



FORBES TRAVEL GUIDE

2025 Spa Standards
All Sections - All Classifications

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2025 Spa Standards by Section
Reservation Service

STANDARD	TAG	CLASSIFICATION
Telephone conversation is calm and clear	Service	Guest Comfort & Convenience
The guest is always asked permission before being placed on hold	Service	Courtesy & Manners
No telephone hold longer than 30 seconds without offering a call-back	Service	Courtesy & Manners
Staff is highly articulate and avoids slang and excessive use of phrase-fragments	Service	Courtesy & Manners
Staff is polite and maintains a gracious tone and appropriate pace throughout the interaction	Service	Courtesy & Manners
Staff can knowledgeably, clearly and unpretentiously describe treatments and their benefits so that the guest knows exactly what to expect	Service	Technical Execution, Skill & Knowledge
Staff leads the conversation and exhibits an interest in the guest's spa experience	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Appointments are efficiently booked, with staff guiding the guest to the most logical and convenient sequence of multiple treatments	Service	Guest Comfort & Convenience
If requested treatment(s) are not available at desired times, thoughtful alternatives are offered	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff consistently and respectfully personalizes interactions, addressing the guest in accordance with their preference, if known	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff describes facilities available in the spa	Service	Technical Execution, Skill & Knowledge
Cross-departmental channels of communication among staff are consistent and complete	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff recommends an appropriate arrival time for registration and to enjoy the facilities	Service	Guest Comfort & Convenience
Staff clearly explains cancellation policies and any penalty	Service	Guest Comfort & Convenience
Details of the booking are repeated for confirmation	Service	Technical Execution, Skill & Knowledge
Staff specifically thanks the guest and makes a further polite remark	Service	Courtesy & Manners

STANDARD	TAG	CLASSIFICATION
Booking services are handled without excessive delays or interruptions	Service	Efficiency
Confirmation is offered and received within two hours of the call	Service	Efficiency
Confirmation is accurate	Service	Technical Execution, Skill & Knowledge
General email inquiries and booking requests are completed within 24 hours	Service	Efficiency
All communications are personalized	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
All communications are professionally formatted and accurately reflect the property and/or brand	Service	Technical Execution, Skill & Knowledge
If an online spa booking or request system is available, it is easy to navigate and complete a reservation/request	Service	Guest Comfort & Convenience
All treatments lists are current and consistent. All available treatments include descriptions; prices, if included, are accurate	Facility	Guest Comfort & Convenience
Spa offers an excellent variety of services, including a selection of treatments that appeal to all guests	Facility	Sense of Luxury
If provided, the menu accurately reflects the style and/or destination of the spa	Facility	Sense of Luxury
The spa offers wellness programs or advanced wellness experiences *	Service	Wellness
Efforts are made to incorporate natural and/or sustainable products in treatment offerings *	Facility	

2025 Spa Standards by Section
Reception Services

STANDARD	TAG	CLASSIFICATION
Staff politely acknowledges the guest when appropriate and reasonably possible	Service	Courtesy & Manners
Staff is highly articulate and avoids slang and excessive use of phrase-fragments	Service	Courtesy & Manners
Staff is polite and maintains a gracious tone and appropriate pace throughout the interaction	Service	Courtesy & Manners
Staff readily smiles and maintains an engaging expression	Service	Courtesy & Manners
Staff makes eye contact and keeps focus on the guest	Service	Courtesy & Manners
Staff inquires about the guest's satisfaction and exhibits a genuine sense of interest and concern for the guest	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff is thoughtful and intuitive, demonstrating anticipatory service when appropriate and helpful	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff performs the requirements of their department knowledgeably and proficiently	Service	Technical Execution, Skill & Knowledge
Staff consistently and respectfully personalizes interactions, addressing the guest in accordance with their preference, if known	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff accurately reconfirms the treatments booked	Service	Technical Execution, Skill & Knowledge
If a consultation form or waiver is provided, the timing is convenient and the presentation is refined	Service	Guest Comfort & Convenience
Staff offers at least a partial escort to locker rooms, relaxation lounges or a full escort if going directly to a spa suite	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
A helpful, unrushed orientation and tour of the spa and locker room is automatically provided for first-time guests	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
If treatments are provided in a spa suite, an unrushed but brief orientation to the suite's amenities and explanation of inactive treatment time is shared with the guest upon arrival to the spa suite	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
When settling the folio, staff specifically thanks the guest and makes a further polite remark	Service	Graciousness, Thoughtfulness & Sense of Personalized Service

