

## NORTH AMERICA QUALITY ASSURANCE MANUAL



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# **Section I: Principles and Fundamentals**

## **CHAPTER 1 - North America Quality Assurance Program**

Reference 1.01

The North America Quality Assurance Program establishes minimum standards to be met by all Best Western hotels in North America. The program provides a means of assessing and scoring properties to ensure they meet minimum standards and are adequately renovated, clean, and well maintained.

### **Basic Premises**

Reference 1.02

All properties must be clean and well maintained regardless of style, design, or classification. Therefore, housekeeping and maintenance standards should be universal.

Reference 1.03

The Quality Assurance process must be useful and encourage correction.

Reference 1.04

A poor experience in any category can affect the guest experience in all categories and, more importantly, affect their willingness to stay in another Best Western.

Reference 1.05

Excellence in one category does not obscure unacceptable performance in another category.

Reference 1.06

Minimum acceptable standards are established which are to be applied throughout North America.

Reference 1.07

A complete copy of the report will be provided to the owner or operator at the conclusion of the Quality Assurance Assessment.

Reference 1.08

Audit assessments performed on an on-going basis are required in order to protect the integrity of the system and to ensure that Quality Assurance Assessments are fair and accurate.

Reference 1.09

Quality Assurance Assessments provide useful information for properties to improve their quality and to identify properties in need of additional assistance. It

will aid in the elimination of those properties that cannot or will not improve sufficiently to meet Best Western Hotels & Resorts requirements.

The Quality Assurance Assessment Reports will provide important information to determine when an applicant property's quality level is sufficient to activate a property as a Best Western.

## **Rules and Regulations**

Reference 1.10

There are basic handbooks that contain the rules, regulations and policies that govern the membership of North America.

- By Laws
- Best Western Rules and Regulations
- New Construction and Refurbishment Guidelines

Design addresses a property in relation to Best Western's Standards for appearance style, aesthetics, and datedness. It relates in much the same way that the Quality Assurance Assessment monitors overall quality as seen in housekeeping and maintenance scores.

Studying these handbooks will provide you with information on the rules, regulations and policies that the Best Western member is expected to maintain. This information is the basis of the Design and Quality evaluations.

The more well versed you are with these basic handbooks, the more confident and proficient you will be in managing your brand

## **Vision Statement**

Reference 1.11

To lead the industry in superior Customer Care.

## **Mission Statement**

Reference 1.12

Enhance brand equity and increase member value.

## **Business Principles**

Reference 1.13

To assist members by instilling a commitment to excellence and providing the best guest service in the hospitality industry. Best Western members must continually

make a commitment to outperform its competition in meeting and exceeding the needs of the traveling public in cleanliness, comfort, courtesy, and a fair return on the travel investment.

## **Fundamental Need**

Reference 1.14

Best Western Hotels & Resorts recognizes a fundamental need to ensure the quality of the product offered is at a high and reliable standard. This enables hotel guests to recognize a consistent Brand.

## **General Requirements**

Reference 1.15

Members shall at all times respect the privacy of guests and shall institute reasonable measures and precautions designed to safeguard guest privacy. It is required that each Best Western member permit quality assessments of all accommodations, facilities and procedures by an accredited Best Western QA Assessor to determine compliance with these requirements. All properties will be scheduled for assessments in the manner provided by the Best Western Quality Assurance Administration Guidelines - as may be amended.

Reference 1.16

Best Western members/properties shall comply with all prevailing laws, ordinances, and regulations pertaining to the operation or construction of a hotel or resort property. Best Western does not review, assess or otherwise assume any responsibility for the member/properties compliance with applicable laws, ordinances, and regulations. Compliance is the sole responsibility of the member/property. If these guidelines are in conflict with local laws and/or ordinances, a waiver may be requested and possibly will be granted. These guidelines shall not act to relieve a property from complying with all local laws and/or ordinances.

Reference 1.17

Members/properties shall maintain a reasonable degree of, maintenance, and cleanliness. Best Western Hotels & Resorts provides specific services and conducts specific Quality Assurance Assessments. Best Western Hotels & Resorts has no controller responsibility over the operation of any member hotel. Best Western Hotels & Resorts assumes no duty whatsoever in connection with the operation of any member/property and the member/property has no right to rely upon Best Western Hotels & Resorts to provide any services with respect to the operation of any hotel.

Reference 1.18

The architecture of each facility shall present a pleasing, quality appearance in keeping with the surrounding area, and be well maintained. All physical aspects noted during an assessment such as accessibility, desirability, and attractiveness will be taken into consideration in the evaluation of each facility. Each Best Western shall be of soundproof construction, and provide year-round heating and/or cooling, in accordance with local needs. It is recommended that all guest room entrances and connecting doors be weather-stripped to minimize sound transmission.

Reference 1.19

An established program shall be in place to accomplish continual maintenance of all facilities associated with the member/property to reflect a fresh and high quality appearance. Each Best Western member/property will implement a redecorating, refurbishing, and renovation program so that the property shall provide high quality accommodations as required to keep pace with the current trends of the lodging industry.

Reference 1.20

Each Best Western property shall be operated in a highly ethical and moral standard consistent with Best Western Hotels & Resorts concept of providing quality accommodations at fair and reasonable prices.

Reference 1.21

All facilities associated with the member/property shall be presumed to be available for Quality Assurance Assessments and renovation unless established to the contrary by the member/property and a waiver is secured from Best Western Hotels & Resorts.

Reference 1.22

Any deviation from the established standards shall have the prior written approval of Best Western Hotels & Resorts. A file of all written waivers shall be maintained at the property and available for the Best Western accredited assessor to verify waivers. All waiver information will be a part of the Quality Assurance Assessment Report with copies of all waivers forwarded to Best Western Hotels & Resorts and summarized for review by the management team.

## **Passing/Failing Scores**

Reference 1.23

A perfect score in the reports of our assessment program is 1,000 points in all areas resulting in an outstanding Overall Guest Room Public Areas Status.

An Overall Guest Room Public Areas Status of Failing does not pass and places the property into probation or possibly hearing status. Refer to BW Rules and Regulations and/or specific programs for reassessments approved by the Board of Directors and effective at the time of assessment for additional information.

Reference 1.24

The application of these standards is subject to the Best Western Hotels & Resorts By Laws, Rules and Regulations.

Properties placed on probation are to receive another Quality Assurance Assessment more frequently as determined by the score within time frames set by the Board of Directors. A fee may be charged to the member to cover the charge of the reassessment.

The Board of Directors may impose stricter requirements on probationary properties.

## **Quality Assurance Status Follow Up**

Reference 1.25

Additional assistance is to be offered and/or made available for properties that are close to failing (Immediate Improvement Status) or have failed a Quality Assurance Assessment.

Reference 1.26 (Rules & Regulations 1100.7)

If a member property is operated, managed or maintained in a manner that results in:

- a). Receipt of two (2) consecutive Overall Guest Room Public Areas Status range of Failing. Scores from GRPA, Breakfast, Brand Standards and Brand ID are used to determine probation and or hearing status

OR

- b). Receipt of two (2) Overall Guest Room Public Areas Status range of Failing during any 18-month period; Scores from GRPA, Breakfast, Brand Standards and Brand ID are used to determine probation and or hearing status

OR

- c). Receipt of three (3) Overall Guest Room Public Areas Status range of Failing during any 24-month period; Scores from GRPA, Breakfast, Brand Standards and Brand ID are used to determine probation and or hearing status

OR

- d). Receipt of a single Overall Guest Room Public Areas Status range of Restricted; Scores from GRPA, Breakfast, Brand Standards and Brand ID are used to determine probation and or hearing status

The Board may cancel the membership pursuant to Article II, Section 8 of the Bylaws and Chapter XII, Paragraph 1200.2(E) of the Rules and Regulations.

## **Services**

Reference 1.27

Each transaction with the guest shall be conducted in a courteous, cordial, friendly, efficient, and professional manner that reflects fair and ethical policies and practices.

Reference 1.28

Personnel shall be properly trained to serve the guests in a professional manner.

Reference 1.29

The owner or manager of a Best Western property shall give prompt and courteous attention to any guest criticism, regardless of its source.

Reference 1.30

Each member/property shall comply with any reservation systems that may be approved, including any and all alterations, amendments, deletions, or supplements.

Reference 1.31

Rooming a guest in unprepared accommodations is prohibited.

## **Safety and Security**

Reference 1.32

Best Western Hotels & Resorts provides specific services and conducts specific Quality Assurance Assessments as directed by the membership. Best Western Hotels & Resorts has no control or responsibility over the operation of any member hotel. Best Western Hotels & Resorts assumes no duty whatsoever in connection with the operation of any member hotel and a member has no right to rely upon Best Western Hotels & Resorts to provide any services with respect to the operation of any hotel.

## **PROVIDING FOR SAFETY AND SECURITY IS SOLE RESPONSIBILITY OF THE MEMBER**

Best Western Hotels & Resorts will assess properties for certain physical characteristics during periodic Quality Assurance Assessments. The Assessments



include evaluating whether the architecture presents a pleasing, quality appearance consistent with the surrounding area. All physical aspects noted during assessments, such as accessibility, desirability, maintenance and attractiveness, are taken into consideration.

These Quality assurance Assessments are not intended to be and are not a substitute for the member's duty and responsibility to ensure that the property is safe, secure and affords guest the appropriate privacy.

Each member is responsible for ensuring compliance with all governmental laws, rules and regulations related to zoning, fire prevention, safety and security. This responsibility includes ensuring that swimming pools, parking lots, stairways, common areas, and access to exits are properly maintained and secured, with proper signage posted and marked, in accordance with all applicable safety and hygiene standards.

## **Identification, Membership Support**

Reference 1.33

Provisions of the Brand Identity Manual, as may be amended, are to be adhered to.

## **Public Areas and Guest Rooms**

Reference 1.34

Each guest room must contain furnishings and accessories of commercial quality, and décor that enable the guest to comfortably use the room for sleeping, working and relaxing.

Reference 1.35

All public areas and guest rooms shall be attractive, comfortable, appropriately designed, in good taste, and maintained on a daily basis in the highest degree of cleanliness.

Each member/property shall maintain a favorable curb appeal, not dated or with a budget exterior design to tie a property to another hotel affiliation. Accordingly, non-compliant properties will be required to upgrade.

## **Section II: Best Western Brand Standards**

### **CHAPTER 2 – Brand Standards**

#### **Best Western**

Reference 2.01

Brand standards for North America consist of three categories. Comply / non-comply, Brand Standards and Brand Compliance.

Reference 2.02

#### **Comply / non-comply requirements**

At the time of the Quality Assurance Assessment the Best Western accredited assessor will verify several Best Western Requirements that are listed as comply or non-comply on the assessment report. Items marked non-comply will be listed on the assessment report with a time frame for the property to become compliant.

Reference 2.03

#### **Brand Standards**

Brand Standards are for all Best Western Branded Properties. North American Brand Standards are divided into Critical items and Other Items. This report checks for compliance in providing required facilities, amenities and services.

Reference 2.04

#### **Brand Compliance**

Brand compliance measures the compliance or existence of specific requirements. Brand compliance is the documentation that a hotel has complied and has the item or service. Brand compliance items can and are specific to each brand. Brand compliance does not measure the condition of the requirement or item.

#### **Point Losses for Brand Standards**

Reference 2.05

Point losses will be incurred for all Brand Standards that are not met. Brand Standards are for all Best Western Branded Properties. North American Brand Standards are divided into Critical items and Other Items. Non Compliance with a Critical item constitutes an automatic failure, with a 240 point loss. All “Other” items carry a 60 or 120 point deduction. Point values for “Other” items will double on each subsequent assessment if not corrected. I.E. 120 points, 240 points and then 480 points.

## **PUBLIC AREAS: Arrival and Departure Experience**

### **Best Western Rewards Requirements (Brand Standard)**

Reference 2.06

Best Western Reward Requirements are as follows:

1. BWR Member Recognition Program – Pre-registration for Best Western Reward guests is required for all North America Properties. Members of loyalty programs have high customer service expectations. Failure to recognize a loyal guest as special sends a message that they are not valued, and risks losing them to the competition. To help give proper recognition to our most valuable guests, the Board of Directors has determined that all Best Western properties are required to pre-register Best Western Rewards guests holding advance reservations before they check in.
  - a. Steps to Pre-register Best Western Rewards Guests:  
(All Best Western Rewards Members)
    - i. Pull arrivals list from MemberWeb or Property Management System daily and designate the Best Western Rewards guests that are checking into your property each day.
    - ii. Pre-register all BWR members, and if available, assign the Best Western Rewards guests an “upgraded” room type or a room that is away from the ice machine or elevator (best available room).
    - iii. Print the Best Western Rewards guest’s folio/registration card.
    - iv. Activate keys for the Best Western Rewards guest in a pre-assigned room type. (Again, upgrade the room type or provide best available room.)
2. The Best Western Rewards® (“BWR®”) Elite Member Property Recognition Program (“BWR Elite Program”) shall include the following:
  - a. BWR Gold, Platinum, Diamond and Diamond Select members shall be included in the BWR Elite Program
  - b. BWR Elite Members shall be provided the option to select either: (1) BWR bonus points; or (2) 2 snacks and 2 beverages (provided in a BWR branded bag)/ or hotel amenity for each hotel stay.
  - c. The BWR Elite Recognition option of receiving BWR bonus points per stay shall be 500 BWR bonus points per stay.
  - d. The snack and beverage BWR offering shall include a minimum of two (2) 12oz. or larger complimentary beverages and two (2) 1oz. or larger approved snack options in a BWR branded bag.

- e. If a hotel amenity is offered, it shall be of at least equal value to the snack and beverage offering.
  - f. All properties will be required to display a BWR Elite Program display at the front desk, as designed by Best Western Hotels & Resorts (“Best Western”).
  - g. During check-in, a property representative shall thank the BWR Elite Member for their business and loyalty.
3. Staff Knowledge questions: Knowledge of Best Western programs is to include, but not be limited to, BW Rewards and Travel Card procedures.
- Minimum Staff Knowledge Questions – BW Rewards:
- For testing purposes, the assessor is to ask the following 3 questions. If the property representative misses any of the 3 questions, points will be deducted. The property staff you are asking the question may obtain the answers any way they can, i.e. personal knowledge, looking up the answer on MemberWeb or asking another property representative. The idea is to ensure they know where to go to obtain the answer for the guest.
- a. How do you enroll a guest into Best Western Rewards? (Agent will walk the Assessor through the process in MemberWeb and or the PMS)
  - b. How does an agent redeem a Best Western Travel Card? (Agent will walk the Assessor through the process in MemberWeb.)
  - c. What are the components of the mandatory Best Western Rewards recognition program?     Answers:
    - i. 500 bonus points or snack and beverage option for all Elite members.
    - ii. Pre-registration of all BWR guests.
    - iii. Best Available room.
    - iv. Thank the guest for being a valued BWR member.
4. Current Marketing Program Promotional Items Displayed. Seasonal marketing program details are to be updated annually and required promotional pieces are to be displayed during special promotional periods.
5. BW Reward co-branded credit card applications shall be displayed.
- If these criteria are not met, sixty (60) points will be deducted. Point losses will double for non-compliance in a subsequent/the next assessment (120 points), and then double again (240 points) in a consecutive/the third non-compliant assessment. Point loss will cap at 240 points. Any assessment may only include one BWR related point loss –, with any serving as a “multiplier” for any other BWR assessment.

## **Express Check-out (Brand Standard)**

Reference 2.07

Each Best Western branded hotel shall provide, promote and offer to every guest a method of express checkout and provide a zero balance folio to the guest through their preferred method of delivery, either email, guest room or pick-up at the front desk. The hotel shall determine the method or methods of express check-out service to include how a guest may notify the hotel that he/she is checking out (e.g., by phone or leave key envelope in a box at Front Desk) and how the hotel will deliver the zero balance folio (e.g., by fax or email).

- If this criteria is not met, one hundred and twenty (120) points shall be deducted on the quality Assurance assessment report.
- The General Manager and Front Desk Manager (if applicable) shall be required to successfully complete the online BWIU training course for express check-out within thirty (30) days of the Quality Assurance assessment.
- The Brand Standards point value deduction shall double to two hundred and forty (240) points if the requirement is not met during any subsequent Quality Assurance assessment.

## **Ownership Plaque (Comply / Non-Comply)**

Reference 2.08

All Best Western branded hotels shall display an approved Ownership Plaque. This plaque is designed to inform the public regarding the relationship between Best Western Hotels & Resorts and the property (i.e., the property is independently owned and operated and is not an agent of Best Western Hotels & Resorts). The plaque shall be displayed at the front desk area.

- If these criteria are not met the non-compliance will be noted on the assessment report. The hotel shall correct the deficiency within 30 days.
- If the hotel does not comply with the requirements within the specified 30-day correction period, the hotel will be placed in Hearing status and may be considered for termination.

## **Personnel Uniform Policy (Brand Standard)**

Reference 2.09

The following shall apply to all Best Western branded hotels:

1. At all times when on duty, all hotel staff with guest contact (including ownership, executive management (such as General Manager, Director of

Operations, sales management, etc.), front desk, housekeeping, laundry, kitchen, front of the house restaurant, maintenance, security, bell, valet, and concierge) must:

- a. Be neatly dressed in the required uniform, which must be clean and in good condition
  - b. Wear a professionally prepared name tag, which includes a Best Western logo unless the logo is embroidered on the clothing in close proximity to the name tag (i.e., directly above or to the side). If the name tag is covered (i.e., by a jacket or coat), a Best Western logo must be visible to guests (i.e., on a Best Western logo hat, on the jacket, etc.).
  - c. Be neatly attired and groomed:
    - i. Excessive or unprofessional jewelry, piercing and tattoos, and unnatural hair colorings (e.g., blue) are not acceptable. Some visible tattoos are permitted; however, employees may not show excessive tattoos. A visible tattoo may not be offensive; if offensive, it must be discretely covered.
    - ii. When appropriate, belts must be worn.
    - iii. Neckties, when worn, must be tied and worn at the traditional position on the neck.
    - iv. Tee shirts, tank tops, denim of any color (i.e., blue jeans), sweat pants, and cut-off shorts are not acceptable. Hotel management approved shorts appropriate for the climate and location are acceptable, provided they are professional in style and length.
    - v. Undergarments may not be visible.
    - vi. Torn or patched clothing is not acceptable.
    - vii. Skirt/dress length is to be professional.
    - viii. Shirts must be tucked in for all staff, unless camp or tunic style.
  - d. Wear footwear that is clean, in good repair, and appropriate for a business environment. Flip flops and sandals are not acceptable. Stylized athletic footwear (i.e., bright multi-colored sneakers/running shoes), and sports-oriented sandals are not acceptable. Dark, monochrome, or similar athletic footwear is acceptable.
2. Employees may not smoke (including e-cigarettes), chew gum or tobacco, or eat food in view of guests while on duty.
  3. Occasional, Uniforms can be selected from the current uniform catalog provided by Best Western Endorsed Suppliers or from a supplier chosen by the member, provided the uniforms meet the standards set forth in this policy. If a member contracts with a non-endorsed supplier for Best Western logo apparel, it is the member's responsibility to ensure that brand identity

standards, as specified in the then-current Global Brand Identity Manual, are met. A member may not grant authorization to produce clothing bearing the Best Western logo to a supplier for any property other than his or her own.

4. Clothing (including hats) with prominent logos other than Best Western, sayings, and/or bold illustrations are not acceptable.
5. Staff in each department (e.g., housekeeping, maintenance, front desk) must all wear substantially the same items (i.e., same style, color, pattern, items), no matter the selection of items from the acceptable attire list. For example, all front desk staff shall wear the same color, style, and length of pant, shirt, and jacket, if that is the uniform for the front desk.
  - a. Resort locations may have theme-style uniforms, and attire may tastefully reflect local character. For example, an exception may be considered for blue jeans in a property with a rustic theme. However, all items must be the same for each department as noted above.
  - b. Allowances will be made for:
    - i. Climate-related additional items (such as sweaters and jackets); however, each department staff must all wear substantially the same items, as noted above.
    - ii. Short-term special events (i.e., local sporting events, etc.); nonetheless, attire must be coordinated for all team members (e.g., pant, knee length skirt, blouse, tunic, vest, jackets, etc.) in the same department.
6. Exceptions to this policy may be made to accommodate religious practices or medical needs. Requests for such accommodations shall be directed to and determined by hotel management.

Acceptable attire for Best Western branded hotels is detailed below:

### **Executive Management and Ownership**

**(General Manager, Front Office Manager, Director of Sales, Concierge, etc.)**

Required: Dress or dress slacks, khakis, or skirt, with a Best Western logoed or non-logoed polo shirt (must be microfiber or similar, cotton is not acceptable), camp shirt or oxford shirt, dress shirt (long or short sleeve), or tunic-style shirt. Athletic footwear of any type is not acceptable.

Optional: Sport coat/jacket or business suit (tie optional).

### **Front Desk**

Required: Dress or dress slacks, khakis, or skirt, with a Best Western logoed or non-logoed polo shirt (must be microfiber or similar, cotton is not acceptable), camp



shirt or oxford shirt, dress shirt (long or short sleeve), or tunic-style shirt. Athletic footwear is not acceptable.

Optional: Sport coat/jacket or business suit (tie optional). Vest is optional.

### **Housekeeping**

Dress or khakis, pull-on slacks (sweat pants or scrubs are not acceptable), or skirt, with a Best Western logoed polo shirt, camp shirt, or tunic. For outdoor work, windbreaker, jacket, parka, etc., as required by the climate. Sports-oriented sandals are not acceptable.

### **Maintenance/Engineering**

Khakis, pull-on slacks (sweat pants or scrubs are not acceptable), coveralls, or overalls, with a Best Western logoed or non-logoed polo shirt, camp shirt, or tunic. For outdoor work, windbreaker, jacket, parka, etc., as required by the climate.

### **Restaurant / Breakfast Area Staff**

Dress or khakis, dress slacks, pull-on slacks (sweat pants or scrubs are not acceptable), or skirt, with a Best Western logoed or non-logoed polo shirt, camp shirt or oxford shirt and non-skid shoes in dark tones are to be worn. Stylized athletic footwear (i.e., sneakers or sports oriented sandals) is not acceptable. Sports-themed bars and restaurants will be considered for exceptions. Aprons are optional, and cannot have non-Best Western logos.

Traditional kitchen attire is acceptable for back-of-the-house restaurant staff.

Themed restaurant uniforms may be acceptable.

- If these criteria are not met, one hundred and twenty (120) points will be deducted. Point losses will double for non-compliance in a subsequent/the next assessment (240 points). Point loss will cap at 240 points.
- Properties losing 240 points will be placed on probation. Properties placed on probation will have 30 days to comply and send notice of compliance to BWI.
- If notice is not received within 30 days another full assessment will be conducted at a charge of \$2,100. If still not compliant the property will be placed in hearing status.
- A marginal call may be assigned if an employee is within the first seven days of employment and is in suitable attire for the position; otherwise, all employees are to adhere to all aspects of the Personnel Uniform Policy.



## **Registration Available 24 Hours Daily (Brand Standard)**

Reference 2.10

Guests with reservations and walk-in guests must be able to register 24 hours daily. (24 hour staffing not required.)

- If these criteria are not met, two hundred and forty (240) points will be deducted.

## **Service Promise Plaque (Comply/non-comply)**

Reference 2.11

Best Western Hotels & Resorts (“Best Western”) service promise will be following statement/promise:

“If something is not meeting your expectation, please let us know. We want to make it right.”

Best Western branded hotels shall display the Plaque in prominent view of guests checking in – either on the front desk or on the wall in the front desk area in plain view

If wall mounted the bottom of the plaque must be between 4 feet (1.5m) and 5 feet (1.85m) from the ground.

- If these criteria are not meet the non-compliance will be noted on the assessment report. The hotel shall correct the deficiency within 21 days.
- If the hotel does not comply with the requirements within the specified 21-day correction period, the hotel will be placed in Hearing status and may be considered for termination.

## **PUBLIC AREAS: Food and Beverage Experience**

### **Breakfast Attendant (Brand Compliance)**

Reference 2.12

Hotels that offer a complimentary breakfast buffet shall staff a breakfast attendant who will be present in the breakfast area to replenish breakfast offerings and to keep the breakfast area clean, during breakfast hours when the hotel has 40 or more occupied rooms.

- If these criteria are not met, one hundred and twenty (120) points will be deducted and will double to 240 points loss if not corrected on the next assessment.
- 240 points the hotel will have 30 days to submit credible evidence that they comply with requirements or they will be placed on breakfast probation.
- Properties placed on breakfast probation will require a Regional Services breakfast consultation visit (the “BRRV” Visit), incurring a cost-recovery fee for the BRRV Visit, which is currently \$2,100.
- The hotel will create an action plan for improvement with the assistance of the RSM.
- The hotel shall have sixty (60) days to remedy non-compliance, which shall be verified through a no-fee, follow-up breakfast assessment.
- Hotels on probation shall be subject to periodic follow-up breakfast visits until a passing Breakfast Assessment score is achieved.
- Upon a second consecutive failure, the property will be placed in Hearing status.

### **Breakfast Meets Standards (Brand Compliance)**

Reference 2.13

Best Western member properties which do not have on-site full service restaurants shall be required to provide a complimentary (free of charge) breakfast buffet. “On-site” shall mean: Inside, within or attached to the hotel, not adjacent or nearby unless it is part of the Property compound, or may have the same address as the hotel.

“Full service restaurant” shall mean: A sit down eatery where food is served directly to the customers’ table. Buffet service is acceptable; however, a complete menu must be available and offered. These establishments may: sell alcoholic beverages; provide takeout or delivery; offer room service; and present live

entertainment. It may be a family-style eatery or an elegant restaurant, casual dining or fine dining.

It shall be required to:

1. Serve at least two (2) meals, breakfast and dinner. (The requirement for dinner only applies if there is a charge for breakfast).
2. Offer a comprehensive menu that includes:
  - a. Breakfast- must provide the same requirements defined in Rules and Regulation 500.39 (as listed below), but may be cooked to order.
  - b. Dinner- must include appetizers, soup, salad, hot and cold entrees as well as dessert. Beverage service is highly recommended.
3. Dining hours must be a minimum three (3) hours per meal period, not overlapping.
4. Include the appropriate number of scheduled waiter/waitress staff for service.
5. Have a minimum seating for the greater of fifty (50) patrons or forty percent (40%) of the total guest room count of the hotel.
6. Room service during open hours of the restaurant operation is optional.
7. All Best Western Member Properties that have an on-site full service restaurant that charge for breakfast: (i) shall offer breakfast inclusive room rates; and (ii) may offer breakfast exclusive room rates.
8. All properties that have an on-site full service restaurant and offering a breakfast buffet; shall comply with the food and presentation requirements below except for the following:
  - A glass front refrigerator is not required.
    - PC/Yogurt can be served in a cold food pan inserted in a stainless or similar housing, or can be stored on an insulated ice pan
    - Or an approved yogurt despising machine
  - A juice machine is not required. Juice can be served in a clear, commercial grade, pitcher with ice core or similar and drip tray must be used.

The breakfast buffet must consist of the following:

- a. Choice of two (2): sliced breads (white, wheat, rye, sourdough, etc.).
- b. Choice of one (1): bagel, English muffin, croissant or biscuit.
- c. Choice of two (2): sweet rolls, muffins, Danish, cinnamon roll and specialty loaves (e.g. banana bread).
- d. Butter or margarine, and assorted jellies and jams (if bagels are offered, cream cheese must be provided).

- e. Choice of three (3) dry cereals: Raisin Bran and at least two (2) other options including Corn Flakes, Special K, etc. One children's cereal is recommended. Plus one (1) gluten-free cereal; such as Chex brand – offered upon request, with approved signage.
- f. Choice of one (1): oatmeal, grits, or Cream of Wheat.
- g. Choice of two (2) juices: One (1) must be orange juice, to be delivered by a guest-accessible refrigerated juice machine
- h. Daily choice of three (3) fruits; one must be fresh.
- i. Regular and decaffeinated coffee. 100% Arabica and two choices of tea.
- j. Two (2) creamers (one dairy and one non-dairy).
- k. Sugar and choice of two types of sugar substitute (saccharin-based, e.g., Sweet 'N Low, aspartame-based, e.g., NutraSweet, and sucralose-based, e.g., Splenda, comply).
- l. Choice of two (2) milks: whole, two percent and/or skim. Plus one (1) non-dairy, milk alternative, offered upon request, with approved signage displayed on the breakfast bar.
- m. Choice of one (1) egg type: hard boiled, scrambled, omelet, etc.
- n. Salt and pepper.
- o. One (1) hot item (choice of freshly baked waffles, pancakes, French toast, cinnamon buns, biscuits with gravy, an egg product).
- p. Yogurt. Two (2) flavors of yogurt, personal container sized or an approved dispenser for bulk yogurt, along with clear plastic cups and lids.
- q. A glass-front refrigerator placed on or under the breakfast bar

#### Build-Your-Own Breakfasts:

A minimum of two (2) Build-Your-Own Breakfast concepts (total of 6 condiments). To include: glass condiment containers, with clear lids, serving spoons and a variety of condiments offered daily (e.g., raisins, dried fruit pieces, shaved coconut, granola, etc.) – three (3) for each Build-Your-Own Breakfast concept.

Condiments suggestions are as follows:

- a. Build-Your-Own Yogurt: dried fruit, nuts, granola, berries, shaved coconut, trail mix, and jam.
- b. Build-Your-Own Oatmeal: Brown sugar, nut pieces, granola, chocolate chips, berries, and dried fruit.
- c. Build-Your-Own Waffles/Pancakes/French Toast: Cherries, chocolate chips, powdered sugar, cinnamon, and fruit.
- d. Build-Your-Own Breakfast Sandwich: Salsa, shredded cheese, ketchup, and tomatoes.

- e. Build-Your-Own Omelet: glass condiment containers do not apply, but at least three (3) omelet fillings are required: shredded cheese, meat or ham, vegetable

Approved “Build-Your-Own” breakfast signage that indicates the Build-Your-Own Breakfast offerings.

“Grab & Go” Breakfast:

All properties must offer the approved “Grab & Go breakfast”, sign, items and presentation to include:

- a. Offered Monday through Friday, at least one (1) hour before the meal period starts upon guest request.
- b. Includes at least one (1) piece of whole fruit, one (1) breakfast bar, and one (1) bottled water, provided in a bag with a Best Western approved sticker.

This requirement does not apply to:

- Any Best Western property where a full-service breakfast menu is offered during the breakfast hours of operation.
- Any Best Western property where a room service breakfast menu is available during the breakfast meal period.

At a minimum, Grab & Go will be available, on the Front Desk counter and promoted by approved signage placed on the Front Desk.

The complying breakfast buffet or full service breakfast must be offered a minimum of three (3) hours every morning, seven (7) days a week. The breakfast buffet shall be regularly stocked during established breakfast hours of operation. The breakfast area shall be clean and maintained in accordance with Best Western standards. Any breakfast area must have a quality appearance, and furnishings must be of the same quality if adjacent to other public areas.

In addition, each Best Western brand property must provide seating at a minimum rate of 20 percent of rooms (e.g., 10 seats per 50 rooms) with a minimum of two tables and six chairs. (New Construction and Conversion Applicants: Refer to the Guidelines addendum for seating requirements, which the Board may change from time to time.)

- If these criteria are not met, two hundred and forty (240) points will be deducted and the hotel will be placed on breakfast probation
- If 240 points are deducted, the hotel will have 30 days to submit credible evidence that they comply with requirements or they will be placed on breakfast probation.

- Properties placed on breakfast probation will require a Regional Services (full service) breakfast consultation visit (the “BRRV” Visit), incurring a cost-recovery fee for the BRRV Visit, which is currently \$2,100.
- The hotel will create an action plan for improvement with the assistance of the RSM.
- The hotel shall have sixty (60) days to remedy non-compliance, which shall be verified through a no-fee, follow-up breakfast assessment.
- Hotels on probation shall be subject to periodic follow-up breakfast visits until a passing Breakfast Assessment score is achieved.
- Upon a second consecutive failure, the property will be placed in Hearing status.

## **Breakfast Presentation Requirements (Brand Compliance)**

### **Reference 2.14**

All Best Western hotels in North America shall comply with the breakfast product and presentation requirements as defined below. The Best Western breakfast product and presentation requirements shall be verified by a Best Western Accredited assessor during property assessments.

### **General Information:**

All breakfast presentation products and display items must be coordinated, high quality, commercial grade, clean, and in good repair. BWI will always review this requirement for full service restaurants on a case by case basis.

Prohibited items include but are not limited to:

- a. Food products displayed in original packaging i.e. muffins, Danish, breads, etc. unless served individual, portion control (P/C) and required by local health code.
- b. Open top glass coffee pots, residential style electric coffee urns or sterno heated coffee urns.
- c. Styrofoam products of any kind.
- d. Mismatched dishes, glasses and cups.
- e. Household grade buffet utensils, sporks.
- f. Budget containers for napkins, utensils, or condiments.
- g. Plastic pitchers.
- h. “Bulk” original containers for milk, juice, creamer, condiments, etc. or serve any item or condiment “family style”.
- i. Noncommercial grade holding equipment for hot cereals (i.e. no household crock pots, warming trays).

- j. No Tupperware containers.
- k. No wicker containers dated silk florals, pillowing of fabric or plastic table cloths on buffets.
- l. No items may be displayed in original containers ( i.e. cardboard delivery boxes)
- m. Cereal containers that you have to pour or scoop out cereal.
- n. Vending prepackaged convenience style, residential type food items.

#### Minimum Presentation Requirements:

##### Hot Beverages:

- 1. Minimum two (2) regular coffee (100% Arabica), one (1) decaf, One (1) hot water must be displayed.
- 2. Insulated, thermal hot beverage air pots with pump lids must be used.
- 3. Liquid coffee dispensing equipment is permissible, granted an approved Best Western vendor is utilized.
- 4. Hot beverage air pots must be presented on presentation racks with drip tray, and each air pot must be labeled appropriately with magnetic label or product wrap. Tiered presentation racks are preferred to maximize buffet space and add height to the breakfast presentation.
- 5. Minimum 10 oz. hot beverage insulated dual wall paper cups and/or non-insulated 10 oz. cup with sleeves must be presented with corresponding lids. Ceramic mugs may also be used and displayed on the breakfast buffet.
- 6. Hot beverage stirrers or medium weight polystyrene plastic or flatware spoons must be offered. Stirrers or utensils must be presented in a sanitary, commercial grade display piece.
- 7. Beverage napkins must be displayed in an appropriate napkin holder.
- 8. Sugar & sweetener, non-dairy creamers and tea bags, must all be offered in individual containers.
- 9. Dairy creamer and milk must be presented in insulated, thermal beverage servers with push button lid, glass pitchers with ice cores or similar. Each beverage server must be labeled appropriately with magnetic label or similar. Individual 1/2 pint milk servings to be presented in a glass front counter top or built in refrigerator located on the breakfast buffet.

##### Cold Beverages:

- 1. Electric juice dispensing equipment is required and must dispense a minimum of two (2) juice offerings - one (1) being orange juice. All electric juice machines must be set to dispense the product at vendor recommended dilution levels.



2. Individual 1/2 pints of juice can be used where required by local health code. They must be presented in a glass front counter top or built in refrigerator located on the breakfast buffet.
3. Minimum 8 oz. disposable polyethylene “PETE/PET” plastic or paper juice cup must be presented. 8oz. juice glass may also be used and displayed on the breakfast buffet

Fruit:

1. Whole fruit must be presented in a wire, stainless, melamine, glass or similar bowl.
2. Sliced or cut fruit must be kept chilled on the breakfast buffet.
3. Stainless steel or food rated hard plastic tongs or slotted serving spoon must be used for sliced or cut fruit. A utensil rest must be used to place the utensil on while not in use.
4. Minimum 6.5 oz. commercial grade medium weight disposable plastic/paper or ceramic bowl or 6” commercial grade medium weight plastic/paper plate must be offered.
5. Commercial grade / medium weight polystyrene/plastic or flatware spoon or fork must be offered. Utensils must be presented in a sanitary, commercial grade display piece.

Yogurt:

1. P/C or Bulk yogurt must be on the buffet.
2. P/C Yogurt to be served in a glass front counter top or built in refrigerator.
3. Bulk Yogurt must be displayed in an approved refrigerated dispenser along with clear plastic cups and lids
4. Commercial grade / medium weight polystyrene/plastic or flatware spoons must be offered. Utensils must be presented in a sanitary, commercial grade display piece.
5. Minimum 6.5 oz. commercial grade / medium weight disposable plastic/paper or ceramic bowl must be offered.

Cold Cereal:

1. Cold cereal offerings can be offered in bulk or P/C packages. Bulk cereal dispensers cannot hold more than 60 oz. of one cereal brand to ensure freshness of product.
2. A spill tray of melamine or stainless or similar must accompany the cereal dispenser to catch over flow or spilled product.
3. P/C packaged cereal must be presented on a wire, stainless, stone or similar presentation display. 2 or 3 level tiered presentation displays are preferred to maximize buffet space and add height to the breakfast presentation.



4. Two types of milk must be presented in a stainless or similar insulated, thermal beverage server with push button lid or clear pitchers with ice core.
5. Each milk type must be labeled appropriately with magnetic label or similar. Milk servers must be presented on tiered presentation racks.
6. Individual 1/2 pint milk servings shall be served in a glass front counter top or built in refrigerator located on the breakfast buffet.
7. Minimum 6.5 oz. commercial grade medium weight disposable plastic/paper or ceramic bowl must be offered.
8. Commercial grade medium weight plastic polystyrene/plastic or flatware spoons must be offered. Utensils must be presented in a sanitary, commercial grade display piece.
9. Minimum 4" X 8" disposable napkins must be displayed in an appropriate napkin holder.

#### Hot Cereal:

1. 2 oz. P/C package instant oatmeal, grits or Cream of Wheat to be offered on the breakfast buffet.
2. Hot cereal toppings should be held in a small container with a lid and separate dispensing utensils.
3. Utensil rest and commercial grade serving utensil must be used.
4. Prepared hot cereal must be held in either a commercial grade electric Kettle or in a chafer.
5. Minimum 6.5 oz. commercial grade / medium weight disposable plastic/paper or ceramic bowl and medium weight spoons must be offered. Utensils must be presented in a sanitary, commercial grade display piece

#### Breakfast Breads:

1. Breads and pastries including muffins, bagels, etc. must be displayed in a covered, commercial grade display where the products are visible to guests that compliments other display items. Tiered presentation displays are preferred to maximize buffet space and add height to the breakfast presentation.
2. Condiments must be displayed in a commercial grade rack system or similar that compliments the other display items. Tiered is preferred.
3. Commercial grade tongs must be presented with accompanying Utensil tray.
4. Commercial grade four (4) slot toaster, conveyor style toaster or similar, with crumb tray.
5. Minimum 4" X 8" disposable napkins must be displayed in an appropriate napkin holder.

6. Minimum 6" commercial grade/ medium weight disposable plastic/paper plate or china bread & butter plate must be offered.

#### Hot Food Items:

##### Waffles:

1. Commercial grade waffle iron and dispenser per BW preferred vendor, in good working order and repair. Individual cups for dispensing waffle batter. Commercial non-stick food release spray is provided. Commercial grade stainless steel drip tray underneath iron. User instructions must be prominently displayed.
2. Clean utensil tray must be presented with commercial grade tongs.
3. Minimum 4" X 8" disposable napkins must be displayed in an appropriate napkin holder.
4. Minimum 9" disposable, commercial grade / medium weight plastic/paper or ceramic plate and commercial grade / medium weight polystyrene/plastic or flatware fork and knife must be offered. Utensils must be presented in a sanitary, commercial grade display piece.
5. Must use a commercial grade display that compliments other presentation items to hold P/C butter, P/C syrup. Tiered is preferred to maximize buffet space and add height to the breakfast presentation.
6. Prepackaged heat & serve waffle options from a BW approved supplier may be used when health code requirement demand it.

##### Other Hot Food:

1. Commercial Grade equipment that is in good repair and working order.
2. Clean, commercial grade utensil and appropriate holder tray in front of each chafer or heating element.
3. Commercial grade labels for all food items.
4. Must use a commercial grade display that compliments other presentation pieces for P/C Catsup, P/C Salsa, and P/C Tabasco type condiments. Tiered is preferred to maximize buffet space and add height to the breakfast presentation.
5. Minimum 9" commercial grade / medium weight disposable plastic/paper or ceramic plate and commercial grade/ medium weight polystyrene/plastic or flatware fork and knife must be offered. Utensils must be presented in a sanitary, commercial grade display piece.
6. Minimum 4" X 8" disposable napkins must be displayed in an appropriate napkin holder.
7. Prepackaged heat & serve egg & meat sandwich options from a BW approved supplier may be used. Sandwich product can be offered in a glass

front counter top or built in refrigerator located on the breakfast buffet. A commercial grade microwave oven must also be available on the breakfast buffet.

