standard	2019 Standard
ARRIVAL SERVICE	
Availability of a complimentary digital or print newspaper service is made known during arrival.	Availability of a complimentary print and/or digital newspaper service is made known during arrival.
BAR/LOUNGE SERVICE	
Beverage menu and check presenter are in pristine condition, free of any damage. Beverage menu is grammatically correct.	Beverage menu is in pristine condition, free of any damage.
FITNESS FACILITY	
The fitness room is spacious and arranged in a convenient manner, such that the guest can comfortably navigate the facility and use all equipment.	The fitness room and equipment are arranged in a convenient and spacious manner.
Availability of fitness classes or personal training is made known.	Fitness classes or personal training is available.
GUEST SERVICE ONE	
Staff exhibits local expertise by providing thorough detail and first-hand knowledge.	Staff exhibits exceptional local knowledge.
GUEST SERVICE TWO	
Staff exhibits local expertise by providing thorough detail and first-hand knowledge.	Staff exhibits exceptional local knowledge.
GUEST SERVICE REQUEST	
Staff exhibits a genuine sense of interest and concern for the guest and/or demonstrates anticipatory service.	Staff exhibits a genuine sense of interest and concern for the guest.

2020 FORBES TRAVEL GUIDE STANDARDS

Revised Hotel Standards

2020 Standard	2019 Standard
HOTEL DINING	
Menu presented is in pristine condition and grammatically correct.	Menu presented is in pristine condition, free of stains and water spots and not damaged.
HOUSEKEEPING DAILY SERVICE	
The bed is tightly and attractively remade with decorative elements replaced.	The bed is tightly and attractively remade.
HOUSEKEEPING TURNDOWN SERVICE	
During evening service, the guest's toiletries are neatly arranged. They are displayed on a high quality liner or shelf.	During evening service, the guest's toiletries are neatly arranged. They are displayed on a liner or shelf.
POOL/BEACH SERVICE	
Poolside menu is available and offers a unique and interesting variety of food and beverages.	Poolside menu is available and offers a unique and interesting variety.
If available, poolside menu and all service items are clean and in good condition. Menu is grammatically correct.	If available, poolside menu and all service items are clean and in good condition.
RESERVATION SERVICE	
Confirmation is offered and received within 24 hours of the call. All details are accurate.	Confirmation is offered and received within 24 hours of the call.

2020 FORBES TRAVEL GUIDE STANDARDS

Revised Interpretation Hotel Standards

The following hotel standard has received a revision to maintain a better reflection of what guests are increasingly being provided. As such, beginning with evaluations conducted in 2020, wire and thin plastic hangers will not receive credit in this standard.

The classification for this standard has changed from Technical Execution, Skill & Knowledge to Elements of Luxury.

2020 Standard	2019 Standard
GUEST SERVICE REQUEST	
Hanging items are neatly returned on high quality hangers, with non-slip inserts for trousers.	Hanging items are neatly returned, with non-slip inserts for trousers.



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INTRODUCTION



Thank you for participating in the Forbes Travel Guide Global Partnership. We are delighted to present you with the Forbes Travel Guide 2020 Hotel Standards. Our standards are evaluated annually to ensure they remain relevant and reflective of the needs of today's discerning traveler.

As you read through the criteria, please note that the philosophy and application of each standard is applied with the average guest's experience in mind. The interpretation of the standards is rigid; however, our inspectors are trained to understand cultural nuances, and to come to highly approachable conclusions when observing certain interactions and situations. Our inspection team is meticulously trained to articulate their experiences through diligent reporting, and to capture the spirit of the staff and the personality of the property.

CONTACT

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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 2020 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

Elements of Luxury

These standards reflect detailed attention to the level of sumptuous comfort, choices and convenience provided

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

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

RESERVATION SERVICE

	STANDARD	CLASSIFICATION	TAG
1	Telephone conversation is calm and clear	Courtesy & Manners	Service
2	The guest is always asked permission before being placed on hold	Courtesy & Manners	Service
3	No telephone hold longer than 30 seconds without offering 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 proficiently performs the requirements of their department and can capably answer questions about the entire hotel or obtain effective and prompt assistance	Technical Execution, Skill & Knowledge	Service
9	The guest's name is used naturally as a signal of recognition	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
10	Reservationist specifically thanks the guest for the booking and closes the interaction with a polite and appropriate remark	Courtesy & Manners	Service
11	The guest is offered a choice of room rates and types when available and/or appropriate and staff can readily describe the various physical elements in the guest room	Technical Execution, Skill & Knowledge	Service
12	Reservationist can describe the hotel facilities with clarity	Technical Execution, Skill & Knowledge	Service

	STANDARD	CLASSIFICATION	TAG
13	Reservationist can effectively provide directions and/or transportation options and their associated costs	Technical Execution, Skill & Knowledge	Service
14	Reservationist clearly explains deposit and cancellation policies and any penalty charges	Technical Execution, Skill & Knowledge	Service
15	Reservationist offers hotel services, such as transportation service, dinner or spa reservations	Guest Comfort & Convenience	Service
16	Details of the booking are repeated for confirmation and confirmation number is given	Technical Execution, Skill & Knowledge	Service
17	Confirmation is offered and received within 24 hours of the call. All details are accurate	Technical Execution, Skill & Knowledge	Service
18	The guest is confident that the reservationist understands their personal requirements, and they look forward to their visit with positive anticipation	Elements of Luxury	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
21	An online hotel booking engine or mobile application is available	Guest Comfort & Convenience	Service
22	The booking engine is convenient and guides the guest through the booking process	Guest Comfort & Convenience	Service
23	Date and room type selections are clear and immediately show availability	Technical Execution, Skill & Knowledge	Service
24	Rate types and inclusions are clearly and conveniently described during the online booking process	Technical Execution, Skill & Knowledge	Service
25	Online room descriptions are helpful, with accurate photos included	Technical Execution, Skill & Knowledge	Service