STANDARD	TAG	CLASSIFICATION
Bills are easy to read and presented for review in a convenient and discreet manner	Service	Guest Comfort & Convenience
Bills are accurate	Service	Technical Execution, Skill & Knowledge
At no time during the spa visit is there any overt gratuity solicitation or aggressive product pushing	Service	Courtesy & Manners
Staff's appearance is consistent with the property style and demonstrates a strong sense of personal care and hygiene	Service	Staff Appearance
Staff maintains alert posture and behaves professionally in view of the guest	Service	Staff Appearance
The service is handled without excessive delays or interruptions	Service	Efficiency
Efforts are made to reduce paper during the reception services *	Facility	

2025 Spa Standards by Section
Body Treatment 1

STANDARD	TAG	CLASSIFICATION
The guest is called for their treatment in a discreet and personalized manner. The therapist proactively approaches the guest	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Therapist introduces themselves by name and offers a gracious gesture in greeting	Service	Courtesy & Manners
Therapist is highly articulate and avoids slang and excessive use of phrase-fragments	Service	Courtesy & Manners
Therapist is exceptionally polite and gracious	Service	Courtesy & Manners
If the guest is wearing jewelry into the treatment room, they are asked to remove it. Staff presents a specific vessel to hold small items and reminds the guest of their belongings at end of treatment	Service	Guest Comfort & Convenience
When appropriate, therapist describes the treatment before beginning	Service	Technical Execution, Skill & Knowledge
Before beginning, therapist inquires about any medical concerns or allergies	Service	Wellness
The guest's general wellness and goals are discussed *	Service	Wellness
Therapist executes the treatment with complete regard for information offered by the guest	Service	Wellness
Therapist exhibits a genuine sense of concern for the guest's comfort and safety	Service	Wellness
When advised of any sort of guest discomfort or concern with the treatment, therapist sincerely apologizes and takes reasonable, corrective action	Service	Wellness
Therapist demonstrates complete respect for guest privacy	Service	Guest Comfort & Convenience
Therapist stays in the room throughout the treatment, except at the outset and conclusion	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Therapist performs the treatment as expected, using consistent techniques	Service	Technical Execution, Skill & Knowledge
Therapist comports themselves in a way that allows for a completely relaxing and restful treatment	Service	Technical Execution, Skill & Knowledge

STANDARD	TAG	CLASSIFICATION
Therapist does not initiate excessive conversation or make unprofessional comments	Service	Guest Comfort & Convenience
Therapist can accurately and knowledgeably answer reasonable guest questions without offering "medical" advice	Service	Technical Execution, Skill & Knowledge
When appropriate, therapist offers practical advice to demonstrate an interest in the guest's continued wellbeing	Service	Wellness
After treatment is executed, the products and application produce the promised effects as reasonably applicable *	Service	Wellness
Therapist is aware of other treatments the guest has booked during the same spa visit to ensure a sense of continuity	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff consistently and respectfully personalizes interactions, addressing the guest in accordance with their preference, if known	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Therapist closes interactions with polite, appropriate remarks	Service	Courtesy & Manners
The guest is escorted to and from the treatment room	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Treatment begins and ends on schedule, within five minutes of expected or booked time	Service	Efficiency
Therapist automatically offers/provides a beverage; it is served at an appropriate time	Service	Wellness
Staff's appearance is consistent with the property style and demonstrates a strong sense of personal care and hygiene	Service	Staff Appearance
Treatment room is immaculate in appearance	Facility	Cleanliness & Condition
The treatment table setup, including the linens and pillows, is extremely comfortable and luxurious	Facility	Sense of Luxury
All furnishings, linens and equipment are immaculate, hygienic and neatly organized/arranged at all times	Facility	Cleanliness & Condition
At all times during the treatment, ambiance is relaxed, quiet, private and comfortable	Service	Wellness
Environmental comfort factors such as temperature and music can be adjusted from inside the treatment room	Facility	Guest Comfort & Convenience
Products used during a scrub or wrap are high quality	Facility	Sense of Luxury