Non Compliance:

1. A first non-compliance with the breakfast presentation requirements in the Breakfast Assessment report shall result in a 120 point loss. A second non-compliance shall result in a 240 point loss and probationary status.
  2. Points may be restored if the requirements are proven met through credible evidence within thirty (30) days of the assessment.
  3. Properties placed on probation will require a Regional Services breakfast consultation visit (the “RR” Visit), incurring a cost-recovery fee for the RR Visit, which is currently \$2,100. The hotel will create an action plan for improvement with the assistance of the RSM. The hotel shall have sixty (60) days to remedy non-compliance, which shall be verified through a no-fee, follow-up breakfast assessment.
  4. Hotels on probation shall be subject to periodic follow-up breakfast visits until a passing Breakfast Assessment score is achieved.
  5. Upon a second consecutive failure, the property will be placed in Hearing status.
- Non-compliance with any of these requirements will cause a one hundred and twenty (120) point loss for a first offense and 240 point loss for a second consecutive offense

*NOTE: Properties losing 420 points, for any or combination of brand compliance requirements for breakfast will be placed in Hearing status.*

## **PUBLIC AREAS: Services and Facilities experience**

### **Additional Toiletries / Amenities Available (Brand Standard)**

Reference 2.15

Toiletries must be available on-site to guests on request 24 hours a day.

1. The following items if not provided in guest rooms will be available free of charge at reception:
    - a. Razor
    - b. Shaving foam
    - c. Toothbrush
    - d. Toothpaste
    - e. Comb
    - f. Sewing kit
  2. Feminine hygiene products are also required; however, there may be a charge for these items (can be in a ladies public restroom or in a vending machine).
  3. If only one item is not available, a marginal 0-point will be noted. If on the next assessment this or any other item is unavailable, the points are to be deducted.
  4. Best Western branded hotels may charge a reasonable fee for providing copying or printing services over twenty (20) pages. The first twenty (20) pages shall be free of charge.
- If these criteria are not met, sixty (60) points will be deducted; points will double on each subsequent assessment if not corrected.

### **Carbon Monoxide Detector (Comply/Non-comply)**

Reference 2.16

Install and maintain in working order carbon monoxide detectors (as described below) in: (a) all guest rooms; (b) all rooms and enclosed spaces where fuel is burned; (c) all rooms and enclosed spaces sharing a wall, floor, or ceiling with an enclosed space where fuel is burned; and (d) all rooms and enclosed spaces next to, above, or below a vent pipe for equipment or appliances that burn fuel.

The carbon monoxide detector may be battery-operated; plugged into an electrical outlet with a battery backup and not controlled by a switch; or hardwired with a battery backup if the power is interrupted. The carbon monoxide detector may be combined with a smoke detector.

The carbon monoxide detector must have been tested and certified by a nationally recognized testing laboratory that is OSHA/CCOHS-approved and pursuant to the requirements of the American National standards 2 Institute (“ANSI”) or Canadian Standards Association (“CSA”) and Underwriters Laboratories Inc. (“UL”), as set forth in either UL2034 or UL2075, or successor standards. If combined with a smoke detector, it must also comply with UL217 for smoke detectors.

#### **ALL BEST WESTERN BRAND HOTELS:**

Shall comply with all prevailing laws, ordinances and regulations pertaining to carbon monoxide detectors and alarms, and to the extent there is a conflict between these Best Western Hotels & Resorts requirements and any state, federal, or local law, the more stringent requirement shall apply to any room or space; and shall be responsible for

regularly checking to ensure that such carbon monoxide detectors are functioning properly at all times, which shall include but is not limited to promptly replacing any stolen or damaged detectors (if any) and batteries (if any).

“Fuel” means any type of fuel, including but not limited to natural gas, oil, coal, charcoal, petroleum, propane, gasoline, and wood; and

“Equipment or appliances that burn fuel” means any equipment, appliance, or other source that burns any type of fuel, including but not limited to heaters, hot water heaters, furnaces, fireplaces, wood-burning stoves, gas stoves and dryers, pool and spa heaters, generators, and grills.

- If these criteria are not meet the non-compliance will be noted on the assessment report. The hotel shall correct the deficiency within 30 days.
- If the hotel does not comply with the requirements within the specified 30-day correction period, the hotel will be placed in probation status. The hotel shall then have an additional 30 days to correct the deficiency.
- If the hotel does not correct the deficiency within the probationary period, the hotel will be placed in hearing or termination status.

#### **Fitness Room Water (Brand Standard)**

Reference 2.17

Provide a drinking fountain or water cooler in close proximity, or free bottled water within the facility.

- If these criterions are not met, one hundred and twenty (120) points will be deducted; points will double on each subsequent assessment if not corrected.

## **Green Program in place (Brand Standard)**

Reference 2.18

Does the property appear to have a “Green” program in place? Examples could be, but are not limited to having measures in place like recycle containers in the public area or in guestrooms or towel/linen reuse signage or CFL lighting, etc.

- If these criteria are not met, twenty (20) points will be deducted.

## **Harley Davidson (Comply/Non-comply)**

Reference 2.19

The program is designed to promote both Best Western & Harley Davidson Brands in North America while driving more guests to our hotels, and promoting motorcycle-centric road travel. Properties that participate in the Harley-Davidson program are required to provide the following:

1. Provide wipe-down towels for motorcycle bike cleaning.
2. Provide access to a washing station (hose & bucket) for motorcycle bike cleaning.

- If non-comply, property will be removed from the program.

## **I-Care 2 Program Compliance (Comply/Non-comply)**

Reference 2.20

Based on a membership-approved ballot, all hotels are required to implement and maintain a general clean and preventative maintenance program. As part of the General Clean program, hotels are required to keep a record of a semi-annual thorough cleaning program for each guestroom and public area. The Preventative Maintenance program requires hotels to keep a record of preventative maintenance completed in guest rooms and on major equipment (e.g., HVAC, boiler, etc.). The records can be tracked manually or through the Excel template available from Regional Services. Hotels may choose to use a third party Preventative Maintenance Management program.

1. Any hotel that has not complied with these requirements, as determined during an assessment, will not receive a point loss deduction, but must correct the deficiency.
  - a. Within 30 days, the hotel must:
    - i. Complete on-site Deep-Clean & Preventative Maintenance training on a cost-recovery basis (currently \$2,100).

- ii. Implement and set up the tracking system to meet the required deep cleaning and/or preventative maintenance program at the hotel.
- b. Within 120 days, the hotel must establish and provide two months of proof of accurate, detailed tracking documentation of the deep cleaning and preventative maintenance programs in order to avoid being placed in probationary status.
- c. If the hotel does not comply with the program requirements within the specified correction periods, the hotel will be placed in probationary status. The hotel will then have an additional 30 days to complete the requirements. Then, if the hotel does not comply with the requirements within the additional 30 days, the member will be placed in hearing status.

In some cases, there may be appropriate documentation but there is excessive point loss for Clean or Repair. If Clean or Condition point losses are excessive, the property will be considered non-compliant and have to comply with the items above.

- If these criteria are not met, The I Care 2 Program Compliance will be marked as non-compliant. Comments will be noted as to the reason for non-compliance.

## **I-Care Clean Requirements (Brand Standard)**

### **Reference 2.21**

1. As a way to reassure customers of the commitment to cleanliness and working order that every Best Western Member has made, each North American Best Western branded hotel shall purchase and place into use the following items. Each hotel will be required to maintain an inventory of the items and replace them as necessary on an ongoing basis.
  - a. For each television in guest rooms: (i) a “Clean Television Remote Control”; or (ii) a “Clean Television Remote Control Sleeve Wrap” for an existing remote that cannot be functionally replaced by a Clean Television Remote Control.
  - b. A hygienic wrap to protect the extra pillow and/or blanket when provided in guest rooms.
  - c. One (1) UV Sterilizer Wand for each 20 guestrooms in hotel inventory.
  - d. One (1) Housekeeping Inspection Blacklight per each 20 guestrooms available in hotel inventory.



2. Hotels shall purchase and implement one additional UV Sterilizer Wand and one **additional** Housekeeping Inspection Blacklight at the midpoint between 20 room increments (e.g. 22 rooms requires one of each item; 30 rooms requires two of each item; 40 rooms requires two of each item; 50 rooms requires three of each item; 60 rooms requires three of each item; etc.).
  - If these criteria are not met, sixty (60) points will be deducted; points will double on each subsequent assessment if not corrected.

## **Pet Friendly Policy Requirements (Comply/Non-Comply)**

Reference 2.22

Best Western hotels that allow pets and market their hotels as allowing pets, shall comply, at a minimum, with the following Best Western Pet Policy in order to be listed as “pet friendly” in Best Western’s reservation systems:

1. Any Property that accepts pets at its property shall allow up to two domestic dogs in a rented room. The size limit for any one dog shall be 80 pounds. Other pet types (e.g. cats, birds, monkeys, snakes or other animals) shall be allowed at the discretion of the individual property and the Property may require approval prior to arrival.
2. A maximum charge of \$20 per day shall be allowed for bookings. A maximum charge of \$100 per week shall be allowed for bookings.
3. All Properties may require a \$50 per stay refundable damage deposit of all guests with a pet. This does not limit a property to charging additional amounts for damages.
4. Properties shall establish reasonable rules with regard to the care and supervision of pets while at the property that shall be provided to, acknowledged by, and signed by guests upon check-in.
  - If these criteria are not met, non-compliance will be noted on the Property Update page and the pet friendly icon will be removed from the property’s web site for a minimum of one year.

## **Pool Covers Provided (Brand Compliance)**

Reference 2.23

If a swimming pool is closed for the season or temporarily closed for more than one week (not open to guests for swimming) and not maintained in a clean, circulating, filtered condition, points are to be deducted.

In addition, for a pool with a width or diameter 8 ft. or greater, the cover should hold a weight of 485 lbs. at its center (2 adults and one child) to permit a rescue. A



pool cover for a pool that is less than 8 ft. in width or diameter should hold a weight of 275 lbs. at its center (1 adult and one child) or points are to be taken. Although non-porous style pool covers are acceptable, porous mesh style pool covers are preferred.

Condition of pool cover should be called under the Supplemental Facilities Report. All pools are assessed regardless of being open/close status. This is to ensure that it stays clean and presentable in its storage state/condition.

- If these criteria are not met the full sixty (60) points will be deducted for Brand Compliance.

### **Pool Depth Markers Provided (Brand Compliance)**

Reference 2.24

Pool Depth Markers provided on pool and indicate feet or meter. As nearly as practical, depth markers shall indicate every two foot change in depth variation. The indications shall appear on each pool side, not ends. Depth markers shall appear on the horizontal edge surfaces and indicate whether the number is “FT” (United States) or “M” (Canada). Depth markers shall also be placed on the vertical surface directly below the horizontal surface markers. The vertical markers do not need to indicate “FT” (feet) or “M” (meters). Size = be able to read it. Ft. = ½ size of number.

- If these criteria are not met, two hundred and forty (240) points will be deducted for Brand Compliance.

### **Snacks, Hot and Cold Beverages Available (Brand Standard)**

Reference 2.25

1. Snacks and at least hot tea or hot coffee with usual accompaniments and cold beverages (at least two cold beverages not to include bottled water) are to be available at the property 24 hours a day and may be sold through a vending machine.
2. An on-premises 24 hour restaurant meets this qualification.
3. A minimum of two snacks must be available and may be sold through a vending machine.
4. Hot Cups used on the breakfast buffet, at coffee stations in public areas, etc. must be a minimum size of 10 oz. If using ceramic / porcelain cups, the size requirement could be satisfied with an additional 10 oz. disposable, compliant hot cup. If using disposable cups, they must be insulated through the use of a sleeve, integral additional insulating layer, or corrugation that insulates the hand

from hot beverages. The BW approved Marketing Message (e.g. Best Western Rewards) must be on all disposable cups. Styrofoam cups are not permitted.

5. There may be an “extra” charge for “after hours” service.

Common reason for point loss: Hot and cold beverages are available 24 hours, but snacks are not available at the property. It is a requirement that the beverages and snacks be available at the property, not at an adjacent restaurant or convenience store.

Acceptable solution: A stocked vending machine, in-room stocked mini-bars, in-room stocked refrigerators, or cold drinks available at the front desk would satisfy the cold beverage requirement. A stocked vending machine, in-room mini-bars stocked with snacks, or snacks available through the front desk would satisfy the snack requirement.

- If these criteria are not met, sixty (60) points will be deducted for Brand Standards; points will double on each subsequent assessment if not corrected

## **GUEST ROOMS: Bedroom Experience**

### **Coffeemaker or Tea maker (Brand Compliance)**

Reference 2.26

#### **Verify Compliance in all rooms assessed.**

1. In room coffee makers (single or double cup brew or pod style coffeemakers are required (carafe style coffeemakers are not acceptable).
2. Guest rooms are required to have coffee or tea makers with complimentary tea or coffee and decaffeinated tea or decaffeinated coffee.
3. Recommended minimum offering is coffee, decaffeinated coffee, and tea.
4. Factory wrapped condiments or condiment packs are also required (sugar, sugar substitute, milk or non-dairy creamer). Stirrers are not considered condiments and accordingly do not need to be factory wrapped; however, highly recommended.
5. A minimum of four servings of coffee and/or tea (combination of regular and decaffeinated products) and appropriate accompaniments are required in each guest room.

- If these criteria are not met, six (6) points will be deducted in each room.

### **Clock with Alarm (Brand Compliance)**

Reference 2.27

#### **Verify compliance in all rooms assessed.**

Each guest room is to be provided a clock with alarm.

- If these criteria are not met, six (6) points will be deducted in each room

*NOTE: If this clock is the sole method to meet the requirement for a wakeup call, it must be appropriately equipped and instructions must be available in the guest directory or elsewhere in the room.*

### **Clothes Hangers Adequate (Brand Compliance)**

Reference 2.28

#### **Verify compliance in all rooms assessed.**

There are to be 8 hangers in each guest room, including at least 2 hangers with skirt clips (included in the 8). Matching wood or permanent hangers are to be supplied.

- If these criteria are not met, three (3) points will be deducted if one is missing / six (6) points will be deducted if two or more are missing in each room

## **Desk Blotter (Brand Compliance)**

Reference 2.29

### **Verify compliance in all rooms assessed**

Hotels shall provide a Best Western Hotels & Resorts (“Best Western”) approved blotter pad in each guest room.

- If these criteria are not met, six (6) points will be deducted in each room

## **Directory of Services (Guest Directory) Provided (Brand Compliance)**

Reference 2.30

### **Verify compliance in all rooms assessed.**

A printed Directory of Services (Guest Directory), at least in English, shall be provided in each guest room, describing the various facilities and services provided by the hotel and the hours such facilities and/or services are available (e.g. breakfast hours, restaurant hours), unless available through reception which is staffed 24 hours per day (e.g. fax and photocopier availability).

The Directory of Services may be an electronic version available on the television. Multiple languages for the Directory of Services are not required, but are encouraged.

- If these criteria are not met six (6) points will be deducted in each room.

## **Emergency Instructions (Fire) (Brand Standard)**

Reference 2.31

1. Instructions on staying in the room and/or escaping during a fire emergency shall be provided in each guest room in a convenient location.
2. Fire emergency instructions for rooms opening into an interior corridor shall be posted on the back of the entrance door, or next to the entrance door, (including the bathroom door if adjacent to the guest room entrance door). It shall also provide a map showing the relation of the room to nearby exits in the same location.
3. Fire emergency instructions for exterior corridor rooms can be included in a printed Directory of Services or any other convenient location within the guest room.
4. An electronic version (available only on the television screen) may not be the only source for fire emergency instructions.

Common reason for point loss: Exterior corridor properties do not provide any fire emergency instructions.

Acceptable solution: Exterior corridor properties should decide on whether or not to advise guests to call and report the fire directly to authorities or to call the front desk.

- a. Evacuation procedures and assembly location should be provided. Some fire authorities prefer an assembly of guests and some do not.
- b. Likewise, some fire authorities recommend the guest call the fire department (in North America by dialing 911) directly to report any fire or smoke, while others prefer guests report such instances to the front desk. (Many reception areas are not staffed every minute of every day or at all after hours. It is strongly recommended that the policy be to advise reception or to call the Fire Department directly, but in either case it is recommended that the “local fire department number” be listed.)
- c. These notices are to be posted in a convenient location. While the back of the entrance door is generally the preferred location, other locations may also be convenient.
- d. It is recommended very strongly that you contact your local fire authority and obtain their recommendations in preparing these instructions and their placement.

Common reason for point loss: Interior corridor properties do not provide any fire instructions or do not provide a map showing the room in relation to nearby exits.

Acceptable solution: Interior corridor properties also need to decide on whether or not to advise guests to call and report the fire directly to authorities or to call the front desk.

- a. Evacuation procedures and assembly location should be provided.
- b. Some fire authorities prefer an assembly of guests and some do not.
- c. Likewise, some fire authorities recommend the guest call the fire department (in North America by dialing 911) directly to report any fire or smoke, while others prefer guests report such instances to the front desk.
- d. A layout of each floor will be needed to provide the necessary maps showing the relation of the room to nearby exits.
- e. These notices are to be posted in a convenient location. While the back of the entrance door is generally the preferred location, other locations may also be convenient.
- f. It is recommended very strongly that you contact your local fire authority and obtain their recommendations in preparing these instructions and their placement (but in any case to list the Fire Department number the guest directory and elsewhere in the room).

- If these criteria are not met, two hundred and forty (240) points will be deducted.

## **Emergency Instructions (Medical) (Brand Standard)**

Reference 2.32

1. Instructions on how to obtain emergency assistance are to be provided in each guest room.
2. The instructions may be included in dialing instructions, the Directory of Services, or as a separate information piece conveniently located.
3. A pull alarm properly signed complies.
4. Dialing instructions, room emergency, and fire instructions can all be in the guest directory.

Common reason for point loss: Instructions for obtaining emergency assistance are not provided.

Acceptable solution: Provide clear instructions on how the guest is to call for emergency assistance.

- a. In North America, dialing “911” is the recommended method and instructions should provide that information. The instructions may be included in the general dialing instructions on the phone or in the Directory of Services or in some other convenient location.
  - b. If calling the front desk is the preferred method, then those instructions should be provided.
  - c. This requirement is concerning “emergency” medical assistance, not a casual requirement for a doctor. A doctor listing can be included in the directory but is not to be considered relevant to this requirement.
  - d. It is strongly recommended that if calling reception is the suggested policy, then the “local number for medical emergencies” be included in the directory and / or in this listing, wherever located.
- If these criteria are not met, two hundred and forty (240) points will be deducted.

## **Hot Cups Available (Brand Compliance)**

Reference 2.33

**Verify compliance in all rooms assessed.**

10 oz. or larger cups must be provided in the guestroom. Size requirement could be satisfied with an additional 10 oz. disposable if using china / ceramic cups that are

less than 10 oz. Cups must have a sanitary wrap. Two cups per bed must be available.

China / ceramic cups shall be sanitized in accordance with applicable government regulations. Sanitized cups shall be placed in an approved bag. Alternatively, the top and rim of the cup may be covered with approved shrink wrap plastic or fitted heavy paper cap. The sanitized cups may also be inverted on a coaster / doily.

When disposable cups are used, they must be presented in 1 of 3 ways: 1) pre-wrapped, 2) inverted on a coaster, 3) upright with a to-go lid affixed to the cup. All disposable cups must contain the Best Western approved marketing message and be insulated through the use of a sleeve, integral additional insulating layer, or corrugation that insulates the hand from hot beverages. Styrofoam cups not allowed. The above does not pertain or apply to those properties or guest rooms with "kitchens". (Kitchens with extra plates, bowls, glasses). The above only applies to in room coffee cups.

- If these criteria are not met, three (3) points will be deducted if one is missing / six (6) points will be deducted if two or more are missing in each room

### **Iron and Ironing Board Available (Brand Compliance)**

Reference 2.34

#### **Verify compliance in all rooms assessed.**

An iron and ironing board must be provided in each room. Tabletop ironing boards are not acceptable. Full or  $\frac{3}{4}$  size free standing or wall-mounted units are acceptable. Iron must be a full size (not a travel size).

- If these criteria are not met, six (6) points will be deducted in each room.

### **Lighting is Adequate (Brand Compliance)**

Reference 2.35

#### **Verify compliance in all rooms assessed.**

Adequate lighting is of major importance to guests in surveys and inadequate lighting is a major source of complaint.

1. With the drapes drawn and all the lights on, the guest should be able to read the fine print of a newspaper anywhere in the room.
2. With the drapes drawn and only the bedside lamp lit, the guest should be able to read a newspaper in bed.
3. While sitting in any chair's normal location and with only the lamp closest



to the chair lit, the guest should be able to read a newspaper.

4. While sitting at a desk or worktable and with only the closest lamp lit, the guest should be able to read a newspaper.
5. With only the closest lamp lit, the guest should be able to see into the drawers of any chest or see into any closet, or examine their appearance in any mirror.

- If these criteria are not met, six (6) points will be deducted in each room.

### **Laundry Bag Provided (Brand Compliance)**

Reference 2.36

#### **Verify compliance in all rooms assessed.**

A laundry bag shall be supplied in each guest room. The laundry bag shall be opaque and of reasonable size. Trash bags are not acceptable.

Test: Can you easily see your hand through the bag? Then it is not opaque.

- If these criteria are not met, six (6) points will be deducted in each room

### **Locking Device/Door Assessment Guide (Comply/Non-comply)**

#### **Mandatory on Primary Guest Room Doors**

Reference 2.37

Electronic guest room entrance locks are mandatory.

1. Electronically activated and always to remain in the locked position
2. Lockset shall only unlock with the use of guest, master or emergency key
3. Keyed to at least three levels of security (guest key, master key and emergency key)
4. Lockset shall automatically re-code with each use of a newly assigned guest key, voiding all previously issued guest keys
5. Room numbers, property name (and or address), or Best Western affiliation shall not be displayed on the key
6. Fail-safe feature shall be provided to allow entrance to the guest room
7. Low battery warning feature is required
8. An audit trail/interrogation feature is required
9. An automatic time-out feature is required
10. No room numbers displayed on key cards
11. Flush panel solid-core or metal door
12. Self-locking electronic knob/lever lock with 1" metal dead bolt locks
13. Security door chain, door guard or latch guard



14. 180 degree door viewer (Measures 120 degrees or higher)

During the QA Assessment, the following will be verified:

1. Exterior door lock, solid core or metal door, self-locking, 1 inch deadbolt, chain guard, chain, loop guard or latch in place and working, hinges on the inside of doors
2. The Best Western Accredited Assessor will verify that guest room key or master key will not open door if deadbolt is activated
3. The Best Western Accredited Assessor will verify the condition of the door viewer and degrees.

### **Mandatory on Interconnecting Doors**

Reference 2.38

During the QA Assessment, the following will be verified:

1. Two flush panel solid-core or metal doors
2. Hinges on the inside
3. Self-locking knob/lever lock that is tamper proof between doors
4. Inch deadbolt (1/2" dead bolts on doors with metal frames are acceptable until replacement).
5. Deadbolt non-accessible
6. The Assessor will view the connecting door both in open and close positions.
7. Keyed deadbolt on Interconnecting door is acceptable

### **Mandatory on Sliding Glass Doors (wherever located)**

Reference 2.39

During the QA Assessment, the following will be verified:

1. Two locking devices (safety bar, dead bolt, pin lock, or other)
2. Sliding panel installed on the inside of stationary door

### **Mandatory on Secondary Guest Room Doors – Public Access**

Reference 2.40

Must comply with the same requirements as Primary Guest Room Doors.

### **Ground Level Balcony/Patio Doors without a Walkway**

Reference 2.41

During the QA Assessment, the following will be verified:

1. Flush panel solid-core or metal door

2. 1 inch deadbolt (1/2" dead bolts on doors with metal frames are acceptable until replacement).

## **Private Balcony/Patio Doors above the First Floor without a Walkway**

Reference 2.42

During the QA Assessment, the following will be verified:

1. Flush panel solid-core or metal door
2. Any locking device.

## **Guest Room/Bathroom Windows**

Reference 2.43

During the QA Assessment, the following will be verified:

Windows that open must have a locking device.

- If these criteria are not meet the non-compliance will be noted on the assessment report. The hotel shall correct the deficiency within 21 days.
- If the hotel does not comply with the requirements within the specified 21-day correction period, the hotel will be placed in Hearing status and may be considered for termination.

## **Telephone Message Pad and Pen (Brand Compliance)**

Reference 2.44

**Verify compliance in all rooms assessed.**

A telephone message pad and a pen shall be conveniently provided within each guest room.

It is strongly recommended that these items be located near the telephone in the bedroom and/or sitting room.

- If these criteria are not met, six (6) points will be deducted in each room

## **Tumbler Provided (Brand Compliance)**

Reference 2.45

**Verify compliance in all rooms assessed.**

Two (2) tumblers per bed. Tumblers shall be sanitized in accordance with applicable government regulations.

Sanitized glasses shall be placed in an approved glass bag. Alternatively, the top and rim of the glass may be covered with approved shrink – wrap plastic or a fitted heavy paper glass cap.

Glasses may also be inverted on a coater / doily. When disposable glasses are used, they shall be pre-sanitized and pre-wrapped. Styrofoam cups are not allowed.

The above does not pertain or apply to those properties or guest rooms with "kitchens". (Kitchens with extra plates, bowls, glasses). The above only applies to in room tumblers.

- If these criteria are not met, three (3) points will be deducted if one is missing / six (6) points will be deducted if two or more are missing in each room

## **GUEST ROOMS: Entertainment/Work Experience**

### **Desk Chairs (Comply/Non-comply)**

Reference 2.46

Premium commercial quality leather or fabric upholstered rolling chair that coordinates with the room décor. The Best Western accredited assessor will assess using these guidelines:

Premium commercial quality leather or fabric upholstered rolling chair that coordinates with the room décor.

- If non comply, property will be placed in probation status and has 90 days to correct as verified through Best Western Design department
- If not corrected within 90 days the property will be placed in hearing status

### **Free Long Distance Access (Brand Standard)**

Reference 2.47

Long distance access shall be offered to guests free of any long distance access charges. Allowing guests to reach 800, 888, 877 or any other toll-free or credit card numbers without charge satisfies this requirement. It is acceptable for a property to charge for direct dial long distance calls.

- If these criteria are not met, two hundred and forty (240) points will be deducted.

*NOTE: Not applicable in the Caribbean.*

### **Free Local Calls (Brand Standard)**

Reference 2.48

Local calls under 30 minutes per call shall be provided to guest, free of charge. A property may charge for local calls after 30 minutes.

- If these criteria are not met, two hundred and forty (240) points will be deducted.

*NOTE: Not applicable in the Caribbean.*

## High Speed Internet Access (HSIA) (Comply/Non-Comply)

Reference 2.49

High Speed Internet access (HSIA) is required at each North American property. The current specifications follow:

Accessibility in 100% of guest rooms, Hotel Lobby, Business Center and Breakfast Area via wireless.

1. This service is to be offered at no cost to the guests and be available 24-hours per day, 365 days a year.
2. Three (3) hard-wired connections must be available on premise in either separate guest rooms, public areas, or some combination thereof. New properties must be 100% wired and wireless.
3. Must be able to connect to VPN, email and access the Internet in all locations.
4. The minimum acceptable signal strength must be at least 65dbm in all applicable areas of the hotel as specified in the coverage requirements.
5. An access control and authentication service must be implemented within the HSIA system requiring a guest to enter a password to utilize the internet. This access control mechanism must be the same regardless if the connection is hardwired or wireless. A second level of access control and authentication may be used on the wireless network connection if the hotel is implementing Wi-Fi encryption.
6. A method of bandwidth management must be implemented that ensures that each user gets fair access to bandwidth.
7. All access points must support 802.11b, 802.11g, and 802.11n wireless standards.
8. All wireless access points (AP) must have a consistent naming convention so as to be identifiable to hotel guests as belonging to the Best Western location, and must be enabled for SSID broadcast.
9. Must have in-room information on how to obtain 24 X 7 technical support. (This can be on a Table Tent, Guest Directory or any other areas in the guest room). An acceptable solution is to instruct guests to call the Front Desk for support, provided the staff can provide proof of 24X7 support access if they are unable to correct the guest issue.
10. HSIA system must be installed according to the system installation requirements.
  - a. Components are installed in environmentally friendly locations that are dry, climate-controlled and free of dust and clutter.
  - b. Components in equipment/phone rooms are installed professionally

- (placed in racks or on shelves).
  - c. Equipment/phone rooms are secured, preventing unauthorized access.
  - d. Cables and face plates are labeled to identify which component or guest room is being supported.
  - e. Cable management is in use (cables are held together in bunches with ties or are run in cable trays).
- The non-compliance will be noted on the assessment report. The hotel shall correct the deficiency within 60 days. Best Western Hotels & Resorts shall send a 60-day notice of non-compliance to the hotel. The hotel shall correct the deficiency and shall provide a statement of compliance signed by the voting member to BWI within the 60-day period.
  - If the hotel does not comply with the requirements within the specified 60-day correction period, the hotel will be placed in probation status. The hotel shall then have an additional 30 days to correct the deficiency.
  - If the hotel does not correct the deficiency within the additional 30 days, the member shall be placed in hearing status
  - If the voting member certifies compliance, but it is determined subsequently (e.g., a later assessment) that the hotel is not compliant, the hotel shall be placed in hearing status and shall be subject to cancellation.

### **Telephone Provided and Operates 24 Hours per Day (Brand Standard)**

Reference 2.50

Each bedroom is to be provided a telephone that operates 24 hours per day, permitting incoming and outgoing calls. (One phone in a suite is acceptable. An outside caller must be able to reach a guest by telephoning a guest in their room or by calling the property without having knowledge of the guest's room number.

- If these criteria are not met, two hundred and forty (240) points will be deducted.

Common reason for point loss: If the property has no means of transferring calls after reception is closed or if the property does not “know” what room a guest is in when answering “night” calls.

Acceptable solution: Property must provide means for transferring calls 24 hours each day.

## Television Channel Guides (Brand Compliance)

Reference 2.51

### **Verify compliance in all rooms assessed.**

Hotels shall provide a television channel guide in each guestroom. Compliance with this requirement can be accomplished by providing:

1. An electronic listing on the television, or
2. A printed card or tent that is located near the television remote control, or
3. A television channel guide in the guest directory

- If these criteria are not met, six (6) points will be deducted in each room.

## TV Requirement (Comply/Non-Comply)

Reference 2.52

Verify compliance with the requirements including:

- date of manufacture
- size and flat panel
- commercial grade

1. Televisions purchased prior to July 1, 2011 that do not meet requirements are compliant until seven years after the original date of manufacture. Date of Manufacture can normally be verified by looking at the label on the back of the television. If there is no Date of Manufacture indicated, then the date of purchase may be used.
2. On January 24, 2013 the Board approved a policy that gives members until January 1, 2016 to replace non-commercial flat-panel television with a date of manufacture between July 1, 2011 and January 1, 2013 provided they meet the minimum size requirement for the property descriptor. Properties taking advantage of the option to keep otherwise compliant non-commercial sets purchased during the July 1, 2011 – January 1, 2013 window will go into a Probation status for this issue and will remain there until they replace the television with commercial sets. Probation does not affect their credit but does prevent auto-transfers.
3. Non-commercial televisions purchased after January 1, 2013 are not compliant and the member will not be able to keep them once identified during an inspection.
4. LCD, LED or plasma flat panel televisions are required. Television size requirements. Refer to the ballot television guidelines below for television size Requirements. All measurements are diagonal and are taken for the TV display area (not overall size of the TV).



5. Commercial grade televisions are required. Verification can be made in one of the following ways:
  - a. Look at the manufacture label on the back of the television to see if there is verbiage indicating that the set is compliant (i.e. ‘commercial’, ‘hospitality grade’, etc.).
  - b. Inputting the model number into sites such as Google and browsing the results to see if the set is commercial grade. Note that if there is an H in the model number it is a clue that the TV may be ‘hospitality grade’.
  - c. Asking the property for the ‘master remote’. If the property has different make and model number TV’s a “Master Remote” will need to be obtained for each. On the first visit after January 1, 2013, and until compliance is noted, use their master remote to access the set up area and check for settings that can be changed. Features available on commercial grade televisions (not assessed for) are:
    - i. Channel mapping, which ensures no blank channels are available and channels can be grouped together by category, local network, sports, entertainment, etc.
    - ii. Channel labeling capabilities, which allows the set to display, for example, ABC, CBS, or NBC instead of WNXV, KPHO, or KAET.
    - iii. Volume limiting capabilities, which prevent the television volume from exceeding a maximum level over which guests in adjacent guestrooms may hear the program and limits the volume when the TV is powered up.
    - iv. Front panel control lock outs, which prevent guests from adjusting settings that may adversely affect the experience of subsequent guests.
    - v. Cloning capabilities, which allow for easy transference of settings from one set to all other sets on the property. Hotel staff can quickly reset the TV or multiple TV’s in the event of some system failure. If the property is not utilizing these features they are still in compliance. It is highly recommended that hotels use the features available with commercial TV’s to improve the guest experience.
6. Public Area televisions not specifically addressed (i.e. lobby, guest laundry) are not required to be commercial grade or meet a minimum size; however, it is highly recommend that they are commercial grade and of a size that is appropriate for the area.

*NOTE: Pro:Idiom chips, HDMI and VGA ports are required if the hotel needs these features for their signal delivery. Best Western accredited assessors will not be checking compliance for these items.*

<b>BEST WESTERN</b>		
Guest Room	Minimum one 32" or larger	For all new construction and conversion property membership applications received on or after September 1, 2015 - Minimum of one (1) 40" or larger
Suite <b><i>without</i></b> full wall and door separator	Minimum one 42" or larger, clearly viewable from both the seating area and the sleeping area; <b><i>or</i></b> minimum two 32" or larger	For all new construction and conversion property membership applications received on or after September 1, 2015 - Minimum of two (2) 40" or larger
Suite <b><i>with</i></b> full wall and door separator	Minimum two 32" or larger	For all new construction and conversion property membership applications received on or after September 1, 2015 - Minimum of two (2) 40" or larger

- If any of these criteria are not meet the non-compliance will be noted as non-comply on the assessment report. The hotel shall correct the deficiency within twenty-one (21) days.
- If the hotel does not comply with the requirements within the specified twenty-one (21) -day correction period, the hotel will be placed in hearing status and shall be subject to termination.

## **GUEST ROOMS: Sleep Experience**

### **Bed Height (Comply/Non-Comply)**

Reference 2.53

Minimum bed set (mattress and box spring) height to be 18". (One mattress topper may be used to achieve 1" of this minimum).

The overall bed height is to be at least 25" minimum. ADA or handicap room beds are an exception to this requirement.

- If non comply, property will be placed in probation status and has ninety (90) days to correct as verified through Best Western Design department. If not corrected within ninety (90) days the property will be placed in hearing status.

### **"Do Not Disturb" Device Provided (Brand Compliance)**

Reference 2.54

**Verify compliance in all rooms assessed.**

A "Do Not Disturb" device shall be provided in each guest room. The device, such as a turn knob, may be mounted in or on the door or a hanger or card to insert in the card lock slot may be conveniently located within the guest room. Other "Do Not Disturb" devices convenient for the guest and appropriate for the style of door will also be acceptable.

- If these criteria are not met, six (6) points will be deducted in each room.

### **Pillow Requirements (Brand Compliance)**

Reference 2.55

**Verify compliance in all rooms assessed.**

Look at all pillows, on all beds, in all rooms assessed to ensure they meet Brand Compliance standards. Check pillow requirements on the first five rooms where beds are assessed. In other rooms assessed scan pillows for requirements. A minimum of 3 pillows are required on a full size or smaller bed; and a minimum of 4 pillows are required on a Queen or King Size Bed, with all pillows to be enveloped in a pillow protector, and a pillowcase which is manufactured with minimum T-250 (250 threads per square inch) percale with a minimum of 50 percent cotton content.

Additional decorative pillows may be used as a supplement to, but not in lieu of, the required quantity of pillows.

All pillows must meet Best Western specifications = Comforel™, DreamMaker™, or better standard. Supplemental pillows (in drawers, on shelves, etc.) are not required to comply with this standard. The law tag must be affixed to all pillows as required, for compliance and to fulfill assessment requirements. The above specifications describe a down-like synthetic fiber pillow with anti-microbial treatment. These specifications were adopted as a result of consumer research and testing.

- If these criteria are not met, Three (3) points will be deducted if one is missing / six (6) points will be deducted if two or more are missing in each room

## **Top of Bed Requirements (Comply/Non-Comply)**

Reference 2.56

1. Mattress Pad Requirement - each bed shall have a mattress pad.
2. Sheeting Requirements - each bed shall be triple sheeted, or double sheeted with washable duvet cover with removable insert.\*
  - a. Triple sheeting is defined as making up a bed with:
    - i. A compliant minimum T-200 first (bottom) sheet, either fitted or flat;
    - ii. Topped with a second (middle) sheet beneath which the guest will typically sleep;
    - iii. Topped with a compliant blanket appropriate to the descriptor; and
    - iv. Topped with a third (top) sheet as described below as appropriate to the descriptor.
  - b. Double sheeting with washable duvet cover and removable insert is defined as:
    - i. A compliant minimum T-200 first (bottom) sheet, either fitted or flat;
    - ii. Topped with a second (middle) sheet beneath which the guest will typically sleep; and
    - iii. Topped with a washable duvet cover with a compliant blanket insert.
3. Decorative Element Requirements and Solutions
  - a. Best Western hotels: Triple sheeting is acceptable with the third (top) sheet exposed:
    - i. Provided the bed has an additional decorative element. Acceptable elements include the addition of a decorative pillow (throw or bolster style), or a scarf.

- ii. The third (top) sheet must be decorative in nature, e.g. tone on tone stripe, tone on tone block, festooned, etc.
- If non-comply, property will be placed in probation status and has ninety (90) days to correct as verified through Best Western Design department. If not corrected within ninety (90) days the property will be placed in hearing status

## **GUEST ROOMS: Bathroom Experience**

### **Bath Amenities**

**(Beginning July 1, 2018)**

#### **Bath Amenities (Comply / Non-Comply)**

Reference 2.57

Best Western® – Orgnx product line by Hunter Amenities

Required items: Shampoo, facial soap, bath soap. Upgrade options: Conditioner, facial wash, lotion, mouthwash, makeup remover towelettes as additional items to the Best Western brand line.

- If non-comply, property will be placed in probation status and has thirty (30) days to correct as verified through Best Western. If not corrected within thirty (30) days the property will be placed in hearing status.

#### **Bath Mat Provided (Brand Compliance)**

Reference 2.58

**Verify compliance in all rooms assessed.**

A towel material bath mat is provided in each bath/shower area, even one with a heated floor. An additional bath towel may be substituted for an actual bath mat.

- If these criteria are not met, six (6) points will be deducted in each room

#### **Facial Tissue Provided (Brand Compliance)**

Reference 2.59

**Verify compliance in all rooms assessed.**

Facial tissue in an appropriate receptacle (e.g. no loose tissues) is to be provided within the guest bathroom or the bedroom.

- If these criteria are not met, six (6) points will be deducted in each room

#### **Hairdryer in Room (Brand Compliance)**

Reference 2.60

**Verify compliance in all rooms assessed.**

A hairdryer shall be provided in each guest room. The hairdryer must be mounted convenient to a mirror. If loose hairdryers are provided, a power point must be located convenient to a mirror.

- If these criteria are not met, six (6) points will be deducted in each room

## **Shampoo Soap/Soap Dispenser Provided (Brand Compliance)**

Reference 2.61

### **Verify compliance in all rooms assessed.**

Each guest bathroom shall offer the following:

1. Shampoo is to be provided in each guest room. Packets/sachets are not acceptable.
2. Each guest bathroom shall offer 2 bars of packaged soap – one in the shower/tub area and one in the basin/vanity area.
3. Minimum requirements are at least one .75 size / .06 ounce bar of Facial soap at the basin/vanity area and one 1.5 size / 1.25 ounce bar of Bath soap at the shower/tub area.
4. A Best Western approved non-refillable soap dispenser and dispensed product are allowed in the shower/tub and/or vanity area in lieu of a bar of soap provided a 1.5 size / 1.25 ounce bar of Facial soap is available at the basin/vanity area. If dispensers are used but not stocked, the appropriate call is to be recorded. When using dispensers, it is recommended that a 1.5 size / 1.25 ounce bar of Bath soap be provided in the shower/tub area.
5. Extra soap and/or shampoo shall be available upon guest request.