	STANDARD	CLASSIFICATION	TAG
26	It is possible to make special requests and/or additional arrangements through the online booking engine	Guest Comfort & Convenience	Service
27	The deposit and cancellation policy is clearly explained before the booking is processed online	Technical Execution, Skill & Knowledge	Service
28	For online bookings, confirmation is immediate	Technical Execution, Skill & Knowledge	Service

ARRIVAL SERVICE

	STANDARD	CLASSIFICATION	TAG
1	Staff 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	The guest's name is used naturally as a signal of recognition	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
11	Staff closes interactions with polite, appropriate remarks	Courtesy & Manners	Service
12	All staff encountered are wearing professional, clean and well-fitted uniforms	Staff Appearance	Service
13	All staff encountered are extremely well-groomed	Staff Appearance	Service

	STANDARD	CLASSIFICATION	TAG
14	Staff maintains alert posture and behaves professionally in view of the guest	Staff Appearance	Service
15	Staff does not decline any request without offering appropriate alternatives	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
16	Guests are politely 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 immediate at curbside and offered by the staff	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 bookings made prior to arrival are confirmed during registration or upon entering guest room	Technical Execution, Skill & Knowledge	Service
22	Availability of a complimentary digital or print newspaper service is made known during arrival	Guest Comfort & Convenience	Service
23	All details of the reservation are accurate; departure date is confirmed during registration	Technical Execution, Skill & Knowledge	Service
24	The guest is offered an escort to their room	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
25	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
26	Luggage is stored conveniently	Guest Comfort & Convenience	Service

	STANDARD	CLASSIFICATION	TAG
27	Luggage arrives within 10 minutes of registration completion	Efficiency	Service
28	Orientation to the hotel is discreet and helpful, consisting of only relevant and important facts that do not overwhelm the guest	Guest Comfort & Convenience	Service
29	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	Guest Comfort & Convenience	Service
30	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
31	Did the arrival process, staff or level of thoughtfulness stand out in any way?	Elements of Luxury	Service
32	The service is handled without excessive delays or interruptions	Efficiency	Service

DEPARTURE SERVICE

	STANDARD	CLASSIFICATION	TAG
1	Telephone conversation is calm and clear	Courtesy & Manners	Service
2	The guest is always asked permission before being placed on hold	Courtesy & Manners	Service
3	No telephone hold longer than 30 seconds without offering call-back	Courtesy & Manners	Service
4	Staff 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	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
10	Staff is thoughtful and intuitive, demonstrating anticipatory service when appropriate and helpful	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	The guest's name is used naturally as a signal of recognition	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 professional, clean and well-fitted uniforms	Staff Appearance	Service
15	All staff encountered are extremely well-groomed	Staff Appearance	Service
16	Staff maintains alert posture and behaves professionally in view of the guest	Staff Appearance	Service
17	If hotel transportation service is utilized, the appearance and hospitality skills of the staff are professional and courteous	Courtesy & Manners	Service
18	Staff does not decline any request without offering appropriate alternatives	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
19	Bellman arrives within eight minutes of departure assistance request; or within five minutes of pre-arranged luggage pick-up time	Efficiency	Service
20	Time spent settling the folio does not exceed five minutes	Efficiency	Service
21	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
22	Staff accepting payment specifically thanks the guest and closes the interaction with a polite and appropriate remark	Courtesy & Manners	Service
23	Staff proactively offers transportation assistance, not waiting for the guest to exit the hotel and seek transport	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
24	The final folio is offered to guest for review prior to processing	Guest Comfort & Convenience	Service

	STANDARD	CLASSIFICATION	TAG
25	The final folio is automatically and neatly placed in a folder or envelope, or delivered via email in accordance with the guest's preference. If an emailed folio is requested, it must be delivered within one hour	Guest Comfort & Convenience	Service
26	The final folio is accurate and easy to read	Technical Execution, Skill & Knowledge	Service
27	If applicable, posting/charge errors called to the attention of the staff are quickly and discreetly rectified with words of apology	Guest Comfort & Convenience	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	Did the departure process, staff or level of thoughtfulness stand out in any way?	Elements of Luxury	Service
30	The service is handled without excessive delays or interruptions	Efficiency	Service

GUEST SERVICE ONE

	STANDARD	CLASSIFICATION	TAG
1	Telephone conversation is calm and clear	Courtesy & Manners	Service
2	The guest is always asked permission before being placed on hold	Courtesy & Manners	Service
3	No telephone hold longer than 30 seconds without offering call-back	Courtesy & Manners	Service
4	Staff 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	When appropriate, staff asks guiding questions to ascertain the guest's preferences	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
10	Staff exhibits a genuine sense of interest and concern for the guest	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
11	Staff is thoughtful and intuitive, demonstrating anticipatory service when appropriate and helpful	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
12	Cross-departmental channels of communication among staff are consistent and complete	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
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	The guest's name is used naturally as a signal of recognition	Graciousness, Thoughtfulness & Sense of Personalized Service	Service

	STANDARD	CLASSIFICATION	TAG
15	Staff closes interactions with a polite, appropriate remark	Courtesy & Manners	Service
16	All staff encountered are wearing professional, clean and well-fitted uniforms	Staff Appearance	Service
17	All staff encountered are extremely well-groomed	Staff Appearance	Service
18	Staff maintains alert posture and behaves professionally in view of the guest	Staff Appearance	Service
19	Follow-up service or call-backs are timely and accurate	Efficiency	Service
20	When asked about restaurant recommendations, staff provides an appropriate choice of options and describes cuisine and atmosphere	Technical Execution, Skill & Knowledge	Service
21	When asked about local activities and attractions, staff provides an appropriate choice of options	Technical Execution, Skill & Knowledge	Service
22	Staff exhibits local expertise by providing thorough detail and first-hand knowledge	Technical Execution, Skill & Knowledge	Service
23	When appropriate, staff effectively provides directions and transportation options	Technical Execution, Skill & Knowledge	Service
24	Staff can produce brochures, maps, publications, playbills or local restaurant menus to help the guest make decisions	Technical Execution, Skill & Knowledge	Service
25	All non-digital collateral is professionally presented	Technical Execution, Skill & Knowledge	Service
26	Staff does not decline any request without offering appropriate alternatives	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
27	The service or resolution proposed by the staff fully and accurately meets the guest's needs	Technical Execution, Skill & Knowledge	Service
28	The service is handled without excessive delays or interruptions	Efficiency	Service

