

2025 Hotel Standards by Section

Digital Services

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

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