- If these criteria are not met, six (6) points will be deducted in each room

## **Towels (Brand Compliance)**

Reference 2.62

### **Verify compliance in all rooms assessed.**

1. Bath towels are required to be a minimum of 12 lbs/dz. Additionally, the towels must be 85% natural fiber ( i.e. cotton).
2. Determination of compliance is based on towel weight.
3. Estimate towel weight by studying pile composition of the terry cloth. The 12 lb towel composition is noticeably thicker than the 10 lb towel by comparison.
4. If fiber blends cannot be determined on manufacture tag, no deficiency will be cited.

- If these criteria are not met, six (6) points will be deducted in each room

## **Towel Bar/Towels (Bath, Hand and Face Cloths Available) (Brand Compliance)**

Reference 2.63

### **Verify compliance in all rooms assessed.**

A towel bar, shelving or designated area of sufficient size to store the following in a convenient location:



1. 2 complete sets of towels are to be provided in a single bedded room, and 3 complete sets of towels are to be provided in a multi-bedded room.
  - a. A complete set is defined as 1 face cloth (wash cloth), 1 hand towel and 1 bath towel.
2. Extra towels are to be available on request. Sufficient numbers of towels and face cloths are required so guests do not have to wait for towels or face cloths.
  - If these criteria are not met, three (3) points will be deducted if one is missing / six (6) points will be deducted if two or more are missing in each room

### **Ventilation Adequate (Equipment - Brand Compliance)**

Reference 2.64

#### **Verify compliance in all rooms assessed.**

1. A window that opens or mechanically enhanced ventilation (fan with vent) is required in each guest bathroom.
2. Individual or common (shared) venting is acceptable, provided it is mechanically assisted (fan driven). A mechanically assisted updraft can work. A re-circulating type fan can be used.
3. One piece of toilet paper is frequently used to test. The type of ventilation that has drawn from all four sides may need a different test, like using the wastebasket liner because it will cover all four sides. Has to be drawing, not exhausting ventilation. If ventilation cannot be turned on for testing purposes, points must be taken.
4. Ventilation should remove odors and circulate the air to remove moisture. Exhausting from, not into, the room.
5. When adequate ventilation is not available, a musty smell, stale odor and mildew are often present and will result in both Brand Standards and GRPA deficiencies. Ventilation on timers is acceptable, provided the working condition can be verified.
  - If these criteria are not met, six (6) points will be deducted in each room.

### **Wastebasket (Brand Compliance)**

Reference 2.65

#### **Verify compliance in all rooms assessed.**

Two waste baskets shall be provided, one in the sleeping area and one in the bath area.

- If these criteria are not met, six (6) points will be deducted in each room

# Cups Requirements Chart

## GUESTROOMS

BEST WESTERN®		BEST WESTERN PLUS® / BEST WESTERN PREMIER®	
Cold Cups	Hot Cups	Cold Cups	Hot Cups
2 compliant cups per bed	2 compliant cups per bed	2 compliant cups per bed	2 compliant cups per bed
Styrofoam <b>not</b> permitted	Styrofoam <b>not</b> permitted	Styrofoam <b>not</b> permitted	Styrofoam <b>not</b> permitted
<b>If using disposable cold cups:</b> Pre-wrapped plastic cups. No minimum size required.	<b>If using disposable hot cups:</b> Must be presented in 1 of 3 ways: 1) pre-wrapped 2) inverted on a coaster 3) upright with a to-go lid affixed to the cup.	<b>If using disposable cold cups:</b> Pre-wrapped plastic cups. Current minimum size is 12 oz.	<b>If using disposable hot cups:</b> Must be presented in 1 of 3 ways: 1) pre-wrapped 2) inverted on a coaster 3) upright with a to-go lid affixed to the cup Current minimum size is 10 oz.
<b>If using glass (cold):</b> Sanitized, in glass bags, or paper glass caps on rims. No minimum size required.	<b>If using ceramic/glass cups/mugs (hot)</b> Must be sanitized and presented in 1 of 3 ways: 1) in a glass bag 2) inverted on a coaster 3) fitted with a heavy paper cap.	<b>If using glass (cold):</b> Sanitized, in glass bags, or paper glass caps on rims. Current minimum size is 12 oz. (size requirement could be satisfied with an additional 12 oz. disposable if using glasses less than 12 oz.)	<b>If using ceramic/glass cups/mugs (hot)</b> Must be sanitized and presented in 1 of 3 ways: 1) in a glass bag 2) inverted on a coaster 3) fitted w/ a heavy paper cap. Current minimum size is 10 oz. (size requirement could be satisfied with an additional 10 oz. disposable if using glasses less than 10 oz.)
	<b>If using disposable hot cups:</b> Must be insulated through the use of a sleeve, integral additional insulating layer, or corrugation that insulates the hand from hot beverages.		<b>If using disposable hot cups:</b> Must be insulated through the use of a sleeve, integral additional insulating layer, or corrugation that insulates the hand from hot beverages

No minimum size required for cold cups.	<b>Minimum size is 10 oz. (size requirement could be satisfied with an additional 10 oz. disposable if using glasses less than 10 oz.)</b>		
	BW Approved Marketing Message (e.g. Best Western Rewards®) on all disposable cups (does not apply to glass or ceramic mugs).*		BW Approved Marketing Message (e.g. Best Western Rewards) on all disposable cups (does not apply to glass or ceramic mugs).*
<b>PUBLIC SPACE</b>			
<b>Cold Cups</b>	<b>Hot Cups</b>	<b>Cold Cups</b>	<b>Hot Cups</b>
Styrofoam <b>not</b> permitted at Breakfast or any area of the property	Styrofoam <b>not</b> permitted	Styrofoam <b>not</b> permitted at Breakfast or any area of the property	Styrofoam <b>not</b> permitted.
<b>Breakfast cup requirement:</b>  Cup must be constructed of high quality paper or glass & can <b>hold a min. 8 oz. liquid.</b> BW logo's cups used for hot beverages may be used for cold, as well.	<b>Minimum size is 10 oz. (size requirement could be satisfied with an additional 10 oz. disposable if using glasses less than 10 oz.)</b>	<b>Breakfast cup requirement:</b>  Cup must be constructed of high quality paper or glass & can <b>hold a min. 8 oz. liquid.</b> BW logo's cups used for hot beverages may be used for cold, as well.	<b>Minimum size is 10 oz. (size requirement could be satisfied with an additional 10 oz. disposable if using glasses less than 10 oz.)</b>
	If using disposable cups: They must be insulated through the use of a sleeve, integral additional insulating layer, or corrugation that insulates the hand from hot beverages.		If using disposable cups: They must be insulated through the use of a sleeve, integral additional insulating layer, or corrugation that insulates the hand from hot beverages.
	BW Approved Marketing Message (e.g. Best Western Rewards) on all disposable cups. (does not apply to glass or ceramic mugs).*		BW Approved Marketing Message (e.g. Best Western Rewards) on all disposable cups (does not apply to glass or ceramic mugs).*
* Exception to the Marketing Message requirement for Roaster's logos (e.g. Starbucks or Seattle's Best Coffee) allowed, with approval from Best Western. If the marketing message changes, use of existing inventory is permitted.			

## **CHAPTER 3 – Brand Standards**

### **Best Western [Plus](#) and/or Executive Residency (If Applicable)**

Reference 3.01

Brand standards for North America consist of three categories. Comply / non-comply, Brand Standards and Brand Compliance.

#### **Comply / non-comply requirements**

Reference 3.02

At the time of the Quality Assurance Assessment the Best Western accredited assessor will verify several Best Western requirements that are listed as comply or non-comply on the assessment report. Items marked non-comply will be listed on the assessment report with a time frame for the property to become compliant.

#### **Brand Standards**

Reference 3.03

Brand Standards are for all Best Western Branded Properties. North American Brand Standards are divided into Critical items and Other Items. This report checks for compliance in providing required facilities, amenities and services.

#### **Brand Compliance**

Reference 3.04

Brand compliance measures the compliance or existence of specific requirements. Brand compliance is the documentation that a hotel has complied and has the item or service. Brand compliance items can and are specific to each brand. Brand compliance does not measure the condition of the requirement or item.

#### **Point Losses for Brand Standards**

Reference 3.05

Point losses will be incurred for all Brand Standards that are not met. Brand Standards are for all Best Western Branded Properties. North American Brand Standards are divided into Critical items and Other Items. Non Compliance with a Critical item constitutes an automatic failure, with a 240 point loss. All “Other” items carry a 60 or 120 point deduction. Point values for “Other” items will double on each subsequent assessment if not corrected. I.E. 120 points, 240 points and then 480 points.

## **PUBLIC AREAS: Arrival and Departure Experience**

### **Best Western Rewards Requirements (Brand Standard)**

Reference 3.06

Best Western Reward Requirements are as follows:

1. BWR Member Recognition Program – Pre-registration for Best Western Rewards guests is required for all North America Properties. Members of loyalty programs have high customer service expectations. Failure to recognize a loyal guest as special sends a message that they are not valued, and risks losing them to the competition. To help give proper recognition to our most valuable guests, the Board of Directors has determined that all Best Western properties are required to pre-register Best Western Rewards guests holding advance reservations before they check in.
  - a. Steps to Pre-register Best Western Rewards Guests:  
(All Best Western Rewards Members)
    - i. Pull arrivals list from MemberWeb or Property Management System daily and designate the Best Western Rewards guests that are checking into your property each day.
    - ii. Pre-register all BWR members, and if available, assign the Best Western Rewards guests an “upgraded” room type or a room that is away from the ice machine or elevator (best available room).
    - iii. Print the Best Western Rewards guest’s folio/registration card.
    - iv. Activate keys for the Best Western Rewards guest in a pre-assigned room type. (Again, upgrade the room type or provide best available room.)
2. The Best Western Rewards® (“BWR®”) Elite Member Property Recognition Program (“BWR Elite Program”) shall include the following:
  - a. BWR Gold, Platinum, Diamond and Diamond Select members shall be included in the BWR Elite Program
  - b. BWR Elite Members shall be provided the option to select either: (1) BWR bonus points; or (2) 2 snacks and 2 beverages (provided in a BWR branded bag)/hotel amenity for each hotel stay.
  - c. The BWR Elite Recognition option of receiving BWR bonus points per stay shall be 500 BWR bonus points per stay.
  - d. The snack and beverage BWR offering shall include a minimum of two (2) 12oz. or larger complimentary beverages and two (2) 1oz. or larger approved snack options in a BWR branded bag.

- e. If a hotel amenity is offered, it shall be of at least equal value to the snack and beverage offering.
  - f. All properties will be required to display a BWR Elite Program display at the front desk, as designed by Best Western Hotels & Resorts (“Best Western”).
  - g. During check-in, a property representative shall thank the BWR Elite Member for their business and loyalty.
3. Staff Knowledge questions: Knowledge of Best Western programs is to include, but not be limited to, BW Rewards and Travel Card procedures.
- Minimum Staff Knowledge Questions – BW Rewards:
- For testing purposes, the assessor is to ask the following 3 questions. If the property representative misses any of the 3 questions, points will be deducted. The property staff you are asking the question may obtain the answers any way they can, i.e. personal knowledge, looking up the answer on MemberWeb or asking another property representative. The idea is to ensure they know where to go to obtain the answer for the guest.
- a. How do you enroll a guest into Best Western Rewards? (Agent will walk the Assessor through the process in MemberWeb and or PMS)
  - b. How does an agent redeem a Best Western Travel Card? (Agent will walk the Assessor through the process in Member Web.)
  - c. What are the components of the mandatory Best Western Rewards recognition program?     Answers:
    - i. 500 bonus points or snack and beverage option for all Elite members.
    - ii. Pre-registration of all BWR guests.
    - iii. Best Available room.
    - iv. Thank the guest for being a valued BWR member.
4. Current Marketing Program Promotional Items Displayed. Seasonal marketing program details are to be updated annually and required promotional pieces are to be displayed during special promotional periods.
5. BW Reward co-branded credit card applications shall be displayed.
- If this criteria is not met, 60 points will be deducted. Point losses will double for non-compliance in a subsequent/the next assessment (120 points), and then double again (240 points) in a consecutive/the third non-compliant assessment. Point loss will cap at 240 points. Any assessment may only include one BWR related point loss –, with any serving as a “multiplier” for any other BWR assessment.

## **Express Check-out (Brand Standard)**

Reference 3.07

Each Best Western branded hotel shall provide, promote and offer to every guest a method of express checkout and provide a zero balance folio to the guest through their preferred method of delivery, either email, guest room or pick-up at the front desk. The hotel shall determine the method or methods of express check-out service to include how a guest may notify the hotel that he/she is checking out (e.g., by phone or leave key envelope in a box at Front Desk) and how the hotel will deliver the zero balance folio (e.g., by fax or email).

- If this criteria is not met, one hundred and twenty (120) points shall be deducted on the quality Assurance assessment report.
- The General Manager and Front Desk Manager (if applicable) shall be required to successfully complete the online BWIU training course for express check-out within thirty (30) days of the Quality Assurance assessment.
- The Brand Standards point value deduction shall double to two hundred and forty (240) points if the requirement is not met during any subsequent Quality Assurance assessment.

## **Ownership Plaque (Comply / Non-Comply)**

Reference 3.08

All Best Western branded hotels shall display an approved Ownership Plaque. This plaque is designed to inform the public regarding the relationship between Best Western Hotels & Resorts and the property (i.e., the property is independently owned and operated and is not an agent of Best Western Hotels & Resorts). The plaque shall be displayed at the front desk area.

- If these criteria are not met the non-compliance will be noted on the assessment report. The hotel shall correct the deficiency within 30 days.
- If the hotel does not comply with the requirements within the specified 30-day correction period, the hotel will be placed in Hearing status and may be considered for termination.

## **Personnel Uniform Policy (Brand Standard)**

Reference 3.09

The following shall apply to all Best Western Plus branded hotels:

1. At all times when on duty, all hotel staff with guest contact (including ownership, executive management (such as General Manager, Director of



Operations, sales management, etc.), front desk, housekeeping, laundry, kitchen, front of the house restaurant, maintenance, security, bell, valet, and concierge) must:

- a. Be neatly dressed in the required uniform, which must be clean and in good condition
  - b. Wear a professionally prepared name tag, which includes a Best Western Plus logo unless the logo is embroidered on the clothing in close proximity to the name tag (i.e., directly above or to the side). If the name tag is covered (i.e., by a jacket or coat), a Best Western Plus logo must be visible to guests (i.e., on a Best Western Plus logo hat, on the jacket, etc.).
  - c. Be neatly attired and groomed:
    - i. Excessive or unprofessional jewelry, piercing and tattoos, and unnatural hair colorings (e.g., blue) are not acceptable. Some visible tattoos are permitted; however, employees may not show excessive tattoos. A visible tattoo may not be offensive; if offensive, it must be discretely covered.
    - ii. When appropriate, belts must be worn.
    - iii. Neckties, when worn, must be tied and worn at the traditional position on the neck.
    - iv. Tee shirts, tank tops, denim of any color (i.e., blue jeans), sweat pants, and cut-off shorts are not acceptable. Hotel management approved shorts appropriate for the climate and location are acceptable, provided they are professional in style and length.
    - v. Undergarments may not be visible.
    - vi. Torn or patched clothing is not acceptable.
    - vii. Skirt/dress length is to be professional.
    - viii. Shirts must be tucked in for all staff, unless camp or tunic style.
  - d. Wear footwear that is clean, in good repair, and appropriate for a business environment. Flip flops and sandals are not acceptable. Stylized athletic footwear (i.e., bright multi-colored sneakers/running shoes), and sports-oriented sandals are not acceptable. Dark, monochrome, or similar athletic footwear is acceptable.
2. Employees may not smoke (including e-cigarettes), chew gum or tobacco, or eat food in view of guests while on duty.
  3. Occasional, Uniforms can be selected from the current uniform catalog provided by Best Western Endorsed Suppliers or from a supplier chosen by the member, provided the uniforms meet the standards set forth in this policy. If a member contracts with a non-endorsed supplier for Best Western logo apparel, it is the member's responsibility to ensure that brand identity

standards, as specified in the then-current Global Brand Identity Manual, are met. A member may not grant authorization to produce clothing bearing the Best Western Plus logo to a supplier for any property other than his or her own.

4. Clothing (including hats) with prominent logos other than Best Western Plus, sayings, and/or bold illustrations are not acceptable.
5. Staff in each department (e.g., housekeeping, maintenance, front desk) must all wear substantially the same items (i.e., same style, color, pattern, items), no matter the selection of items from the acceptable attire list. For example, all front desk staff shall wear the same color, style, and length of pant, shirt, and jacket, if that is the uniform for the front desk.
  - a. Resort locations may have theme-style uniforms, and attire may tastefully reflect local character. For example, an exception may be considered for blue jeans in a property with a rustic theme. However, all items must be the same for each department as noted above.
  - b. Allowances will be made for:
    - i. Climate-related additional items (such as sweaters and jackets); however, each department staff must all wear substantially the same items, as noted above.
    - ii. Short-term special events (i.e., local sporting events, etc.); nonetheless, attire must be coordinated for all team members (e.g., pant, knee length skirt, blouse, tunic, vest, jackets, etc.) in the same department.
6. Exceptions to this policy may be made to accommodate religious practices or medical needs. Requests for such accommodations shall be directed to and determined by hotel management.

Acceptable attire is detailed for Best Western Plus hotels below:

### **Executive Management and Ownership**

**(General Manager, Front Office Manager, Director of Sales, Concierge, etc.)**

Required: Dress or dress slacks, khakis, or skirt, with a Best Western Plus logoed or non-logoed polo shirt (must be microfiber or similar, cotton is not acceptable), camp shirt or oxford shirt, dress shirt (long or short sleeve), or tunic-style shirt. Athletic footwear of any type is not acceptable.

Optional: Sport coat/jacket or business suit (tie optional).

### **Front Desk**

Required: Dress or dress slacks, khakis, or skirt, with a Best Western Plus logoed or non-logoed polo shirt (must be microfiber or similar, cotton is not acceptable),

camp shirt or oxford shirt, dress shirt (long or short sleeve), or tunic-style shirt. Athletic footwear is not acceptable.

Optional: Sport coat/jacket or business suit (tie optional). Vest is optional.

### **Housekeeping**

Dress or khakis, pull-on slacks (sweat pants or scrubs are not acceptable), or skirt, with a Best Western Plus logoed polo shirt, camp shirt, or tunic. For outdoor work, windbreaker, jacket, parka, etc., as required by the climate. Sports-oriented sandals are not acceptable.

### **Maintenance/Engineering**

Khakis, pull-on slacks (sweat pants or scrubs are not acceptable), coveralls, or overalls, with a Best Western Plus logoed or non-logoed polo shirt, camp shirt, or tunic. For outdoor work, windbreaker, jacket, parka, etc., as required by the climate.

### **Restaurant / Breakfast Area Staff**

Dress or khakis, dress slacks, pull-on slacks (sweat pants or scrubs are not acceptable), or skirt, with a Best Western Plus logoed or non-logoed polo shirt, camp shirt or oxford shirt and non-skid shoes in dark tones are to be worn. Stylized athletic footwear (i.e., sneakers or sports oriented sandals) is not acceptable. Sports-themed bars and restaurants will be considered for exceptions. Aprons are optional, and cannot have non-Best Western Plus logos.

Traditional kitchen attire is acceptable for back-of-the-house restaurant staff.

Themed restaurant uniforms may be acceptable.

1. If this criteria is not met, 120 points will be deducted. Point losses will double for non-compliance in a subsequent/the next assessment (240 points).Point loss will cap at 240 points.
2. Properties losing 240 points will be placed on probation. Properties placed on probation will have 30 days to comply and send notice of compliance to BWI.
3. If notice is not received within 30 days another full assessment will be conducted at a charge of \$2,100. If still not compliant the property will be placed in hearing status.
4. A marginal call may be assigned if an employee is within the first seven days of employment and is in suitable attire for the position; otherwise, all employees are to adhere to all aspects of the Personnel Uniform Policy.

- If these criteria are not met, two hundred and forty (240) points will be deducted.

### **Registration Available 24 Hours a Day (Brand Standard)**

Reference 3.10

Guests with reservations and walk-in guests must be able to register 24 hours daily. (24 hour staffing not required)

- If these criteria are not met, Two hundred and forty (240) points will be deducted.

### **Service Promise Plaque (Comply/Non-Comply)**

Reference 3.11

Effective January 1, 2016, the following Best Western Hotels & Resorts (“Best Western”) service promise will be implemented:

“If something is not meeting your expectation, please let us know. We want to make it right.”

Best Western branded hotels shall display the Plaque in prominent view of guests checking in – either on the front desk or on the wall in the front desk area in plain view

If wall mounted the bottom of the plaque must be between 4 feet (1.5m) and 5 feet (1.85m) from the ground.

- If these criteria are not meet the non-compliance will be noted on the assessment report. The hotel shall correct the deficiency within 21 days.
- If the hotel does not comply with the requirements within the specified 21-day correction period, the hotel will be placed in Hearing status and may be considered for termination.

## **PUBLIC AREAS: Food and Beverage Experience**

### **Breakfast Attendant (Brand Compliance)**

Reference 3.12

Hotels that offer a complimentary breakfast buffet shall staff a breakfast attendant who will be present in the breakfast area to replenish breakfast offerings and to keep the breakfast area clean, during breakfast hours when the hotel has 40 or more occupied rooms.

- If these criteria are not met, one hundred and twenty (120) points will be deducted and will double to 240 points loss if not corrected on the next assessment.
- 240 points the hotel will have 30 days to submit credible evidence that they comply with requirements or they will be placed on breakfast probation.
- Properties placed on breakfast probation will require a Regional Services breakfast consultation visit (the “BRRV” Visit), incurring a cost-recovery fee for the BRRV Visit, which is currently \$2,100.
- The hotel will create an action plan for improvement with the assistance of the RSM.
- The hotel shall have sixty (60) days to remedy non-compliance, which shall be verified through a no-fee, follow-up breakfast assessment.
- Hotels on probation shall be subject to periodic follow-up breakfast visits until a passing Breakfast Assessment score is achieved.
- Upon a second consecutive failure, the property will be placed in Hearing status.

### **Breakfast Meets Standards (Brand Compliance)**

Reference 3.13

Best Western member properties which do not have on-site full service restaurants shall be required to provide a complimentary (free of charge) breakfast buffet. “On-site” shall mean: Inside, within or attached to the hotel, not adjacent or nearby unless it is part of the Property compound, or may have the same address as the hotel.

“Full service restaurant” shall mean: A sit down eatery where food is served directly to the customers’ table. Buffet service is acceptable; however, a complete menu must be available and offered. These establishments may: sell alcoholic beverages; provide takeout or delivery; offer room service; and present live

entertainment. It may be a family-style eatery or an elegant restaurant, casual dining or fine dining.

It shall be required to:

1. Serve at least two (2) meals, breakfast and dinner. (The requirement for dinner only applies if there is a charge for breakfast).
2. Offer a comprehensive menu that includes:
  - a. Breakfast- must provide the same requirements defined in Rules and Regulation 500.39 (as listed below), but may be cooked to order.
  - b. Dinner- must include appetizers, soup, salad, hot and cold entrees as well as dessert. Beverage service is highly recommended.
3. Dining hours must be a minimum three (3) hours per meal period, not overlapping.
4. Include the appropriate number of scheduled waiter/waitress staff for service.
5. Have a minimum seating for the greater of fifty (50) patrons or forty percent (40%) of the total guest room count of the hotel.
6. Room service during open hours of the restaurant operation is optional.
7. All Best Western Member Properties that have an on-site full service restaurant that charge for breakfast: (i) shall offer breakfast inclusive room rates; and (ii) may offer breakfast exclusive room rates.
8. All properties that have an on-site full service restaurant and offering a breakfast buffet; shall comply with the food and presentation requirements below except for the following:
  - A glass front refrigerator is not required.
    - PC/Yogurt can be served in a cold food pan inserted in a stainless or similar housing, or can be stored on an insulated ice pan
    - Or an approved yogurt despising machine
  - A juice machine is not required. Juice can be served in a clear, commercial grade, pitcher with ice core or similar and drip tray must be used.

The breakfast buffet must consist of the following:

- a. Choice of two (2): sliced breads (white, wheat, rye, sourdough, etc.).
- b. Choice of one (1): bagel, English muffin, croissant or biscuit.
- c. Choice of two (2): sweet rolls, muffins, Danish, cinnamon roll and specialty loaves (e.g. banana bread).
- d. Butter or margarine, and assorted jellies and jams (if bagels are offered, cream cheese must be provided).

- e. Choice of three (3) dry cereals: Raisin Bran and at least two (2) other options including Corn Flakes, Special K, etc. One children's cereal is recommended. One (1) gluten-free cereal; such as Chex brand – offered upon request, with approved signage.
- f. Choice of one (1): oatmeal, grits, or Cream of Wheat.
- g. Choice of two (2) juices: One (1) must be orange juice, to be delivered by a guest-accessible refrigerated juice machine
- h. Daily choice of three (3) fruits; one must be fresh.
- i. Regular and decaffeinated coffee. 100% Arabica and two choices of tea.
- j. Two (2) creamers (one dairy and one non-dairy).
- k. Sugar and choice of two types of sugar substitute (saccharin-based, e.g., Sweet 'N Low, aspartame-based, e.g., NutraSweet, and sucralose-based, e.g., Splenda, comply).
- l. Choice of two (2) milks: whole, two percent and/or skim. Plus one (1) non-dairy, milk alternative, offered upon request, with approved signage displayed on the breakfast bar.
- m. Salt and pepper.
- n. One (1) hot item (choice of freshly baked waffles, pancakes, French toast, cinnamon buns, biscuits with gravy, an egg product).
- o. Yogurt. Two (2) flavors of yogurt, personal container sized or an approved dispenser for bulk yogurt, along with clear plastic cups and lids.
- p. A glass-front refrigerator placed on or under the breakfast bar
- q. Hot eggs and hot breakfast meat, or breakfast sandwich with egg and meat.

#### Build-Your-Own Breakfasts:

A minimum of three (3) Build-Your-Own Breakfast concepts (total of 9 condiments).

To include: glass condiment containers, with clear lids, serving spoons and a variety of condiments offered daily (e.g., raisins, dried fruit pieces, shaved coconut, granola, etc.) – three (3) for each Build-Your-Own Breakfast concept.

Condiments suggestions are as follows:

- a. Build-Your-Own Yogurt: dried fruit, nuts, granola, berries, shaved coconut, trail mix, and jam.
- b. Build-Your-Own Oatmeal: Brown sugar, nut pieces, granola, chocolate chips, berries, and dried fruit.
- c. Build-Your-Own Waffles/Pancakes/French Toast: Cherries, chocolate chips, powdered sugar, cinnamon, and fruit.



- d. Build-Your-Own Breakfast Sandwich: Salsa, shredded cheese, ketchup, and tomatoes.
- e. Build-Your-Own Omelet: glass condiment containers do not apply, but at least three (3) omelet fillings are required: shredded cheese, meat or ham, vegetable

Approved “Build-Your-Own” breakfast signage that indicates the Build-Your-Own Breakfast offerings.

“Grab & Go” Breakfast:

All properties must offer the approved “Grab & Go” breakfast, sign, items and presentation to include:

- a. Offered Monday through Friday, at least one (1) hour before the meal period starts upon guest request.
- b. Includes at least one (1) piece of whole fruit, one (1) breakfast bar, and one (1) bottled water, provided in a bag with a Best Western approved sticker.

This requirement does not apply to:

- Any Best Western property where a full-service breakfast menu is offered during the breakfast hours of operation.
- Any Best Western property where a room service breakfast menu is available during the breakfast meal period.

At a minimum, Grab & Go will be available, on the Front Desk counter and promoted by approved signage placed on the Front Desk.

The complying breakfast buffet or full service breakfast must be offered a minimum of three (3) hours every morning, seven (7) days a week. The breakfast buffet shall be regularly stocked during established breakfast hours of operation. The breakfast area shall be clean and maintained in accordance with Best Western standards. Any breakfast area must have a quality appearance, and furnishings must be of the same quality if adjacent to other public areas.

In addition, each Best Western Plus brand property must provide seating at a minimum rate of 20 percent of rooms (e.g., 10 seats per 50 rooms) with a minimum of two tables and six chairs. (New Construction and Conversion Applicants: Refer to the Guidelines addendum for seating requirements, which the Board may change from time to time.)

- If these criteria are not met, two hundred and forty (240) points will be deducted and the hotel will be placed on probation.

- If 240 points are deducted, the hotel will have 30 days to submit credible evidence that they comply with requirements or they will be placed on breakfast probation.
- Properties placed on breakfast probation will require a Regional Services (full service) breakfast consultation visit (the “BRRV” Visit), incurring a cost-recovery fee for the BRRV Visit, which is currently \$2,100.
- The hotel will create an action plan for improvement with the assistance of the RSM.
- The hotel shall have sixty (60) days to remedy non-compliance, which shall be verified through a no-fee, follow-up breakfast assessment.
- Hotels on probation shall be subject to periodic follow-up breakfast visits until a passing Breakfast Assessment score is achieved.
- Upon a second consecutive failure, the property will be placed in Hearing status.

## **Breakfast Presentation Requirements (Brand Compliance)**

Reference 3.14

All Best Western Plus hotels in North America shall comply with the breakfast product and presentation requirements as defined below. The Best Western Plus breakfast product and presentation requirements shall be verified by a Best Western Accredited assessor during property assessments.

### General Information:

All breakfast presentation products and display items must be coordinated, high quality, commercial grade, clean, and in good repair. BWI will always review this requirement for full service restaurants on a case by case basis.

Hotels must provide a commercial grade microwave at the breakfast bar. If the breakfast counter is in a full service restaurant, the microwave may be placed on top as long as it is removed before the next meal period. In an effort to balance the integrity of the Best Western Descriptor Program Design Guidelines with the Member's operational needs, BWI will always review this requirement for full-service restaurants on a case by case basis.

Prohibited items include but are not limited to:

- a. Food products displayed in original packaging i.e. muffins, Danish, breads, etc. unless served individual, portion control (P/C) and required by local health code.

- b. Open top glass coffee pots, residential style electric coffee urns or sterno heated coffee urns.
- c. Styrofoam products of any kind.
- d. Mismatched dishes, glasses and cups.
- e. Household grade buffet utensils, sporks.
- f. Budget containers for napkins, utensils, or condiments.
- g. Plastic pitchers.
- h. “Bulk” original containers for milk, juice, creamer, condiments, etc. or serve any item or condiment “family style”.
- i. Noncommercial grade holding equipment for hot cereals (i.e. no household crock pots, warming trays).
- j. No Tupperware containers.
- k. No wicker containers dated silk florals, pillowing of fabric or plastic table cloths on buffets.
- l. No items may be displayed in original containers ( i.e. cardboard delivery boxes)
- m. Cereal containers that you have to pour or scoop out cereal.
- n. Vending prepackaged convenience style, residential type food items.

#### Minimum Presentation Requirements:

##### Hot Beverages:

1. Minimum two (2) regular coffee (100% Arabica), one (1) decaf, One (1) hot water must be displayed.
2. Insulated, thermal hot beverage air pots with pump lids must be used.
3. Liquid coffee dispensing equipment is permissible, granted an approved Best Western vendor is utilized.
4. Hot beverage air pots must be presented on presentation racks with drip tray, and each air pot must be labeled appropriately with magnetic label or product wrap. Tiered presentation racks are preferred to maximize buffet space and add height to the breakfast presentation.
5. Minimum 10 oz. hot beverage insulated dual wall paper cups and/or non-insulated 10 oz. cup with sleeves must be presented with corresponding lids. Ceramic mugs may also be used and displayed on the breakfast buffet.
6. Hot beverage stirrers or medium weight polystyrene plastic or flatware spoons must be offered. Stirrers or utensils must be presented in a sanitary, commercial grade display piece.
7. Beverage napkins must be displayed in an appropriate napkin holder.
8. Sugar & sweetener, non-dairy creamers and tea bags, must all be offered in individual containers.

9. Dairy creamer and milk must be presented in insulated, thermal beverage servers with push button lid, glass pitchers with ice cores or similar. Each beverage server must be labeled appropriately with magnetic label or similar. Individual 1/2 pint milk servings to be presented in a glass front counter top or built in refrigerator located on the breakfast buffet.

#### Cold Beverages:

1. Electric juice dispensing equipment is required and must dispense a minimum of two (2) juice offerings - one (1) being orange juice. All electric juice machines must be set to dispense the product at vendor recommended dilution levels.
2. Individual 1/2 pints of juice can be used where required by local health code. They must be presented in a glass front counter top or built in refrigerator located on the breakfast buffet.
3. Minimum 8 oz. disposable polyethylene "PETE/PET" plastic or paper juice cup must be presented. 8oz. juice glass may also be used and displayed on the breakfast buffet

#### Fruit:

1. Whole fruit must be presented in a wire, stainless, melamine, glass or similar bowl.
2. Sliced or cut fruit must be kept chilled on the breakfast buffet.
3. Stainless steel or food rated hard plastic tongs or slotted serving spoon must be used for sliced or cut fruit. A utensil rest must be used to place the utensil on while not in use.
4. Minimum 6.5 oz. commercial grade medium weight disposable plastic/paper or ceramic bowl or 6" commercial grade medium weight plastic/paper plate must be offered.
5. Commercial grade / medium weight polystyrene/plastic or flatware spoon or fork must be offered. Utensils must be presented in a sanitary, commercial grade display piece.

#### Yogurt:

1. P/C or Bulk yogurt must be on the buffet.
2. P/C Yogurt to be served in a glass front counter top or built in refrigerator.
3. Bulk Yogurt must be displayed in an approved refrigerated dispenser along with clear plastic cups and lids
4. Commercial grade / medium weight polystyrene/plastic or flatware spoons must be offered. Utensils must be presented in a sanitary, commercial grade display piece.

5. Minimum 6.5 oz. commercial grade / medium weight disposable plastic/paper or ceramic bowl must be offered.

#### Cold Cereal:

1. Cold cereal offerings can be offered in bulk or P/C packages. Bulk cereal dispensers cannot hold more than 60 oz. of one cereal brand to ensure freshness of product.
2. A spill tray of melamine or stainless or similar must accompany the cereal dispenser to catch over flow or spilled product.
3. P/C packaged cereal must be presented on a wire, stainless, stone or similar presentation display. 2 or 3 level tiered presentation displays are preferred to maximize buffet space and add height to the breakfast presentation.
4. Two types of milk must be presented in a stainless or similar insulated, thermal beverage server with push button lid or clear pitchers with ice core.
5. Each milk type must be labeled appropriately with magnetic label or similar. Milk servers must be presented on tiered presentation racks.
6. Individual 1/2 pint milk servings shall be served in a glass front counter top or built in refrigerator located on the breakfast buffet.
7. Minimum 6.5 oz. commercial grade medium weight disposable plastic/paper or ceramic bowl must be offered.
8. Commercial grade medium weight plastic polystyrene/plastic or flatware spoons must be offered. Utensils must be presented in a sanitary, commercial grade display piece.
9. Minimum 4" X 8" disposable napkins must be displayed in an appropriate napkin holder.

#### Hot Cereal:

1. 2 oz. P/C package instant oatmeal, grits or Cream of Wheat to be offered on the breakfast buffet.
2. Hot cereal toppings should be held in a small container with a lid and separate dispensing utensils.
3. Utensil rest and commercial grade serving utensil must be used.
4. Prepared hot cereal must be held in either a commercial grade electric Kettle or in a chafer.
5. Minimum 6.5 oz. commercial grade / medium weight disposable plastic/paper or ceramic bowl and medium weight spoons must be offered.
6. Utensils must be presented in a sanitary, commercial grade display piece.

#### Breakfast Breads:

1. Breads and pastries including muffins, bagels, etc. must be displayed in a covered, commercial grade display where the products are visible to guests

that compliments other display items. Tiered presentation displays are preferred to maximize buffet space and add height to the breakfast presentation.

2. Condiments must be displayed in a commercial grade rack system or similar that compliments the other display items. Tiered is preferred.
3. Commercial grade tongs must be presented with accompanying Utensil tray.
4. Commercial grade four (4) slot toaster, conveyor style toaster or similar, with crumb tray.
5. Minimum 4" X 8" disposable napkins must be displayed in an appropriate napkin holder.
6. Minimum 6" commercial grade/ medium weight disposable plastic/paper plate or china bread & butter plate must be offered.

#### Hot Food Items:

##### Waffles:

1. Commercial grade waffle iron and dispenser per BW preferred vendor, in good working order and repair. Individual cups for dispensing waffle batter. Commercial non-stick food release spray is provided. Commercial grade stainless steel drip tray underneath iron. User instructions must be prominently displayed.
2. Clean utensil tray must be presented with commercial grade tongs.
3. Minimum 4" X 8" disposable napkins must be displayed in an appropriate napkin holder.
4. Minimum 9" disposable, commercial grade / medium weight plastic/paper or ceramic plate and commercial grade / medium weight polystyrene/plastic or flatware fork and knife must be offered. Utensils must be presented in a sanitary, commercial grade display piece.
5. Must use a commercial grade display that compliments other presentation items to hold P/C butter, P/C syrup. Tiered is preferred to maximize buffet space and add height to the breakfast presentation.
6. Prepackaged heat & serve waffle options from a BW approved supplier may be used when health code requirement demand it.

##### Other Hot Food:

1. Commercial Grade equipment that is in good repair and working order.
2. Clean, commercial grade utensil and appropriate holder tray in front of each chafer or heating element.
3. Commercial grade labels for all food items.
4. Must use a commercial grade display that compliments other presentation pieces for P/C Catsup, P/C Salsa, and P/C Tabasco type condiments. Tiered



is preferred to maximize buffet space and add height to the breakfast presentation.

5. Minimum 9" commercial grade / medium weight disposable plastic/paper or ceramic plate and commercial grade/ medium weight polystyrene/plastic or flatware fork and knife must be offered. Utensils must be presented in a sanitary, commercial grade display piece.
6. Minimum 4" X 8" disposable napkins must be displayed in an appropriate napkin holder.
7. Prepackaged heat & serve egg & meat sandwich options from a BW approved supplier may be used. Sandwich product can be offered in a glass front counter top or built in refrigerator located on the breakfast buffet. A commercial grade microwave oven must also be available on the breakfast buffet.

Non Compliance:

1. A first non-compliance with the breakfast presentation requirements in the Breakfast Assessment report shall result in a 120 point loss. A second non-compliance shall result in a 240 point loss and probationary status.
2. Points may be restored if the requirements are proven met through credible evidence within thirty (30) days of the assessment.
3. Properties placed on probation will require a Regional Services breakfast consultation visit (the "RR" Visit), incurring a cost-recovery fee for the RR Visit, which is currently \$2,100. The hotel will create an action plan for improvement with the assistance of the RSM. The hotel shall have sixty (60) days to remedy non-compliance, which shall be verified through a no-fee, follow-up breakfast assessment.
4. Hotels on probation shall be subject to periodic follow-up breakfast visits until a passing Breakfast Assessment score is achieved.
5. Upon a second consecutive failure, the property will be placed in Hearing status.
6. If these criteria are not met, 120 points will be deducted and will double to 240 points loss if not corrected on the next assessment.
7. If 240 points are deducted, the hotel will have 30 days to submit credible evidence that they comply with requirements or they will be placed on breakfast probation.
8. Properties placed on breakfast probation will require a Regional Services breakfast consultation visit (the "BRRV" Visit), incurring a cost-recovery fee for the BRRV Visit, which is currently \$2,100.
9. The hotel will create an action plan for improvement with the assistance of the RSM.



10. The hotel shall have sixty (60) days to remedy non-compliance, which shall be verified through a no-fee, follow-up breakfast assessment.
11. Hotels on probation shall be subject to periodic follow-up breakfast visits until a passing Breakfast Assessment score is achieved.
12. Upon a second consecutive failure, the property will be placed in Hearing status.
  - Non-compliance with any of these requirements will cause a one hundred and twenty (120) point loss for a first offense and 240 point loss for a second consecutive offense

*NOTE: Properties losing 420 points, for any or combination of brand compliance requirements for breakfast will be placed in Hearing status.*

## **PUBLIC AREAS: Services and Facilities Experience**

### **Additional Toiletries/Amenities Available (Brand Standard)**

Reference 3.15

Toiletries must be available on-site to guests on request 24 hours daily.