GUEST SERVICE TWO

	STANDARD	CLASSIFICATION	TAG
1	Telephone conversation is calm and clear	Courtesy & Manners	Service
2	The guest is always asked permission before being placed on hold	Courtesy & Manners	Service
3	No telephone hold longer than 30 seconds without offering call-back	Courtesy & Manners	Service
4	Staff 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	When appropriate, staff asks guiding questions to ascertain the guest's preferences	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
10	Staff exhibits a genuine sense of interest and concern for the guest	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
11	Staff is thoughtful and intuitive, demonstrating anticipatory service when appropriate and helpful	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
12	Cross-departmental channels of communication among staff are consistent and complete	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
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

	STANDARD	CLASSIFICATION	TAG
14	The guest's name is used naturally as a signal of recognition	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
15	Staff closes interactions with a polite, appropriate remark	Courtesy & Manners	Service
16	All staff encountered are wearing professional, clean and well-fitted uniforms	Staff Appearance	Service
17	All staff encountered are extremely well-groomed	Staff Appearance	Service
18	Staff maintains alert posture and behaves professionally in view of the guest	Staff Appearance	Service
19	Follow-up service or call-backs are timely and accurate	Efficiency	Service
20	When asked about restaurant recommendations, staff provides an appropriate choice of options and describes cuisine and atmosphere	Technical Execution, Skill & Knowledge	Service
21	When asked about local activities and attractions, staff provides an appropriate choice of options	Technical Execution, Skill & Knowledge	Service
22	Staff exhibits local expertise by providing thorough detail and first-hand knowledge	Technical Execution, Skill & Knowledge	Service
23	When appropriate, staff effectively provides directions and transportation options	Technical Execution, Skill & Knowledge	Service
24	Staff can produce brochures, maps, publications, playbills or local restaurant menus to help the guest make decisions	Technical Execution, Skill & Knowledge	Service
25	All non-digital collateral is professionally presented	Technical Execution, Skill & Knowledge	Service
26	Staff does not decline any request without offering appropriate alternatives	Graciousness, Thoughtfulness & Sense of Personalized Service	Service

	STANDARD	CLASSIFICATION	TAG
27	The service or resolution proposed by the staff fully and accurately meets the guest's needs	Technical Execution, Skill & Knowledge	Service
28	The service is handled without excessive delays or interruptions	Efficiency	Service
29	The hotel supports a variety of basic business requests, such as Internet access, photocopying, faxing and printing	Guest Comfort & Convenience	Service

DIGITAL SERVICES

	STANDARD	CLASSIFICATION	TAG
1	The hotel's website is professional in design and consistent with the property and/or brand	Technical Execution, Skill & Knowledge	Service
2	The hotel's website is intuitive and easy to navigate	Guest Comfort & Convenience	Service
3	Automatically generated email communications, such as confirmation emails, are professional and personalized	Technical Execution, Skill & Knowledge	Service
4	Staff is professional and courteous when corresponding with the guest via email	Courtesy & Manners	Service
5	All email communications accurately reflect the property and/or brand	Technical Execution, Skill & Knowledge	Service
6	All text message communications are polite, professional and consistent with the property style	Courtesy & Manners	Service
7	Text message responses are instantaneous or within the promised timeframe	Efficiency	Service
8	When guest requests are made through digital technology, the functionality is intuitive and convenient	Guest Comfort & Convenience	Service
9	All service automation implements function seamlessly and as expected	Guest Comfort & Convenience	Service

FITNESS FACILITY

	STANDARD	CLASSIFICATION	TAG
1	Attendants actively circulate the fitness center at least every 20 minutes, making themselves readily available	Guest Comfort & Convenience	Service
2	Staff in the fitness center is professional and courteous	Courtesy & Manners	Service
3	Restrooms are conveniently located in or near the fitness center	Guest Comfort & Convenience	Facility
4	If provided, the overall appearances of the locker room and/or restroom area are organized, clean and well-maintained	Cleanliness & Condition	Facility
5	All fitness equipment is clean and in excellent working order	Cleanliness & Condition	Facility
6	Equipment is of a high quality, professional grade	Elements of Luxury	Facility
7	A variety of cardio machines is provided	Guest Comfort & Convenience	Facility
8	A full set of free weights is provided and presented in an orderly manner	Guest Comfort & Convenience	Facility
9	At least one piece of strength-training or circuit-training equipment and low-impact equipment are available	Guest Comfort & Convenience	Facility
10	The fitness room is spacious and arranged in a convenient manner, such that the guest can comfortably navigate the facility and use all equipment	Guest Comfort & Convenience	Facility
11	The overall appearance of the fitness room is clean and well-maintained	Cleanliness & Condition	Facility
12	Personal headsets are available to all guests	Guest Comfort & Convenience	Facility
13	If available, headphones have fresh and hygienic earpieces	Cleanliness & Condition	Facility