2025 Spa Standards by Section
Body Treatment 2

STANDARD	TAG	CLASSIFICATION
The guest is called for their treatment in a discreet and personalized manner. The therapist proactively approaches the guest	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Therapist introduces themselves by name and offers a gracious gesture in greeting	Service	Courtesy & Manners
Therapist is highly articulate and avoids slang and excessive use of phrase-fragments	Service	Courtesy & Manners
Therapist is exceptionally polite and gracious	Service	Courtesy & Manners
If the guest is wearing jewelry into the treatment room, they are asked to remove it. Staff presents a specific vessel to hold small items and reminds the guest of their belongings at end of treatment	Service	Guest Comfort & Convenience
When appropriate, therapist describes the treatment before beginning	Service	Technical Execution, Skill & Knowledge
Before beginning, therapist inquires about any medical concerns or allergies	Service	Wellness
The guest's general wellness and goals are discussed *	Service	Wellness
Therapist executes the treatment with complete regard for information offered by the guest	Service	Wellness
Therapist exhibits a genuine sense of concern for the guest's comfort and safety	Service	Wellness
When advised of any sort of guest discomfort or concern with the treatment, therapist sincerely apologizes and takes reasonable, corrective action	Service	Wellness
Therapist demonstrates complete respect for guest privacy	Service	Guest Comfort & Convenience
Therapist stays in the room throughout the treatment, except at the outset and conclusion	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Therapist performs the treatment as expected, using consistent techniques	Service	Technical Execution, Skill & Knowledge
Therapist comports themselves in a way that allows for a completely relaxing and restful treatment	Service	Technical Execution, Skill & Knowledge

STANDARD	TAG	CLASSIFICATION
Therapist does not initiate excessive conversation or make unprofessional comments	Service	Guest Comfort & Convenience
Therapist can accurately and knowledgeably answer reasonable guest questions without offering "medical" advice	Service	Technical Execution, Skill & Knowledge
When appropriate, therapist offers practical advice to demonstrate an interest in the guest's continued wellbeing	Service	Wellness
After treatment is executed, the products and application produce the promised effects as reasonably applicable *	Service	Wellness
Therapist is aware of other treatments the guest has booked during the same spa visit to ensure a sense of continuity	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff consistently and respectfully personalizes interactions, addressing the guest in accordance with their preference, if known	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Therapist closes interactions with polite, appropriate remarks	Service	Courtesy & Manners
The guest is escorted to and from the treatment room	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Treatment begins and ends on schedule, within five minutes of expected or booked time	Service	Efficiency
Therapist automatically offers/provides a beverage; it is served at an appropriate time	Service	Wellness
Staff's appearance is consistent with the property style and demonstrates a strong sense of personal care and hygiene	Service	Staff Appearance
Treatment room is immaculate in appearance	Facility	Cleanliness & Condition
The treatment table setup, including the linens and pillows, is extremely comfortable and luxurious	Facility	Sense of Luxury
All furnishings, linens and equipment are immaculate, hygienic and neatly organized/arranged at all times	Facility	Cleanliness & Condition
At all times during the treatment, ambiance is relaxed, quiet, private and comfortable	Service	Wellness
Environmental comfort factors such as temperature and music can be adjusted from inside the treatment room	Facility	Guest Comfort & Convenience
Products used during a scrub or wrap are high quality	Facility	Sense of Luxury