1. The following items, if not provided in guest rooms will be available free of charge at reception:
  - a. Razor
  - b. Shaving foam
  - c. Toothbrush
  - d. Toothpaste
  - e. Comb
  - f. Sewing kits
2. Feminine hygiene products are also required; however, there may be a charge for this item. (Could be in a ladies public restroom or in a vending machine.)
3. If only one item is not available, a marginal 0-point will be noted. If on the next Assessment this or any other item is unavailable, the points are to be deducted.
4. Best Western branded hotels may charge a reasonable fee for providing copying or printing services over twenty (20) pages. The first twenty (20) pages shall be free of charge.
  - If these criteria are not met, sixty (60) points will be deducted; points will double on each subsequent assessment if not corrected.

### **Carbon Monoxide Detector (Comply/Non-Comply)**

Reference 3.16

All hotels shall have and maintain in working order carbon monoxide detectors (as described below) in: (a) all guest rooms; (b) all rooms and enclosed spaces where fuel is burned; (c) all rooms and enclosed spaces sharing a wall, floor, or ceiling with an enclosed space where fuel is burned; and (d) all rooms and enclosed spaces next to, above, or below a vent pipe for equipment or appliances that burn fuel. The carbon monoxide detector may be battery-operated; plugged into an electrical outlet with a battery backup and not controlled by a switch; or hardwired with a battery backup if the power is interrupted. The carbon monoxide detector may be combined with a smoke detector.

The carbon monoxide detector must have been tested and certified by a nationally recognized testing laboratory that is OSHA/CCOHS-approved and pursuant to the

requirements of the American National standards 2 Institute (“ANSI”) or Canadian Standards Association (“CSA”) and Underwriters Laboratories Inc. (“UL”), as set forth in either UL2034 or UL2075, or successor standards. If combined with a smoke detector, it must also comply with UL217 for smoke detectors.

**ALL BEST WESTERN BRANDED HOTELS:**

Shall comply with all prevailing laws, ordinances and regulations pertaining to carbon monoxide detectors and alarms, and to the extent there is a conflict between these Best Western requirements and any state, federal, or local law, the more stringent requirement shall apply to any room or space; and shall be responsible for regularly checking to ensure that such carbon monoxide detectors are functioning properly at all times, which shall include but is not limited to promptly replacing any stolen or damaged detectors (if any) and batteries (if any).

“Fuel” means any type of fuel, including but not limited to natural gas, oil, coal, charcoal, petroleum, propane, gasoline, and wood; and

“Equipment or appliances that burn fuel” means any equipment, appliance, or other source that burns any type of fuel, including but not limited to heaters, hot water heaters, furnaces, fireplaces, wood-burning stoves, gas stoves and dryers, pool and spa heaters, generators, and grills.

- If these criteria are not meet the non-compliance will be noted on the assessment report as non-comply. The hotel shall correct the deficiency within thirty (30) days.
- If the hotel does not comply with the requirements within the specified 30-day correction period, the hotel will be placed in probation status. The hotel shall then have an additional thirty (30) days to correct the deficiency.
- If the hotel does not correct the deficiency within the probationary period, the hotel will be placed in hearing or termination status.

**Dry Cleaning Provided (Brand Standard)**

Reference 3.17

Same day 6 days per week dry cleaning services must be available to guest.

- If these criteria are not met, one hundred and twenty (120) points will be deducted which will double on each subsequent assessment if not corrected.

## **Fitness Room Water (Brand Standard)**

Reference 3.18

Provide a drinking fountain or water cooler in close proximity, or free bottled water within the facility.

- If these criteria are not met, one hundred and twenty (120) points will be deducted; points will double on each subsequent assessment if not corrected.

## **Green Program in Place (Brand Standards)**

Reference 3.19

Does the property appear to have a “Green” program in place? Examples could be, but are not limited to having measures in place like recycle containers in the public area or in guestrooms or towel/linen reuse signage or CFL lighting, etc.

- If these criteria are not met, twenty (20) points will be deducted.

## **Harley Davidson (Comply/Non-Comply)**

Reference 3.20

The program is designed to promote both Best Western & Harley Davidson Brands in North America while driving more guests to our hotels, and promoting motorcycle-centric road travel. Properties that participate in the Harley-Davidson program are required to provide the following:

1. Provide wipe-down towels for motorcycle
2. Provide access to a washing station (hose & bucket) for motorcycle cleaning

- If not comply, property will be removed from program.

## **I Care 2 Program Compliance (Comply/Non-Comply)**

Reference 3.21

Based on a membership-approved ballot, all hotels are required to implement and maintain a general clean and preventative maintenance program. As part of the General Clean program, hotels are required to keep a record of a semi-annual thorough cleaning program for each guestroom and public area. The Preventative Maintenance program requires hotels to keep a record of preventative maintenance completed in guest rooms and on major equipment (e.g., HVAC, boiler, etc.). The records can be tracked manually or through the Excel template available from Regional Services. Hotels may choose to use a third party Preventative Maintenance Management program.

1. Any hotel that has not complied with these requirements, as determined during an assessment, will not receive a point loss deduction, but must correct the deficiency.
  - a. Within 30 days, the hotel must:
    - i. Complete on-site Deep-Clean & Preventative Maintenance training on a cost-recovery basis (currently \$2,100).
    - ii. Implement and set up the tracking system to meet the required deep cleaning and/or preventative maintenance program at the hotel.
  - b. Within 120 days, the hotel must establish and provide two months of proof of accurate, detailed tracking documentation of the deep cleaning and preventative maintenance programs in order to avoid being placed in probationary status.
  - c. If the hotel does not comply with the program requirements within the specified correction periods, the hotel will be placed in probationary status. The hotel will then have an additional 30 days to complete the requirements. Then, if the hotel does not comply with the requirements within the additional 30 days, the member will be placed in hearing status.

In some cases, there may be appropriate documentation but there is excessive point loss for Clean or Repair. If Clean or Condition point losses are excessive, the property will be considered non-compliant and have to comply with the items above.

- If these criteria are not met, The I Care 2 Program Compliance will be marked as non-compliant. Comments will be noted as to the reason for non-compliance.

## **I Care Clean Requirements (Brand Standards)**

Reference 3.22

1. As a way to reassure customers of the commitment to cleanliness and working order that every Best Western Member has made, each North American Best Western branded hotel shall purchase and place into use the following items. Each hotel will be required to maintain an inventory of the items and replace them as necessary on an ongoing basis.
  - a. For each television in guest rooms: (i) a “Clean Television Remote Control”; or (ii) a “Clean Television Remote Control Sleeve Wrap” for an existing remote that cannot be functionally replaced by a Clean Television Remote Control.

- b. A hygienic wrap to protect the extra pillow and/or blanket when provided in guest rooms.
  - c. One (1) UV Sterilizer Wand for each 20 guestrooms in hotel inventory.
  - d. One (1) Housekeeping Inspection Blacklight per each 20 guestrooms available in hotel inventory.
2. Hotels shall purchase and implement one additional UV Sterilizer Wand and one **additional** Housekeeping Inspection Blacklight at the midpoint between 20 room increments (e.g. 22 rooms requires one of each item; 30 rooms requires two of each item; 40 rooms requires two of each item; 50 rooms requires three of each item; 60 rooms requires three of each item; etc.).
  - If these criteria are not met, sixty (60) points will be deducted; points will double on each subsequent assessment if not corrected.

### **Pet Friendly Requirements (Comply/Non-Comply)**

Reference 3.23

Best Western Plus hotels that allow pets and market their hotels as allowing pets, shall comply, at a minimum, with the following Best Western Plus Pet Policy in order to be listed as “pet friendly” in Best Western’s reservation systems:

1. Any Property that accepts pets at its property shall allow up to two domestic dogs in a rented room. The size limit for any one dog shall be 80 pounds. Other pet types (e.g. cats, birds, monkeys, snakes or other animals) shall be allowed at the discretion of the individual property and the Property may require approval prior to arrival.
2. A maximum charge of \$20 per day shall be allowed for bookings. A maximum charge of \$100 per week shall be allowed for bookings.
3. All Properties may require a \$50 per stay refundable damage deposit of all guests with a pet. This does not limit a property to charging additional amounts for damages.
4. Properties shall establish reasonable rules with regard to the care and supervision of pets while at the property that shall be provided to, acknowledged by, and signed by guests upon check-in.
  - If these criteria are not met, noncompliance will be noted on the Property Update page and the pet friendly icon will be removed from the property’s web site for a minimum of one year.

### **Snacks, Hot and Cold Beverages Available (Brand Standard)**

Reference 3.24

1. Snacks and at least hot tea or hot coffee with usual accompaniments and cold

beverages (at least two cold beverages not to include bottled water) are to be available at the property 24 hours a day and may be sold through a vending machine.

2. An on-premises 24 hour restaurant meets this qualification.
3. A minimum of two snacks must be available and may be sold through a vending machine.
4. Hot Cups used on the breakfast buffet, at coffee stations in public areas, etc. must be a minimum size of 10 oz. If using ceramic / porcelain cups, the size requirement could be satisfied with an additional 10 oz. disposable, compliant hot cup. If using disposable cups, they must be insulated through the use of a sleeve, integral additional insulating layer, or corrugation that insulates the hand from hot beverages. The BW approved Marketing Message (e.g. Best Western Rewards) must be on all disposable cups. Styrofoam cups are not permitted.
5. There may be an “extra” charge for “after hours” service.

Common reason for point loss: Hot and cold beverages are available 24 hours, but snacks are not available at the property. It is a requirement that the beverages and snacks be available at the property, not at an adjacent restaurant or convenience store.

Acceptable solution: A stocked vending machine, in-room stocked mini-bars, in-room stocked refrigerators, or cold drinks available at the front desk would satisfy the cold beverage requirement. A stocked vending machine, in-room mini-bars stocked with snacks, or snacks available through the front desk would satisfy the snack requirement.

- If these criteria are not met, sixty (60) points will be deducted for Brand Standards; points will double on each subsequent assessment if not corrected

## **Sundry Items Available (Brand Standards)**

Reference 3.25

Sundry items are to be available (at charge) from sundry shop, front desk, or vending machine. Properties must sell, at a minimum, the following sundry items. All items must be nationally recognized, non-discount brands.

### Beverages:

1. Soda & Juice - minimum of two different sodas and two different juices (must be 100% juice)
2. Bottled Water



3. Wine and/or beer (if permitted by law) – optional

Food and Snack items (minimum of one each):

1. Candy
2. Energy/Granola bars
3. Cookies
4. Crackers
5. Convenience meals (frozen or shelf stable) – optional

Hygiene & Personal items (minimum of five items):

1. Deodorant
2. Hairspray
3. Eye drops
4. Contact lens solution
5. Sunscreen or other seasonal item
6. Batteries
7. Makeup remover
8. Dental floss
9. Swabs

Newspaper:

Minimum of one local and one national newspaper for sale, unless offered on a complimentary basis. If a national newspaper is not available in the area, no points will be deducted.

Minimum of three (3) of the following items will be required in the Sundry shop, front desk or vending machine:

1. USB Flash drive
2. Cell phone USB charger pack/electronic power reserve
3. Sports ear buds
4. Computer mouse
5. USB cable

- If these criteria are not met one hundred and twenty (120) points will be deducted for Brand Compliance. Points will double on subsequent assessments if not corrected.

**Pool Covers Provided (Brand Compliance)**

Reference 3.26

If a swimming pool is closed for the season or temporarily closed for more than one week (not open to guests for swimming) and not maintained in a clean, circulating,

filtered condition, points are to be deducted.

In addition, for a pool with a width or diameter 8 ft. or greater, the cover should hold a weight of 485 lbs. at its center (2 adults and one child) to permit a rescue. A pool cover for a pool that is less than 8 ft. in width or diameter should hold a weight of 275 lbs. at its center (1 adult and one child) or points are to be taken. Although non-porous style pool covers are acceptable, porous mesh style pool covers are preferred.

Condition of pool cover should be called under the Supplemental Facilities Report. All pools are assessed regardless of being open/close status. This is to ensure that it stays clean and presentable in its storage state/condition.

- If these criteria are not met the full sixty (60) points will be deducted for Brand Compliance.

### **Pool Depth Markers Provided (Brand Compliance)**

Reference 3.27

Pool Depth Markers provided on pool and indicate feet or meter. As nearly as practical, depth markers shall indicate every two foot change in depth variation. The indications shall appear on each pool side, not ends. Depth markers shall appear on the horizontal edge surfaces and indicate whether the number is “FT” (United States) or “M” (Canada). Depth markers shall also be placed on the vertical surface directly below the horizontal surface markers. The vertical markers do not need to indicate “FT” (feet) or “M” (meters). Size = be able to read it. Ft. = ½ size of number.

- If these criteria are not met, two hundred and forty (240) points will be deducted for Brand Compliance.

### **Pool Towels (Brand Compliance)**

Reference 3.28

Pool towels if provided to be a minimum of 10 pound.

1. Determination of compliance is based on towel weight.
  2. Estimate towel weight by studying pile composition of terry cloth.
- If this criterion is not met, sixty (60) points will be deducted. Point losses will double for non-compliance in a subsequent/the next assessment (120 points), and then double again (240 points) in a consecutive/the third non-compliant assessment.

## **Public Areas – Service Standards/Executive Residency (Brand Standard)**

Reference 3.29

1. Front desk
    - a. Staffed 24 hours per day
  2. Housekeeping (at a minimum)
    - a. Every third-day
    - b. Daily: fresh towels and trash pick-up
    - c. Full clean upon request
  3. Guest Laundry
    - a. Provide coin-operated soap/bleach/softener dispenser, or have products available in the sundry shop or at the front desk with a sign indicating where it is available.
  4. Business Center
    - a. A business center with wireless HSIA connectivity and print capability is required
- If any one or more of the above is missing, sixty (60) points will be deducted; points will double on each subsequent assessment if not corrected.

## **GUEST ROOMS: Bedroom Experience**

### **Coffeemaker or Tea maker (Brand Compliance)**

Reference 3.30

#### **Verify compliance in all rooms assessed.**

1. In room coffee makers (single or double cup brew or pod style coffeemakers are required (carafe style coffeemakers are not acceptable)).
2. Guest rooms are required to have coffee or tea makers with complimentary tea or coffee and decaffeinated tea or decaffeinated coffee.
3. Recommended minimum offering is coffee, decaffeinated coffee, and tea.
4. Factory wrapped condiments or condiment packs are also required (sugar, sugar substitute, milk or non-dairy creamer). Stirrers are not considered condiments and accordingly do not need to be factory wrapped; however, highly recommended.
5. A minimum of four servings of coffee and/or tea (combination of regular and decaffeinated products) and appropriate accompaniments are required in each guest room.

- If these criteria are not met, six (6) points will be deducted in each room.

### **Clock with Alarm (Brand Compliance)**

Reference 3.31

#### **Verify compliance in all rooms assessed.**

Each guest room is to be provided a clock with alarm. The clock must have a single set alarm that prevents the alarm from ringing unless the guest has set it. Minimum size of display to be 0.9". MP3 connection preferred

- If these criteria are not met, six (6) points will be deducted in each room

*NOTE: If this clock is the sole method to meet the requirement for a wakeup call, it must be appropriately equipped and instructions must be available in the guest directory or elsewhere in the room.*

### **Clothes Hangers Adequate (Brand Compliance)**

Reference 3.32

#### **Verify compliance in all rooms assessed.**

There are to be 8 hangers in each guest room, including at least 2 hangers with skirt clips (included in the 8). Matching wood or permanent hangers are to be supplied. Must be selected from Best Western "Better" rated the PLUS rated quality of supplies at BW Supply or approved Upgrade.

If these criteria are not met, three (3) points will be deducted if one is missing / six (6) points will be deducted if two or more are missing in each room

### **Desk Blotter (Brand Compliance)**

Reference 3.33

#### **Verify compliance in all rooms assessed.**

Hotels shall provide a Best Western Hotels & Resorts (“Best Western”) approved blotter pad in each guest room consistent with the hotel’s product descriptor.

- If these criteria are not met, six (6) points will be deducted in each room.

### **Directory of Services (Guest Directory) (Brand Compliance)**

Reference 3.34

#### **Verify compliance in all rooms assessed.**

A printed Directory of Services (Guest Directory), at least in English, shall be provided in each guest room, describing the various facilities and services provided by the hotel and the hours such facilities and/or services are available (e.g. breakfast hours, restaurant hours), unless available through reception which is staffed 24 hours per day (e.g. fax and photocopier availability).

The Directory of Services may be an electronic version available on the television. Multiple languages for the Directory of Services are not required, but are encouraged.

- If these criteria are not met six (6) points will be deducted in each room.

### **Emergency Instructions (Fire) (Brand Standard)**

Reference 3.35

1. Instructions on staying in the room and/or escaping during a fire emergency shall be provided in each guest room in a convenient location.
2. Fire emergency instructions for rooms opening into an interior corridor shall be posted on the back of the entrance door, or next to the entrance door, (including the bathroom door if adjacent to the guest room entrance door). It shall also provide a map showing the relation of the room to nearby exits in the same location.
3. Fire emergency instructions for exterior corridor rooms can be included in a printed Directory of Services or any other convenient location within the guest room.
4. An electronic version (available only on the television screen) may not be the

only source for fire emergency instructions.

Common reason for point loss: Exterior corridor properties do not provide any fire emergency instructions.

Acceptable solution: Exterior corridor properties should decide on whether or not to advise guests to call and report the fire directly to authorities or to call the front desk.

- a. Evacuation procedures and assembly location should be provided. Some fire authorities prefer an assembly of guests and some do not.
- b. Likewise, some fire authorities recommend the guest call the fire department (in North America by dialing 911) directly to report any fire or smoke, while others prefer guests report such instances to the front desk. (Many reception areas are not staffed every minute of every day or at all after hours. It is strongly recommended that the policy be to advise reception or to call the Fire Department directly, but in either case it is recommended that the “local fire department number” be listed.)
- c. These notices are to be posted in a convenient location. While the back of the entrance door is generally the preferred location, other locations may also be convenient.
- d. It is recommended very strongly that you contact your local fire authority and obtain their recommendations in preparing these instructions and their placement.

Common reason for point loss: Interior corridor properties do not provide any fire instructions or do not provide a map showing the room in relation to nearby exits.

Acceptable solution: Interior corridor properties also need to decide on whether or not to advise guests to call and report the fire directly to authorities or to call the front desk.

- a. Evacuation procedures and assembly location should be provided.
- b. Some fire authorities prefer an assembly of guests and some do not.
- c. Likewise, some fire authorities recommend the guest call the fire department (in North America by dialing 911) directly to report any fire or smoke, while others prefer guests report such instances to the front desk.
- d. A layout of each floor will be needed to provide the necessary maps showing the relation of the room to nearby exits.
- e. These notices are to be posted in a convenient location. While the back of the entrance door is generally the preferred location, other locations may also be convenient.
- f. It is recommended very strongly that you contact your local fire authority

and obtain their recommendations in preparing these instructions and their placement (but in any case to list the Fire Department number the guest directory and elsewhere in the room).

- If these criteria are not met, Two hundred and forty (240) points will be deducted.

## **Emergency Instructions (Medical) (Brand Standard)**

Reference 3.36

1. Instructions on how to obtain emergency assistance are to be provided in each guest room.
2. The instructions may be included in dialing instructions, the Directory of Services, or as a separate information piece conveniently located.
3. A pull alarm properly signed complies.
4. Dialing instructions, room emergency, and fire instructions can all be in the guest directory.

Common reason for point loss: Instructions for obtaining emergency assistance are not provided.

Acceptable solution: Provide clear instructions on how the guest is to call for emergency assistance.

- a. In North America, dialing “911” is the recommended method and instructions should provide that information. The instructions may be included in the general dialing instructions on the phone or in the Directory of Services or in some other convenient location.
  - b. If calling the front desk is the preferred method, then those instructions should be provided.
  - c. This requirement is concerning “emergency” medical assistance, not a casual requirement for a doctor. A doctor listing can be included in the directory but is not to be considered relevant to this requirement.
  - d. It is strongly recommended that if calling reception is the suggested policy, then the “local number for medical emergencies” be included in the directory and / or in this listing, wherever located.
- If these criteria are not met, Two hundred and forty (240) points will be deducted.



## **Hot Cups Available (Brand Compliance)**

Reference 3.37

### **Verify compliance in all rooms assessed.**

10 oz. or larger cups must be provided in the guestroom. Size requirement could be satisfied with an additional 10 oz. disposable if using china / ceramic cups that are less than 10 oz. Cups must have a sanitary wrap. Two cups per bed must be available.

China / ceramic cups shall be sanitized in accordance with applicable government regulations. Sanitized cups shall be placed in an approved bag. Alternatively, the top and rim of the cup may be covered with approved shrink wrap plastic or fitted heavy paper cap. The sanitized cups may also be inverted on a coaster / doily.

When disposable cups are used, they must be presented in 1 of 3 ways: 1) pre-wrapped, 2) inverted on a coaster, 3) upright with a to-go lid affixed to the cup. All disposable cups must contain the Best Western approved marketing message and be insulated through the use of a sleeve, integral additional insulating layer, or corrugation that insulates the hand from hot beverages. Styrofoam cups not allowed. The above does not pertain or apply to those properties or guest rooms with "kitchens". (Kitchens with extra plates, bowls, glasses). The above only applies to in room coffee cups.

If these criteria are not met, three (3) points will be deducted if one is missing / six (6) points will be deducted if two or more are missing in each room

## **Ice Bucket Available (Brand Compliance)**

Reference 3.38

### **Verify compliance in all rooms assessed.**

Leatherette or approved upgrade (e.g. stainless steel) ice bucket available in the guest room. 3 qt. minimum.

Must be selected from Best Western “Better” rated quality of supplies or approved upgrade. Matching lid is recommended.

A tray is not required; however, if provided it must be coordinated/matching and shall meet the same quality standards as the accompanying ice bucket.

- If these criteria are not met, six (6) points will be deducted in each room

## **Iron and Ironing Board Available (Brand Compliance)**

Reference 3.39

### **Verify compliance in all rooms assessed.**

An iron and ironing board must be provided in each room. Tabletop ironing boards are not acceptable. Full or ¾ size free standing or wall-mounted units are acceptable. Iron must be a full size (not a travel size). Must be selected from Best Western “Better” rated quality of supplies or approved upgrade.

- If these criteria are not met, six (6) points will be deducted in each room

### **Laundry Bag Provided (Brand Compliance)**

Reference 3.40

#### **Verify compliance in all rooms assessed.**

A laundry bag shall be supplied in each guest room. The laundry bag shall be opaque and of reasonable size. Trash bags are not acceptable.

Test: Can you easily see your hand through the bag? Then it is not opaque.

- If these criteria are not met, six (6) points will be deducted in each room

### **Lighting is Adequate (Brand Compliance)**

Reference 3.41

#### **Verify compliance in all rooms assessed.**

Adequate lighting is of major importance to guests in surveys and inadequate lighting is a major source of complaint.

1. With the drapes drawn and all the lights on, the guest should be able to read the fine print of a newspaper anywhere in the room.
2. With the drapes drawn and only the bedside lamp lit, the guest should be able to read a newspaper in bed.
3. While sitting in any chair's normal location and with only the lamp closest to the chair lit, the guest should be able to read a newspaper.
4. While sitting at a desk or worktable and with only the closest lamp lit, the guest should be able to read a newspaper.
5. With only the closest lamp lit, the guest should be able to see into the drawers of any chest or see into any closet, or examine their appearance in any mirror.

- If these criteria are not met, six (6) points will be deducted in each room.

### **Locking Device/Door Assessment Guide (Comply/Non-comply)**

#### **Mandatory on Primary Guest Room Doors**

Reference 3.42

Electronic guest room entrance locks are mandatory.

1. Electronically activated and always to remain in the locked position
2. Lockset shall only unlock with the use of guest, master or emergency key
3. Keyed to at least three levels of security (guest key, master key and emergency key)
4. Lockset shall automatically re-code with each use of a newly assigned guest key, voiding all previously issued guest keys
5. Room numbers, property name (and or address), or Best Western affiliation shall not be displayed on the key
6. Fail-safe feature shall be provided to allow entrance to the guest room
7. Low battery warning feature is required
8. An audit trail/interrogation feature is required
9. An automatic time-out feature is required
10. No room numbers displayed on key cards
11. Flush panel solid-core or metal door
12. Self-locking electronic knob/lever lock with 1" metal dead bolt locks
13. Security door chain, door guard or latch guard
14. 180 degree door viewer (Measures 120 degrees or higher)

During the QA Assessment, the following will be verified:

1. Exterior door lock, solid core or metal door, self-locking, 1 inch deadbolt, chain guard, chain, loop guard or latch in place and working, hinges on the inside of doors
2. The Best Western Accredited Assessor will verify that guest room key or master key will not open door if deadbolt is activated
3. The Best Western Accredited Assessor will verify the condition of the door viewer and degrees.

## **Mandatory on Interconnecting Doors**

Reference 3.43

During the QA Assessment, the following will be verified:

1. Two flush panel solid-core or metal doors
2. Hinges on the inside
3. Self-locking knob/lever lock that is tamper proof between doors
4. Inch deadbolt (1/2" dead bolts on doors with metal frames are acceptable until replacement).
5. Deadbolt non-accessible
6. The Assessor will view the connecting door both in open and close positions.

7. Keyed deadbolt on Interconnecting door is acceptable

### **Mandatory on Sliding Glass Doors (wherever located)**

Reference 3.44

During the QA Assessment, the following will be verified:

1. Two locking devices (safety bar, dead bolt, pin lock, or other)
2. Sliding panel installed on the inside of stationary door

### **Mandatory on Secondary Guest Room Doors – Public Access**

Reference 3.45

Must comply with the same requirements as Primary Guest Room Doors.

### **Ground Level Balcony/Patio Doors without a Walkway**

Reference 3.46

During the QA Assessment, the following will be verified:

1. Flush panel solid-core or metal door
2. 1 inch deadbolt (1/2" dead bolts on doors with metal frames are acceptable until replacement).

### **Private Balcony/Patio Doors above the First Floor without a Walkway**

Reference 3.47

During the QA Assessment, the following will be verified:

1. Flush panel solid-core or metal door
2. Any locking device.

### **Guest Room/Bathroom Windows**

Reference 3.48

During the QA Assessment, the following will be verified:

Windows that open must have a locking device.

- If these criteria are not met the non-compliance will be noted on the assessment report. The hotel shall correct the deficiency within 21 days.
- If the hotel does not comply with the requirements within the specified 21-day correction period, the hotel will be placed in Hearing status and may be considered for termination.

## Telephone Message Pad & Pen Required (Brand Compliance)

Reference 3.49

### **Verify compliance in all rooms assessed.**

A telephone message pad and pen shall be conveniently provided within each guest room. Must be selected from Best Western “Better” rated quality of supplies or approved upgrade. It is strongly recommended that the message pad and pen be located near the telephone in the bedroom and/or sitting room and placed with the required note pad

- If these criteria are not met, six (6) points will be deducted in each room

## Tumbler Provided (Brand Compliance)

Reference 3.50

### **Verify compliance in all rooms assessed.**

Two (2) tumblers per bed. The tumblers need to be 12 oz. or larger. Tumblers shall be sanitized in accordance with applicable government regulations.

Sanitized glasses shall be placed in an approved glass bag. Alternatively, the top and rim of the glass may be covered with approved shrink – wrap plastic or a fitted heavy paper glass cap.

Glasses may also be inverted on a coaster / doily. When disposable glasses are used, they shall be pre-sanitized and pre-wrapped and a minimum size of 12 ounces.

If using glass tumblers less than 12 ounces in size, the minimum size requirement can be met by providing an additional compliant (pre-wrapped, plastic) 12 ounce disposable cup. Styrofoam cups are not allowed.

The above does not pertain or apply to those properties or guest rooms with "kitchens". (Kitchens with extra plates, bowls, glasses). The above only applies to in room tumblers.

If these criteria are not met, three (3) points will be deducted if one is missing / six (6) points will be deducted if two or more are missing in each room

## **GUEST ROOMS: Entertainment/Work Experience**

### **Desk Chairs (Comply/Non-Comply)**

Reference 3.51

Premium commercial quality leather or fabric upholstered rolling chair that coordinates with the room décor. The Best Western accredited assessor will assess using these guidelines:

Premium commercial quality leather or fabric upholstered rolling chair that coordinates with the room décor.

- If non comply, property will be placed in probation status and has 90 days to correct as verified through Best Western Design department
- If not corrected within 90 days the property will be placed in hearing status

### **Free Long Distance Access (Brand Standard)**

Reference 3.52

Long distance access shall be offered to guests free of any long distance access charges. Allowing guests to reach 800, 888, 877 or any other toll-free or credit card numbers without charge satisfies this requirement. It is acceptable for a property to charge for direct dial long distance calls.

- If these criteria are not met, Two hundred and forty (240) points will be deducted.

*NOTE: Not applicable in the Caribbean.*

### **Free Local Calls (Brand Standard)**

Reference 3.53

Local calls under 30 minutes per call shall be provided to guest, free of charge. A property may charge for local calls after 30 minutes.

- If these criteria are not met, Two hundred and forty (240) points will be deducted.

*NOTE: Not applicable in the Caribbean.*

### **High Speed Internet Access (HSIA) (Comply/Non-Comply)**

Reference 3.54

High Speed Internet access (HSIA) is required at each North American property. The current specifications follow:

Accessibility in 100% of guest rooms, Hotel Lobby, Business Center and Breakfast Area via wireless.

1. This service is to be offered at no cost to the guests and be available 24-hours per day, 365 days a year.
2. Three (3) hard-wired connections must be available on premise in either separate guest rooms, public areas, or some combination thereof. New properties must be 100% wired and wireless.
3. Must be able to connect to VPN, email and access the Internet in all locations.
4. The minimum acceptable signal strength must be at least 65dbm in all applicable areas of the hotel as specified in the coverage requirements.
5. An access control and authentication service must be implemented within the HSIA system requiring a guest to enter a password to utilize the internet. This access control mechanism must be the same regardless if the connection is hardwired or wireless. A second level of access control and authentication may be used on the wireless network connection if the hotel is implementing Wi-Fi encryption.
6. A method of bandwidth management must be implemented that ensures that each user gets fair access to bandwidth.
7. All access points must support 802.11b, 802.11g, and 802.11n wireless standards.
8. All wireless access points (AP) must have a consistent naming convention so as to be identifiable to hotel guests as belonging to the Best Western location, and must be enabled for SSID broadcast.
9. Must have in-room information on how to obtain 24 X 7 technical support. (This can be on a Table Tent, Guest Directory or any other areas in the guest room). An acceptable solution is to instruct guests to call the Front Desk for support, provided the staff can provide proof of 24X7 support access if they are unable to correct the guest issue.
10. HSIA system must be installed according to the system installation requirements.
  - a. Components are installed in environmentally friendly locations that are dry, climate-controlled and free of dust and clutter.
  - b. Components in equipment/phone rooms are installed professionally (placed in racks or on shelves).
  - c. Equipment/phone rooms are secured, preventing unauthorized access.
  - d. Cables and face plates are labeled to identify which component or guest room is being supported.
  - e. Cable management is in use (cables are held together in bunches with



ties or are run in cable trays).

- The non-compliance will be noted on the assessment report. The hotel shall correct the deficiency within 60 days. Best Western Hotels & Resorts shall send a 60-day notice of non-compliance to the hotel. The hotel shall correct the deficiency and shall provide a statement of compliance signed by the voting member to BWI within the 60-day period.
- If the hotel does not comply with the requirements within the specified 60-day correction period, the hotel will be placed in probation status. The hotel shall then have an additional 30 days to correct the deficiency.
- If the hotel does not correct the deficiency within the additional 30 days, the member shall be placed in hearing status
- If the voting member certifies compliance, but it is determined subsequently (e.g., a later assessment) that the hotel is not compliant, the hotel shall be placed in hearing status and shall be subject to cancellation.

### **Telephone Provided and Operates 24 hours per Day (Brand Standard)**

Reference 3.55

Each bedroom is to be provided a telephone that operates 24 hours per day, permitting incoming and outgoing calls. (One phone in a suite is acceptable. An outside caller must be able to reach a guest by telephoning a guest in their room or by calling the property without having knowledge of the guest's room number.

Common reason for point loss: If the property has no means of transferring calls after reception is closed or if the property does not “know” what room a guest is in when answering “night” calls.

Acceptable solution: Property must provide means for transferring calls 24 hours each day.

- If these criteria are not met, Two hundred and forty (240) points will be deducted.

### **Television Channel Guides (Brand Compliance)**

Reference 3.56

**Verify compliance in all rooms assessed.**

Hotels shall provide a television channel guide in each guestroom. Compliance with this requirement can be accomplished by providing:

1. An electronic listing on the television, or
2. A printed card or tent that is located near the television remote control, or

3. A television channel guide in the guest directory

- If these criteria are not met, six (6) points will be deducted in each room assessed

**TV Requirement (Comply/Non-Comply)**

Reference 3.57

**Verify compliance with the requirements including:**

- date of manufacture
  - size and flat panel
  - commercial grade
1. Televisions purchased prior to July 1, 2011 that do not meet requirements are compliant until seven years after the original date of manufacture. Date of Manufacture can normally be verified by looking at the label on the back of the television. If there is no Date of Manufacture indicated, then the date of purchase may be used.
  2. On January 24, 2013 the Board approved a policy that gives members until January 1, 2016 to replace non-commercial flat-panel television with a date of manufacture between July 1, 2011 and January 1, 2013 provided they meet the minimum size requirement for the property descriptor. Properties taking advantage of the option to keep otherwise compliant non-commercial sets purchased during the July 1, 2011 – January 1, 2013 window will go into a Probation status for this issue and will remain there until they replace the television with commercial sets. Probation does not affect their credit but does prevent auto-transfers.
  3. Non-commercial televisions purchased after January 1, 2013 are not compliant and the member will not be able to keep them once identified during an inspection.
  4. LCD, LED or plasma flat panel televisions are required. Television size requirements. Refer to the ballot television guidelines below for television size Requirements. All measurements are diagonal and are taken for the TV display area (not overall size of the TV).
  5. Commercial grade televisions are required. Verification can be made in one of the following ways:
    - a. Look at the manufacture label on the back of the television to see if there is verbiage indicating that the set is compliant (i.e. ‘commercial’, ‘hospitality grade’, etc.).

- b. Inputting the model number into sites such as Google and browsing the results to see if the set is commercial grade. Note that if there is an H in the model number it is a clue that the TV may be 'hospitality grade'.
- c. Asking the property for the 'master remote'. If the property has different make and model number TV's a "Master Remote" will need to be obtained for each. On the first visit after January 1, 2013, and until compliance is noted, use their master remote to access the set up area and check for settings that can be changed. Features available on commercial grade televisions (not assessed for) are:
  - i. Channel mapping, which ensures no blank channels are available and channels can be grouped together by category, local network, sports, entertainment, etc.
  - ii. Channel labeling capabilities, which allows the set to display, for example, ABC, CBS, or NBC instead of WNXV, KPHO, or KAET.
  - iii. Volume limiting capabilities, which prevent the television volume from exceeding a maximum level over which guests in adjacent guestrooms may hear the program and limits the volume when the TV is powered up.
  - iv. Front panel control lock outs, which prevent guests from adjusting settings that may adversely affect the experience of subsequent guests.
  - v. Cloning capabilities, which allow for easy transference of settings from one set to all other sets on the property. Hotel staff can quickly reset the TV or multiple TV's in the event of some system failure. If the property is not utilizing these features they are still in compliance. It is highly recommended that hotels use the features available with commercial TV's to improve the guest experience.
- 6. Public Area televisions not specifically addressed (i.e. lobby, guest laundry) are not required to be commercial grade or meet a minimum size; however, it is highly recommend that they are commercial grade and of a size that is appropriate for the area.

*NOTE: Pro:Idiom chips, HDMI and VGA ports are required if the hotel needs these features for their signal delivery. Best Western accredited assessors will not be checking compliance for these items.*

<b>BEST WESTERN PLUS</b>		
Guest Room	Minimum one 37" or larger	For all new construction and conversion property membership applications received on or after September 1, 2015 - Minimum of one (1) 40" or larger
Suite <b>without</b> full wall and door separator	Minimum one 42" or larger clearly viewable from both the seating area and the sleeping area; <b>or</b> minimum two 32" or larger	For all new construction and conversion property membership applications received on or after September 1, 2015 - Minimum of two (2) 40" or larger
Suite <b>with</b> full wall and door separator	Minimum two 37" or larger and one 32" or larger	For all new construction and conversion property membership applications received on or after September 1, 2015 - Minimum of two (2) 40" or larger

- If any of these criteria are not meet the non-compliance will be noted as non-comply on the assessment report. The hotel shall correct the deficiency within twenty-one (21) days.
- If the hotel does not comply with the requirements within the specified twenty-one (21) -day correction period, the hotel will be placed in hearing status and shall be subject to termination.

## **Guest Rooms – Executive Residency (Brand Standard) (If applicable)**

Reference 3.58

### Guest Room:

#### 1. Kitchenware

- 8 quart saucepan with lid
- 4 quart saucepan with lid
- 10in. fry pan
- 6in. fry pan
- Drawer organizer
- Serving spoon
- Can opener
- Corks/Screw/Bottle opener
- Rubber spatula
- Pot holder – 2
- Cutting board
- Paring knife
- French knife
- Peeler

- o. Measuring cup and spoon set
  - p. Paper towel holder
  - q. Dish soap (in manufacturer's container)
  - r. Dishwasher detergent
  - s. Dish towels – 2
  - t. Toaster
2. Dinnerware
- a. 9in. (appr.) dinner plates (porcelain, ceramic, or Corelle® style or equivalent required).
  - b. 6in. (appr.) plates
  - c. Cereal bowls
  - d. Coffee mugs
  - e. Three piece cutlery plate settings (knife, fork, spoon)
  - f. 12 to 14oz. glasses
  - g. Disposable/portion control salt & pepper
- Marginal for 1 item missing; sixty (60) points will be deducted if more than one item is missing. Points will double on each subsequent assessment if not corrected.

## **GUEST ROOMS: Sleep Experience**

### **Bed Height (Comply/Non-Comply)**

Reference 3.59

Minimum bed set (mattress and box spring) height to be 18". (One mattress topper may be used to achieve 1" of this minimum).

The overall bed height is to be at least 25" minimum. ADA or handicap room beds are an exception to this requirement.

- If non-comply, property will be placed in probation status and has 90 days to correct as verified through Best Western Design department.
- If not corrected within 90 days the property will be placed in hearing status

### **"Do Not Disturb" Device Provided (Brand Compliance)**

Reference 3.60

**Verify compliance in all rooms assessed.**

A "Do Not Disturb" device shall be provided in each guest room. The device, such as a turn knob, may be mounted in or on the door or a hanger or card to insert in the card lock slot may be conveniently located within the guest room. Other "Do Not Disturb" devices convenient for the guest and appropriate for the style of door will also be acceptable.

- If these criteria are not met, six (6) points will be deducted in each room.

### **Pillow Requirements (Brand Compliance)**

Reference 3.61

**Verify compliance in all rooms assessed.**

Look at all pillows, on all beds, in all rooms assessed to ensure they meet Brand Compliance standards. Check pillow requirements on the first five rooms where beds are assessed. In other rooms assessed scan pillows for requirements. A minimum of 3 pillows are required on a full size or smaller bed; and a minimum of 4 pillows are required on a Queen or King Size Bed, with all pillows to be enveloped in a pillow protector, and a pillowcase which is manufactured with minimum T-250 (250 threads per square inch) percale with a minimum of 50 percent cotton content.

Additional decorative pillows may be used as a supplement to, but not in lieu of, the required quantity of pillows.

All pillows must meet Best Western specifications = Comforel™, DreamMaker™, or better standard. Supplemental pillows (in drawers, on shelves, etc.) are not required to comply with this standard. The law tag must be affixed to all pillows as required, for compliance and to fulfill assessment requirements. The above specifications describe a down-like synthetic fiber pillow with anti-microbial treatment. These specifications were adopted as a result of consumer research and testing.