	STANDARD	CLASSIFICATION	TAG
14	Individual and properly operable televisions are available at appropriate cardio pieces, and are easy for guests to control while working out	Guest Comfort & Convenience	Facility
15	Bottled water or water station with fresh, clean cups is available within the fitness center	Guest Comfort & Convenience	Facility
16	Fresh fruit and/or snacks are available in or near the fitness area	Elements of Luxury	Facility
17	Appropriately sized towels are conveniently available to all guests in the fitness area	Guest Comfort & Convenience	Facility
18	Chilled towels are presented in the fitness area	Elements of Luxury	Facility
19	All amenities are thoughtfully presented on or in distinctive high quality serviceware	Elements of Luxury	Facility
20	Towels are disposed of discreetly	Cleanliness & Condition	Facility
21	Availability of fitness classes or personal training is made known	Guest Comfort & Convenience	Facility
22	The facility provides a fresh and comfortable workout environment	Guest Comfort & Convenience	Facility
23	The fitness facility provides special elements which elevate the guest's workout experience	Elements of Luxury	Facility

GUEST SERVICE REQUEST

	STANDARD	CLASSIFICATION	TAG
1	Telephone conversation is calm and clear	Courtesy & Manners	Service
2	The guest is always asked permission before being placed on hold	Courtesy & Manners	Service
3	No telephone hold longer than 30 seconds without offering 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 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	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	The guest's name is used naturally as a signal of recognition	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
12	All interactions are closed politely and appropriately	Courtesy & Manners	Service
13	All staff encountered are wearing professional, clean and well-fitted uniforms	Staff Appearance	Service
14	All staff encountered are extremely well-groomed	Staff Appearance	Service

	STANDARD	CLASSIFICATION	TAG
15	Staff maintains alert posture and behaves professionally in view of the guest	Staff Appearance	Service
16	Staff does not decline any request without offering appropriate alternatives	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
17	Staff arrives to the room within 10 minutes unless advised otherwise	Efficiency	Service
18	Requested items delivered to the room are elegantly presented	Elements of Luxury	Service
19	Both same-day and express laundry/dry cleaning service are available on weekdays	Guest Comfort & Convenience	Facility
20	One-hour pressing at hotels or two-hour pressing at resorts is available on weekdays	Guest Comfort & Convenience	Facility
21	Folded items are returned with luxurious presentation	Elements of Luxury	Service
22	Hanging items are neatly returned on high quality hangers, with non-slip inserts for trousers	Elements of Luxury	Service
23	The service or resolution provided by the staff meets the guest's needs and expectations	Technical Execution, Skill & Knowledge	Service
24	The service is handled without excessive delays or interruptions	Efficiency	Service

HOUSEKEEPING DAILY SERVICE

	STANDARD	CLASSIFICATION	TAG
1	Debris was thoroughly removed from all areas of bedroom and bathroom floors/carpets	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	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	Elements 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 the vicinity of where they were originally found on arrival	Guest Comfort & Convenience	Service
9	End sheets of toilet tissue are neatly pointed or similarly cared for	Guest Comfort & Convenience	Service
10	Any soap or bathroom amenity that is more than half depleted has a fresh product added	Guest Comfort & Convenience	Service
11	Any significant dust, debris or spillage on furniture surfaces is thoroughly cleaned	Cleanliness & Condition	Service
12	Following daily service, all bed linens are completely clean and in exceptional condition	Elements of Luxury	Service
13	The bed is tightly and attractively remade with decorative elements replaced	Technical Execution, Skill & Knowledge	Service

	STANDARD	CLASSIFICATION	TAG
14	If an obvious environmental preference program is in place for linens and towels, the guest's requests are honored	Technical Execution, Skill & Knowledge	Service
15	Wastebaskets and ashtrays throughout the bedroom and bathroom are emptied/cleaned	Cleanliness & Condition	Service
16	Soiled in-room dining serviceware, trays or trolleys are removed from the room and not left in the corridor	Technical Execution, Skill & Knowledge	Service
17	If used, glassware, silver or china in the room is thoroughly cleaned	Cleanliness & Condition	Service
18	If provided complimentary, food and beverage amenities are freshened and/or replaced as necessary	Guest Comfort & Convenience	Service
19	Items consumed from the minibar are replaced at some point during the day	Guest Comfort & Convenience	Service
20	If ice had been provided in the ice bucket, ice bucket is drained and cleaned, or completely refreshed	Guest Comfort & Convenience	Service
21	Clothing left around the room is neatly folded or draped and left within immediate guest view	Guest Comfort & Convenience	Service
22	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
23	Personal guest belongings, other than clothing or toiletries, are not substantially disturbed and no guest belongings are missing	Guest Comfort & Convenience	Service
24	Personal guest belongings, other than clothing or toiletries, are handled in a noteworthy manner	Elements of Luxury	Service

	STANDARD	CLASSIFICATION	TAG
25	Magazines and newspapers are neatly compiled and arranged	Technical Execution, Skill & Knowledge	Service
26	Hotel collateral such as service directories, in-room dining menus, corporate directories, etc. are neatly arranged	Guest Comfort & Convenience	Service
27	TVs are turned off and furniture throughout the room is neatly straightened; closet and cupboard doors are closed	Guest Comfort & Convenience	Service
28	All window treatments are opened, if appropriate, have a symmetrical appearance and are uniform day-to-day	Guest Comfort & Convenience	Service
29	Depleted complimentary room amenities are replenished, such as notepads, pens and laundry kits	Guest Comfort & Convenience	Service
30	Burned out light bulbs or other malfunctioning equipment is replaced/repared	Guest Comfort & Convenience	Service
31	The room has an extremely fresh, comfortable atmosphere when the guest returns	Guest Comfort & Convenience	Service
32	Daily service is provided in a timely, convenient and discreet manner so that the guest does not feel disturbed	Guest Comfort & Convenience	Service
33	If a room attendant, minibar attendant or technician is encountered, they are very polite, well-groomed and professional	Courtesy & Manners	Service
34	Good security precautions are taken when staff is servicing rooms	Technical Execution, Skill & Knowledge	Service
35	Guest room corridors are kept neat and organized during daily service	Technical Execution, Skill & Knowledge	Service