2025 Spa Standards by Section
Facial Treatment

STANDARD	TAG	CLASSIFICATION
The guest is called for their treatment in a discreet and personalized manner. The therapist proactively approaches the guest	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Therapist introduces themselves by name and offers a gracious gesture in greeting	Service	Courtesy & Manners
Therapist is highly articulate and avoids slang and excessive use of phrase-fragments	Service	Courtesy & Manners
Therapist is exceptionally polite and gracious	Service	Courtesy & Manners
If the guest is wearing jewelry into the treatment room, they are asked to remove it. Staff presents a specific vessel to hold small items and reminds the guest of their belongings at end of treatment	Service	Guest Comfort & Convenience
When appropriate, therapist describes the treatment before beginning	Service	Technical Execution, Skill & Knowledge
Before beginning, therapist inquires about any medical concerns and/or special requirements. A brief skin assessment is also performed *	Service	Wellness
Therapist executes the treatment with complete regard for information offered by the guest	Service	Wellness
Therapist exhibits a genuine sense of concern for the guest's comfort and safety	Service	Wellness
When advised of any sort of guest discomfort or concern with the treatment, therapist sincerely apologizes and takes reasonable, corrective action	Service	Wellness
Therapist demonstrates complete respect for guest privacy	Service	Guest Comfort & Convenience
Therapist stays in the room throughout the treatment, except at the outset and conclusion	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Therapist performs the treatment as expected, using consistent techniques	Service	Technical Execution, Skill & Knowledge
Therapist provides adequate information to guide guest through the treatment while still allowing for a completely relaxing and restful experience	Service	Guest Comfort & Convenience
Therapist comports themselves in a way that allows for a completely relaxing and restful treatment	Service	Technical Execution, Skill & Knowledge

STANDARD	TAG	CLASSIFICATION
Therapist does not initiate excessive conversation or make unprofessional comments	Service	Guest Comfort & Convenience
Therapist can accurately and knowledgeably answer reasonable guest questions without offering "medical" advice	Service	Technical Execution, Skill & Knowledge
When appropriate, therapist offers practical advice to demonstrate an interest in the guest's continued wellbeing	Service	Wellness
During facials, massage techniques are luxuriously provided, particularly during periods where esthetician is otherwise unoccupied	Service	Sense of Luxury
After treatment is executed, the products and application produce the promised effects as reasonably applicable *	Service	Wellness
Therapist is aware of other treatments the guest has booked during the same spa visit to ensure a sense of continuity	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff consistently and respectfully personalizes interactions, addressing the guest in accordance with their preference, if known	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Therapist closes interactions with polite, appropriate remarks	Service	Courtesy & Manners
The guest is escorted to and from the treatment room	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Treatment begins and ends on schedule, within five minutes of expected or booked time	Service	Efficiency
Therapist automatically offers/provides a beverage; it is served at an appropriate time	Service	Wellness
Staff's appearance is consistent with the property style and demonstrates a strong sense of personal care and hygiene	Service	Staff Appearance
Treatment room is immaculate in appearance	Facility	Cleanliness & Condition
The treatment table setup, including the linens and pillows, is extremely comfortable and luxurious	Facility	Sense of Luxury
All furnishings, linens and equipment are immaculate, hygienic and neatly organized/arranged at all times	Facility	Cleanliness & Condition
At all times during the treatment, ambiance is relaxed, quiet, private and comfortable	Service	Wellness
Environmental comfort factors such as temperature and music can be adjusted from inside the treatment room	Facility	Guest Comfort & Convenience

STANDARD	TAG	CLASSIFICATION
Products used during facials are high quality	Facility	Sense of Luxury