If these criteria are not met, three (3) points will be deducted if one is missing / 6 points will be deducted if two or more are missing in each room

### **Top of Bed Requirements (Comply/Non-Comply)**

Reference 3.62

1. Mattress Pad Requirement - each bed shall have a mattress pad.
  2. Sheeting Requirements - each bed shall be triple sheeted, or double sheeted with washable duvet cover with removable insert.\*
    - a. Triple sheeting is defined as making up a bed with:
      - i. A compliant minimum T-200 first (bottom) sheet, either fitted or flat;
      - ii. Topped with a second (middle) sheet beneath which the guest will typically sleep;
      - iii. Topped with a compliant blanket appropriate to the descriptor; and
      - iv. Topped with a third (top) sheet as described below as appropriate to the descriptor.
    - b. Double sheeting with washable duvet cover and removable insert is defined as:
      - iv. A compliant minimum T-200 first (bottom) sheet, either fitted or flat;
      - v. Topped with a second (middle) sheet beneath which the guest will typically sleep; and
      - vi. Topped with a washable duvet cover with a compliant blanket insert.
  3. Decorative Element Requirements and Solutions
    - a. Triple sheeting is acceptable with the third (top) sheet exposed:
      - i. Provided the bed has two additional decorative elements, e.g. the addition of a decorative pillow and a scarf.
      - ii. The third (top) sheet must be 100% polyester jacquard or matelassé patterned fabric with a minimum Weight of 6 oz./sq. yd.; may be white or colored.
- If non-comply, property will be placed in probation status and has 90 days to



correct as verified through Best Western Design department. If not corrected within 90 days the property will be placed in hearing stat

## **GUEST ROOMS: Bathroom Experience**

### **Bath Amenities (Beginning July 1, 2018)**

#### **Bath Amenities (Comply / Non-Comply)**

Reference 3.63

Best Western Plus® – Pharmacopia by Hunter Amenities

Required items: Shampoo, conditioner, facial soap, bath soap. Upgrade options: facial wash, lotion, mouthwash, as additional items to the Best Western Plus brand line.

- If non-comply, property will be placed in probation status and has thirty (30) days to correct as verified through Best Western. If not corrected within thirty (30) days the property will be placed in hearing status.

#### **Bath Mat Provided (Brand Compliance)**

Reference 3.64

**Verify compliance in all rooms assessed.**

A towel material bath mat is provided in each bath/shower area, even one with a heated floor. The towel weight needs to be a minimum of 9.2 lbs. / dz.

An additional bath towel may be substituted for an actual bath mat.

- If these criteria are not met, six (6) points will be deducted in each room

#### **Face Cloth (Brand Compliance)**

Reference 3.65

Face Cloths are required to be a minimum of 1.5 lb./dz. Additionally, the towels must be 85% natural fiber (i.e. cotton). Determination of compliance is based on towel weight. Estimate towel weight by studying pile composition of the terry cloth. If fiber blends cannot be determined on manufacture tag, no deficiency will be cited.

- If these criteria are not met, six (6) points will be deducted in each room

#### **Facial Tissue Provided (Brand Compliance)**

Reference 3.66

**Verify compliance in all rooms assessed.**

Facial tissue in an appropriate receptacle (e.g. no loose tissues) is to be provided within the guest bathroom or the bedroom.

- If these criteria are not met, six (6) points will be deducted in each room

### **Hairdryer in Room (Brand Compliance)**

Reference 3.67

#### **Verify compliance in all rooms assessed.**

A hairdryer shall be provided in each guest room and selected from Best Western “Best” rated quality of supplies or approved upgrade. The hairdryer cannot be wall mounted.

- If these criteria are not met, six (6) points will be deducted in each room.

### **Hand Towels (Brand Compliance)**

Reference 3.68

#### **Verify compliance in all rooms assessed.**

Hand towels are required to be a minimum of 4.5 lbs/dz. Dobby Border. Additionally, the towels must be 85% natural fiber ( i.e. cotton). Determination of compliance is based on towel weight. Estimate towel weight by studying pile composition of the terry cloth. If fiber blends cannot be determined on manufacture tag, no deficiency will be cited.

- If these criteria are not met, six (6) points will be deducted in each room

### **Shampoo Soap/Soap Dispenser Provided (Brand Compliance)**

Reference 3.69

#### **Verify Compliance in all rooms assessed.**

Each guest bathroom shall offer the following:

1. Must provide shampoo, conditioner and soaps selected from the PLUS rated quality of supplies at BW Supply or an approved upgrade.
2. Shampoo is to be provided in each guest room. Packets/sachets are not acceptable.
3. Conditioner is to be provided in each guest room. Packets/sachets are not acceptable.
4. In the shower/tub area: a bar of soap or a conveniently located shampoo/bath gel non-refillable dispenser. If the non-refillable dispenser contains shampoo and conditioner as well as bath gel, this shall fulfill the shampoo & conditioner requirement.
5. Each guest bathroom shall offer 2 bars of packaged soap – one in the shower/tub area and one in the basin/vanity area.

6. Minimum requirements are at least one 1.0 size / .08 ounce bar of Facial soap at the basin/vanity area and one 1.5 size / 1.25 ounce bar of Bath soap at the shower / tub area.
7. A Best Western approved non-refillable soap dispenser and dispensed product are allowed in the shower/tub and/or vanity area in lieu of a bar of soap provided a 1.5 size / 1.25 ounce bar of Facial soap is available at the basin/vanity area. If the Best Western approved non-refillable dispenser contains shampoo and conditioner as well as bath gel, this shall fulfill the shampoo and conditioner requirement. If dispensers are used but not stocked, the appropriate call is to be recorded. When using dispensers, it is recommended that a 1.5 size / 1.25 ounce bar of Bath soap be provided in the shower / tub area.
8. Extra soap and/or shampoo/conditioner shall be available upon guest request.
  - If these criteria are not met, six (6) points will be deducted in each room.

### **Soap Dish (Brand Compliance)**

Reference 3.70

#### **Verify compliance in all rooms assessed.**

Must be selected from Best Western “Best” rated quality of supplies or approved upgrade.

- If these criteria are not met, six (6) points will be deducted in each room.

### **Tissue Holder Provided (Brand Compliance) (Freestanding Decorative)**

Reference 3.71

#### **Verify compliance in all rooms assessed.**

Facial tissue in an appropriate free standing receptacle (therefore, no loose tissues) is to be provided within the guest bathroom or the bedroom. Must be selected from Best Western “Best” rated quality of supplies or approved upgrade.

- If these criteria are not met, six (6) points will be deducted in each room.

### **Towels (Brand Compliance)**

Reference 3.72

#### **Verify compliance in all rooms assessed.**

1. Bath towels are required to be a minimum of 14 lbs/dz. Additionally, the towels must be 85% natural fiber (i.e. cotton).
2. Determination of compliance is based on towel weight.
3. Estimate towel weight by studying pile composition of the terry cloth. The 14 lb towel composition is noticeably thicker than the 12 lb towel by comparison.

4. If fiber blends cannot be determined on manufacture tag, no deficiency will be cited.
  - If these criteria are not met, six (6) points will be deducted in each room.

### **Towel Bar/Towels (Bath, Hand, and Face Cloths Available) (Brand Compliance)**

Reference 3.73

#### **Verify compliance in all rooms assessed.**

1. A towel bar, shelving or designated area of sufficient size to store the following in a convenient location:
  - a. 2 complete sets of towels are to be provided in a single bedded room, and 3 complete sets of towels are to be provided in a multi-bedded room.
  - b. A complete set is defined as 1 face cloth (wash cloth), 1 hand towel and 1 bath towel.
  - c. Extra towels are to be available on request. Sufficient numbers of towels and face cloths are required so guests do not have to wait for towels or face cloths.
- If these criteria are not met, three (3) points will be deducted if one is missing / six (6) points will be deducted if two or more are missing in each room

### **Ventilation Adequate (Brand Compliance)**

Reference 3.74

#### **Verify compliance in all rooms assessed.**

1. A window that opens or mechanically enhanced ventilation (fan with vent) is required in each guest bathroom.
2. Individual or common (shared) venting is acceptable, provided it is mechanically assisted (fan driven). A mechanically assisted updraft can work. A re-circulating type fan can be used.
3. One piece of toilet paper is frequently used to test. The type of ventilation that has drawn from all four sides may need a different test, like using the wastebasket liner because it will cover all four sides. Has to be drawing, not exhausting ventilation. If ventilation cannot be turned on for testing purposes, points must be taken.
4. Ventilation should remove odors and circulate the air to remove moisture. Exhausting from, not into, the room.
5. When adequate ventilation is not available, a musty smell, stale odor and mildew are often present and will result in both Brand Standards and GRPA deficiencies.

Ventilation on timers is acceptable, provided the working condition can be verified.

- If these criteria are not met, six (6) points will be deducted in each room.

### **Wastebasket (Brand Compliance)**

Reference 3.75

#### **Verify compliance in all rooms assessed.**

Two waste baskets shall be provided in each guest room, one in the sleeping area and one in the bath area.

- If these criteria are not met, six (6) points will be deducted in each room.

### **Guest Bathroom – Executive Residency (Brand Standard) (if applicable)**

Reference 3.76

#### **Guest Bath Room:**

1. Toilet tissue:
  - a. 2 rolls, two ply
  - b. 2 additional reserve rolls in storage
- Marginal for 1 item missing; sixty (60) points will be deducted if more than one item is missing. Points will double on each subsequent assessment if not corrected.

# Cups Requirements Chart

## GUESTROOMS

BEST WESTERN®		BEST WESTERN PLUS®/ BEST WESTERN PREMIER®	
Cold Cups	Hot Cups	Cold Cups	Hot Cups
2 compliant cups per bed	2 compliant cups per bed	2 compliant cups per bed	2 compliant cups per bed
Styrofoam <b>not</b> permitted	Styrofoam <b>not</b> permitted	Styrofoam <b>not</b> permitted	Styrofoam <b>not</b> permitted
<b>If using disposable cold cups:</b> Pre-wrapped plastic cups. No minimum size required.	<b>If using disposable hot cups:</b> Must be presented in 1 of 3 ways: 1) pre-wrapped 2) inverted on a coaster 3) upright with a to-go lid affixed to the cup.	<b>If using disposable cold cups:</b> Pre-wrapped plastic cups. Current minimum size is 12 oz.	<b>If using disposable hot cups:</b> Must be presented in 1 of 3 ways: 1) pre-wrapped 2) inverted on a coaster 3) upright with a to-go lid affixed to the cup Current minimum size is 10 oz.
<b>If using glass (cold):</b> Sanitized, in glass bags, or paper glass caps on rims. No minimum size required.	<b>If using ceramic/glass cups/mugs (hot):</b> Must be sanitized and presented in 1 of 3 ways: 1) in a glass bag 2) inverted on a coaster 3) fitted with a heavy paper cap.	<b>If using glass (cold):</b> Sanitized, in glass bags, or paper glass caps on rims. Current minimum size is 12 oz. (size requirement could be satisfied with an additional 12 oz. disposable if using glasses less than 12 oz.)	<b>If using ceramic/glass cups/mugs (hot):</b> Must be sanitized and presented in 1 of 3 ways: 1) in a glass bag 2) inverted on a coaster 3) fitted w/ a heavy paper cap. Current minimum size is 10 oz. (size requirement could be satisfied with an additional 10 oz. disposable if using glasses less than 10 oz.)
	<b>If using disposable hot cups:</b> Must be insulated through the use of a sleeve, integral additional insulating layer, or corrugation that insulates the hand from hot beverages.		<b>If using disposable hot cups:</b> Must be insulated through the use of a sleeve, integral additional insulating layer, or corrugation that insulates the hand from hot beverages
No minimum size required for cold cups.	<b>Minimum size is 10 oz. (size requirement could be satisfied with an additional 10 oz. disposable if using glasses less than 10 oz.)</b>		



	BW Approved Marketing Message (e.g. Best Western Rewards®) on all disposable cups (does not apply to glass or ceramic mugs).*		BW Approved Marketing Message (e.g. Best Western Rewards) on all disposable cups (does not apply to glass or ceramic mugs).*
<b>PUBLIC SPACE</b>			
<b>Cold Cups</b>	<b>Hot Cups</b>	<b>Cold Cups</b>	<b>Hot Cups</b>
Styrofoam <b>not</b> permitted at Breakfast or any area of the property	Styrofoam <b>not</b> permitted	Styrofoam <b>not</b> permitted at Breakfast or any area of the property	Styrofoam <b>not</b> permitted.
<b>Breakfast cup requirement:</b>  Cup must be constructed of high quality paper or glass & can <b>hold a min. 8 oz. liquid.</b> BW logo's cups used for hot beverages may be used for cold, as well.	<b>Minimum size is 10 oz. (size requirement could be satisfied with an additional 10 oz. disposable if using glasses less than 10 oz.)</b>	<b>Breakfast cup requirement:</b>  Cup must be constructed of high quality paper or glass & can <b>hold a min. 8 oz. liquid.</b> BW logo's cups used for hot beverages may be used for cold, as well.	<b>Minimum size is 10 oz. (size requirement could be satisfied with an additional 10 oz. disposable if using glasses less than 10 oz.)</b>
	If using disposable cups: They must be insulated through the use of a sleeve, integral additional insulating layer, or corrugation that insulates the hand from hot beverages.		If using disposable cups: They must be insulated through the use of a sleeve, integral additional insulating layer, or corrugation that insulates the hand from hot beverages.
	BW Approved Marketing Message (e.g. Best Western Rewards) on all disposable cups. (does not apply to glass or ceramic mugs).*		BW Approved Marketing Message (e.g. Best Western Rewards) on all disposable cups (does not apply to glass or ceramic mugs).*
<i>* Exception to the Marketing Message requirement for Roaster's logos (e.g. Starbucks or Seattle's Best Coffee) allowed, with approval from Best Western. If the marketing message changes, use of existing inventory is permitted.</i>			

## **CHAPTER 4 – Brand Standards**

### **Best Western Premier/ (and if applicable) Executive Residency**

Reference 4.01

Brand standards for North America consist of three categories. Comply / non-comply, Brand Standards and Brand Compliance.

#### **Comply / non-comply requirements**

Reference 4.02

At the time of the Quality Assurance Assessment the Best Western accredited assessor will verify several Best Western Requirements that are listed as comply or non-comply on the assessment report. Items marked non-comply will be listed on the assessment report with a time frame for the property to become compliant.

#### **Brand Standards**

Reference 4.03

Brand Standards are for all Best Western Branded Properties. North American Brand Standards are divided into Critical items and Other Items. This report checks for compliance in providing required facilities, amenities and services.

#### **Brand Compliance**

Reference 4.04

Brand compliance measures the compliance or existence of specific requirements. Brand compliance is the documentation that a hotel has complied and has the item or service. Brand compliance items can and are specific to each brand. Brand compliance does not measure the condition of the requirement or item.

#### **Point Losses for Brand Standards**

Reference 4.05

Point losses will be incurred for all Brand Standards that are not met. Brand Standards are for all Best Western Descriptor Properties. North American Brand Standards are divided into Critical items and Other Items. Non Compliance with a Critical item constitutes an automatic failure, with a 240 point loss. All “Other” items carry a 60 or 120 point deduction. Point values for “Other” items will double on each subsequent assessment if not corrected. I.E. 120 points, 240 points and then 480 points.

## **PUBLIC AREAS: Arrival and Departure Experience**

### **Best Western Premier Requirements**

Reference 4.06

#### **Amenities and Services (Brand Standard)**

1. Provide a “welcome gift” to all guests. A gift of chocolates, cookies, etc., is acceptable. It is recommended that the hotel incorporate the local flavor when possible.
  2. Provide a water dispenser, flavored with fresh cut fruit such as lemons or oranges, in a prominent location in the lobby. Provide 24-hour lobby coffee.
  3. Display in the lobby a digital screen OR poster that promotes Best Western Premier hotels worldwide.
  4. Use a standard high speed internet (“HSIA”) access landing page promoting the Best Western Premier descriptor, and local weather and hotel services.
  5. Optional - Install elevator banners or similar collateral that promotes the tagline “Welcome to the Premier Life”.
  6. Optional - Present guests with a Best Western Premier approved standardized guest welcome card.
- If this criterion is not met, sixty (60) points will be deducted. Point losses will double for non-compliance in a subsequent/the next assessment (120 points), and then double again (240 points) in a consecutive third non-compliant assessment. Point loss will cap at 240 points.

### **Best Western Rewards Requirements (Brand Standard)**

Reference 4.07

Best Western Reward Requirements are as follows:

1. BWR Member Recognition Program – Pre-registration for Best Western Rewards guests is required for all North America Properties. Members of loyalty programs have high customer service expectations. Failure to recognize a loyal guest as special sends a message that they are not valued, and risks losing them to the competition. To help give proper recognition to our most valuable guests, the Board of Directors has determined that all Best Western properties are required to pre-register Best Western Rewards guests holding advance reservations before they check in.
  - a. Steps to Pre-register Best Western Rewards Guests:  
(All Best Western Rewards Members)

- i. Pull arrivals list from MemberWeb or Property Management System daily and designate the Best Western Rewards guests that are checking into your property each day.
  - ii. A rack holder or similar system must be used in the pre-registration process. Rack holders can be ordered through Best Western Supply.
  - iii. If available, assign the Best Western Rewards guests an “upgraded” room type or a room that is away from the ice machine or elevator (best available room).
  - iv. Print the Best Western Rewards guest’s folio/registration card.
  - v. Activate keys for the Best Western Rewards guest in a pre-assigned room type. (Again, upgrade the room type or provide best available room.)
2. The Best Western Rewards® (“BWR®”) Elite Member Property Recognition Program (“BWR Elite Program”) shall include the following:
  - a. BWR Gold, Platinum, Diamond and Diamond Select members shall be included in the BWR Elite Program
  - b. BWR Elite Members shall be provided the option to select either:  
(1) BWR bonus points; or (2) 2 snacks and 2 beverages (provided in a BWR branded bag)/hotel amenity for each hotel stay.
  - c. The BWR Elite Recognition option of receiving BWR bonus points per stay shall be 500 BWR bonus points per stay.
  - d. The snack and beverage BWR offering shall include a minimum of two (2) 12oz. or larger complimentary beverages and two (2) 1oz. or larger approved snack options in a BWR branded bag.
  - e. If a hotel amenity is offered, it shall be of at least equal value to the snack and beverage offering.
  - f. All properties will be required to display a BWR Elite Program display at the front desk, as designed by Best Western Hotels & Resorts (“Best Western”).
  - g. During check-in, a property representative shall thank the BWR Elite Member for their business and loyalty.
3. Staff Knowledge questions: Knowledge of Best Western programs is to include, but not be limited to, BW Rewards and Travel Card procedures.  
Minimum Staff Knowledge Questions – BW Rewards:  
For testing purposes, the assessor is to ask the following 3 questions. If the property representative misses any of the 3 questions, points will be deducted. The property staff you are asking the question may obtain the answers any way they can, i.e. personal knowledge, looking up the answer on

MemberWeb or asking another property representative. The idea is to ensure they know where to go to obtain the answer for the guest.

- a. How do you enroll a guest into Best Western Rewards? (Agent will walk the Assessor through the process in MemberWeb and or PMS)
  - b. How does an agent redeem a Best Western Travel Card? (Agent will walk the Assessor through the process in MemberWeb.)
  - c. What are the components of the mandatory Best Western Rewards recognition program?     Answers:
    - i. 500 bonus points or snack and beverage option for all Elite members.
    - ii. Pre-registration of all BWR guests.
    - iii. Best Available room.
    - iv. Thank the guest for being a valued BWR member.
4. Current Marketing Program Promotional Items Displayed. Seasonal marketing program details are to be updated annually and required promotional pieces are to be displayed during special promotional periods.
  5. BW Reward co-branded credit card applications shall be displayed.
- If this criteria is not met, 60 points will be deducted. Point losses will double for non-compliance in a subsequent/the next assessment (120 points), and then double again (240 points) in a consecutive/the third non-compliant assessment. Point loss will cap at 240 points. Any assessment may only include one BWR related point loss –, with any serving as a “multiplier” for any other BWR assessment.

## **Express Check-Out (Brand Standard)**

Reference 4.08

Each Best Western branded hotel shall provide, promote and offer to every guest a method of express checkout and provide a zero balance folio to the guest through their preferred method of delivery, either email, guest room or pick-up at the front desk. The hotel shall determine the method or methods of express check-out service to include how a guest may notify the hotel that he/she is checking out (e.g., by phone or leave key envelope in a box at Front Desk) and how the hotel will deliver the zero balance folio (e.g., by fax or email).

- If this criteria is not met, one hundred and twenty (120) points shall be deducted on the quality Assurance assessment report.
- The General Manager and Front Desk Manager (if applicable) shall be required to successfully complete the online BWIU training course for

express check-out within thirty (30) days of the Quality Assurance assessment.

- The Brand Standards point value deduction shall double to two hundred and forty (240) points if the requirement is not met during any subsequent Quality Assurance assessment.

## **Ownership Plaque (Comply / Non-Comply)**

Reference 4.09

All Best Western branded hotels shall display an approved Ownership Plaque. This plaque is designed to inform the public regarding the relationship between Best Western Hotels & Resorts and the property (i.e., the property is independently owned and operated and is not an agent of Best Western Hotels & Resorts). The plaque shall be displayed at the front desk area.

- If these criteria are not met the non-compliance will be noted on the assessment report. The hotel shall correct the deficiency within 30 days.
- If the hotel does not comply with the requirements within the specified 30-day correction period, the hotel will be placed in Hearing status and may be considered for termination.

## **Personnel Uniform Policy (Brand Standard)**

Reference 4.10

The following shall apply to all Best Western Premier branded hotels:

1. At all times when on duty, all hotel staff with guest contact (including ownership, executive management (such as General Manager, Director of Operations, sales management, etc.), front desk, housekeeping, laundry, kitchen, front of the house restaurant, maintenance, security, bell, valet, and concierge) must:
  - a. Be neatly dressed in the required uniform, which must be clean and in good condition
  - b. Wear a professionally prepared name tag, which includes a Best Western Premier logo unless the logo is embroidered on the clothing in close proximity to the name tag (i.e., directly above or to the side). If the name tag is covered (i.e., by a jacket or coat), a Best Western Premier logo must be visible to guests (i.e., on a Best Western logo hat, on the jacket, etc.).
  - c. Be neatly attired and groomed:
    - i. Excessive or unprofessional jewelry, piercing and tattoos, and unnatural hair colorings (e.g., blue) are not acceptable. Some

- visible tattoos are permitted; however, employees may not show excessive tattoos. A visible tattoo may not be offensive; if offensive, it must be discretely covered.
- ii. When appropriate, belts must be worn.
- iii. Neckties, when worn, must be tied and worn at the traditional position on the neck.
- iv. Tee shirts, tank tops, denim of any color (i.e., blue jeans), sweat pants, and cut-off shorts are not acceptable. Hotel management approved shorts appropriate for the climate and location are acceptable, provided they are professional in style and length.
- v. Undergarments may not be visible.
- vi. Torn or patched clothing is not acceptable.
- vii. Skirt/dress length is to be professional.
- viii. Shirts must be tucked in for all staff, unless camp or tunic style.
- d. Wear footwear that is clean, in good repair, and appropriate for a business environment. Flip flops and sandals are not acceptable. Stylized athletic footwear (i.e., bright multi-colored sneakers/running shoes), and sports-oriented sandals are not acceptable. Dark, monochrome, or similar athletic footwear is acceptable.
- 2. Employees may not smoke (including e-cigarettes), chew gum or tobacco, or eat food in view of guests while on duty.
- 3. Occasional, Uniforms can be selected from the current uniform catalog provided by Best Western Endorsed Suppliers or from a supplier chosen by the member, provided the uniforms meet the standards set forth in this policy. If a member contracts with a non-endorsed supplier for Best Western logo apparel, it is the member's responsibility to ensure that brand identity standards, as specified in the then-current Global Brand Identity Manual, are met. A member may not grant authorization to produce clothing bearing the Best Western Premier logo to a supplier for any property other than his or her own.
- 4. Clothing (including hats) with prominent logos other than Best Western, sayings, and/or bold illustrations are not acceptable.
- 5. Staff in each department (e.g., housekeeping, maintenance, front desk) must all wear substantially the same items (i.e., same style, color, pattern, items), no matter the selection of items from the acceptable attire list. For example, all front desk staff shall wear the same color, style, and length of pant, shirt, and jacket, if that is the uniform for the front desk.
  - a. Resort locations may have theme-style uniforms, and attire may tastefully reflect local character. For example, an exception may be



considered for blue jeans in a property with a rustic theme. However, all items must be the same for each department as noted above.

b. Allowances will be made for:

- i. Climate-related additional items (such as sweaters and jackets); however, each department staff must all wear substantially the same items, as noted above.
- ii. Short-term special events (i.e., local sporting events, etc.); nonetheless, attire must be coordinated for all team members (e.g., pant, knee length skirt, blouse, tunic, vest, jackets, etc.) in the same department.

6. Exceptions to this policy may be made to accommodate religious practices or medical needs. Requests for such accommodations shall be directed to and determined by hotel management.

Acceptable attire is detailed as follows.

**Executive Management and Ownership (General Manager, Front Office Manager, Director of Sales, Concierge, etc.)**

Required: Dress or dress slacks, khakis, or skirt, with a dress shirt (long or short sleeve) or tunic-style shirt. Attire must include sport coat/jacket and tie or business suit. Athletic footwear (i.e., sneakers or sports-oriented sandals) is not acceptable.

Optional: Neck scarf.

**Front Desk Required:**

Dress or dress slacks, khakis, or skirt, with a dress shirt (long or short sleeve) or tunic-style shirt. Attire must include sport coat/jacket (tie optional) or business suit. Athletic footwear (i.e., sneakers or sports-oriented sandals) is not acceptable.

Optional: Vest and/or neck scarf.

**Housekeeping**

Dress or khakis, pull-on slacks (sweat pants or scrubs are not acceptable), or skirt, with a Best Western Premier logoed polo shirt, camp shirt, or tunic. For outdoor work, windbreaker, jacket, parka, etc., as required by the climate. Sports oriented sandals are not acceptable.

**Maintenance / Engineering**

Khakis, pull-on slacks (sweat pants or scrubs are not acceptable), coveralls, or overalls, with a Best Western Premier logoed or non-logoed polo shirt, camp shirt, or tunic. For outdoor work, windbreaker, jacket, parka, etc., as required by the climate.

### **Restaurant / Breakfast Area Staff**

Dress, or khakis, dress slacks, pull-on slacks (sweat pants or scrubs are not acceptable), or skirt, with a Best Western Premier logoed or non-logoed polo shirt, camp shirt, or oxford shirt, and non-skid shoes in dark tones are to be worn. Stylized athletic footwear (i.e., sneakers or sports-oriented sandals) is not acceptable. Sports-themed bars and restaurants will be considered for exceptions. Aprons are optional and cannot have non-Best Western logos.

Traditional kitchen attire is acceptable for back-of-the-house restaurant staff. Themed restaurant uniforms may be acceptable.

- If this criterion is not met, One hundred and twenty (120) points will be deducted. Point losses will double for non-compliance in a subsequent/the next assessment (240 points). Point loss will cap at 240 points.
- Properties losing 240 points will be placed on probation. Properties placed on probation will have 30 days to comply and send notice of compliance to BWI.
- If notice is not received within 30 days another full assessment will be conducted at a charge of \$2,100. If still not compliant the property will be placed in hearing status.
- A marginal call may be assigned if an employee is within the first seven days of employment and is in suitable attire for the position; otherwise, all employees are to adhere to all aspects of the Personnel Uniform Policy.

### **Registration Available 24 Hours a Day (Brand Standard)**

Reference 4.11

Guests with reservations and walk-in guests must be able to register 24 hours daily. (24 hour staffing not required)

- If these criteria are not met, Two hundred and forty (240) points will be deducted.

### **Service Plaque Promise (Comply/Non-Comply)**

Reference 4.12

The following Best Western Hotels & Resorts (“Best Western”) service promise shall be displayed:

“If something is not meeting your expectation, please let us know. We want to make it right.”

Best Western branded hotels shall display the Plaque in prominent view of guests checking in – either on the front desk or on the wall in the front desk area in plain view

If wall mounted the bottom of the plaque must be between 4 feet (1.5m) and 5 feet (1.85m) from the ground.

- If these criteria are not meet the non-compliance will be noted on the assessment report. The hotel shall correct the deficiency within 21 days.
- If the hotel does not comply with the requirements within the specified 21-day correction period, the hotel will be placed in Hearing status and may be considered for termination.

## **PUBLIC AREAS: Food and Beverage Experience**

### **Breakfast Attendant (Brand Compliance)**

Reference 4.13

Best Western Premier Hotels shall always staff a breakfast attendant or wait staff.

- If these criteria are not met, One hundred and twenty (120) points will be deducted and will double to 240 points loss if not corrected on the next assessment.
- 240 points the hotel will have 30 days to submit credible evidence that they comply with requirements or they will be placed on breakfast probation.
- Properties placed on breakfast probation will require a Regional Services (full service) breakfast consultation visit (the “BRRV” Visit), incurring a cost-recovery fee for the BRRV Visit, which is currently \$2,100.
- The hotel will create an action plan for improvement with the assistance of the RSM.
- The hotel shall have sixty (60) days to remedy non-compliance, which shall be verified through a no-fee, follow-up breakfast assessment.
- Hotels on probation shall be subject to periodic follow-up breakfast visits until a passing Breakfast Assessment score is achieved.
- Upon a second consecutive failure, the property will be placed in Hearing status.

### **Breakfast Meets Standards (Brand Compliance)**

Reference 4.14

Best Western Premier hotels which do not have on-site full service restaurants shall be required to provide a complimentary (free of charge) breakfast buffet. “On-site” shall mean: Inside, within or attached to the hotel, not adjacent or nearby unless it is part of the Property compound, or may have the same address as the hotel.

“Full service restaurant” shall mean: A sit down eatery where food is served directly to the customers’ table. Buffet service is acceptable; however, a complete menu must be available and offered. These establishments may: sell alcoholic beverages; provide takeout or delivery; offer room service; and present live entertainment. It may be a family-style eatery or an elegant restaurant, casual dining or fine dining.

It shall be required to:

1. Serve at least two (2) meals, breakfast and dinner. (The requirement for dinner only applies if there is a charge for breakfast).

2. Offer a comprehensive menu that includes:
  - a. Breakfast- must provide the same requirements defined in Rules and Regulation 500.39 (as listed below), but may be cooked to order.
  - b. Dinner- must include appetizers, soup, salad, hot and cold entrees as well as dessert. Beverage service is highly recommended.
3. Dining hours must be a minimum three (3) hours per meal period, not overlapping.
4. Include the appropriate number of scheduled waiter/waitress staff for service.
5. Have a minimum seating for the greater of fifty (50) patrons or forty percent (40%) of the total guest room count of the hotel.
6. Room service during open hours of the restaurant operation is optional.
7. All Best Western Member Properties that have an on-site full service restaurant that charge for breakfast: (i) shall offer breakfast inclusive room rates; and (ii) may offer breakfast exclusive room rates.
8. All properties that have an on-site full service restaurant and offering a breakfast buffet; shall comply with the food and presentation requirements below except for the following:
  - A glass front refrigerator is not required.
    - PC/Yogurt can be served in a cold food pan inserted in a stainless or similar housing, or can be stored on an insulated ice pan
    - Or an approved yogurt despising machine
  - A juice machine is not required. Juice can be served in a clear, commercial grade, pitcher with ice core or similar and drip tray must be used.

The breakfast buffet must consist of the following:

- a. Choice of two (2): sliced breads (white, wheat, rye, sourdough, etc.).
- b. Choice of one (1): bagel, English muffin, croissant or biscuit.
- c. Choice of two (2): sweet rolls, muffins, Danish, cinnamon roll and specialty loaves (e.g. banana bread).
- d. Butter or margarine, and assorted jellies and jams (if bagels are offered, cream cheese must be provided).
- e. Choice of three (3) dry cereals: Raisin Bran and at least two (2) other options including Corn Flakes, Special K, etc. One children's cereal is recommended. One (1) gluten-free cereal; such as Chex brand – offered upon request, with approved signage.
- f. Choice of one (1): oatmeal, grits, or Cream of Wheat.
- g. Choice of two (2) juices: One (1) must be orange juice. Hotels to use clear, commercial grade juice dispenser with ice core, tray must be used.

- Orange juice must be fresh squeezed or ready to serve product. Not made from concentrate or juice concentrate machines.
- h. Daily choice of three (3) fruits; one must be fresh.
  - i. Regular and decaffeinated coffee. 100% Arabica and two choices of tea.
  - j. Two (2) creamers (one dairy and one non-dairy).
  - k. Sugar and choice of two types of sugar substitute (saccharin-based, e.g., Sweet 'N Low, aspartame-based, e.g., NutraSweet, and sucralose-based, e.g., Splenda, comply).
  - l. Choice of two (2) milks: whole, two percent and/or skim. Plus one (1) non-dairy, milk alternative, offered upon request, with approved signage displayed on the breakfast bar.
  - m. Salt and pepper.
  - n. One (1) hot item (choice of freshly baked waffles, pancakes, French toast, cinnamon buns, biscuits with gravy, an egg product).
  - o. Yogurt. Two (2) flavors of yogurt, personal container sized or an approved dispenser for bulk yogurt, along with clear plastic cups and lids.
  - p. A glass-front refrigerator placed on or under the breakfast bar
  - q. Hot eggs and hot breakfast meat, or breakfast sandwich with egg and meat
  - r. Prepared non-instant oatmeal
  - s. Fresh fruit cereal toppings
  - t. Fresh squeezed orange juice (not from concentrate), no dispensers.

#### Build-Your-Own Breakfasts:

A minimum of three (3) Build-Your-Own Breakfast concepts (total of 9 condiments).

To include: glass condiment containers, with clear lids, serving spoons and a variety of condiments offered daily (e.g., raisins, dried fruit pieces, shaved coconut, granola, etc.) – three (3) for each Build-Your-Own Breakfast concept.

Condiments suggestions are as follows:

- a. Build-Your-Own Yogurt: dried fruit, nuts, granola, berries, shaved coconut, trail mix, and jam.
- b. Build-Your-Own Oatmeal: Brown sugar, nut pieces, granola, chocolate chips, berries, and dried fruit.
- c. Build-Your-Own Waffles/Pancakes/French Toast: Cherries, chocolate chips, powdered sugar, cinnamon, and fruit.
- d. Build-Your-Own Breakfast Sandwich: Salsa, shredded cheese, ketchup, and tomatoes.

- e. Build-Your-Own Omelet: glass condiment containers do not apply, but at least three (3) omelet fillings are required: shredded cheese, meat or ham, vegetable

Approved “Build-Your-Own” breakfast signage that indicates the Build-Your-Own Breakfast offerings.

“Grab & Go” Breakfast:

All properties must offer the approved “Grab & Go” breakfast, sign, items and presentation to include:

- a. Offered Monday through Friday, at least one (1) hour before the meal period starts upon guest request.
- b. Includes at least one (1) piece of whole fruit, one (1) breakfast bar, and one (1) bottled water, provided in a bag with a Best Western approved sticker.

This requirement does not apply to:

- Any Best Western property where a full-service breakfast menu is offered during the breakfast hours of operation.
- Any Best Western property where a room service breakfast menu is available during the breakfast meal period.

At a minimum, Grab & Go will be available, on the Front Desk counter and promoted by approved signage placed on the Front Desk.

The complying breakfast buffet or full service breakfast must be offered a minimum of three (3) hours every morning, seven (7) days a week. The breakfast buffet shall be regularly stocked during established breakfast hours of operation. The breakfast area shall be clean and maintained in accordance with Best Western standards. Any breakfast area must have a quality appearance, and furnishings must be of the same quality if adjacent to other public areas. In addition, each Best Western Premier brand property must provide seating at a minimum rate of 20 percent of rooms (e.g., 10 seats per 50 rooms) with a minimum of two tables and six chairs. (New Construction and Conversion Applicants: Refer to the Guidelines addendum for seating requirements, which the Board may change from time to time.)

- If these criteria are not met, Two hundred and forty (240) points will be deducted and the hotel shall be placed on probation.
- If 240 points are deducted, the hotel will have 30 days to submit credible evidence that they comply with requirements or they will be placed on breakfast probation.



- Properties placed on breakfast probation will require a Regional Services (full service) breakfast consultation visit (the “BRRV” Visit), incurring a cost-recovery fee for the BRRV Visit, which is currently \$2,100.
- The hotel will create an action plan for improvement with the assistance of the RSM.
- The hotel shall have sixty (60) days to remedy non-compliance, which shall be verified through a no-fee, follow-up breakfast assessment.
- Hotels on probation shall be subject to periodic follow-up breakfast visits until a passing Breakfast Assessment score is achieved.
- Upon a second consecutive failure, the property will be placed in Hearing status.

## **Breakfast Presentation Requirements (Brand Compliance)**

Reference 4.15

All Best Western Premier hotels in North America shall comply with the breakfast product and presentation requirements as defined below. The Best Western breakfast product and presentation requirements shall be verified by a Best Western Accredited assessor during property assessments.

### General Information:

All breakfast presentation products and display items must be coordinated, high quality, commercial grade, clean, and in good repair. BWI will always review this requirement for full service restaurants on a case by case basis.

Hotels must provide a commercial grade microwave at the breakfast bar. If the breakfast counter is in a full service restaurant, the microwave may be placed on top as long as it is removed before the next meal period. In an effort to balance the integrity of the Best Western Descriptor Program Design Guidelines with the Member's operational needs, BWI will always review this requirement for full-service restaurants on a case by case basis.

Prohibited items include but are not limited to:

- a. Food products displayed in original packaging i.e. muffins, Danish, breads, etc. unless served individual, portion control (P/C) and required by local health code.
- b. Open top glass coffee pots, residential style electric coffee urns or sterno heated coffee urns.
- c. Styrofoam products of any kind.
- d. Mismatched dishes, glasses and cups.
- e. Household grade buffet utensils, sporks.

- f. Budget containers for napkins, utensils, or condiments.
- g. Plastic pitchers.
- h. “Bulk” original containers for milk, juice, creamer, condiments, etc. or serve any item or condiment “family style”.
- i. Noncommercial grade holding equipment for hot cereals (i.e. no household crock pots, warming trays).
- j. No Tupperware containers.
- k. No wicker containers dated silk florals, pillowing of fabric or plastic table cloths on buffets.
- l. No items may be displayed in original containers ( i.e. cardboard delivery boxes)
- m. Cereal containers that you have to pour or scoop out cereal.
- n. Vending prepackaged convenience style, residential type food items.
- o. Disposable plates, bowls, utensils, cups and napkins

#### Minimum Presentation Requirements:

##### Hot Beverages:

- 1. Minimum two (2) regular coffee (100% Arabica), one (1) decaf, One (1) hot water must be displayed.
- 2. Insulated, thermal hot beverage air pots with pump lids must be used.
- 3. Liquid coffee dispensing equipment is permissible, granted an approved Best Western vendor is utilized.
- 4. Hot beverage air pots must be presented on presentation racks with drip tray, and each air pot must be labeled appropriately with magnetic label or product wrap. Tiered presentation racks are preferred to maximize buffet space and add height to the breakfast presentation.
- 5. Minimum 10 oz. hot beverage ceramic, china or high quality melamine such as G.E.T., Carlisle or similar mugs shall be used and displayed on the breakfast buffet.
- 6. Hot beverage stirrers or flatware spoons must be offered. Stirrers or utensils must be presented in a sanitary, commercial grade display piece.
- 7. Non-disposable beverage napkins must be displayed in an appropriate napkin holder.
- 8. Sugar & sweetener, non-dairy creamers and tea bags, must all be offered in individual containers.
- 9. Dairy creamer and milk must be presented in insulated, thermal beverage servers with push button lid, glass pitchers with ice cores or similar. Each beverage server must be labeled appropriately with magnetic label or similar.

Individual 1/2 pint milk servings to be presented in a glass front counter top or built in refrigerator located on the breakfast buffet.

Cold Beverages:

1. Best Western Premier branded hotels to use clear, commercial grade juice dispenser with ice core, tray must be used. Orange juice must be fresh or ready to serve product. Not made from concentrate or juice concentrate machines.
2. Individual 1/2 pints of juice can be used where required by local health code. They must be presented in a glass front counter top or built in refrigerator located on the breakfast buffet.
3. Minimum 8 oz. juice glass or similar, no disposable, shall be used and displayed on the breakfast buffet

Fruit:

1. Whole fruit must be presented in a wire, stainless, melamine, glass or similar bowl.
2. Sliced or cut fruit must be kept chilled on the breakfast buffet.
3. Stainless steel or food rated hard plastic tongs or slotted serving spoon must be used for sliced or cut fruit. A utensil rest must be used to place the utensil on while not in use.
4. Minimum 6.5 oz. bowl or 6" ceramic, china or high quality melamine such as G.E.T., Carlisle or similar plate must be offered.
5. Flatware / cutlery stainless, silver or equivalent spoon or fork must be offered. Utensils must be presented in a sanitary, commercial grade display piece.