HOUSEKEEPING TURNDOWN SERVICE

	STANDARD	CLASSIFICATION	TAG
1	Turndown is provided automatically	Elements of Luxury	Service
2	Turndown is provided automatically or the guest is prominently invited to call to request service	Guest Comfort & Convenience	Service
3	Turndown 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	Guest Comfort & Convenience	Service
5	During evening service, bedding is neatly prepared	Technical Execution, Skill & Knowledge	Service
6	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
7	During evening service, clothing left around the room is neatly folded or draped and left within immediate guest view	Guest Comfort & Convenience	Service
8	During evening service, all printed products, including newspapers, magazines and hotel collateral, are straightened. The wastebaskets are emptied	Technical Execution, Skill & Knowledge	Service
9	During evening service, the bathroom counter, sink, shower and tub are cleaned	Cleanliness & Condition	Service
10	If depleted, during evening service, amenities are plentifully supplied	Guest Comfort & Convenience	Service
11	During evening service, the guest's toiletries are neatly arranged. They are displayed on a high quality liner or shelf	Elements of Luxury	Service

	STANDARD	CLASSIFICATION	TAG
12	During evening service, used bathroom linens are automatically replaced, unless the guest chooses to participate in an environmental preference program. All replaced linens are neatly displayed and in excellent condition	Technical Execution, Skill & Knowledge	Service
13	Evening service includes a noteworthy or thoughtful element	Elements of Luxury	Service
14	If a housekeeping turndown attendant is encountered, they are very polite, well-groomed and professional	Courtesy & Manners	Service

GUEST ROOM

	STANDARD	CLASSIFICATION	TAG
1	Upon arrival, the room has an extremely fresh, comfortable atmosphere	Guest Comfort & Convenience	Service
2	A specific high quality welcome gift or amenity is provided during the visit	Elements of Luxury	Service
3	The guest room is well-soundproofed	Guest Comfort & Convenience	Facility
4	The hotel collateral in the room is elegant or distinctive in a way that is notable	Elements of Luxury	Facility
5	The room includes at least one high quality publication, such as exclusive magazines, hardcover books, etc.	Elements of Luxury	Facility
6	Printed products, such as stationery, postcards, envelopes, notepad paper or pens, are available; they are elegant and of high quality	Elements of Luxury	Facility
7	Printed collateral and reading material are in excellent condition	Cleanliness & Condition	Facility
8	All collateral is accurate and magazines are current	Guest Comfort & Convenience	Service
9	The bed is comfortable, clean and in excellent condition	Cleanliness & Condition	Facility
10	The linens and pillows are of exceptional quality and style	Elements of Luxury	Facility
11	The closets and shelves/drawers are generously spacious and very well lit	Guest Comfort & Convenience	Facility
12	There are at least 10 hangers in the closet, convenient for both men and women, and all types of garments	Guest Comfort & Convenience	Facility
13	Fresh flowers or live plants are provided by the hotel in the guest room	Elements of Luxury	Facility

	STANDARD	CLASSIFICATION	TAG
14	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
15	The lighting in the bedroom is comfortable for the guest to complete all necessary/daily tasks, such as reading, dressing, dining, etc.	Guest Comfort & Convenience	Facility
16	The bedroom is exceptionally clean	Cleanliness & Condition	Facility
17	The bedroom is extremely well-maintained	Cleanliness & Condition	Facility
18	If available, the outdoor balcony/patio is exceptionally clean and in excellent condition	Cleanliness & Condition	Facility
19	The room is supplied with a variety of high quality amenities and/or technology appropriate to the destination	Elements of Luxury	Facility
20	All useful items are clean and in excellent condition	Cleanliness & Condition	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	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 requested newspaper is accurately delivered and presented in a thoughtful manner	Elements of Luxury	Service
25	The architectural design style of the room is notable in interest or execution. Describe the design style	Elements of Luxury	Facility
26	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.	Elements of Luxury	Facility

	STANDARD	CLASSIFICATION	TAG
27	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	Elements of Luxury	Facility
28	The grooming areas are generously spacious so that two persons could easily shower and dress in comfort	Guest Comfort & Convenience	Facility
29	A notable variety of bathroom amenities is provided	Elements of Luxury	Facility
30	The bathroom amenities are exceptionally luxurious	Elements of Luxury	Facility
31	Robes, slippers and towels are automatically provided and are of extremely high quality	Elements of Luxury	Facility
32	Robes, slippers and towels 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	The bathroom presentation and placement of amenities and linens is thoughtful and careful, as well as elegant	Guest Comfort & Convenience	Service
35	The lighting in the bathroom is sufficient for all intended tasks, such as grooming and makeup application	Guest Comfort & Convenience	Facility
36	The bathroom is exceptionally clean	Cleanliness & Condition	Facility
37	The bathroom is extremely well-maintained	Cleanliness & Condition	Facility
38	The bathroom design and appointments, such as counters, floors and fixtures, are exceptionally noteworthy	Elements of Luxury	Facility
39	If provided, the minibar program is notable in execution and variety of items stocked	Elements of Luxury	Facility
40	The guest is exceptionally comfortable in this room	Elements of Luxury	Service

PUBLIC AREAS

	STANDARD	CLASSIFICATION	TAG
1	Telephone conversations are calm and clear	Courtesy & Manners	Service
2	The guest is always asked permission before being placed on hold	Courtesy & Manners	Service
3	No telephone hold longer than 30 seconds without offering call-back	Courtesy & Manners	Service
4	Staff 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	If known, the guest's name is used naturally as a signal of recognition	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
14	Staff closes interactions with a polite, appropriate remark	Courtesy & Manners	Service