2025 Spa Standards by Section
Touchless Service

STANDARD	TAG	CLASSIFICATION
The guest is called for their treatment in a discreet and personalized manner. Staff proactively approaches the guest	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff introduces themselves by name and offers a gracious gesture in greeting	Service	Courtesy & Manners
Staff is highly articulate and avoids slang and excessive use of phrase-fragments	Service	Courtesy & Manners
Staff is exceptionally polite and gracious	Service	Courtesy & Manners
If the guest is wearing jewelry into the treatment room, they are asked to remove it. Staff presents a specific vessel to hold small items and reminds the guest of their belongings at end of treatment	Service	Guest Comfort & Convenience
Staff describes the treatment and provides clear directions	Service	Technical Execution, Skill & Knowledge
Staff inquires about any medical concerns or allergies	Service	Wellness
Staff exhibits a genuine sense of concern for the guest's comfort and safety	Service	Wellness
Staff does not initiate excessive conversation or make unprofessional comments	Service	Guest Comfort & Convenience
Staff can accurately and knowledgeably answer reasonable guest questions without offering "medical" advice	Service	Technical Execution, Skill & Knowledge
When appropriate, staff offers practical advice to demonstrate an interest in the guest's continued wellbeing	Service	Wellness
After treatment is executed, the service produces the promised effects as reasonably applicable *	Service	Wellness
The treatment progresses seamlessly, and the guest is not confused or surprised by any aspect of the experience	Service	Technical Execution, Skill & Knowledge
Staff is aware of other treatments the guest has booked during the same spa visit to ensure a sense of continuity	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff consistently and respectfully personalizes interactions, addressing the guest in accordance with their preference, if known	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff closes interactions with polite, appropriate remarks	Service	Courtesy & Manners

STANDARD	TAG	CLASSIFICATION
The guest is escorted to and from all treatment rooms	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Treatment begins and ends on schedule, within five minutes of expected or booked time	Service	Efficiency
Staff automatically offers/provides beverages, served at an appropriate time	Service	Wellness
Staff's appearance is consistent with the property style and demonstrates a strong sense of personal care and hygiene	Service	Staff Appearance
Treatment room is immaculate in appearance	Facility	Cleanliness & Condition
The FF&E and technology are extremely high quality	Facility	Sense of Luxury
All furnishings, linens and equipment are immaculate, hygienic and neatly organized/arranged at all times	Facility	Cleanliness & Condition
At all times during the treatment, the setting is relaxed and comfortable without distractions	Service	Wellness

2025 Spa Standards by Section Nail Treatment

STANDARD	TAG	CLASSIFICATION
The guest is called for their treatment in a discreet and personalized manner. The therapist proactively approaches the guest	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Therapist introduces themselves by name and offers a gracious gesture in greeting	Service	Courtesy & Manners
Therapist is highly articulate and avoids slang and excessive use of phrase-fragments	Service	Courtesy & Manners
Therapist is exceptionally polite and gracious	Service	Courtesy & Manners
If the guest is wearing jewelry into the treatment room, they are asked to remove it. Staff presents a specific vessel to hold small items and reminds the guest of their belongings at end of treatment	Service	Guest Comfort & Convenience
When appropriate, therapist describes the treatment before beginning	Service	Technical Execution, Skill & Knowledge
Therapist executes the treatment with complete regard for information offered by the guest	Service	Wellness
Before beginning, therapist inquires about any medical concerns and/or special requirements	Service	Wellness
Therapist exhibits a genuine sense of concern for the guest's comfort and safety	Service	Wellness
When advised of any sort of guest discomfort or concern with the treatment, therapist sincerely apologizes and takes reasonable, corrective action	Service	Wellness
If appropriate, therapist demonstrates complete respect for guest's privacy by using discreet draping techniques	Service	Guest Comfort & Convenience
During the treatment, therapist is genuinely expert, using precise and consistent techniques	Service	Technical Execution, Skill & Knowledge
Therapist comports themselves in a way that allows for a completely relaxing and restful treatment	Service	Technical Execution, Skill & Knowledge
Therapist does not initiate excessive conversation or make unprofessional comments	Service	Guest Comfort & Convenience
Therapist can accurately and knowledgeably answer reasonable guest questions without offering "medical" advice	Service	Technical Execution, Skill & Knowledge