Yogurt:

1. P/C or Bulk yogurt must be on the buffet.
2. P/C Yogurt to be served in a glass front counter top or built in refrigerator.
3. Bulk Yogurt must be displayed in an approved refrigerated dispenser along with clear plastic cups and lids
4. Flatware / cutlery stainless, silver or equivalent spoon or fork must be offered. Utensils must be presented in a sanitary, commercial grade display piece.
5. Minimum 6.5 oz. ceramic, china or high quality melamine such as G.E.T., Carlisle or similar bowl must be offered.

Cold Cereal:

1. Cold cereal offerings can be offered in bulk or P/C packages. Bulk cereal dispensers cannot hold more than 60 oz. of one cereal brand to ensure freshness of product.

2. A spill tray of melamine or stainless or similar must accompany the cereal dispenser to catch over flow or spilled product.
3. P/C packaged cereal must be presented on a wire, stainless, stone or similar presentation display. 2 or 3 level tiered presentation displays are preferred to maximize buffet space and add height to the breakfast presentation.
4. Two types of milk must be presented in a stainless or similar insulated, thermal beverage server with push button lid or clear pitchers with ice core.
5. Each milk type must be labeled appropriately with magnetic label or similar. Milk servers must be presented on tiered presentation racks.
6. Individual 1/2 pint milk servings shall be served in a glass front counter top or built in refrigerator located on the breakfast buffet.
7. Minimum 6.5 oz. ceramic, china or melamine such as G.E.T., Carlisle or similar bowl must be offered.
8. Flatware / cutlery stainless, silver or equivalent spoons must be offered. Utensils must be presented in a sanitary, commercial grade display piece.
9. Minimum 4" X 8" non-disposable napkins must be displayed in an appropriate napkin holder.

#### Hot Cereal:

1. Best Western Premier Hotels must offer fresh cooked oatmeal, no instant. Must offer brown sugar and raisins, at a minimum, as oatmeal toppings.
2. Hot cereal toppings should be held in a small container with a lid and separate dispensing utensils.
3. Utensil rest and commercial grade serving utensil must be used.
4. Prepared hot cereal must be held in either a commercial grade electric Kettle or in a chafer.
5. Minimum 6.5 oz. ceramic, china or high quality melamine such as G.E.T., Carlisle or similar bowl and flatware / cutlery stainless, silver or equivalent spoons must be offered.
6. Utensils must be presented in a sanitary, commercial grade display piece.

#### Breakfast Breads:

1. Breads and pastries including muffins, bagels, etc. must be displayed in a covered, commercial grade display where the products are visible to guests that compliments other display items. Tiered presentation displays are preferred to maximize buffet space and add height to the breakfast presentation.
2. Condiments must be displayed in a commercial grade rack system or similar that compliments the other display items. Tiered is preferred.
3. Commercial grade tongs must be presented with accompanying Utensil tray.

4. Commercial grade four (4) slot toaster, conveyor style toaster or similar, with crumb tray.
5. Minimum 4" X 8" non-disposable napkins must be displayed in an appropriate napkin holder.
6. Minimum 6" ceramic, china or high quality melamine such as G.E.T., Carlisle or similar plate or bread & butter plate must be offered.

#### Hot Food Items:

##### Waffles:

1. Commercial grade waffle iron and dispenser per BW preferred vendor, in good working order and repair. Individual cups for dispensing waffle batter. Commercial non-stick food release spray is provided. Commercial grade stainless steel drip tray underneath iron. User instructions must be prominently displayed.
2. Clean utensil tray must be presented with commercial grade tongs.
3. Minimum 4" X 8" non-disposable napkins must be displayed in an appropriate napkin holder.
4. Minimum 9" ceramic, china or high quality melamine such as G.E.T., Carlisle or similar plate and flatware / cutlery stainless, silver or equivalent fork and knife must be offered. Utensils must be presented in a sanitary, commercial grade display piece.
5. Must use a commercial grade display that compliments other presentation items to hold P/C butter, P/C syrup. Tiered is preferred to maximize buffet space and add height to the breakfast presentation.
6. Prepackaged heat & serve waffle options from a BW approved supplier may be used when health code requirement demand it.

##### Other Hot Food:

1. Commercial Grade equipment that is in good repair and working order.
2. Clean, commercial grade utensil and appropriate holder tray in front of each chafer or heating element.
3. Commercial grade labels for all food items.
4. Must use a commercial grade display that compliments other presentation pieces for P/C Catsup, P/C Salsa, and P/C Tabasco type condiments. Tiered is preferred to maximize buffet space and add height to the breakfast presentation.
5. Minimum 9" ceramic, china or high quality melamine such as G.E.T., Carlisle or similar plate and flatware / cutlery stainless, silver or equivalent fork and knife must be offered. Utensils must be presented in a sanitary, commercial grade display piece.

6. Minimum 4" X 8" non-disposable napkins must be displayed in an appropriate napkin holder.
7. Prepackaged heat & serve egg & meat sandwich options from a BW approved supplier may be used. Sandwich product can be offered in a glass front counter top or built in refrigerator located on the breakfast buffet. A commercial grade microwave oven must also be available on the breakfast buffet.

Non Compliance:

1. A first non-compliance with the breakfast presentation requirements in the Breakfast Assessment report shall result in a 120 point loss. A second non-compliance shall result in a Two hundred and forty (240) point loss and probationary status.
2. Points may be restored if the requirements are proven met through credible evidence within thirty (30) days of the assessment.
3. Properties placed on probation will require a Regional Services breakfast consultation visit (the "RR" Visit), incurring a cost-recovery fee for the RR Visit, which is currently \$2,100. The hotel will create an action plan for improvement with the assistance of the RSM. The hotel shall have sixty (60) days to remedy non-compliance, which shall be verified through a no-fee, follow-up breakfast assessment.
4. Hotels on probation shall be subject to periodic follow-up breakfast visits until a passing Breakfast Assessment score is achieved.
5. Upon a second consecutive failure, the property will be placed in Hearing status.
6. If these criteria are not met, 120 points will be deducted and will double to 240 points loss if not corrected on the next assessment.
7. If 240 points are deducted, the hotel will have 30 days to submit credible evidence that they comply with requirements or they will be placed on breakfast probation.
8. Properties placed on breakfast probation will require a Regional Services breakfast consultation visit (the "BRRV" Visit), incurring a cost-recovery fee for the BRRV Visit, which is currently \$2,100.
9. The hotel will create an action plan for improvement with the assistance of the RSM.
10. The hotel shall have sixty (60) days to remedy non-compliance, which shall be verified through a no-fee, follow-up breakfast assessment.
11. Hotels on probation shall be subject to periodic follow-up breakfast visits until a passing Breakfast Assessment score is achieved.



12. Upon a second consecutive failure, the property will be placed in Hearing status.

- Non-compliance with any of these requirements will cause a 120 point loss for a first offense and 240 point loss for a second consecutive offense

*NOTE: Properties losing 420 points, for any or combination of brand compliance requirements for breakfast will be placed in Hearing status.*

## **Food Service and Beverage Requirements (Brand Compliance)**

Reference 4.16

Required to provide the following with regard to food service and beverage requirements:

1. Full bar service including liquor, wine, beer and non-alcoholic offerings must be available 5:00 p.m. to 9:00 p.m. daily, when permitted by law
2. A food service menu that offers hot and cold items must be available during all cocktail bar hours of service.
3. The food service menu must include the following items;
  - a. Two (2) soup offerings daily
  - b. Two (2) salad offerings daily - one (1) salad must include a protein option
  - c. Five (5) appetizer offerings daily - two (2) appetizers must be cold offerings
  - d. Two (2) sandwich offerings daily - one (1) sandwich must be a hot offering
  - e. Three (3) hot entrée offerings daily
4. The food service menu must be available using a menu board or menu shell. The menu insert should be professionally printed on 30# paper stock minimum and must be free of tears, stains or graffiti
5. Beverage service must be served in glassware/stemware. Plastic is acceptable for to-go or pool orders
6. All food service associates will receive appropriate food handling training as required by local codes and ordinances, and at least one food service associate will be certified.
7. Frozen, prepackaged heat-and-serve food entrees shall be restaurant service quality, and shall not be a retail store product or similar (e.g. shall not be Stouffers, Healthy Choice, Lean Cuisine grocery store meals).
8. Minimum alcohol beverage product requirements shall be maintained as below:

### Beer and Wine ONLY licenses:

#### Beer-

(2) Domestic (one 91) full and one (1) light) Bud, Bud Light, Coors, Coors Light, Miller Lite, or equivalent.

(1) Import Heineken, Labatt, Tecate, Guinness, Corona or equivalent.

(1) Non-Alcoholic Sharps, O'Douls, or equivalent.

#### Wine-

- a. Chardonnay
- b. Cabernet *or* Merlot
- c. White Zinfandel

### Full Service licenses:

#### Beer-

(2) Domestic (one (1) full and one (1) light) Bud, Bud Light, Coors, Coors Light, Miller Lite, or equivalent.

(1) Import Heineken, Labatt, Tecate, Guinness, Corona, or equivalent.

(1) Non-Alcoholic Sharps, O'Douls, or equivalent.

#### Wine-

- a. Chardonnay
- b. Cabernet *or* Merlot
- c. White Zinfandel

#### Liquor-

Recommended brands or equivalent

	<u>Call</u>	<u>Premium</u>
White Rum	Bacardi Silver	Bacardi Silver
Vodka	Absolut	Grey Goose/Kettle One/Stoly
Gin	Tanqueray	Bombay Sapphire
Tequila	Jose Cuervo Clasico Silver	Patron Silver/Cuervo Gold
Scotch	Johnny Walker Red	Johnny Walker Black
Bourbon	Makers Mark	Jack Daniel's
Blend Whiskey	Seagram's 7	C.C. /V.O.

- Non-compliance with any of these requirements will cause a 120 point loss for a first offense and 240 point loss for a second consecutive offense



## **PUBLIC AREAS: Services and Facilities Experience**

### **Additional Toiletries/Amenities Available (Brand Standard)**

Reference 4.17

1. Toiletries must be available on-site to guests on request 24 hours daily.
2. The following items, if not provided in guest rooms will be available free of charge at reception:
  - a. Razor
  - b. Shaving foam
  - c. Toothbrush
  - d. Toothpaste
  - e. Comb
  - f. Sewing kits
3. Feminine hygiene products are also required; however, there may be a charge for this item. (Could be in a ladies public restroom or in a vending machine.)
4. If only one item is not available, a marginal 0-point will be noted. If on the next Assessment this or any other item is unavailable, the points are to be deducted.
  - If these criteria are not met, sixty (60) points will be deducted; points will double on each subsequent assessment if not corrected.

### **Carbon Monoxide Detector (Comply / Non-Comply)**

Reference 4.18

#### ***CURRENTLY OPERATIONAL HOTELS:***

Install and maintain in working order carbon monoxide detectors (as described below) in: (a) all guest rooms; (b) all rooms and enclosed spaces where fuel is burned; (c) all rooms and enclosed spaces sharing a wall, floor, or ceiling with an enclosed space where fuel is burned; and (d) all rooms and enclosed spaces next to, above, or below a vent pipe for equipment or appliances that burn fuel.

The carbon monoxide detector may be battery-operated; plugged into an electrical outlet with a battery backup and not controlled by a switch; or hardwired with a battery backup if the power is interrupted. The carbon monoxide detector may be combined with a smoke detector.

The carbon monoxide detector must have been tested and certified by a nationally recognized testing laboratory that is OSHA/CCOHS-approved and pursuant to the requirements of the American National standards 2 Institute (“ANSI”) or Canadian Standards Association (“CSA”) and Underwriters Laboratories Inc. (“UL”), as set

forth in either UL2034 or UL2075, or successor standards. If combined with a smoke detector, it must also comply with UL217 for smoke detectors.

#### **ALL BEST WESTERN BRAND HOTELS:**

Shall comply with all prevailing laws, ordinances and regulations pertaining to carbon monoxide detectors and alarms, and to the extent there is a conflict between these Best Western Hotels & Resorts requirements and any state, federal, or local law, the more stringent requirement shall apply to any room or space; and Shall be responsible for

regularly checking to ensure that such carbon monoxide detectors are functioning properly at all times, which shall include but is not limited to promptly replacing any stolen or damaged detectors (if any) and batteries (if any).

“Fuel” means any type of fuel, including but not limited to natural gas, oil, coal, charcoal, petroleum, propane, gasoline, and wood; and

“Equipment or appliances that burn fuel” means any equipment, appliance, or other source that burns any type of fuel, including but not limited to heaters, hot water heaters, furnaces, fireplaces, wood-burning stoves, gas stoves and dryers, pool and spa heaters, generators, and grills.

- If these criteria are not meet the non-compliance will be noted on the assessment report. The hotel shall correct the deficiency within 30 days.
- If the hotel does not comply with the requirements within the specified 30-day correction period, the hotel will be placed in probation status. The hotel shall then have an additional 30 days to correct the deficiency.
- If the hotel does not correct the deficiency within the probationary period, the hotel will be placed in hearing or termination status.

#### **Dry Cleaning Provided (Brand Standard)**

Reference 4.19

Same day 6 days per week dry cleaning services must be available to guest.

- If these criteria are not met, one hundred and twenty (120) points will be deducted which will double on each subsequent assessment if not corrected.
- If non-comply, property will be placed in probation status and has 30 days to correct as verified through Best Western. If not corrected within 30 days the property will be placed in hearing status

## **Fitness Room Water (Brand Standard)**

Reference 4.20

Provide a drinking fountain or water cooler in close proximity, or free bottled water within the facility.

- If these criteria are not met, One hundred and twenty (120-) points will be deducted; points will double on each subsequent assessment if not corrected.

## **Green Program in Place (Brand Standard)**

Reference 4.21

Does the property appear to have a “Green” program in place? Examples could be, but are not limited to having measures in place like recycle containers in the public area or in guestrooms or towel/linen reuse signage or CFL lighting, etc.

- If these criteria are not met, twenty (20) points will be deducted.

## **Harley Davidson (Comply/Non-Comply)**

Reference 4.22

The program is designed to promote both Best Western & Harley Davidson Brands in North America while driving more guests to our hotels, and promoting motorcycle-centric road travel. Properties that participate in the Harley-Davidson program are required to provide the following

- Provide wipe-down towels for motorcycle bike cleaning
- Provide access to a washing station (hose & bucket) for motorcycle bike cleaning
- If non comply, property will be removed from the program

## **I Care 2 Program Compliance (Comply/Non-Comply)**

Reference 4.23

Based on a membership-approved ballot, all hotels are required to implement and maintain a general clean and preventative maintenance program. As part of the General Clean program, hotels are required to keep a record of a semi-annual thorough cleaning program for each guestroom and public area. The Preventative Maintenance program requires hotels to keep a record of preventative maintenance completed in guest rooms and on major equipment (e.g., HVAC, boiler, etc.). The records can be tracked manually or through the Excel template available from Regional Services. Hotels may choose to use a third party Preventative Maintenance Management program.

1. Any hotel that has not complied with these requirements, as determined during an assessment, will not receive a point loss deduction, but must correct the deficiency.
  - a. Within 30 days, the hotel must:
    - i. Complete on-site Deep-Clean & Preventative Maintenance training on a cost-recovery basis (currently \$2,100).
    - ii. Implement and set up the tracking system to meet the required deep cleaning and/or preventative maintenance program at the hotel.
  - b. Within 120 days, the hotel must establish and provide two months of proof of accurate, detailed tracking documentation of the deep cleaning and preventative maintenance programs in order to avoid being placed in probationary status.
  - c. If the hotel does not comply with the program requirements within the specified correction periods, the hotel will be placed in probationary status. The hotel will then have an additional 30 days to complete the requirements. Then, if the hotel does not comply with the requirements within the additional 30 days, the member will be placed in hearing status.

In some cases, there may be appropriate documentation but there is excessive point loss for Clean or Repair. If Clean or Condition point losses are excessive, the property will be considered non-compliant and have to comply with the items above.

- If these criteria are not met, The I Care 2 Program Compliance will be marked as non-compliant. Comments will be noted as to the reason for non-compliance.

## **I Care Clean Requirements (Brand Standards)**

Reference 4.24

1. As a way to reassure customers of the commitment to cleanliness and working order that every Best Western Member has made, each North American Best Western branded hotel shall purchase and place into use the following items. Each hotel will be required to maintain an inventory of the items and replace them as necessary on an ongoing basis.
  - a. For each television in guest rooms: (i) a “Clean Television Remote Control”; or (ii) a “Clean Television Remote Control Sleeve Wrap” for an existing remote that cannot be functionally replaced by a Clean Television Remote Control.

- b. A hygienic wrap to protect the extra pillow and/or blanket when provided in guest rooms.
  - c. One (1) UV Sterilizer Wand for each 20 guestrooms in hotel inventory.
  - d. One (1) Housekeeping Inspection Blacklight per each 20 guestrooms available in hotel inventory.
2. Hotels shall purchase and implement one additional UV Sterilizer Wand and one **additional** Housekeeping Inspection Blacklight at the midpoint between 20 room increments (e.g. 22 rooms requires one of each item; 30 rooms requires two of each item; 40 rooms requires two of each item; 50 rooms requires three of each item; 60 rooms requires three of each item; etc.).
  - If these criteria are not met, sixty (60) points will be deducted; points will double on each subsequent assessment if not corrected.

### Note Pads for Meeting Rooms (Brand Compliance)

Reference 4.25

Note pads that are 5 ½" X 8 1/2" are to be provided. Ten (10) sheets per pad, with a cardboard back. Glued at the top. Bond paper. Logos on all pages.

- If this criterion is not met, sixty 60 points will be deducted. Point losses will double for non-compliance in a subsequent/the next assessment (120 points), and then double again (240 points) in a consecutive/the third non-compliant assessment.

### Pet Friendly Requirements (Comply/Non-Comply)

Reference 4.26

Best Western Premier hotels that allow pets and market their hotels as allowing pets, shall comply, at a minimum, with the following Best Western Pet Policy in order to be listed as "pet friendly" in Best Western's reservation systems:

1. Any Property that accepts pets at its property shall allow up to two domestic dogs in a rented room. The size limit for any one dog shall be 80 pounds. Other pet types (e.g. cats, birds, monkeys, snakes or other animals) shall be allowed at the discretion of the individual property and the Property may require approval prior to arrival.
2. A maximum charge of \$20 per day shall be allowed for bookings. A maximum charge of \$100 per week shall be allowed for bookings.
3. All Properties may require a \$50 per stay refundable damage deposit of all guests with a pet. This does not limit a property to charging additional amounts for damages.

4. Properties shall establish reasonable rules with regard to the care and supervision of pets while at the property that shall be provided to, acknowledged by, and signed by guests upon check-in.
- If these criteria are not met, noncompliance will be noted on the Property Update page and the pet friendly icon will be removed from the property's web site for a minimum of one year.

### **Pool Covers Provided (Brand Compliance)**

Reference 4.27

If a swimming pool is closed for the season or temporarily closed for more than one week (not open to guests for swimming) and not maintained in a clean, circulating, filtered condition, points are to be deducted.

In addition, for a pool with a width or diameter 8 ft. or greater, the cover should hold a weight of 485 lbs. at its center (2 adults and one child) to permit a rescue. A pool cover for a pool that is less than 8 ft. in width or diameter should hold a weight of 275 lbs. at its center (1 adult and one child) or points are to be taken. Although non-porous style pool covers are acceptable, porous mesh style pool covers are preferred.

Condition of pool cover should be called under the Supplemental Facilities Report. All pools are assessed regardless of being open/close status. This is to ensure that it stays clean and presentable in its storage state/condition.

- If these criteria are not met the full sixty (60) points will be deducted for Brand Compliance.

### **Pool Depth Markers Provided (Brand Compliance)**

Reference 4.28

Pool Depth Markers provided on pool and indicate feet or meter. As nearly as practical, depth markers shall indicate every two foot change in depth variation. The indications shall appear on each pool side, not ends. Depth markers shall appear on the horizontal edge surfaces and indicate whether the number is "FT" (United States) or "M" (Canada). Depth markers shall also be placed on the vertical surface directly below the horizontal surface markers. The vertical markers do not need to indicate "FT" (feet) or "M" (meters). Size = be able to read it. Ft. = ½ size of number.

- If these criteria are not met, two hundred and forty (240) points will be

deducted for Brand Compliance.

## **Pool Towels (Brand Compliance)**

Reference 4.29

1. Pool towels if provided to be a minimum of 10 pound.
2. Determination of compliance is based on towel weight.
3. Estimate towel weigh by studying pile composition of terry cloth.
  - If this criterion is not met, sixty (60) points will be deducted. Point losses will double for non-compliance in a subsequent/the next assessment (120 points), and then double again (240 points) in a consecutive/the third non-compliant assessment.

## **Sundry Items Available (Brand Standard)**

Reference 4.30

Sundry items are to be available (at charge) from sundry shop, front desk, or vending machine. Properties must sell, at a minimum, the following sundry items. All items must be nationally recognized, non-discount brands.

### Beverages:

1. Soda & Juice - minimum of two different sodas and two different juices (must be 100% juice)
2. Bottled Water
3. Wine and/or beer (if permitted by law) – optional

### Food and Snack items (minimum of one each):

1. Candy
2. Energy/Granola bars
3. Cookies
4. Crackers
5. Convenience meals (frozen or shelf stable) – optional

### Hygiene & Personal items (minimum of five items):

1. Deodorant
2. Hairspray
3. Eye drops
4. Contact lens solution
5. Sunscreen or other seasonal item
6. Batteries
7. Makeup remover
8. Dental floss



## 9. Swabs

### Newspaper:

Minimum of one local and one national newspaper for sale, unless offered on a complimentary basis. If a national newspaper is not available in the area, no points will be deducted.

### Magazines:

Required to offer two magazine titles.

Minimum of three (3) of the following items will be required in the Sundry shop, front desk or vending machine:

1. USB Flash drive
2. Cell phone USB charger pack/electronic power reserve
3. Sports ear buds
4. Computer mouse
5. USB cable

- If these criteria are not met, one hundred and twenty (120) points will be deducted which will double on each subsequent assessment if not corrected.

## **Snacks, Hot and Cold Beverages Available (Brand Standard)**

Reference 4.31

1. Snacks and at least hot tea or hot coffee with usual accompaniments and cold beverages (at least two cold beverages not to include bottled water) are to be available at the property 24 hours a day and may be sold through a vending machine.
2. An on-premises 24 hour restaurant meets this qualification.
3. A minimum of two snacks must be available and may be sold through a vending machine.
4. Hot Cups used on the breakfast buffet, at coffee stations in public areas, etc. must be a minimum size of 10 oz. If using ceramic / porcelain cups, the size requirement could be satisfied with an additional 10 oz. disposable, compliant hot cup. If using disposable cups, they must be insulated through the use of a sleeve, integral additional insulating layer, or corrugation that insulates the hand from hot beverages. The BW approved Marketing Message (e.g. Best Western Rewards) must be on all disposable cups. Styrofoam cups are not permitted.
5. There may be an “extra” charge for “after hours” service.

Common reason for point loss: Hot and cold beverages are available 24 hours, but snacks are not available at the property. It is a requirement that the beverages and

snacks be available at the property, not at an adjacent restaurant or convenience store.

Acceptable solution: A stocked vending machine, in-room stocked mini-bars, in-room stocked refrigerators, or cold drinks available at the front desk would satisfy the cold beverage requirement. A stocked vending machine, in-room mini-bars stocked with snacks, or snacks available through the front desk would satisfy the snack requirement.

- If these criteria are not met, sixty (60) points will be deducted for Brand Standards; points will double on each subsequent assessment if not corrected

### **Public Areas – Service Standards/Executive Residency (Brand Standard) (if applicable)**

Reference 4.32

1. Front desk
    - a. Staffed 24 hours per day
  2. Housekeeping (at a minimum)
    - a. Every third-day
    - b. Daily: fresh towels and trash pick-up
    - c. Full clean upon request
  3. Guest Laundry
    - a. Provide coin-operated soap/bleach/softener dispenser, or have products available in the sundry shop or at the front desk with a sign indicating where it is available.
  4. Business Center
    - a. A business center with wireless HSIA connectivity and print capability is required
- If any one or more of the above is missing, sixty (60) points will be deducted; points will double on each subsequent assessment if not corrected.

## **GUEST ROOMS: Bedroom Experience**

### **Coffeemaker (Brand Compliance)**

Reference 4.33

#### **Verify compliance in all rooms assessed.**

1. Guest rooms are required to have coffeemaker with complimentary coffee.
2. Must be located at the in-room refreshment center.
3. Coffee needs to be chosen from approved list (e.g. Starbucks, Wolfgang Puck, Keurig one cup brewer and pods, Flavia one cup brewer and pods.
4. Recommended minimum offering is coffee, decaffeinated coffee, and tea.
5. Factory wrapped condiments or condiment packs are also required (sugar, sugar substitute, milk or non-dairy creamer). Stirrers are not considered condiments and accordingly do not need to be factory wrapped; however, highly recommended.
6. A minimum of four servings of coffee and/or tea (combination of regular and decaffeinated products) and appropriate accompaniments are required in each guest room.
7. In room coffee makers - all brands properties: Single or double cup brew or pod style coffeemakers are required (carafe style coffeemakers are not acceptable).

- If these criteria are not met, six (6) points will be deducted in each room

### **Clock with Alarm (Brand Compliance)**

Reference 4.34

#### **Verify compliance in all rooms assessed.**

Each guest room is to be provided a clock with alarm. Choose from an approved list, e.g. ! Home, Bose, Tivoli. The clock radio must have a single set alarm that prevents the alarm from ringing unless the guest has set it. Minimum size of display to be 0.9". MP3 connection preferred.

- If these criteria are not met, six (6) points will be deducted in each room.

*NOTE: If this clock is the sole method to meet the requirement for a wakeup call, it must be appropriately equipped and instructions must be available in the guest directory or elsewhere in the room*

### **Clothes Hangers Adequate (Brand Compliance)**

Reference 4.35

#### **Verify compliance in all rooms assessed.**

There are to be 8 hangers in each guest room, including at least 2 hangers with skirt clips (included in the 8). Matching wood or permanent hangers are to be supplied. Must be selected from Best Western “Best” rated quality of supplies at BW Supply or approved upgrade.

If these criteria are not met, three (3) points will be deducted if one is missing / six (6) points will be deducted if two or more are missing in each room

## **Directory of Services (Guest Directory) Provided (Brand Compliance)**

Reference 4.36

**Verify compliance in all rooms assessed.**

1. A printed Directory of Services (Guest Directory), at least in English, shall be provided in each guest room, describing the various facilities and services provided by the hotel and the hours such facilities and/or services are available (e.g. breakfast hours, restaurant hours), unless available through reception which is staffed 24 hours per day (e.g. fax and photocopier availability).
2. The Directory of Services may be an electronic version available on the television. Multiple languages for the Directory of Services are not required, but are encouraged.
3. Shall display a standardized Premier guest room directory and template.

- If these criteria are not met, six (6) points will be deducted in each room.

## **Desk Blotter (Brand Compliance)**

Reference 4.37

**Verify compliance in all rooms assessed.**

Hotels shall provide a Best Western Hotels & Resorts (“Best Western”) approved blotter pad in each guest room.

- If these criteria are not met, six (6) points will be deducted in each room.

## **Emergency Instructions (Fire) (Brand Standard)**

Reference 4.38

1. Instructions on staying in the room and/or escaping during a fire emergency shall be provided in each guest room in a convenient location.
2. Fire emergency instructions for rooms opening into an interior corridor shall be posted on the back of the entrance door, or next to the entrance door, (including the bathroom door if adjacent to the guest room entrance door). It shall also provide a map showing the relation of the room to nearby exits in the same

location.

3. Fire emergency instructions for exterior corridor rooms can be included in a printed Directory of Services or any other convenient location within the guest room.
4. An electronic version (available only on the television screen) may not be the only source for fire emergency instructions.

Common reason for point loss: Exterior corridor properties do not provide any fire emergency instructions.

Acceptable solution: Exterior corridor properties should decide on whether or not to advise guests to call and report the fire directly to authorities or to call the front desk.

- a. Evacuation procedures and assembly location should be provided. Some fire authorities prefer an assembly of guests and some do not.
- b. Likewise, some fire authorities recommend the guest call the fire department (in North America by dialing 911) directly to report any fire or smoke, while others prefer guests report such instances to the front desk. (Many reception areas are not staffed every minute of every day or at all after hours. It is strongly recommended that the policy be to advise reception or to call the Fire Department directly, but in either case it is recommended that the “local fire department number” be listed.)
- c. These notices are to be posted in a convenient location. While the back of the entrance door is generally the preferred location, other locations may also be convenient.
- d. It is recommended very strongly that you contact your local fire authority and obtain their recommendations in preparing these instructions and their placement.

Common reason for point loss: Interior corridor properties do not provide any fire instructions or do not provide a map showing the room in relation to nearby exits.

Acceptable solution: Interior corridor properties also need to decide on whether or not to advise guests to call and report the fire directly to authorities or to call the front desk.

- a. Evacuation procedures and assembly location should be provided.
- b. Some fire authorities prefer an assembly of guests and some do not.
- c. Likewise, some fire authorities recommend the guest call the fire department (in North America by dialing 911) directly to report any fire or smoke, while others prefer guests report such instances to the front desk.
- d. A layout of each floor will be needed to provide the necessary maps showing the relation of the room to nearby exits.

- e. These notices are to be posted in a convenient location. While the back of the entrance door is generally the preferred location, other locations may also be convenient.
  - f. It is recommended very strongly that you contact your local fire authority and obtain their recommendations in preparing these instructions and their placement (but in any case to list the Fire Department number the guest directory and elsewhere in the room).
- If these criteria are not met, two hundred and forty (240) points will be deducted.

### **Emergency Instructions (Medical) (Brand Standard)**

Reference 4.39

1. Instructions on how to obtain emergency assistance are to be provided in each guest room.
2. The instructions may be included in dialing instructions, the Directory of Services, or as a separate information piece conveniently located.
3. A pull alarm properly signed complies.
4. Dialing instructions, room emergency, and fire instructions can all be in the guest directory.

Common reason for point loss: Instructions for obtaining emergency assistance are not provided.

Acceptable solution: Provide clear instructions on how the guest is to call for emergency assistance.

- e. In North America, dialing “911” is the recommended method and instructions should provide that information. The instructions may be included in the general dialing instructions on the phone or in the Directory of Services or in some other convenient location.
- f. If calling the front desk is the preferred method, then those instructions should be provided.
- g. This requirement is concerning “emergency” medical assistance, not a casual requirement for a doctor. A doctor listing can be included in the directory but is not to be considered relevant to this requirement.
- h. It is strongly recommended that if calling reception is the suggested policy, then the “local number for medical emergencies” be included in the directory and / or in this listing, wherever located.

- If these criteria are not met, two hundred and forty (240) points will be deducted.

### **Hot Cups Available (Brand Compliance)**

Reference 4.40

#### **Verify compliance in all rooms assessed.**

10 oz. or larger cups must be provided in the guestroom. Size requirement could be satisfied with an additional 10 oz. disposable if using china / ceramic cups that are less than 10 oz. Cups must have a sanitary wrap. Two cups per bed must be available.

China / ceramic cups shall be sanitized in accordance with applicable government regulations. Sanitized cups shall be placed in an approved bag. Alternatively, the top and rim of the cup may be covered with approved shrink wrap plastic or fitted heavy paper cap. The sanitized cups may also be inverted on a coaster / doily.

When disposable cups are used, they must be presented in 1 of 3 ways: 1) pre-wrapped, 2) inverted on a coaster, 3) upright with a to-go lid affixed to the cup. All disposable cups must contain the Best Western approved marketing message and be insulated through the use of a sleeve, integral additional insulating layer, or corrugation that insulates the hand from hot beverages. Styrofoam cups not allowed. The above does not pertain or apply to those properties or guest rooms with "kitchens". (Kitchens with extra plates, bowls, glasses). The above only applies to in room coffee cups.

If these criteria are not met, three (3) points will be deducted if one is missing / six (6) points will be deducted if two or more are missing in each room

### **Ice Bucket Available (Brand Compliance)**

Reference 4.41

#### **Verify compliance in all rooms assessed.**

Leatherette or approved upgrade (e.g. stainless steel) in each guestroom. 3 qt. minimum. Must be selected from Best Western "Best" rated quality of supplies or approved upgrade. Matching lid is recommended. A tray is not required; however, if provided must be coordinated/matching and shall meet the same quality standards as the accompanying ice bucket.

- If these criteria are not met, six (6) points will be deducted in each room

### **Iron and Ironing Board Available (Brand Compliance)**



Reference 4.42

**Verify compliance in all rooms assessed.**

An iron and ironing board must be provided in each room. Tabletop ironing boards are not acceptable. Full or ¾ size free standing or wall mounted units are acceptable. Iron must be a full size (not a travel size). Must be selected from Best Western “Best” rated quality of supplies or approved upgrade.

- If these criteria are not met, six (6) points will be deducted in each room

**Laundry Bag Provided (Brand Compliance)**

Reference 4.43

**Verify compliance in all rooms assessed.**

A laundry bag shall be supplied in each guest room. The laundry bag shall be opaque and of reasonable size. Trash bags are not acceptable. Test: Can you easily see your hand through the bag? Then it is not opaque.

- If these criteria are not met, six (6) points will be deducted in each room

**Lighting is Adequate (Brand Compliance)**

Reference 4.44

**Verify compliance in all rooms assessed.**

Adequate lighting is of major importance to guests in surveys and inadequate lighting is a major source of complaint.

1. With the drapes drawn and all the lights on, the guest should be able to read the fine print of a newspaper anywhere in the room.
2. With the drapes drawn and only the bedside lamp lit, the guest should be able to read a newspaper in bed.
3. While sitting in any chair's normal location and with only the lamp closest to the chair lit, the guest should be able to read a newspaper.
4. While sitting at a desk or worktable and with only the closest lamp lit, the guest should be able to read a newspaper.
5. With only the closest lamp lit, the guest should be able to see into the drawers of any chest or see into any closet, or examine their appearance in any mirror.

- If these criteria are not met, six (6) points will be deducted in each room.

**Locking Device/Door Assessment Guide (Comply/Non-comply)**

**Mandatory on Primary Guest Room Doors**

Reference 4.45

Electronic guest room entrance locks are mandatory.

1. Electronically activated and always to remain in the locked position
2. Lockset shall only unlock with the use of guest, master or emergency key
3. Keyed to at least three levels of security (guest key, master key and emergency key)
4. Lockset shall automatically re-code with each use of a newly assigned guest key, voiding all previously issued guest keys
5. Room numbers, property name (and or address), or Best Western affiliation shall not be displayed on the key
6. Fail-safe feature shall be provided to allow entrance to the guest room
7. Low battery warning feature is required
8. An audit trail/interrogation feature is required
9. An automatic time-out feature is required
10. No room numbers displayed on key cards
11. Flush panel solid-core or metal door
12. Self-locking electronic knob/lever lock with 1" metal dead bolt locks
13. Security door chain, door guard or latch guard
14. 180 degree door viewer (Measures 120 degrees or higher)

During the QA Assessment, the following will be verified:

1. Exterior door lock, solid core or metal door, self-locking, 1 inch deadbolt, chain guard, chain, loop guard or latch in place and working, hinges on the inside of doors
2. The Best Western Accredited Assessor will verify that guest room key or master key will not open door if deadbolt is activated
3. The Best Western Accredited Assessor will verify the condition of the door viewer and degrees.

## **Mandatory on Interconnecting Doors**

Reference 4.46

During the QA Assessment, the following will be verified:

1. Two flush panel solid-core or metal doors
2. Hinges on the inside
3. Self-locking knob/lever lock that is tamper proof between doors
4. Inch deadbolt (1/2" dead bolts on doors with metal frames are acceptable until replacement).
5. Deadbolt non-accessible
6. The Assessor will view the connecting door both in open and close positions.
7. Keyed deadbolt on Interconnecting door is acceptable

## **Mandatory on Sliding Glass Doors (wherever located)**

Reference 4.47

During the QA Assessment, the following will be verified:

1. Two locking devices (safety bar, dead bolt, pin lock, or other)
2. Sliding panel installed on the inside of stationary door

## **Mandatory on Secondary Guest Room Doors – Public Access**

Reference 4.48

Must comply with the same requirements as Primary Guest Room Doors.

## **Ground Level Balcony/Patio Doors without a Walkway**

Reference 4.49

During the QA Assessment, the following will be verified:

1. Flush panel solid-core or metal door
2. 1 inch deadbolt (1/2" dead bolts on doors with metal frames are acceptable until replacement).

## **Private Balcony/Patio Doors above the First Floor without a Walkway**

Reference 4.50

During the QA Assessment, the following will be verified:

3. Flush panel solid-core or metal door
4. Any locking device.

## **Guest Room/Bathroom Windows**

Reference 4.51

During the QA Assessment, the following will be verified:

Windows that open must have a locking device.

- If these criteria are not met the non-compliance will be noted on the assessment report. The hotel shall correct the deficiency within 21 days.
- If the hotel does not comply with the requirements within the specified 21-day correction period, the hotel will be placed in Hearing status and may be considered for termination.

## **Mandatory on Secondary Guest Room Doors – Public Access**

Reference 4.52

Must comply with the same requirements as Primary Guest Room Doors.

## **Private Balcony/Patio Doors above the First Floor without a Walkway**

Reference 4.53

During the QA Assessment, the following will be verified:

1. Flush panel solid-core or metal door
2. Any locking device.

## **Telephone Message Pad & Pen Required (Brand Compliance)**

Reference 4.54

**Verify compliance in all rooms assessed.**

A telephone message pad and pen shall be conveniently provided within each guest room. Must be selected from Best Western “Best” rated quality of supplies or approved upgrade. It is strongly recommended that the message pad and pen be located near the telephone in the bedroom and/or sitting room and placed with the required note pad.

- If these criteria are not met, six (6) points will be deducted in each room.

## **Safe Deposit Box (in room) (Brand Compliance)**

Reference 4.55

**Verify compliance in all rooms assessed.**

Required in closet or cabinet.

- If these criteria are not met, 6 points will be deducted in each room

## **Tumbler Provided (Brand Compliance)**

Reference 4.56

**Verify compliance in all rooms assessed.**

Two (2) tumblers per bed. The tumblers need to be 12 oz. or larger. Tumblers shall be sanitized in accordance with applicable government regulations. Sanitized glasses shall be placed in an approved glass bag. Alternatively, the top and rim of the glass may be covered with approved shrink – wrap plastic or a fitted heavy paper glass cap. Glasses may also be inverted on a coater / doily.

When disposable glasses are used, they shall be pre-sanitized and pre-wrapped and a minimum size of 12 ounces. If using glass tumblers less than 12 ounces in size, the minimum size requirement can be met by providing an additional compliant (pre-wrapped, plastic) 12 ounce disposable cup. Styrofoam cups are not allowed.

The above does not pertain or apply to those properties or guest rooms with "kitchens". (Kitchens with extra plates, bowls, glasses). The above only applies to in room tumblers.

- If these criteria are not met, three (3) points will be deducted if one is missing / six (6) points will be deducted if two or more are missing in each room

### **Wastebasket Provided (Brand Compliance)**

Reference 4.57

#### **Verify compliance in all rooms assessed.**

Two wastebaskets shall be provided, one in the sleeping area and one in the bath area. Must be Leatherette or approved upgrade (e.g. stainless steel) and 13 qt. minimum.

- If these criteria are not met, six (6) points will be deducted in each room

### **Guest Rooms – Executive Residency (Brand Standard) (if applicable)**

Reference 4.58

#### **Guest Room**

##### **1. Kitchenware**

- a. 8 quart saucepan with lid
- b. 4 quart saucepan with lid
- c. 10 inch fry pan
- d. 6 inch fry pan
- e. Drawer organizer
- f. Serving spoon
- g. Can opener
- h. Corkscrew/bottle opener
- i. Rubber spatula
- j. Pot holder – 2
- k. Cutting board
- l. Paring knife
- m. French knife
- n. Peeler
- o. Measuring cup and spoon set

- p. Paper towel holder (non-plastic)
  - q. Under cabinet trash can
  - r. Dish soap (in manufacturer's container)
  - s. Dishwasher detergent t. Dish towels – 2 u. Toaster
2. Dinnerware (4 for each item)
- a. 9 inch (approximate) dinner plates (porcelain ceramic or Corelle® style or equivalent required)
  - b. 6 inch (approximate) plates
  - c. Cereal bowls
  - d. Coffee mugs
  - e. Three piece cutlery place settings (knife, fork, spoon)
  - f. 12 to 14 ounce glasses
  - g. Disposable/portion control salt and pepper
- Marginal for 1 item missing; sixty (60) points will be deducted if more than one item is missing. Points will double on each subsequent assessment if not corrected

## **GUEST ROOMS: Entertainment/Work Experience**

### **Desk Chairs (Comply/Non-Comply)**

Reference 4.59

Premium commercial quality leather or fabric upholstered rolling chair that coordinates with the room décor.