	STANDARD	CLASSIFICATION	TAG
15	All staff encountered are wearing professional, clean and well-fitted uniforms	Staff Appearance	Service
16	All staff encountered are extremely well-groomed	Staff Appearance	Service
17	"Staff does not decline any request without offering appropriate alternatives	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
18	All services are handled without excessive delays	Efficiency	Service
19	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
20	Staff uniforms are exceptional in design and style	Elements of Luxury	Service
21	All desks in public view are presentable and approachable, clean and in excellent condition	Cleanliness & Condition	Facility
22	When approaching and/or entering the property, there is a strong sense of arrival in terms of design and/or notable elements	Elements of Luxury	Facility
23	In the public space of the hotel, there are elements that combine to create this property's unique sense of place	Elements of Luxury	Facility
24	The architectural and design style of the public areas is notable in quality, interest and/or execution	Elements of Luxury	Facility
25	When present, exterior landscaping and grounds are notable in their design, interest and/or execution	Elements of Luxury	Facility
26	All connected public areas are true to the thematic elements. There are no unintentional mismatching styles of furnishings or indication that remodeling was not thorough or done in cycles	Elements of Luxury	Facility

	STANDARD	CLASSIFICATION	TAG
27	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
28	If available, wireless Internet service provided in the public areas is strong and reliable	Guest Comfort & Convenience	Facility
29	The interior public areas are clean and in excellent condition	Cleanliness & Condition	Facility
30	The exterior public areas are clean and in excellent condition	Cleanliness & Condition	Facility
31	Did the property's food and beverage experiences stand out in any way?	Elements of Luxury	Service

HOTEL DINING

	STANDARD	CLASSIFICATION	TAG
1	Staff acknowledges the guest when appropriate and reasonably possible	Courtesy & Manners	Service
2	If waiting is required, an estimated wait time is quoted and honored within five minutes	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	Graciousness, Thoughtfulness & Sense of Personalized Service	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	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
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	The guest's name is used naturally as a signal of recognition	Graciousness, Thoughtfulness & Sense of Personalized Service	Service

	STANDARD	CLASSIFICATION	TAG
13	Interactions are closed with polite, appropriate remarks	Courtesy & Manners	Service
14	All staff encountered are wearing professional, clean and well-fitted uniforms	Staff Appearance	Service
15	All staff encountered are extremely well-groomed	Staff Appearance	Service
16	Staff maintains alert posture and behaves professionally in view of the guest	Staff Appearance	Service
17	Staff is discreet and unintrusive throughout the experience, while remaining attentive	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
18	Staff does not decline any request without offering appropriate alternatives	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
19	The guest is greeted within one minute at restaurant entry, escorted to table and provided with chair assistance	Guest Comfort & Convenience	Service
20	The table is greeted within one minute and appropriate beverages are offered	Efficiency	Service
21	Coffee and tea service is presented in a refined manner	Elements of Luxury	Service
22	Refills are readily offered or provided within one minute of the guest's beverage being fully empty	Efficiency	Service
23	If asked for menu recommendations, staff can provide helpful information	Technical Execution, Skill & Knowledge	Service
24	Staff can helpfully discuss details of menu items	Technical Execution, Skill & Knowledge	Service
25	Staff can helpfully discuss beverage offerings	Technical Execution, Skill & Knowledge	Service
26	After ordering, cold breakfasts are served within seven minutes and hot breakfasts within 10 minutes, unless advised otherwise by server	Efficiency	Service

	STANDARD	CLASSIFICATION	TAG
27	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
28	Menu presented is in pristine condition and grammatically correct	Cleanliness & Condition	Facility
29	Breakfast includes a choice of juices, at least two of which are fresh or distinctive	Elements of Luxury	Service
30	Breakfast includes many ripe fresh fruits and a variety of excellent freshly baked breakfast breads	Elements of Luxury	Service
31	Menu offers items for guests seeking nutritionally focused dishes	Guest Comfort & Convenience	Service
32	Menu provides an exceptional and interesting variety	Elements 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	Food & Beverage Quality	Service
35	Foods are flavorful and well-seasoned/balanced	Food & Beverage Quality	Service
36	Portions are generous and 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	Elements 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

	STANDARD	CLASSIFICATION	TAG
42	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
43	If a buffet, the presentation is exceptionally eye appealing and inviting	Elements of Luxury	Service
44	If a buffet, there is an a la minute option and station for individual preparation of egg dishes and/or other hot foods	Guest Comfort & Convenience	Service
45	When applicable, buffet offers an appropriate and thoughtful selection of international dishes	Food & Beverage Quality	Service
46	If a buffet, all appropriate dishes are clearly and elegantly labeled	Guest Comfort & Convenience	Service
47	All staff encountered at the buffet are polite, helpful and professional	Courtesy & Manners	Service
48	It is possible to receive a selection of specialty coffees and/or teas at any time	Food & Beverage Quality	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	Glassware, china, cutlery and serving pieces are in excellent condition, completely clean and hygienic in appearance	Cleanliness & Condition	Facility
53	Glassware, china and cutlery are of excellent quality and fully coordinated	Elements of Luxury	Facility

	STANDARD	CLASSIFICATION	TAG
54	All proper cutlery is provided	Technical Execution, Skill & Knowledge	Service
55	Removal of soiled dishes is convenient	Efficiency	Service
56	The presentation of the bill is prompt	Efficiency	Service
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 and vacated tables are swiftly cleared	Technical Execution, Skill & Knowledge	Service
59	The dining environment is comfortable, temperature is appropriate and if a sound system is used, the volume is appropriate	Guest Comfort & Convenience	Service
60	The dining table and seating is comfortable, with ample room on table to read or work	Guest Comfort & Convenience	Service
61	When appropriate, it is possible to have a complete hot breakfast in 30 minutes	Efficiency	Service
62	The service is handled without excessive delays or interruptions	Efficiency	Service