STANDARD	TAG	CLASSIFICATION
When appropriate, therapist offers practical advice to demonstrate an interest in the guest's continued wellbeing	Service	Wellness
Therapist is appropriately present throughout the treatment and does not leave for a significant amount of time without explanation	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Therapist is aware of other treatments the guest has booked during the same spa visit to ensure a sense of continuity	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
The guest's name is used naturally as a signal of recognition	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Therapist closes interactions with polite, appropriate remarks	Service	Courtesy & Manners
Therapist escorts the guest to/from lounges, waiting areas or reception area if using a spa suite	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Treatment begins and ends on schedule, within five minutes of expected or booked time	Service	Efficiency
Therapist automatically offers/provides a beverage; it is served at an appropriate time	Service	Wellness
Therapists encountered are extremely well-groomed while appropriately representing the property style	Service	Staff Appearance
Treatment room/salon is conveniently designed and immaculate in appearance	Facility	Cleanliness & Condition
Seating is extremely comfortable	Facility	Guest Comfort & Convenience
All furnishings, equipment and implements are immaculate, hygienic and neatly organized/arranged	Facility	Cleanliness & Condition
When inside a private treatment room, ambiance is relaxed, quiet, private and comfortable	Service	Wellness
Environmental comfort factors such as temperature and music can be adjusted from inside the private treatment room	Facility	Guest Comfort & Convenience
The interior design style of the salon is high quality and in keeping with the design style of the spa's public spaces	Facility	Sense of Luxury
Lotions, masks and scrubs used during the treatment are presented in a personalized manner and in unique/decorative vessels	Service	Sense of Luxury
Products used during the treatment are high quality	Facility	Sense of Luxury

STANDARD	TAG	CLASSIFICATION
Following the treatment, nails appear professionally groomed	Service	Technical Execution, Skill & Knowledge

2025 Spa Standards by Section
Public Areas / Locker Rooms

STANDARD	TAG	CLASSIFICATION
When approaching and/or entering the spa, there is a strong sense of arrival in terms of design and/or notable elements	Facility	Sense of Luxury
All public areas have an extremely fresh, comfortable atmosphere at all times during the spa visit	Facility	Guest Comfort & Convenience
There is always a strong sense of calm throughout all public areas of the spa	Facility	Wellness
The public areas at the spa are conveniently laid out to allow guests to access all facilities in comfort	Facility	Guest Comfort & Convenience
The assigned locker is comfortably located, and the guest is adequately distanced from other guests	Facility	Guest Comfort & Convenience
Shared public spaces are generously spacious; the guest is not required to wait for a place to change, groom or relax	Facility	Guest Comfort & Convenience
When appropriate to the destination, co-ed relaxation lounges are available	Facility	Guest Comfort & Convenience
Separate men's and women's relaxation lounges are available	Facility	Guest Comfort & Convenience
Staff within the public areas comport themselves professionally, with discretion and complete respect for the guest's space and privacy	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
Staff within the public areas are exceptionally polite when speaking with the guest	Service	Courtesy & Manners
Staff does not decline any request without offering appropriate alternatives	Service	Graciousness, Thoughtfulness & Sense of Personalized Service
The locker rooms and grooming areas are extremely clean. Untidy spaces are regularly tended to	Facility	Cleanliness & Condition
The locker rooms and grooming areas are in excellent condition and well-maintained	Service	Cleanliness & Condition
Hot water, strong pressure and no vacillating water temperatures are present in showers	Facility	Guest Comfort & Convenience
A variety of wet facilities is available, including at least one heat therapy option	Facility	Guest Comfort & Convenience
All wet facilities are exceptional in terms of design, quality or technology *	Facility	Sense of Luxury