The Best Western accredited assessor will assess using these guidelines:

1. Premium commercial quality leather or fabric upholstered rolling chair that coordinates with the room décor.
  2. If desk is present in the guest room, provide a commercial quality ergonomic rolling desk chair with or without arms. Use the following definition for ergonomic chairs when the Accredited Best Western Assessor inspect for compliance.
    - a. Chair with or without arms.
    - b. Five prong wheeled base
    - c. Adjustable height
- If non-comply, property will be placed in probation status and has 90 days to correct as verified through Best Western Design department
  - If not corrected within 90 days the property will be placed in hearing status

### **Free Long Distance Access (Brand Standard)**

Reference 4.60

Long distance access shall be offered to guests free of any long distance access charges. Allowing guests to reach 800, 888, 877 or any other toll-free or credit card numbers without charge satisfies this requirement. It is acceptable for a property to charge for direct dial long distance calls.

- If these criteria are not met, two hundred and forty (240) points will be deducted.

*NOTE: Not applicable in the Caribbean.*

### **Free Local Calls (Brand Standard)**

Reference 4.61

Local calls under 30 minutes per call shall be provided to guest, free of charge. A property may charge for local calls after 30 minutes.

- If these criteria are not met, two hundred and forty (240) points will be deducted.



*NOTE: Not applicable in the Caribbean.*

## **High Speed Internet Access (HSIA) (Comply/Non-Comply)**

Reference 4.62

High Speed Internet access (HSIA) is required at each North American property. The current specifications follow:

Accessibility in 100% of guest rooms, Hotel Lobby, Business Center and Breakfast Area via wireless.

1. This service is to be offered at no cost to the guests and be available 24-hours per day, 365 days a year.
2. Three (3) hard-wired connections must be available on premise in either separate guest rooms, public areas, or some combination thereof. New properties must be 100% wired and wireless.
3. Must be able to connect to VPN, email and access the Internet in all locations.
4. The minimum acceptable signal strength must be at least 65dbm in all applicable areas of the hotel as specified in the coverage requirements.
5. An access control and authentication service must be implemented within the HSIA system requiring a guest to enter a password to utilize the internet. This access control mechanism must be the same regardless if the connection is hardwired or wireless. A second level of access control and authentication may be used on the wireless network connection if the hotel is implementing Wi-Fi encryption.
6. A method of bandwidth management must be implemented that ensures that each user gets fair access to bandwidth.
7. All access points must support 802.11b, 802.11g, and 802.11n wireless standards.
8. All wireless access points (AP) must have a consistent naming convention so as to be identifiable to hotel guests as belonging to the Best Western location, and must be enabled for SSID broadcast.
9. Must have in-room information on how to obtain 24 X 7 technical support. (This can be on a Table Tent, Guest Directory or any other areas in the guest room). An acceptable solution is to instruct guests to call the Front Desk for support, provided the staff can provide proof of 24X7 support access if they are unable to correct the guest issue.
10. HSIA system must be installed according to the system installation requirements.
  - a. Components are installed in environmentally friendly locations that are dry, climate-controlled and free of dust and clutter.

- b. Components in equipment/phone rooms are installed professionally (placed in racks or on shelves).
  - c. Equipment/phone rooms are secured, preventing unauthorized access.
  - d. Cables and face plates are labeled to identify which component or guest room is being supported.
  - e. Cable management is in use (cables are held together in bunches with ties or are run in cable trays).
- The non-compliance will be noted on the assessment report. The hotel shall correct the deficiency within 60 days. Best Western Hotels & Resorts shall send a 60-day notice of non-compliance to the hotel. The hotel shall correct the deficiency and shall provide a statement of compliance signed by the voting member to BWI within the 60-day period.
  - If the hotel does not comply with the requirements within the specified 60-day correction period, the hotel will be placed in probation status. The hotel shall then have an additional 30 days to correct the deficiency.
  - If the hotel does not correct the deficiency within the additional 30 days, the member shall be placed in hearing status
  - If the voting member certifies compliance, but it is determined subsequently (e.g., a later assessment) that the hotel is not compliant, the hotel shall be placed in hearing status and shall be subject to cancellation.

### **Telephone Provided and Operates 24 hours per Day (Brand Standard)**

Reference 4.63

Each bedroom is to be provided a telephone that operates 24 hours per day, permitting incoming and outgoing calls. (One phone in a suite is acceptable. An outside caller must be able to reach a guest by telephoning a guest in their room or by calling the property without having knowledge of the guest's room number.

Common reason for point loss: If the property has no means of transferring calls after reception is closed or if the property does not "know" what room a guest is in when answering "night" calls.

Acceptable solution: Property must provide means for transferring calls 24 hours each day.

- If these criteria are not met, two hundred and forty (240) points will be deducted.

## Television Guides (Brand Compliance)

Reference 4.64

### **Verify compliance in all rooms assessed.**

Hotels shall provide a television channel guide in each guestroom. Compliance with this requirement can be accomplished by providing:

1. An electronic listing on the television, or
2. A printed card or tent that is located near the television remote control, or 3. A television channel guide in the guest directory

- If these criteria are not met, six (6) points will be deducted.

## TV Requirement (Comply/Non-Comply)

Reference 4.65

Verify compliance with the requirements including:

- date of manufacture
  - size and flat panel
  - commercial grade
1. Televisions purchased prior to July 1, 2011 that do not meet requirements are compliant until seven years after the original date of manufacture. Date of Manufacture can normally be verified by looking at the label on the back of the television. If there is no Date of Manufacture indicated, then the date of purchase may be used.
  2. On January 24, 2013 the Board approved a policy that gives members until January 1, 2016 to replace non-commercial flat-panel television with a date of manufacture between July 1, 2011 and January 1, 2013 provided they meet the minimum size requirement for the property descriptor. Properties taking advantage of the option to keep otherwise compliant non-commercial sets purchased during the July 1, 2011 – January 1, 2013 window will go into a Probation status for this issue and will remain there until they replace the television with commercial sets. Probation does not affect their credit but does prevent auto-transfers.
  3. Non-commercial televisions purchased after January 1, 2013 are not compliant and the member will not be able to keep them once identified during an inspection.
  4. LCD, LED or plasma flat panel televisions are required. Television size requirements. Refer to the ballot television guidelines below for television size Requirements. All measurements are diagonal and are taken for the TV display area (not overall size of the TV).

5. Commercial grade televisions are required. Verification can be made in one of the following ways:
  - a. Look at the manufacture label on the back of the television to see if there is verbiage indicating that the set is compliant (i.e. ‘commercial’, ‘hospitality grade’, etc.).
  - b. Inputting the model number into sites such as Google and browsing the results to see if the set is commercial grade. Note that if there is an H in the model number it is a clue that the TV may be ‘hospitality grade’.
  - c. Asking the property for the ‘master remote’. If the property has different make and model number TV’s a “Master Remote” will need to be obtained for each. On the first visit after January 1, 2013, and until compliance is noted, use their master remote to access the set up area and check for settings that can be changed. Features available on commercial grade televisions (not assessed for) are:
    - i. Channel mapping, which ensures no blank channels are available and channels can be grouped together by category, local network, sports, entertainment, etc.
    - ii. Channel labeling capabilities, which allows the set to display, for example, ABC, CBS, or NBC instead of WNXV, KPHO, or KAET.
    - iii. Volume limiting capabilities, which prevent the television volume from exceeding a maximum level over which guests in adjacent guestrooms may hear the program and limits the volume when the TV is powered up.
    - iv. Front panel control lock outs, which prevent guests from adjusting settings that may adversely affect the experience of subsequent guests.
    - v. Cloning capabilities, which allow for easy transference of settings from one set to all other sets on the property. Hotel staff can quickly reset the TV or multiple TV’s in the event of some system failure. If the property is not utilizing these features they are still in compliance. It is highly recommended that hotels use the features available with commercial TV’s to improve the guest experience.
6. Public Area televisions not specifically addressed (i.e. lobby, guest laundry) are not required to be commercial grade or meet a minimum size; however, it is highly recommend that they are commercial grade and of a size that is appropriate for the area.

*NOTE: Pro:Idiom chips, HDMI and VGA ports are required if the hotel needs these features for their signal delivery. Best Western accredited assessors will not be checking compliance for these items.*

<b>BEST WESTERN PREMIER</b>		
Guest Room	Minimum one 42" or larger	For all new construction and conversion property membership applications received on or after September 1, 2015 - Minimum of one (1) 50" or larger
Suite <i>without</i> full wall and door separator	Minimum one 42" or larger, clearly viewable from both the seating area and the sleeping area; <i>or</i> minimum two 32" or larger	For all new construction and conversion property membership applications received on or after September 1, 2015 - Minimum of two (2) 50" or larger
Suite <i>with</i> full wall and door separator	Minimum two 42" or larger and one 32" or larger	For all new construction and conversion property membership applications received on or after September 1, 2015 - Minimum of two (2) 50" or larger
HD programming delivery and display	High Definition (minimum of five channels)	High Definition (minimum of sixteen channels)

- If any of these criteria are not meet the non-compliance will be noted as non-comply on the assessment report. The hotel shall correct the deficiency within twenty-one (21) days.
- If the hotel does not comply with the requirements within the specified twenty-one (21) -day correction period, the hotel will be placed in hearing status and shall be subject to termination.

## **GUEST ROOMS: Sleep Experience**

### **Bed Height (Comply/Non-Comply)**

Reference 4.66

Minimum bed set (mattress and box spring) height to be 18". (One mattress topper may be used to achieve 1" of this minimum). The overall bed height is to be at least 25" minimum. ADA or handicap room beds are an exception to this requirement.

- If non comply, property will be placed in probation status and has 90 days to correct as verified through Best Western Design department.
- If not corrected within 90 days the property will be placed in hearing status.

### **"Do Not Disturb" Device Provided (Brand Compliance)**

Reference 4.67

#### **Verify compliance in all rooms assessed.**

A "Do Not Disturb" device shall be provided in each guest room. The device, such as a turn knob, may be mounted in or on the door or a hanger or card to insert in the card lock slot may be conveniently located within the guest room. Other "Do Not Disturb" devices convenient for the guest and appropriate for the style of door will also be acceptable.

- If these criteria are not met, six (6) points will be deducted in each room.

### **Pillow Requirements (Brand Compliance)**

Reference 4.68

#### **Verify compliance in all rooms assessed.**

Look at all pillows, on all beds, in all rooms assessed to ensure they meet Brand Compliance standards. Check pillow requirements on the first five rooms where beds are assessed. In other rooms assessed scan pillows for requirements.

A minimum of 3 pillows are required on a full size or smaller bed; and a minimum of 4 pillows are required on a Queen or King Size Bed, with all pillows to be enveloped in a pillow protector, and a pillowcase which is manufactured with minimum T-250 (250 threads per square inch) percale with a minimum of 50 percent cotton content. Additional decorative pillows may be used as a supplement to, but not in lieu of, the required quantity of pillows.

All pillows must meet Best Western specifications = Comforel™, DreamMaker™, or better standard. Supplemental pillows (in drawers, on shelves, etc.) are not required to comply with this standard.

The law tag must be affixed to all pillows as required, for compliance and to fulfill assessment requirements. The above specifications describe a down-like synthetic fiber pillow with anti-microbial treatment. These specifications were adopted as a result of consumer research and testing.

If these criteria are not met, three (3) points will be deducted if one is missing / six (6) points will be deducted if two or more are missing in each room

## **Top of Bed Requirements (Comply/Non-Comply)**

Reference 4.69

1. **Mattress Pad Requirement** - each bed shall have a mattress pad.
2. **Sheeting Requirements** - each bed shall be triple sheeted, or double sheeted with washable duvet cover with removable insert.\*
  - a. Triple sheeting is defined as making up a bed with:
    - i. A compliant minimum T-200 first (bottom) sheet, either fitted or flat;
    - ii. Topped with a second (middle) sheet beneath which the guest will typically sleep;
    - iii. Topped with a compliant blanket appropriate to the descriptor; and
    - iv. Topped with a third (top) sheet as described below as appropriate to the descriptor.
  - b. Double sheeting with washable duvet cover and removable insert is defined as:
    - i. A compliant minimum T-200 first (bottom) sheet, either fitted or flat;
    - ii. Topped with a second (middle) sheet beneath which the guest will typically sleep; and
    - iii. Topped with a washable duvet cover with a compliant blanket insert.
3. **Decorative Element Requirements and Solutions**
  - a. Triple sheeting is acceptable with the third (top) sheet exposed:
    - i. Provided the bed has two additional decorative elements, e.g. the addition of a decorative pillow and a scarf.
    - ii. The third (top) sheet must be 100% polyester jacquard or matelassé patterned fabric with a minimum Weight of 6 oz./sq. yd.; may be white or colored.
    - iii. The blanket between the second (middle) sheet and the third (top) sheet must be down, synthetic down, or duvet blanket. \* Hotels with current compliant bedspreads can keep the bedspreads if they



fold them down and expose the triple sheeting so it is in the guest's plain view.

- If non-comply, property will be placed in probation status and has 90 days to correct as verified through Best Western Design department. If not corrected within 90 days the property will be placed in hearing stat

## **GUEST ROOMS: Bathroom Experience**

### **Amenity Tray (Brand Compliance)**

Reference 4.70

**Verify compliance in all rooms assessed.**

Bath amenities to be displayed on an approved decorative amenity tray. Select from Better rated product

- If these criteria are not met, six (6) points will be deducted in each room

### **Bath Amenities (Beginning July 1, 2018)**

#### **Bath Amenities (Comply / Non-Comply)**

Reference 4.71

Best Western Premier® – Apothia, Velvet Rope by Hunter Amenities

Required items: Shampoo, conditioner, facial soap, bath soap, lotion. Upgrade additional options: facial wash, mouthwash, as additional items to the Best Western Premier brand line.

- If non-comply, property will be placed in probation status and has thirty (30) days to correct as verified through Best Western. If not corrected within thirty (30) days the property will be placed in hearing status.

### **Additional Bath Amenities (Brand Compliance)**

Reference 4.72

**Verify compliance in all Vacant / Clean rooms assessed.**

Two additional amenities from the following list must be provided.

1. Shower Cap
2. Sewing Kit
3. Shoe Shine
4. Mouthwash

If these criteria are not met, three (3) points will be deducted if one is missing / six (6) points will be deducted if two or more are missing in each room

### **Bath Mat Provided (Brand Compliance)**

Reference 4.73

**Verify compliance in all rooms assessed.**

A towel material bath mat is provided in each bath/shower area, even one with a heated floor. The bath mat needs to be 9.2 lbs./dz. An additional bath towel may be substituted for an actual bath mat.

- If these criteria are not met, six (6) points will be deducted in each room.

### **Face Cloth (Brand Compliance)**

Reference 4.74

#### **Verify compliance in all rooms assessed.**

Face Cloths are required to be a minimum of 1.5 lb./dz. Additionally, the towels must be 85% natural fiber (i.e. cotton). Determination of compliance is based on towel weight. Estimate towel weight by studying pile composition of the terry cloth. If fiber blends cannot be determined on manufacture tag, no deficiency will be cited.

- If these criteria are not met, six (6) points will be deducted in each room.

### **Facial Tissue Provided (Brand Compliance)**

Reference 4.75

#### **Verify compliance in all rooms assessed.**

Facial tissue in an appropriate receptacle (e.g. no loose tissues) is to be provided within the guest bathroom or the bedroom.

- If these criteria are not met, six (6) points will be deducted in each room.

### **Hairdryer in Room (Brand Compliance)**

Reference 4.76

#### **Verify compliance in all rooms assessed.**

A hairdryer shall be provided in each guest room. Hairdryer cannot be wall mounted and shall be selected from “Best” rated in supply rating guide.

- If these criteria are not met, six (6) points will be deducted in each room

### **Hand towels (Brand Compliance)**

Reference 4.77

#### **Verify compliance in all rooms assessed.**

Hand towels are required to be a minimum of 4.5 lbs/dz. Dobby Border. Additionally, the towels must be 85% natural fiber ( i.e. cotton). Determination of compliance is based on towel weight. Estimate towel weight by studying pile

composition of the terry cloth. If fiber blends cannot be determined on manufacture tag, no deficiency will be cited.

- If these criteria are not met, six (6) points will be deducted in each room.

### **Shampoo Soap/Soap Dispenser Provided (Brand Compliance)**

Reference 4.78

**Verify compliance in all rooms assessed.**

Each guest bathroom shall offer the following:

1. Must provide shampoo, conditioner, and soaps selected from the Best rated quality of supplies at BW Supply or an approved upgrade.
2. Shampoo is to be provided in each guest room. Packets/sachets are not acceptable.
3. Conditioner is to be provided in each guest room. Packets/sachets are not acceptable. Conditioner must be in separate bottle.
4. Each guest bathroom shall offer 2 bars of packaged soap – one in the shower/tub area and one in the basin/vanity area.
5. Minimum requirements are at least one 1.0 size / .08 ounce bar of Facial soap at the basin/vanity area and one 1.5 size / 1.25 ounce bar of Bath soap at the shower/tub area.
6. A Best Western approved non-refillable soap dispenser and dispensed product are allowed in the shower/tub and/or vanity area in lieu of a bar of soap provided a 1.5 size / 1.25 ounce bar of Facial soap is available at the basin/vanity area. If the Best Western approved non-refillable dispenser contains shampoo and conditioner as well as bath gel, this shall fulfill the shampoo and conditioner requirement. If dispensers are used but not stocked, the appropriate call is to be recorded. When using dispensers, it is recommended that a 1.5 size / 1.25 ounce bar of Bath soap be provided in the shower/tub area.
7. Extra soap and/or shampoo/conditioner shall be available upon guest request.
8. Lotion is to be provided. Choose from BW upgrade program or other approved program.

- If these criteria are not met, six (6) points will be deducted in each room.

### **Soap Dish (Brand Compliance)**

Reference 4.79

**Verified compliance in all rooms assessed.**

Must be selected from Best Western “Best” rated quality of supplies or approved upgrade.

- If these criteria are not met, six (6) points will be deducted in each room.

### **Tissue Holder Provided (Brand Compliance) (Freestanding Decorative)**

Reference 4.80

#### **Verify compliance in all rooms assessed.**

Facial tissue in an appropriate free standing receptacle (therefore, no loose tissues) is to be provided within the guest bathroom or the bedroom. Must be selected from Best Western “Best” rated quality of supplies or approved upgrade.

- If these criteria are not met, six (6) points will be deducted in each room.

### **Bath Towels (Brand Compliance)**

Reference 4.81

Verify compliance in all rooms assessed.

1. Bath towels are required to be a minimum of 17 lbs./dz . Dobby Border. Choose from approved products.
2. Determination of compliance is based on towel weight.
3. Estimate towel weight by studying pile composition of terry cloth. The 17 lb towel composition is noticeably thicker than the 14 lb towel by comparison.
4. If fiber blends cannot be determined on manufacture tag, no deficiency will be cited.

- If these criteria are not met, six (6) points will be deducted in each room.

### **Towel Bar / Towels (Bath, Hand and Face Cloths Available) (Brand Compliance)**

Reference 4.82

#### **Verify compliance in all rooms assessed.**

A towel bar, shelving or designated area of sufficient size to store the following in a convenient location: 2 complete sets of towels are to be provided in a single bedded room, and 3 complete sets of towels are to be provided in a multi-bedded room. A complete set is defined as 1 face cloth (wash cloth), 1 hand towel and 1 bath towel.

Extra towels are to be available on request. Sufficient numbers of towels and face cloths are required so guests do not have to wait for towels or face cloths.

- If these criteria are not met, three (3) points will be deducted if one is missing / six (6) points will be deducted if two or more are missing in each room.

## **Vanity Mirror (Brand Compliance)**

Reference 4.83

### **Verify compliance in all rooms assessed.**

An additional vanity mirror that is magnifying is required; lighted version is recommended.

## **If these criteria are not met, 6 points will be deducted in each room Ventilation Adequate (Brand Compliance)**

Reference 4.84

### **Verify compliance in all rooms assessed.**

1. A window that opens or mechanically enhanced ventilation (fan with vent) is required in each guest bathroom.
2. Individual or common (shared) venting is acceptable, provided it is mechanically assisted (fan driven). A mechanically assisted updraft can work. A re-circulating type fan can be used.
3. One piece of toilet paper is frequently used to test. The type of ventilation that has drawn from all four sides may need a different test, like using the wastebasket liner because it will cover all four sides. Has to be drawing, not exhausting ventilation. If ventilation cannot be turned on for testing purposes, points must be taken.
4. Ventilation should remove odors and circulate the air to remove moisture. Exhausting from, not into, the room.
5. When adequate ventilation is not available, a musty smell, stale odor and mildew are often present and will result in both Brand Standards and GRPA deficiencies. Ventilation on timers is acceptable, provided the working condition can be verified.

- If these criteria are not met, six (6) points will be deducted in each room.

## **Guest Bathroom – Executive Residency (Brand Standard) (if applicable)**

Reference 4.85

### **Toilet tissue:**

1. 2 rolls, two ply
  2. 2 additional reserve rolls in storage
- Marginal for 1 item missing; sixty (60) points will be deducted if more than one item is missing. Points will double on each subsequent assessment if not corrected.

# Cups Requirements Chart

## GUESTROOMS

BEST WESTERN®		BEST WESTERN PLUS®/ BEST WESTERN PREMIER®	
Cold Cups	Hot Cups	Cold Cups	Hot Cups
2 compliant cups per bed	2 compliant cups per bed	2 compliant cups per bed	2 compliant cups per bed
Styrofoam <b>not</b> permitted	Styrofoam <b>not</b> permitted	Styrofoam <b>not</b> permitted	Styrofoam <b>not</b> permitted
<b>If using disposable cold cups:</b> Pre-wrapped plastic cups. No minimum size required.	<b>If using disposable hot cups:</b> Must be presented in 1 of 3 ways: 1) pre-wrapped 2) inverted on a coaster 3) upright with a to-go lid affixed to the cup.	<b>If using disposable cold cups:</b> Pre-wrapped plastic cups. Current minimum size is 12 oz.	<b>If using disposable hot cups:</b> Must be presented in 1 of 3 ways: 1) pre-wrapped 2) inverted on a coaster 3) upright with a to-go lid affixed to the cup Current minimum size is 10 oz.
<b>If using glass (cold):</b> Sanitized, in glass bags, or paper glass caps on rims. No minimum size required.	<b>If using ceramic/glass cups/mugs (hot):</b> Must be sanitized and presented in 1 of 3 ways: 1) in a glass bag 2) inverted on a coaster 3) fitted with a heavy paper cap.	<b>If using glass (cold):</b> Sanitized, in glass bags, or paper glass caps on rims. Current minimum size is 12 oz. (size requirement could be satisfied with an additional 12 oz. disposable if using glasses less than 12 oz.)	<b>If using ceramic/glass cups/mugs (hot):</b> Must be sanitized and presented in 1 of 3 ways: 1) in a glass bag 2) inverted on a coaster 3) fitted w/ a heavy paper cap. Current minimum size is 10 oz. (size requirement could be satisfied with an additional 10 oz. disposable if using glasses less than 10 oz.)
	<b>If using disposable hot cups:</b> Must be insulated through the use of a sleeve, integral additional insulating layer, or corrugation that insulates the hand from hot beverages.		<b>If using disposable hot cups:</b> Must be insulated through the use of a sleeve, integral additional insulating layer, or corrugation that insulates the hand from hot beverages



No minimum size required for cold cups.	<b>Minimum size is 10 oz. (size requirement could be satisfied with an additional 10 oz. disposable if using glasses less than 10 oz.)</b>		
	BW Approved Marketing Message (e.g. Best Western Rewards®) on all disposable cups (does not apply to glass or ceramic mugs).*		BW Approved Marketing Message (e.g. Best Western Rewards) on all disposable cups (does not apply to glass or ceramic mugs).*
<b>PUBLIC SPACE</b>			
<b>Cold Cups</b>	<b>Hot Cups</b>	<b>Cold Cups</b>	<b>Hot Cups</b>
Styrofoam <b>not</b> permitted at Breakfast or any area of the property	Styrofoam <b>not</b> permitted	Styrofoam <b>not</b> permitted at Breakfast or any area of the property	Styrofoam <b>not</b> permitted.
<b>Breakfast cup requirement:</b>  Cup must be constructed of high quality paper or glass & can <b>hold a min. 8 oz. liquid.</b> BW logo's cups used for hot beverages may be used for cold, as well.	<b>Minimum size is 10 oz. (size requirement could be satisfied with an additional 10 oz. disposable if using glasses less than 10 oz.)</b>	<b>Breakfast cup requirement:</b>  Cup must be constructed of high quality paper or glass & can <b>hold a min. 8 oz. liquid.</b> BW logo's cups used for hot beverages may be used for cold, as well.	<b>Minimum size is 10 oz. (size requirement could be satisfied with an additional 10 oz. disposable if using glasses less than 10 oz.)</b>
	If using disposable cups: They must be insulated through the use of a sleeve, integral additional insulating layer, or corrugation that insulates the hand from hot beverages.		If using disposable cups: They must be insulated through the use of a sleeve, integral additional insulating layer, or corrugation that insulates the hand from hot beverages.
	BW Approved Marketing Message (e.g. Best Western Rewards) on all disposable cups. (does not apply to glass or ceramic mugs).*		BW Approved Marketing Message (e.g. Best Western Rewards) on all disposable cups (does not apply to glass or ceramic mugs).*
* Exception to the Marketing Message requirement for Roaster's logos (e.g. Starbucks or Seattle's Best Coffee) allowed, with approval from Best Western. If the marketing message changes, use of existing inventory is permitted.			

## **CHAPTER 5 – Vīb Brand Standards**

Reference 5.01

Vīb brand standards for North America consist of three categories. Comply / non-comply, Brand Standards and Brand Compliance.

### **Comply / non-comply requirements**

Reference 5.02

At the time of the Quality Assurance Assessment the Best Western accredited assessor will verify several Best Western Requirements that are listed as comply or non-comply on the assessment report. Items marked non-comply will be listed on the assessment report with a time frame for the property to become compliant. Failure to comply with those items noted as non-comply could result in the property being placed in a probation status and possible hearing status.

### **Brand Standards**

Reference 5.03

This report checks for compliance in providing required facilities, amenities and services. These standards are not all of the requirements that must be met to maintain membership as outlined in Best Western Hotels & Resorts Rules and Regulations. Specific point losses are selected based on the existence, not condition of an item. Point losses will be incurred for all Brand Standards that are not met. North American Brand Standards are divided into Critical items and Other Items. Non Compliance with a Critical item constitutes an automatic failure, with a 240 point loss. All “Other” items carry a 60 or 120 point deduction. Point values for “Other” items will double on each subsequent assessment if not corrected. I.E. 120 points, 240 points and then 480 points.

### **Brand Compliance**

Reference 5.04

Brand compliance measures the compliance or existence of specific requirements. Brand compliance is the documentation that a hotel has complied and has the item or service. Brand compliance items can and are specific to each brand. They are a point loss if the hotel does not have or comply with the requirement. Brand compliance does not measure the condition of the requirement or item.

## **PUBLIC AREAS: Arrival and Departure Experience**

### **Best Western Rewards (BWR) Requirements (Brand Standard)**

Reference 5.05

Best Western Reward Requirements are as follows:

1. BWR Member Recognition Program – Pre-registration for Best Western Rewards guests is required for all North America Properties. Members of loyalty programs have high customer service expectations. Failure to recognize a loyal guest as special sends a message that they are not valued, and risks losing them to the competition. To help give proper recognition to our most valuable guests, the Board of Directors has determined that all Best Western properties are required to pre-register Best Western Rewards guests holding advance reservations before they check in.
  - a. Steps to Pre-register Best Western Rewards Guests:  
(All Best Western Rewards Members)
    - i. Pull arrivals list from MemberWeb or Property Management System daily and designate the Best Western Rewards guests that are checking into your property each day.
    - ii. Pre-register all BWR members, and if available, assign the Best Western Rewards guests an “upgraded” room type or a room that is away from the ice machine or elevator (best available room).
    - iii. Print the Best Western Rewards guest’s folio/registration card.
    - iv. Activate keys for the Best Western Rewards guest in a pre-assigned room type. (Again, upgrade the room type or provide best available room.)
2. The Best Western Rewards® (“BWR®”) Elite Member Property Recognition Program (“BWR Elite Program”) shall include the following:
  - a. BWR Gold, Platinum, Diamond and Diamond Select Members shall be included in the BWR Elite Program
  - b. BWR Elite Members shall be provided the option to select either: (1) BWR bonus points; or (2) 2 snacks and 2 beverages (provided in a BWR branded bag)/hotel amenity for each hotel stay.
  - c. The BWR Elite Recognition option of receiving BWR bonus points per stay shall be 500 BWR bonus points per stay.
  - d. The snack and beverage BWR offering shall include a minimum of two (2) 12oz. or larger complimentary beverages and two (2) 1oz. or larger approved snack options in a BWR branded bag.

- e. If a hotel amenity is offered, it shall be of at least equal value to the snack and beverage offering.
  - f. All properties will be required to display a BWR Elite Program display at the front desk, as designed by Best Western Hotels & Resorts (“Best Western”).
  - g. During check-in, a property representative shall thank the BWR Elite Member for their business and loyalty.
3. Staff Knowledge questions: Knowledge of Best Western programs is to include, but not be limited to, BW Rewards and Travel Card procedures.
- Minimum Staff Knowledge Questions – BW Rewards:
- For testing purposes, the assessor is to ask the following 3 questions. If the property representative misses any of the 3 questions, points will be deducted. The property staff you are asking the question may obtain the answers any way they can, i.e. personal knowledge, looking up the answer on MemberWeb or asking another property representative. The idea is to ensure they know where to go to obtain the answer for the guest.
- a. How do you enroll a guest into Best Western Rewards? (Agent will walk the Assessor through the process in MemberWeb and / or through PMS)
  - b. How does an agent redeem a Best Western Travel Card? (Agent will walk the Assessor through the process in MemberWeb.)
  - c. What are the components of the mandatory Best Western Rewards recognition program?     Answers:
    - i. 500 bonus points or snack and beverage option for all Elite members.
    - ii. Pre-registration of all BWR guests.
    - iii. Best Available room.
    - iv. Thank the guest for being a valued BWR member.
4. Current Marketing Program Promotional Items Displayed. Seasonal marketing program details are to be updated annually and required promotional pieces are to be displayed during special promotional periods.
5. BW Reward and co-branded credit card applications shall be displayed.
- If this criteria is not met, sixty (60) points will be deducted. Point losses will double for non-compliance in a subsequent/the next assessment (120 points), and then double again (240 points) in a consecutive/the third non-compliant assessment. Point loss will cap at 240 points. Any assessment may only include one BWR related point loss –, with any serving as a “multiplier” for any other BWR assessment.

## **Express Check-Out (Brand Standard)**

Reference 5.06

Each Best Western branded hotel shall provide, promote and offer to every guest a method of express checkout and provide a zero balance folio to the guest through their preferred method of delivery, either email, guest room or pick-up at the front desk. The hotel shall determine the method or methods of express check-out service to include how a guest may notify the hotel that he or she is checking out (e.g., by phone or leave key envelope in a box at Front Desk) and how the hotel will deliver the zero balance folio (e.g. by email)).

- If this criterion is not met, one hundred and twenty (120) points will be deducted on the Brand Standards assessment report. Point losses will double for non-compliance on the next assessment (240 points). The point loss will cap at 240 points.
- Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
- If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.
- The General Manager and Front Desk Manager (if applicable) shall be required to successfully complete the online BWIU training course for express check-out within thirty (30) days of the Quality Assurance assessment.

## **Music – Background (Brand Standard)**

Reference 5.07

1. Each hotel must provide continuous background music and audio/video content as required for Vīb in the lobby and fitness center.
  2. Audio/Video content must be in place 24 hours per day.
  3. Budget, surface mounted speakers are not acceptable.
- If this criteria is not meet, two hundred and forty (240) points shall be deducted on the Brand Standards report of the quality Assurance assessment report.

## Ownership Plaque (Comply / Non-Comply)

Reference 5.08

All Best Western branded hotels shall display an approved Ownership Plaque. This plaque is designed to inform the public regarding the relationship between Best Western Hotels & Resorts and the property (i.e., the property is independently owned and operated and is not an agent of Best Western Hotels & Resorts). The plaque shall be displayed at the front desk area.

- If these criteria are not met the non-compliance will be noted on the assessment report. The hotel shall correct the deficiency within 30 days.
- If the hotel does not comply with the requirements within the specified 30-day correction period, the hotel will be placed in Hearing status and may be considered for termination.

## Personnel Uniform Policy (Brand Standard)

Reference 5.09

The following shall apply to all Vīb hotels:

1. At all times when on duty, all hotel staff with guest contact (including ownership, executive management (such as General Manager, Director of Operations, sales management, etc.), front desk, housekeeping, laundry, kitchen, front of the house restaurant, maintenance, security, bell, valet, and concierge) must:
  - a. Be neatly dressed in the required uniform, which must be clean and in good condition.
  - b. Wear a professionally prepared name tag, which includes a Vīb logo. Vīb uniforms shall not have the logo embroidered or screened on to the uniform; only the name tag may have the logo.
  - c. Be neatly attired and groomed.
    - i. Reasonable amounts and types of jewelry, piercing and tattoos, and unnatural hair colorings (e.g., blue) are acceptable. Some visible tattoos are permitted; however, employees may not show excessive tattoos. A visible tattoo may not be offensive; if offensive, it must be discretely covered.
    - ii. When appropriate, belts must be worn.
    - iii. Neckties, when worn, must be tied and worn at the traditional position on the neck.
    - iv. Tee shirts, tank tops, denim of any color (i.e., blue jeans), sweat pants, and cut-off shorts are not acceptable. Hotel-management-approved shorts appropriate for the climate and

- location are acceptable, provided they are professional in style and length.
- v. Undergarments may not be visible.
- vi. Torn or patched clothing is not acceptable.
- vii. Leggings and yoga pants are not acceptable.
- viii. Skirt/dress length is to be professional.
- ix. Shirts must be tucked in for all staff, unless camp or tunic style.
- d. Wear footwear that is clean, in good repair, and appropriate for a business environment. Flip flops and sandals are not acceptable. Stylized athletic footwear (i.e., bright multi-colored sneakers/running shoes), and sports-oriented sandals are not acceptable. Dark, monochrome, or similar athletic footwear is acceptable.
- 2. Employees may not smoke (including e-cigarettes), chew gum or tobacco, or eat food in view of guests while on duty.
- 3. Signature\* uniforms are available in the Supply documents for OS&E items.
- 4. Clothing (including hats) with prominent logos other than Best Western, sayings, and/or bold illustrations are not acceptable.
- 5. Staff in each department (e.g., housekeeping, maintenance, front desk) must all wear substantially the same items (i.e., same style, color, pattern, items), no matter the selection of items from the acceptable attire list. For example, all front desk staff shall wear the same color, style, and length of pant, shirt, and jacket, if that is the uniform for the front desk. Vīb front of house should be consistent from the Grab & Go, lobby bar and front desk. Aprons would be work as appropriate for the front of house job being performed. (i.e. apron would be added when moving from the front desk to the Grab & Go)
  - a. Allowances will be made for:
    - i. Climate-related additional items (such as sweaters and jackets); however, each department staff must all wear substantially the same items, as noted above.
    - ii. Occasional, short-term special events (i.e., local sporting events, etc.); nonetheless, attire must be coordinated for all team members (e.g., pant, knee length skirt, blouse, tunic, vest, jackets, etc.) in the same department.
- 6. Exceptions to this policy may be made to accommodate religious practices or medical needs. Requests for such accommodations shall be directed to and determined by hotel management.



Acceptable attire is detailed as follows:

**Executive Management and Ownership**

**(General Manager, Front Office Manager, Director of Sales, Concierge, etc.)**

Required: Dress or dress slacks, khakis, or skirt, with a polo shirt (must be microfiber or similar, cotton is not acceptable), camp shirt or oxford shirt, dress shirt (long or short sleeve), or tunic-style shirt. Athletic footwear of any type is not acceptable.

Optional: Sport coat/jacket or business suit (tie optional).

**All other positions: Signature\* uniforms as required**

- If this criteria is not met, one hundred and twenty (120) points will be deducted on the Brand Standards assessment report. Point losses will double for non-compliance on the next assessment (240 points). The point loss will cap at 240 points.
- Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
- If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.
- A marginal call may be assigned if an employee is within the first seven (7) days of employment and is in suitable attire for the position; otherwise, all employees are to adhere to all aspects of the Personnel Uniform Policy.

**Registration and Telephone are Available 24 Hours a Day  
(Brand Standard)**

Reference 5.10

Guests with reservations and walk-in guests must be able to register 24 hours daily. (Note that 24 hour staffing is not required.)

An outside caller must be able to reach a guest by telephoning a guest in their room or by calling the property without having knowledge of the guest's room number. Staff should be instructed not to provide the guest's room number to the outside caller. Calls should be transferred to the guest's room.

- If these criteria are not met, two hundred and forty (240) points will be deducted on the Brand Standard assessment report.

- Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
- If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.

### **Service Promise Plaque (Comply/Non-Comply)**

Reference 5.11

The Best Western Service Promise is:

“If something is not meeting your expectation, please let us know. We want to make it right.”

Best Western branded hotels shall display a Service Promise Plaque in prominent view of guests checking in – either on the front desk or on the wall in the front desk area in plain view

If the plaque is wall mounted, the bottom of the plaque must be between 4 feet (1.5m) and 5 feet (1.85m) from the ground.

- If these criteria are not met the non-compliance will be noted on the assessment report. The hotel shall correct the deficiency within twenty-one (21) days.
- If the hotel does not comply with the requirements within the specified (21) day cure period, the hotel will be placed in hearing status and shall be subject to termination.

## **PUBLIC AREAS: Food and Beverage Experience**

### **Beverages Provided (Brand Compliance)**

Reference 5.12

1. Every Vīb hotel shall provide a selection of alcoholic, non-alcoholic, hot and cold beverages on-site.
2. All beverages must be available during each meal period and at the cocktail bar.
  - a. The required alcoholic beverages must be available during both lunch and dinner meal periods and special events (e.g. Super Bowl, local sports weekends, etc.), unless restricted by local/governmental ordinances.
3. All beverages shall be available in either pre-portioned individual personal containers or hand poured and/or gun by staff.
  - a. No bulk self-service beverages are permitted.
4. Glassware/Stemware shall be offered for use.
5. Original beverage bottles and cans are acceptable.
6. High quality, minimum commercial grade / medium weight plastic is only acceptable for to-go orders
7. At a minimum, the following beverages shall be provided:
  - **Coffee & Tea Beverages:**
    - a. Freshly brewed regular AND decaffeinated coffee that is either:
      - i. A minimum 100% Arabica Rainforest Alliance (RFA) (or equivalent brand) via local or regional coffee roaster is preferred, OR
      - ii. A minimum of 100% Arabica coffee, medium or bold roast
    - b. A minimum of two (2) other specialty brewed drinks which may include blended, cold brewed, mocha, tea, iced coffee, espresso, cappuccino, latte, or hot chocolate.
    - c. Specialty coffee drinks are to be made to order, using espresso making equipment as specified in OSE sourcing guide.
    - d. At a minimum the following syrups are to be available; Hazelnut, Vanilla, Caramel, Chocolate, Sugar free vanilla, Sugar free Chocolate
    - e. A minimum selection of 4 premium Bigelow teas (or equivalent brand) such as black, green, mint, ginger, raspberry, and chai for hot tea.
    - f. At least one (1) cold tea shall be available, freshly brewed or bottled
  - **Juices & Soft Drink Beverages:**
    - a. A minimum variety of four (4) different 100% Minute Maid Juices (or equivalent brand), such as orange, cranberry, apple and pomegranate.