BAR/LOUNGE SERVICE

	STANDARD	CLASSIFICATION	TAG
1	Staff acknowledges the guest when reasonably possible. Once seated, the guest is greeted within one minute	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	Server can helpfully discuss details of beverages and bar offerings, including varieties of liquors, beers and wines available	Technical Execution, Skill & Knowledge	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	When known, the guest's name is used naturally as a signal of recognition	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
11	Staff closes interactions with polite, appropriate remarks	Courtesy & Manners	Service
12	All staff encountered are wearing professional, clean and well-fitted uniforms	Staff Appearance	Service

	STANDARD	CLASSIFICATION	TAG
13	All staff encountered are extremely well-groomed	Staff Appearance	Service
14	Staff maintains alert posture and behaves professionally in view of the guest	Staff Appearance	Service
15	Staff is discreet and unintrusive throughout the experience, while remaining attentive	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
16	Staff does not decline any request without offering appropriate alternatives	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
17	First drinks are served within four minutes of ordering at a table, or three 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	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
21	Wine by the glass service includes an offer of a tasting sample	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
22	Beverages have a distinctive presentation	Elements of Luxury	Service
23	Beverages will be served in high quality glassware completely appropriate to the drink	Elements of Luxury	Service
24	Beverages are served at appropriate temperatures	Food & Beverage Quality	Service
25	Beverage pours/portions are generous and appropriate	Food & Beverage Quality	Service

	STANDARD	CLASSIFICATION	TAG
26	Mixed drinks and cocktails have a well-balanced/normal flavor, are appropriately garnished and all beverages are prepared precisely as specified by the guest	Food & Beverage Quality	Service
27	All iced beverages are served with the appropriate style of ice	Food & Beverage Quality	Service
28	Staff attentively maintains tabletop/bar counter area	Technical Execution, Skill & Knowledge	Service
29	Beverage menu and check presenter are in pristine condition, free of any damage. Beverage menu is grammatically correct	Cleanliness & Condition	Facility
30	Beverage menu is automatically provided and includes an exceptional and interesting variety of top-quality liquors and beers. Wines are also listed	Guest Comfort & Convenience	Service
31	At least three well-chosen and diverse red wines, three white wines and one Champagne/sparkling wine are available by the glass	Elements of Luxury	Service
32	The menu includes an exceptional specialty offering	Elements of Luxury	Service
33	If provided, beverage menu features a selection of non-alcoholic beverage options	Guest Comfort & Convenience	Service
34	A variety of snacks is freshly presented with the drinks	Guest Comfort & Convenience	Service
35	If provided, snacks are of extremely high quality and distinctive in presentation	Elements of Luxury	Service
36	If snacks are served, napkins are provided	Guest Comfort & Convenience	Service
37	If provided, napkins are made of linen or cotton	Elements of Luxury	Facility

	STANDARD	CLASSIFICATION	TAG
38	All drinks are served on linen or other distinctive coasters	Elements of Luxury	Service
39	Glassware, china, cutlery and serving pieces are in excellent condition and completely clean and hygienic in appearance	Cleanliness & Condition	Facility
40	The guest's seating area is clean and in excellent condition	Cleanliness & Condition	Facility
41	The bar/lounge exhibits a well-organized and professional appearance; tables are uniformly set and quickly cleared as vacated	Technical Execution, Skill & Knowledge	Service
42	The lounge environment is very comfortable, including appropriate temperature, and the air is fresh. If groups of guests are present, it is possible to select a table and/or bar space away from others	Guest Comfort & Convenience	Service
43	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	Guest Comfort & Convenience	Service
44	Service stations, bar counter and back bar area are always neatly maintained and eye appealing	Cleanliness & Condition	Facility
45	Bills are conveniently and discreetly presented, collected and accurately prepared	Technical Execution, Skill & Knowledge	Service

IN ROOM DINING

	STANDARD	CLASSIFICATION	TAG
1	Telephone conversation is calm and clear	Courtesy & Manners	Service
2	The guest is always asked permission before being placed on hold	Courtesy & Manners	Service
3	No telephone hold longer than 30 seconds without offering 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 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	Graciousness, Thoughtfulness & Sense of Personalized Service	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	The guest's name is used naturally as a signal of recognition	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 professional, clean and well-fitted uniforms	Staff Appearance	Service
15	All staff encountered are extremely well-groomed	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 provides an appealing and interesting variety	Elements of Luxury	Service
19	Ordertaker can helpfully discuss details of foods and beverages	Technical Execution, Skill & Knowledge	Service
20	Estimated delivery time is quoted and order is received within five minutes of that time, not earlier or later	Efficiency	Service
21	Lunch and dinner are served within 30 minutes in hotels and within 40 minutes in resorts; breakfast is served within 25 minutes in hotels and within 30 minutes in resorts	Efficiency	Service
22	Staff conveniently sets the table so the meal is ready to begin	Guest Comfort & Convenience	Service
23	Beverages are opened and poured in the room	Guest Comfort & Convenience	Service
24	Wine by the glass is presented in a bottle and poured in the room	Guest Comfort & Convenience	Service
25	Chair(s) is brought to the table and the seating arrangement is fully comfortable	Guest Comfort & Convenience	Service
26	Plastic wrappings and plate covers do not remain on any dishes	Technical Execution, Skill & Knowledge	Service
27	A flower or other centerpiece item is provided	Elements of Luxury	Facility

	STANDARD	CLASSIFICATION	TAG
28	Food presentation is precise and carefully plated	Food & Beverage Quality	Service
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	Food & Beverage Quality	Service
31	Foods are flavorful and well-seasoned/balanced	Food & Beverage Quality	Service
32	Portions are generous and 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	Elements of Luxury	Service
36	It is possible to receive a selection of specialty coffees and/or teas at any time	Food & Beverage Quality	Service
37	Coffee and tea service is presented in a refined manner	Elements 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	Glassware, china, cutlery and serving pieces are in excellent condition, completely clean and hygienic in appearance	Cleanliness & Condition	Facility
41	Serviceware is of excellent quality and cohesive in appearance	Elements of Luxury	Facility