STANDARD	TAG	CLASSIFICATION
Showers are extremely clean and hygienic in appearance	Service	Cleanliness & Condition
Showers are in excellent condition and well-maintained	Facility	Cleanliness & Condition
Wet facilities are extremely clean and hygienic	Service	Cleanliness & Condition
Wet facilities are in excellent condition and in working order	Facility	Cleanliness & Condition
Amenities are always plentifully stocked and conveniently arranged in showers and dressing areas	Facility	Guest Comfort & Convenience
Shower amenities are exceptionally luxurious in quality and presentation	Facility	Sense of Luxury
Liquid soap, shampoo, conditioner, body lotion, deodorant, cotton products, powerful hairdryers and hair products are available. Shower caps are also available in women's dressing areas	Facility	Guest Comfort & Convenience
High quality disposable razors and shaving cream, sanitized hairbrushes and combs for a variety of hair types, face moisturizer, contact lens solution and cases and an electric curling and flat iron can be readily provided without delay	Service	Guest Comfort & Convenience
Sufficient appropriately sized towels are neatly arranged in convenient locations	Facility	Guest Comfort & Convenience
Robes and sandals/slippers are provided and neatly arranged	Facility	Guest Comfort & Convenience
Spa attire is appropriately sized	Service	Guest Comfort & Convenience
Towels and robes are extremely soft and plush and sandals/slippers are comfortable	Facility	Sense of Luxury
All linens and spa attire are completely clean	Service	Cleanliness & Condition
All linens and spa attire are in excellent condition	Facility	Cleanliness & Condition
Linens and sandals/slippers are disposed of discreetly	Facility	Cleanliness & Condition
Lockers are immaculate and in excellent condition	Facility	Cleanliness & Condition
Lockers are conveniently sized and equipped with at least one high quality multi-functioning hanger	Facility	Guest Comfort & Convenience
Water is readily available, without need for guest request, in all public areas of the spa	Facility	Wellness

STANDARD	TAG	CLASSIFICATION
Refreshments offered at the spa include beverages and dry and fresh snacks. At least one snack option is nutritionally focused	Facility	Guest Comfort & Convenience
Spa refreshments are of exceptional quality and variety, including at least one specialty item *	Facility	Sense of Luxury
Food and beverages are distinctively presented in exceptionally high quality serviceware	Facility	Sense of Luxury
Refreshments are well-stocked, fresh and appetizing in overall appearance	Service	Sense of Luxury
Calming activities or reading materials are provided in public spaces and spa suites	Facility	Guest Comfort & Convenience
The relaxation/waiting and reception areas are clean and hygienic in appearance	Service	Cleanliness & Condition
The relaxation/waiting and reception areas are in excellent condition and well-maintained	Facility	Cleanliness & Condition
The use of sound, light, scent and other sensory elements combine to create a distinctive sense of place and promote general wellbeing	Facility	Wellness
The architectural and interior design style of the spa is notable in quality, interest or execution. There are no signs of remodeling done in cycles	Facility	Sense of Luxury
The interior design style of the treatment rooms is exceptional and in keeping with the design style of the spa's public spaces	Facility	Sense of Luxury
If available, the exterior design style of the spa is notable and complements the location and interior design of the spa	Facility	Sense of Luxury
All staff encountered are wearing clean and well-fitted uniforms	Service	Staff Appearance
The staff uniforms are exceptional in design and style	Facility	Sense of Luxury
There is a strong sense of safety and security throughout the spa	Service	Wellness

2025 Spa Standards by Section
Guest Experience

STANDARD	TAG	CLASSIFICATION
Looking back on the entire spa visit, including treatments, the experience was naturally personalized, and you did not feel like one of many	Service	
The spa facilities were pristine with no excessive cleanliness or condition issues	Service	
The spa concept was unique and seamlessly executed to create a distinctive, wellness-focused experience	Service	
The spa's commitment to an exceptional facility was evident in the decor, appointments and amenities	Service	
You would readily recommend this spa to others, and there was great value in the experience	Service	