	STANDARD	CLASSIFICATION	TAG
42	All proper cutlery is provided	Technical Execution, Skill & Knowledge	Service
43	Removal of soiled dishes occurs within 10 minutes at a hotel and 15 minutes at a resort, or within five minutes of the pre-arranged time	Efficiency	Service
44	The service is handled without excessive delays or interruptions	Efficiency	Service

POOL/BEACH SERVICE

	STANDARD	CLASSIFICATION	TAG
1	Staff 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	The guest's name is used naturally as a signal of recognition	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
10	Staff closes interactions with polite, appropriate remarks	Courtesy & Manners	Service
11	All staff encountered are wearing professional, clean and well-fitted uniforms	Staff Appearance	Service
12	All staff encountered are extremely well-groomed	Staff Appearance	Service
13	Staff maintains alert posture and behaves professionally in view of the guest	Staff Appearance	Service

	STANDARD	CLASSIFICATION	TAG
14	Staff does not decline any request without offering appropriate alternatives	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
15	The arriving guest is escorted to a chair, set-up assistance is provided or offered and water is offered or proactively served	Graciousness, Thoughtfulness & Sense of Personalized Service	Service
16	During a 90-minute period in warm conditions, some sort of complimentary refreshment is proactively passed by staff	Guest Comfort & Convenience	Service
17	It is possible to conveniently obtain drinks and snacks by signaling the attention of a staff member. Drinks are promptly delivered within 10 minutes	Efficiency	Service
18	Sun protection products are conveniently available	Guest Comfort & Convenience	Service
19	Ample towels are automatically provided	Guest Comfort & Convenience	Facility
20	Soiled towels are stored discreetly	Cleanliness & Condition	Facility
21	The pool deck/beach exhibits a well-organized and professional appearance	Efficiency	Service
22	All chairs, tables, pads, towels and umbrellas are of exceptional quality and in excellent condition	Cleanliness & Condition	Facility
23	All conditions around the pool and beach area are clean and completely hygienic	Cleanliness & Condition	Facility
24	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
25	The pool setting is distinctive and promotes a sense of place	Elements of Luxury	Facility
26	Restrooms are located within the pool/beach area	Guest Comfort & Convenience	Facility

	STANDARD	CLASSIFICATION	TAG
27	If provided, restrooms are well-stocked, clean and well-maintained	Cleanliness & Condition	Facility
28	If appropriate to the destination, the pool/beach provides an excellent variety of activities and/or amenities	Elements of Luxury	Facility
29	Poolside menu is available and offers a unique and interesting variety of food and beverages	Elements of Luxury	Facility
30	If available, poolside menu and all service items are clean and in good condition. Menu is grammatically correct	Cleanliness & Condition	Facility
31	Food and beverages have a distinctive presentation	Elements of Luxury	Service
32	All ordered items are accurately served and the bill is correct	Technical Execution, Skill & Knowledge	Service
33	All ordered items are fresh, flavorful and properly prepared	Food & Beverage Quality	Service
34	The service is handled without excessive delays or interruptions	Efficiency	Service



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HOTEL DOMINANT EMOTION STANDARDS | 2020

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DOMINANT EMOTION

Inspections conducted in 2020 include a complimentary Dominant Emotion report. Dominant Emotion tracks the inspector’s key sentiment for each Section – reflecting the feelings of a well-traveled guest as they experience your property.

View the Dominant Emotion overview in the Score Details module on your dashboard (next to your Section scores), and explore the inspector’s detailed observations on Report Text > Sections and Report Text > Dominant Emotion.

Forbes Travel Guide’s full **Emotional Engagement** report – which includes deeper observations, service recovery tracking, and year-to-date reporting – is still available for an additional fee. Contact your Forbes Travel Guide Partner Services executive for details.

DOMINANT EMOTION SCALE		
Most Positive	Awestruck	A forever-memorable experience, beyond what the guest could have imagined
	Amazed	An exceptional experience, with multiple elements going well above expectations
Positive	Highly Impressed	A lovely experience offering several special touches or highly polished delivery
	Happy	An enjoyable experience that was skillfully executed and met expectations
	Satisfied	A pleasant-enough experience, though minor elements may have been missed
Neutral	Ambivalent	A sufficient but ordinary experience, without any specifically positive elements
Somewhat Negative	Disappointed	An experience that fell short in some aspect, but was not especially upsetting
	Unhappy	An experience to avoid in the future, leaving the guest upset or feeling slighted
Most Negative	Frustrated	A challenging experience where the guest has one or many grievances
	Angry	An experience that failed in a critical manner and, if escalated, was not adequately resolved

DOMINANT EMOTION STANDARDS

SECTION	STANDARD
Arrival Service	How did you feel about your arrival experience?
Bar/Lounge Service	How did you feel about your bar/lounge experience?
Departure Service	How did you feel about your departure experience?
Digital Services	How did you feel about your digital service experiences?
Fitness Facility	How did you feel about your fitness facility experience?
Guest Room	How did you feel about the guest room?
Guest Service One	How did you feel about your guest service experience?
Guest Service Request	How did you feel about the handling of your guest service request?
Guest Service Two	How did you feel about your guest service experience?
Hotel Dining	How did you feel about your hotel dining experience?
Housekeeping Daily Service	How did you feel about your housekeeping daily service?
Housekeeping Turndown Service	How did you feel about your turndown service?
In Room Dining	How did you feel about your in-room dining experience?
Pool/Beach Service	How did you feel about your pool/beach experience?
Public Areas	How did you feel about your experience in the public areas?
Reservation Service	How did you feel about your reservation experience?