- b. A minimum of one (1) personal sized tomato based beverages shall be available to include Clamato or Tomato Juices.
- c. A minimum variety of two (2) pre-portioned juices specialty juices to include Naked brand (or equivalent brand) green vegetable juice, mixed juices, V8 Splash, etc.
- d. A minimum of six (6) personal sized Coca Cola (or equivalent brand i.e. Dr. Pepper) carbonated soda products to include Coke, Diet Coke, Sprite, Diet Sprite and two (2) Caffeine free products, such as Vitamin water (or equivalent brands).
- e. A minimum variety of two (2) types of individual minimum 6 oz. bottle waters to include non-sparkling, sparkling water.
- **Beer:**
  - a. A minimum of two (2) domestic beers such as Bud, Miller, Coors or equivalent shall be provided.
    - i. One (1) beer must be full strength and one must be light.
  - b. A minimum of two (2) imported beers such as Heineken, Labatt, Tecate, Guinness, Corona, or equivalent shall be provided.
  - c. A minimum of one (1) local/regional craft beer shall be provided.
  - d. A minimum of one (1) non-alcoholic beer, such as Sharps or O'Doul's, shall be provided.
- **Wine:**
  - a. The following types of wine shall be provided:
    - i. Minimum two (2) types of White Wine: Chardonnay, Sauvignon Blanc or Pinot Grigio
    - ii. Minimum two (2) types of Red Wine: Cabernet, Pinot Noir, Malbec or Merlot
    - iii. Minimum one (1) type of Rose Wine
- **Liquor:**
  - a. At minimum, the following types of liquor must be provided:
    - i. Rum, Vodka, Gin, Tequila, Scotch, Bourbon, Blend Whiskey
  - b. The following brands of liquor are highly recommended.

Liquor - Recommended Brands or Equivalent ( additional license may be required)		
	Well	Premium
Rum	Bacardi Silver	10 Cane or Appleton Estate
Vodka	Absolut	Grey Goose - Kettle One – Stoli - Titos
Gin	Tanqueray	Bombay Sapphire

Tequila	Jose Cuervo Gold	Patron Silver - Don Julio Silver
Scotch	Jonny Walker Red	Johnny Walker Black
Bourbon	Jim Beam	Maker's Mark
Blend Whiskey	Dewar's -Seagrams 7	Canadian Club - V.O

### **Point Loss: 240**

- If alcoholic drinks are not provided, or cannot be served for the required hours, due to local restrictions, there is a marginal 0-point loss. A waiver from Best Western is required. If one of the required drinks mentions above is missing a marginal call will be provided
- If any other criteria are not met, 240 points will be deducted as a Brand Compliance item on the assessment report.
- Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
- If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.

### **Cocktail Bar (Brand Compliance)**

Reference 5.13

1. Every Vīb hotel shall provide a dedicated on-site, fully licensed cocktail bar area.
2. Signature four (4) “Eye Bar” stools shall be provided
  - a. If additional bar stools are provided, the bar stools must be signature “Eye” bar stools
3. Hotel guests shall be able to charge directly to their room.
4. A full selection of alcoholic beverages (including liquor, wine and beer), soft drinks and other non-alcoholic drinks as outlined in Reference 5.07 shall be available for at least:
  - a. Four (4) hours per day between the hours of 5 PM and 9 PM daily.
5. A food service menu with at least ten (10) food items shall be available during all cocktail bar hours of service.
6. The food menu shall be displayed using a menu board or menu shell:
  - i. The menu insert should be professionally printed on minimum 30# paper stock and
  - ii. Must be free of tears, stains or graffiti

7. All food service staff shall receive appropriate food handling training as required by local codes and governmental ordinances,
  - i. At least one (1) food service associate shall be certified per local/governmental requirements.
8. Continuous background music shall be provided in the cocktail bar area during opening hours unless other audio entertainment exists (such as a band, sporting events on TV, etc.)
9. Minimum two (2) 40" or larger commercial grade televisions. Shall be wall-mounted with commercial-quality TV bracket.

**Point Loss: 240**

- If alcoholic drinks are not provided, or cannot be served for the required hours, due to local restrictions, there is a marginal 0-point loss. A waiver from Best Western is required.
- If any other criteria are not met, 240 points will be deducted as a Brand Compliance item on the assessment report.
- Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
- If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.

**Early Express "Grab & Go" Breakfast (Brand Compliance)**

Reference 5.14

All properties must offer the approved "Grab & Go breakfast", sign, items and presentation to include:

1. Offered Monday through Friday, at least one (1) hour before the meal period starts or upon guest request.
2. Includes at least one (1) piece of whole fruit, one (1) breakfast bar, and one (1) bottled water, provided in a bag with a Best Western-approved sticker.
3. At a minimum, Grab & Go will be available, on the Front Desk counter and promoted by approved signage placed on the Front Desk.

**Point Loss: 240**

- If any criteria are not met, there is a 240 point loss on the brand compliance report.
- Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.

- If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.

## **“Lit” Grab & Go (Brand Compliance)**

Reference 5.15

1. Each Vīb hotel must offer a dedicated “Lit” Grab and Go food service area on-site.
2. All items in the “Lit” Grab and Go must be “for charge”. The applicable charges must be clearly communicated BEFORE the food is ordered.
3. Hotel guests must be able to charge directly to their room.
4. Seating at a minimum rate of 20 percent of rooms (e.g. 20 seats per 100 rooms) with a minimum of two tables and six chairs must be provided.
  - a. A minimum of four signature grid chairs must be provided in the lobby or Grab and Go area.
5. Regardless of the type of meal service offered (eat in or take away), the following requirements must be met:
  - a. All food service staff must receive appropriate food handling training as required by local codes and governmental ordinances.
    - i. At least one (1) food service associate must be certified per local/governmental requirements.
  - b. Minimum medium weight paper or plastic plates, containers, with clear lids, utensils and napkins are the required minimum for food product.
    - i. No Styrofoam or budget materials are permissible.
    - ii. Recycled containers and utensils are permitted.
  - c. Beverage service may be served in either minimum medium weight paper, plastic, china, ceramic, or glassware:
    - i. China, ceramic, or glassware must be offered for eat in orders.
    - ii. Hot beverage cups shall also have approved sleeve or beverage napkin with current BWR marketing message
6. A food service menu must be available using a menu board or menu shell:
  - a. The menu insert should be professionally printed on minimum 30# paper stock and
  - b. Must be free of tears, stains or graffiti
7. All food service presentation, products and display items must be coordinated, high quality, commercial grade, clean and in good repair
8. A dedicated “Gluten Free” section with appropriate signage must be provided within the “Lit” Grab and Go area. All gluten free items are to be displayed in this area.



### **Point Loss: 240**

- If any criteria are not met, 240 points will be deducted as a Brand Compliance item on the assessment report.
- Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
- If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.

### **“Lit” Breakfast Menu (Brand Compliance)**

Reference 5.16

1. Every Vīb hotel must offer a breakfast Grab and Go menu on-site.
  - a. Breakfast must be available for purchase to be consumed in the hotel or available for “take away”.
    - i. A complete set of medium weight or better eating utensils, napkins and condiments must be provided with each order.
2. Breakfast menu items must capture the regional taste and flavors and may be provided by a third party supplier that provides fresh artisan quality selections that are pre-packaged and delivered to the hotel daily.
  - a. Retail store products such as Stouffers, Healthy Choice, Lean Cuisine or similar grocery store meals are not acceptable.
3. The availability of Grab and Go breakfast, and the hours of availability must be clearly posted.
  - a. Grab and Go items geared for breakfast must be available for at least three (3) hours including the hours from 6 a.m. until 9 a.m. daily.
4. The breakfast Grab and Go menu shall include at a minimum the following items:

#### Beverages:

1. A selection of non-alcoholic, hot and cold beverages as outlined in 5.07 shall be provided.

#### Fruit:

1. A minimum of three (3) whole fresh fruits, which may include pre-segmented grapefruit halves.
2. A minimum of one (1) fresh cut fruit bowl with three (3) or more cut fruits, including at least one (1) seasonal berry.

Yogurt:

1. A minimum of two (2) berry-yogurt parfaits to include options such as honey, raspberry, strawberry, blueberry or blackberry blend topped with granola.

Cereal:

1. A minimum of one (1) pre-portioned classic steel cut oatmeal, along with a minimum of two (2) condiments in approved portion control cups with lids, one of which shall be either sliced nuts or dried fruit.
2. An assortment of individual wrapped and sized breakfast bars which are Quaker Nature Valley (or equivalent brand) or regionally specific brand.

Breakfast bakery products:

1. Breads and pastries including muffins, bagels, etc. shall be displayed in an appropriate, approved commercial grade display where the products are visible to guests that complement the other display items.
2. A minimum variety of three (3) fresh baked and sliced bagels shall be available along with two (2) spreads, one (1) to be low fat and one (1) regular cream cheese)
3. An assortment of premium full sized freshly baked pastries to include a minimum of six (6) choices of muffins, scones, croissants, cinnamon rolls, danish and sliced breakfast breads.
  - a. One (1) of the above shall be gluten free upon request and shall be pre-wrapped and displayed in the gluten free area.
4. An assortment of individual sized condiments to include, butter, margarine, cream cheese spreads, jams, Nutella, jellies and peanut butter.

**Point loss: 240**

- If only one (1) of the above required breakfast items is missing in #4 there is a marginal 0-point loss.
- If any other criteria are not met, there is a 240–point loss on the Brand Compliance Report.
- Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
- If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status

## **“Lit” Lunch & Dinner (Brand Compliance)**

Reference 5.17

1. Every Vīb hotel must offer a Grab and Go menu to be available during lunch hours and dinner hours.
  - a. Meals may be available for purchase to be consumed in the hotel or available for “take away” complete with a set of minimum commercial grade / medium weight eating utensils, napkins and condiments.
  - b. The availability of lunch and dinner items for purchase, and the hours of service must be clear posted.
    - i. Lunch items must be available for at least two (2) hours daily.
    - ii. Dinner items must be available for at least four (4) hours daily between 5pm and 9pm.
2. Regardless of the type of meal service offered (eat in or take away), the following requirements must be met:
  - i. Menu items are to be prepared daily by chosen supplier and delivered to the hotel pre-packaged as a grab and go offering.
  - ii. Retail store products such as Stouffers, Healthy Choice, Lean Cuisine or similar grocery store meals are not acceptable.
3. The lunch and dinner menu must include at a minimum the following items:

### Beverages:

1. A selection of alcoholic, non-alcoholic, hot and cold beverages as outlined in 5.07 must be provided.

### Soups:

1. A minimum of 1 type of soup must be offered daily. Consider the following choices;
  - a. Tomato basil, chicken vegetable, leek, potato and sausage, kale, broccoli & cheddar; a local/regional selection may be substituted.
2. Soup selection offered must be rotated daily.
3. Soups must be served with fresh local prepackaged artisan bread and roll.
4. Soups must be maintained in a soup tureen and adhere to local standard health code.

### Salads:

1. A minimum of three (3) assorted fresh salads with dressing must be offered.
  - a. One (1) salad must contain a protein (i.e. chicken).

Vegetable Tray:

1. A minimum of two (2) assorted fresh & organic vegetable tray to include a hummus or similar dip and one (1) bread or chip item

Fruit & Cheese Box:

1. A minimum of two (2) assorted fresh fruit & cheese boxes must be offered.
  - b. Fruit selection must be rotated based on the season and availability
  - c. Fruit may be pre-cut and meet local/governmental codes as applicable.

Sweets:

1. A minimum assortment of four (4) pre-packaged sweet items must be offered.
  - a. One (1) of the items offered must be gluten free.
  - b. Two (2) of the items offered must be chocolate items such as brownies, chocolate cookies, nut bars, etc.

Snacks:

1. A minimum assortment of four (4) 'gourmet style' individually packaged snacks such as popcorn, chips or nuts must be offered.
  - a. One of the snack items must be gluten free.

Sandwiches:

1. A minimum assortment of four (4) 'gourmet style' individually packaged sandwiches must be offered.
  - a. One (1) sandwich must be gluten free.
  - b. One (1) sandwich must be vegan and prepared as such.

**Point loss: 240**

- If only one (1) of the above required menu items in #3 above are missing, there is a marginal 0-point loss.
- If any other criteria are not met, 240–points shall be deducted on the Brand compliance assessment report
- Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
- If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.

## **PUBLIC AREAS: Services and Facilities Experience**

### **Carbon Monoxide Detector (Comply/Non-Comply)**

Reference 5.18

All hotels shall have and maintain in working order carbon monoxide detectors (as described below) in: (a) all guest rooms; (b) all rooms and enclosed spaces where fuel is burned; (c) all rooms and enclosed spaces sharing a wall, floor, or ceiling with an enclosed space where fuel is burned; and (d) all rooms and enclosed spaces next to, above, or below a vent pipe for equipment or appliances that burn fuel. The carbon monoxide detector may be battery-operated; plugged into an electrical outlet with a battery backup and not controlled by a switch; or hardwired with a battery backup if the power is interrupted. The carbon monoxide detector may be combined with a smoke detector.

The carbon monoxide detector must have been tested and certified by a nationally recognized testing laboratory that is OSHA/CCOHS-approved and pursuant to the requirements of the American National standards 2 Institute (“ANSI”) or Canadian Standards Association (“CSA”) and Underwriters Laboratories Inc. (“UL”), as set forth in either UL2034 or UL2075, or successor standards. If combined with a smoke detector, it must also comply with UL217 for smoke detectors.

#### **ALL BEST WESTERN BRANDED HOTELS:**

Shall comply with all prevailing laws, ordinances and regulations pertaining to carbon monoxide detectors and alarms, and to the extent there is a conflict between these Best Western requirements and any state, federal, or local law, the more stringent requirement shall apply to any room or space; and shall be responsible for regularly checking to ensure that such carbon monoxide detectors are functioning properly at all times, which shall include but is not limited to promptly replacing any stolen or damaged detectors (if any) and batteries (if any).

“Fuel” means any type of fuel, including but not limited to natural gas, oil, coal, charcoal, petroleum, propane, gasoline, and wood; and

“Equipment or appliances that burn fuel” means any equipment, appliance, or other source that burns any type of fuel, including but not limited to heaters, hot water heaters, furnaces, fireplaces, wood-burning stoves, gas stoves and dryers, pool and spa heaters, generators, and grills.

- If these criteria are not met the non-compliance will be noted on the assessment report as non-comply. The hotel shall correct the deficiency within thirty (30) days.

- If the hotel does not comply with the requirements within the specified 30-day correction period, the hotel will be placed in probation status. The hotel shall then have an additional thirty (30) days to correct the deficiency.
- If the hotel does not correct the deficiency within the probationary period, the hotel will be placed in hearing or termination status.

## **Dry Cleaning Provided (Brand Standard)**

Reference 5.19

Same day 6 days per week dry cleaning services must be available to guest.

- If this criteria is not met, one hundred and twenty (120) points will be deducted on the Brand Standards assessment report. Point losses will double for non-compliance on the next assessment (240 points). The point loss will cap at 240 points.
- Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
- If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.

## **Fitness Facility Provided (Brand Standard)**

Reference 5.20

Hotel shall provide a minimum 500 sq. ft. on-site fitness facility. The facility shall include at least the following:

1. Commercial grade equipment:
  - a. Three (3) treadmills with individual televisions
  - b. One (1) upright/recombinant bicycle with individual television
  - c. Elliptical machine with individual television
  - d. Weight bench and dumbbells
  - e. Exercise balls, weighted or kettle balls, bands and stretching area
2. Adequate size to comfortably accommodate the required equipment while leaving adequate room for stretching and other activities.
3. At least one (1) mirrored wall is required, and the wall should be floor to ceiling mirror. This is in addition to the required mural wall.
4. A drinking fountain or water cooler in close proximity, or free bottled water within the facility.
5. Minimum one (1) 40" or larger commercial grade television. Shall be ceiling-mounted or high-wall-mounted with commercial-quality TV bracket.

6. Clock, towels and scale to be provided in fitness facility.

- If these criteria are not met, two hundred and forty (240) points will be deducted on the Brand Standard assessment report.
- Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
- If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.

### **Game Pods/Cabanas (Brand Standard)**

Reference 5.21

1. Minimum of 1 gaming cabana with 3 gaming stations, each station requires 1 TV, plus 1 wall mounted TV at the gaming tables (total of 4 TV's in gaming area) must be provided in the lobby or mezzanine area.
  2. Each gaming pod must provide a minimum 102 cm (40") or larger commercial grade flat panel television (i.e. LED, LCD, Plasma)
    - a. Continuous background music and Best Western approved Vib audio/video content must be available on the television 24 hours daily.
    - b. Televisions must have a property controlled features including volume limiting, power-up channel, power-up volume, and pre-set picture controls
    - c. A good, clear signal, no blank channels and a full mute function
    - d. A HDMI port enabling guests to connect the TV to their personal device
    - e. Minimum four (4) 40" or larger commercial grade televisions. Shall be wall-mounted with commercial-quality TV bracket.
- If these criteria are not met, two hundred and forty (240) points will be deducted on the Brand Standard assessment report.
  - Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
  - If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status



## **Game Zone (Brand Standard)**

Reference 5.22

Minimum of 2 gaming tables, 4 chairs, 4 tablets with various gaming content, and limited internet capabilities.

### **Point loss: 240**

- If only one (1) of the above required menu items in #3 above are missing, there is a marginal 0-point loss.
- If any other criteria are not met, two hundred and forty (240) points shall be deducted on the Brand compliance assessment report
- Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
- If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.

## **Harley Davidson (Comply/Non-Comply)**

Reference 5.23

The program is designed to promote both Best Western Hotels & Resorts (“Best Western”) and Harley Davidson Brands in North America while driving more guests to our hotels, and promoting motorcycle-centric road travel. Properties that participate in the Harley-Davidson program are required to provide the following

1. Provide wipe-down towels for motorcycle bike cleaning
  2. Provide access to a washing station (hose and bucket) for motorcycle bike cleaning
- If the items are non-comply, the property will be removed from the program

## **I Care 2 Program Compliance (Comply/Non-Comply)**

Reference 5.24

Based on a membership-approved ballot, all Best Western branded hotels are required to implement and maintain a General Clean program and a Preventative Maintenance program. As part of the General Clean program, hotels are required to keep a record of a semi-annual thorough cleaning program for each guestroom and public area. The Preventative Maintenance program requires hotels to keep a record of preventative maintenance completed in guest rooms and on major equipment (e.g., HVAC, boiler, etc.). The records can be tracked manually or through the Excel template available from Regional Services. Hotels may choose to use a third

party Preventative Maintenance Management program.

1. Any hotel that has not complied with these requirements, as determined during an assessment, will not receive a point loss deduction, but will be marked non-comply on the assessment report. If marked non-comply the hotel shall correct the deficiency within the allotted time frame noted below.
  - a. Within 30 days of the assessment report, the hotel must:
    - i. Complete onsite Deep-Clean & Preventative Maintenance training on a cost-recovery basis (currently \$2,100).
    - ii. Implement and set up the tracking system to meet the required deep cleaning and/or preventative maintenance program at the hotel.
  - b. Within 120 days of the assessment report, the hotel must establish and provide two (2) months of detailed tracking documentation of the deep cleaning and preventative maintenance programs in order to avoid being placed in probationary status.
  - c. If the hotel does not comply with the program requirements within the specified cure periods, the hotel will be placed in probation status. The hotel will then have an additional 30 days to complete the requirements. If the hotel does not comply with the requirements within the additional 30 days, the hotel will be placed in hearing status.

In some cases, there may be appropriate supporting documentation but there are nonetheless excessive point losses for clean or condition. If clean or condition point losses are excessive, the Hotel will be considered non-compliant and have to comply with the applicable requirements.

- If these requirements are not met, the I Care 2 Program Compliance will be marked as non-compliant. Comments will be noted as to the reason for non-compliance.

## **I Care Clean Requirements (Brand Standard)**

Reference 5.25

1. As a way to reassure customers of the commitment to cleanliness and working order that every Best Western branded hotel has made, each North American Best Western branded hotel shall purchase and place into use the following items. Each hotel will be required to maintain an inventory of the items and replace them as necessary on an ongoing basis.
  - a. For each television in guest rooms: (i) a “Clean Television Remote Control”; or (ii) a “Clean Television Remote Control Sleeve Wrap” for

- an existing remote that cannot be functionally replaced by a Clean Television Remote Control.
  - b. A hygienic wrap to protect the extra pillow and/or blanket when provided in guest rooms.
  - c. One (1) UV Sterilizer Wand for each 20 guestrooms in hotel inventory.
  - d. One (1) housekeeping inspection black light for each 20 guestrooms available in hotel inventory.
2. Hotels shall purchase and implement one (1) additional UV Sterilizer Wand and one (1) additional housekeeping inspection black light at the midpoint between 20 room increments (e.g. 22 rooms requires one (1) of each item; 30 rooms requires two (2) of each item; 40 rooms requires two (2) of each item; 50 rooms requires three (3) of each item; 60 rooms requires three (3) of each item; etc.).
- If this criterion is not met, sixty (60) points will be deducted on the Brand Standards assessment report. Point losses will double for non-compliance on the next assessment (120 points and then 240 points). The point loss will cap at 240 points.
  - Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
  - If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.

## **Media Wall (Brand Standard)**

Reference 5.26

1. Each hotel must provide a media wall which features a minimum 216 cm (85”) or larger commercial grade flat panel television (i.e. LED, LCD, Plasma)
  - a. Minimum one (1) 85” or larger commercial grade television.
  - b. Continuous background music and Best Western approved Vib audio/video content for the media wall must be available on the television 24 hours daily.
  - c. Televisions must have a property controlled features including volume limiting, power-up channel, power-up volume, and pre-set picture controls
  - d. A good, clear signal, no blank channels and a full mute function
- If these criteria are not met, two hundred and forty (240) points will be deducted on the Brand Standard assessment report.

- Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
- If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.

## **Pet Friendly Policy Requirements (Comply/Non-Comply)**

Reference 5.27

Vīb branded hotels that allow pets and market their hotels as allowing pets, shall comply, at a minimum, with the following Best Western Pet Policy in order to be listed as “pet friendly” in Best Western’s reservation systems:

1. A Property that is pet friendly shall allow up to two (2) domestic dogs in a rented room. The size limit for any one (1) dog shall be 80 pounds. Other pet types (e.g. cats, birds, monkeys, snakes or other animals) shall be allowed at the discretion of the individual property and may require property approval prior to arrival.
2. A maximum charge of \$20 per day for pets shall be allowed for bookings. A maximum charge of \$100 per week for pets shall be allowed for bookings.
3. Properties may require a \$50 per stay refundable damage deposit for all pets. This does not limit a property from charging additional amounts for damage caused by the pet(s).
4. Properties shall establish reasonable rules with regard to the care and supervision of pets while at the property. The rules shall be provided to and acknowledged by (i.e. signed by), guests at.
  - If these criteria are not met, non-compliance will be noted on the property update page and the pet friendly icon will be removed from the property’s web site for a minimum of one (1) year.

## **Signature\* Virtual Concierge (Brand Standard)**

Reference 5.28

\*Signature Vīb virtual concierge service shall be available to hotel guests 24 hours per day. Vīb technology requirements are covered in the OS&E sourcing guide from Best Western Supply and IT. Vīb has a specific content management menu, from a contracted supplier. This service must include the following:

1. Minimum one (1) 48” or larger commercial grade television.
2. The virtual concierge software will have the following features;
  - a. Ability to sign-up for Best Western Rewards.
  - b. Access hotel features; photos, videos, layout, etc.

- c. Maps and directional functionality to areas of interest and local restaurants.
  - d. Email and social media access.
  - e. Local flight information.
  - f. Weather forecast
- If these criteria are not met, two hundred and forty (240) points will be deducted on the Brand Standard assessment report.
  - Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
  - If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.

### **Steam Iron and Ironing Board Available (Brand Standard)**

Reference 5.29

Steam irons and ironing boards equivalent to 10% of the room inventory shall be available upon request.

- If these criteria are not met, two hundred and forty (240) points will be deducted on the Brand Standard assessment report.
- Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
- If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.

### **Sundry Items Available (Brand Compliance)**

Reference 5.30

Sundry items shall be available (at charge) from a 24 hour sundry shop or Lit Grab & Go (if open 24 hours). Properties shall offer, at a minimum, the following sundry items. All items must be nationally recognized, non-discount brands.

Beverages and Snack items – to be available in Sundry or Lit Grab & Go (if open 24 hours):

Beverages:

1. Soda and Juice – minimum of two different sodas and two different juices.  
Juices must be 100% juice.
2. Bottled water.
3. Wine and/or beer (if permitted by law) – optional

Snack Items:

1. Candy
2. Energy/Granola bars
3. Cookies
4. Crackers

Hygiene and personal need items, for example (a minimum of five items):

1. Deodorant
2. Hairspray
3. Eye drops
4. Contact lens solution
5. Sunscreen or other seasonal item
6. Batteries
7. Makeup remover
8. Dental floss
9. Swabs

Newspapers:

Minimum one (1) local and one (1) national newspaper for sale, unless offered on a complimentary basis. If a national newspaper is not available in the area, no points will be deducted.

At least one local or regional product that is unique to the hotel's region. This may be a specialty eatable or drinkable product or souvenir of the region.

Minimum three (3) of the following required:

1. USB Flash Drive
2. Cell phone USB charger pack/electronic power reserve
3. Sport ear buds
4. Computer mouse
5. USB cables

- If this criterion is not met, one hundred and twenty (120) points will be deducted on the Brand Standards assessment report. Point losses will double for non-compliance on the next assessment (240 points). The point loss will cap at 240 points.

- Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
- If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.

## **Swimming Pool – (If provided these items are required)**

### **Pool Covers Provided (Brand Compliance)**

Reference 5.31

If a swimming pool is closed for the season or temporarily closed for more than one (1) week (not open to guests for swimming) and not maintained in a clean, circulating, filtered condition, points shall be deducted.

In addition, for a pool with a width or diameter 8 ft. or greater, the cover should hold a weight of 485 lbs. at its center (two (2) adults and one (1) child) to permit a rescue. A pool cover for a pool that is less than 8 ft. in width or diameter should hold a weight of 275 lbs. at its center (one (1) adult and one (1) child) or points shall be taken. Although non-porous style pool covers are acceptable, porous mesh style pool covers are preferred.

Condition of pool cover should be called under the Supplemental Facilities Report. All pools are assessed regardless of being open/close status. This is to ensure that it stays clean and presentable in its storage state/condition.

- If these criteria are not met the full sixty (60) points will be deducted on the assessment report for Brand Compliance.

### **Pool Depth Markers Provided (Brand Compliance)**

Reference 5.32

Pool Depth Markers shall be provided on the pool and indicate feet or meter. As nearly as practical, depth markers shall indicate every two (2) foot change in depth variation. The indications shall appear on each pool side, not ends. Depth markers shall appear on the horizontal edge surfaces and indicate whether the number is “FT” (United States) or “M” (Canada). Depth markers shall also be placed on the vertical surface directly below the horizontal surface markers. The vertical markers do not need to indicate “FT” (feet) or “M” (meters). Size = be able to read it. Ft. = ½ size of number.

- If these criteria are not met, two hundred and forty (240) points will be



deducted on the assessment report for Brand Compliance.

## **Pool Towels (Brand Compliance)**

Reference 5.33

1. Pool towels shall be a minimum of 14 lb.
2. Determination of compliance is based on towel weight.
3. Estimate towel weigh by studying pile composition of terry cloth.
  - If this criterion is not met, sixty (60) points will be deducted on the assessment report. Point losses will double for non-compliance on the next assessment (120 points), and then double again (240 points) in the third consecutive non-compliant assessment.

## **Ticker Tape (Brand Standard)**

Reference 5.34

Each hotel must provide a ticker tape electronic display along the lobby ceiling soffit which features a minimum of eight (8) 81 cm (32”) or larger commercial grade flat panel television (i.e. LED, LCD, Plasma)

1. Minimum eight (8) 32” commercial grade televisions.
2. Continuous background music and Best Western approved Vib audio/video content for the ticker tape display must be available on the televisions 24 hours daily.
  - If these criteria are not met, two hundred and forty (240) points will be deducted on the Brand Standard assessment report.
  - Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
  - If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.

## **Additional Toiletries/Amenities Available (Brand Standard)**

Reference 5.35

1. Toiletries must be available on-site to guests on request 24 hours daily.
2. The following items, if not provided in guest rooms will be available free of charge at reception:
  - a. Razor
  - b. Shaving foam

- c. Toothbrush
  - d. Toothpaste
  - e. Comb
  - f. Sewing kits
3. Feminine hygiene products are also required; however, there may be a charge for this item. Feminine hygiene products may be available in a ladies public restroom or in a vending machine.
  4. If only one (1) item is not available, a marginal 0-point will be noted. If on the next Assessment this or any other item is unavailable, the points are to be deducted.
  5. Best Western branded hotels may charge a reasonable fee for providing copying or printing services over twenty (20) pages. The first twenty (20) pages shall be free of charge.
    - If this criteria is not met, sixty (60) points will be deducted on the Brand Standards assessment report. Point losses will double for non-compliance on the next assessment (120 points and then 240 points). The point loss will cap at 240 points.
    - Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
    - If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.

## **GUEST ROOMS: Bedroom Experience**

### **Blotter (Brand Compliance)**

Reference 5.36

#### **Verify compliance in all rooms assessed**

Hotels shall provide a Best Western Hotels & Resorts (“Best Western”) approved blotter pad in each guest room.

- If these criteria are not met, six (6) points will be deducted in each room.

### **Clock with Alarm (Brand Compliance)**

Reference 5.37

#### **Verify compliance in all rooms assessed**

Alarm clocks must include speaker with Bluetooth play through capability, USB charger, and single day alarm.

- If these criteria are not met, six (6) points will be deducted on the assessment report for each non-compliant room

### **Clothes Hangers (Brand Compliance)**

Reference 5.38

#### **Verify compliance in all rooms assessed.**

There shall be two (2) hooks with four (4) stations (a total of eight (8) hangers) are required, minimum, for hanging clothes. These must be decorative and approved by Best Western Design or purchased through Best Western Supply.

- If these criteria are not met, three (3) points will be deducted if one is missing / six (6) points will be deducted if two or more are missing on the assessment report for each non-compliant room

### **Coffeemaker (Brand Compliance)**

Reference 5.39

#### **Verify compliance in all rooms assessed.**

1. Provide the pod style single serve coffeemaker.
2. Factory wrapped condiments or condiment packs are also required (sugar, sugar substitute, milk or non-dairy creamer). Stirrers are not considered condiments and accordingly do not need to be factory wrapped; however, they are highly recommended.

3. A minimum of four (4) servings of coffee and/or tea (combination of regular and decaffeinated products) and appropriate accompaniments are required in each guest room.

- If these criteria are not met, six (6) points will be deducted on the assessment report for each non-compliant room

### **Directory of Services (Guest Directory) Provided (Brand Compliance)**

Reference 5.40

#### **Verify compliance in all rooms assessed.**

1. An electronic (Signature E-Concierge/Lynk Sinc) Directory of Services (Guest Directory) on the guest room television describing the various facilities and services available at the hotel must be provided in each room.
2. The directory must be provided at least in English, however other languages are encouraged.

- If these criteria are not met, six (6) points will be deducted for brand compliance on the assessment report for each non-compliant room

### **Emergency Instructions (Fire) (Brand Standard)**

Reference 5.41

#### **Verify compliance in all rooms assessed.**

1. Instructions on staying in the room and/or escaping during a fire emergency shall be provided in each guest room in a convenient location.
2. Fire emergency instructions for rooms opening into an interior corridor shall be posted on the back of the entrance door, or next to the entrance door, (including the bathroom door if adjacent to the guest room entrance door). It shall also provide a map showing the relation of the room to nearby exits in the same location.
3. Fire emergency instructions for exterior corridor rooms can be included in a printed Directory of Services or any other convenient location within the guest room.
4. An electronic version (available only on the television screen) may not be the only source for fire emergency instructions.

Common reason for point loss: Interior corridor properties do not provide any fire instructions or do not provide a map showing the room in relation to nearby exits.

Acceptable solution: Interior corridor properties also need to decide on whether or not to advise guests to call and report the fire directly to authorities or to call the

front desk.

- a. Evacuation procedures and assembly location should be provided.
- b. Some fire authorities prefer an assembly of guests and some do not.
- c. Likewise, some fire authorities recommend the guest call the fire department (in North America by dialing 911) directly to report any fire or smoke, while others prefer guests report such instances to the front desk.
- d. A layout of each floor will be needed to provide the necessary maps showing the relation of the room to nearby exits.
- e. These notices shall be posted in a convenient location. While the back of the entrance door is generally the preferred location, other locations may also be convenient.
- f. It is strongly recommended that you contact your local fire authority and obtain their recommendations in preparing these instructions and their placement (but in any case to list the Fire Department number in the guest directory and elsewhere in the room).

**Point Loss:**

- If these criteria are not met, two hundred and forty (240) points will be deducted on the Brand Standard assessment report.
- Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
- If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.

**Emergency Instructions (Medical) (Brand Standard)**

Reference 5.42

**Verify compliance in all rooms assessed.**

1. Instructions on how to obtain emergency assistance shall be provided in each guest room.
2. The instructions may be included in dialing instructions, the Directory of Services, or as a separate information piece conveniently located in the room.
3. A pull alarm with proper signage complies with this requirement.
4. Dialing instructions, room emergency, and fire instructions may all be found in the guest directory.

Common reason for point loss: Instructions for obtaining emergency assistance are not provided.

Acceptable solution: Provide clear instructions on how the guest should call for emergency assistance.

- a. In North America, dialing “911” is the recommended method and instructions should provide that information. The instructions may be included in the general dialing instructions on the phone or in the Directory of Services or in some other convenient location in the room.
  - b. If calling the front desk is the preferred method, those instructions should be provided.
  - c. This requirement pertains to “emergency” medical assistance, not a casual requirement for a doctor. A doctor listing can be included in the directory but is not considered relevant to this requirement.
  - d. It is strongly recommended that if calling reception is the suggested policy, then the “local number for medical emergencies” be included in the directory and / or in this listing, wherever located.
- If these criteria are not met, two hundred and forty (240) points will be deducted on the Brand Standard assessment report.
  - Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
  - If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.

## **Hot Cups Available (Brand Compliance)**

Reference 5.43

### **Verify compliance in all rooms assessed.**

10 oz. or larger cups shall be provided in each guest room. The size requirement may be satisfied with an additional 10 oz. disposable cup if the hotel uses china / ceramic cups that are less than 10 oz. Cups shall have sanitary wraps. Two (2) cups per bed must be available.

China / ceramic cups shall be sanitized in accordance with applicable government regulations. Sanitized cups shall be placed in an approved bag. Alternatively, the top and rim of the cup may be covered with approved shrink wrap plastic or fitted heavy paper cap. The sanitized cups may also be inverted on a coaster / doily.

When disposable cups are used, they must be presented in one (1) of three (3) ways: 1) pre- wrapped, 2) inverted on a coaster, or 3) upright with a to-go lid affixed to the cup. All disposable cups must contain the Best Western approved marketing

message and be insulated through the use of a sleeve, integral additional insulating layer, or corrugation that insulates the hand from hot beverages. Styrofoam cups not allowed.

The above requirements do not pertain or apply to properties or guest rooms with "kitchens". (i.e. kitchens with extra plates, bowls, and glasses). The above only applies to in-room coffee cups.

- If these criteria are not met, three (3) points will be deducted if one is missing / six (6) points will be deducted if two or more are missing on the assessment report for each non-compliant room.

### **Ice Bucket Available (Brand Compliance)**

Reference 5.44

#### **Verify compliance in all rooms assessed.**

A stainless steel ice bucket must be available in the guest room (3 qt. minimum). A matching lid is recommended. A tray is not required; however, if a tray is provided it must be coordinated/matching and shall meet the same quality standards as the accompanying ice bucket.

- If these criteria are not met, six (6) points will be deducted on the assessment report for each non-compliant room.

### **Steamer (Brand Compliance)**

Reference 5.45

#### **Verify compliance in all rooms assessed.**

Each guest room shall have a Best Western approved steamer.

- If these criteria are not met, six (6) points will be deducted on the assessment report for each non-compliant room

### **Laundry Bag Provided (Brand Compliance)**

Reference 5.46

#### **Verify compliance in all rooms assessed.**

A laundry bag shall be supplied in each guest room. The laundry bag shall be opaque and of reasonable size. Trash bags are not acceptable.

Test: Can you easily see your hand through the bag? If yes then it is not opaque.

- If these criteria are not met, six (6) points will be deducted on the assessment report for each non-compliant room



## **Lighting is Adequate (Brand Compliance)**

Reference 5.47

### **Verify compliance in all rooms assessed.**

Adequate lighting is of major importance to guests in surveys and inadequate lighting is a major source of complaint. All lights in the guest room are to be LED

1. With the roller shades drawn and all the LED lights on, the guest should be able to read the fine print of a newspaper anywhere in the room.
  2. With the roller shades drawn and only the headboard lamp lit, the guest should be able to read a newspaper in bed.
  3. While sitting in any chair's normal location and with only the lamp closest to the chair lit, the guest should be able to read a newspaper.
  4. While sitting at a desk or worktable and with only the closest lamp lit, the guest should be able to read a newspaper.
  5. With only the closest lamp lit, the guest should be able to see into the drawers of any chest or see into any closet, or examine their appearance in any mirror.
- If these criteria are not met, six (6) points will be deducted on the assessment report for each non-compliant room

## **Locking Device/Assessment Guide (Comply/Non-Comply)**

### **Mandatory on Primary Guest Room Doors**

Reference 5.48

Electronic guest room entrance locks are mandatory.

1. Electronically activated and always to remain in the locked position
2. Lockset shall only unlock with the use of guest, master or emergency key
3. Keyed to at least three levels of security (guest key, master key and emergency key)
4. Lockset shall automatically re-code with each use of a newly assigned guest key, voiding all previously issued guest keys
5. Room numbers, property name (and or address), or Best Western affiliation shall not be displayed on the key
6. Fail-safe feature shall be provided to allow entrance to the guest room.
7. Low battery warning feature is required
8. An audit trail/interrogation feature is required
9. An automatic time-out feature is required
10. No room numbers displayed on key cards
11. Flush panel solid-core or metal door
12. Self-locking electronic knob/lever lock with 1" metal dead bolt locks

- 13. Security door chain, door guard or latch guard
- 14. 180 degree door viewer (Measures 120 degrees or higher)

During the QA Assessment, the following will be verified:

- 1. Exterior door lock, solid core or metal door, self-locking, 1 inch deadbolt, chain guard, chain, loop guard or latch in place and working, hinges on the inside of doors
- 2. The Best Western Accredited Assessor will verify that guest room key or master key will not open door if deadbolt is activated
- 3. The Best Western Accredited Assessor will verify the condition of the door viewer and degrees.

### **Mandatory on Interconnecting Doors**

Reference 5.49

During the QA Assessment, the following will be verified:

- 1. Two flush panel solid-core or metal doors
- 2. Hinges on the inside
- 3. Self-locking knob/lever lock that is tamper proof between doors
- 4. Inch deadbolt (1/2" dead bolts on doors with metal frames are acceptable until replacement).
- 5. Deadbolt non-accessible
- 6. The Assessor will view the connecting door both in open and close positions.
- 7. Keyed deadbolt on Interconnecting door is acceptable

### **Mandatory on Sliding Glass Doors (wherever located)**

Reference 5.50

During the QA Assessment, the following will be verified:

- 1. Two locking devices (safety bar, dead bolt, pin lock, or other)  
Sliding panel installed on the inside of stationary door

### **Mandatory on Secondary Guest Room Doors - Public Access**

Reference 5.51

Must comply with the same requirements as Primary Guest Room Doors.

### **Ground Level Balcony/Patio Doors Without a Walkway**

Reference 5.52

During the QA Assessment, the following will be verified:

1. Flush panel solid-core or metal door
2. 1 inch deadbolt (1/2" dead bolts on doors with metal frames are acceptable until replacement).

### **Private Balcony/Patio Doors above the First Floor Without a Walkway**

Reference 5.53

During the QA Assessment, the following will be verified:

1. Flush panel solid-core or metal door
2. Any locking device.

### **Guest Room/Bathroom Windows**

Reference 5.54

During the QA Assessment, the following will be verified:

1. Windows that open must have a locking device.
  - If these criteria are not meet the non-compliance will be noted on the assessment report. The hotel shall correct the deficiency within 21 days.
  - If the hotel does not comply with the requirements within the specified 21-day correction period, the hotel will be placed in Hearing status and may be considered for termination.

### **Telephone Message Pad and Pen (Brand Compliance)**

Reference 5.55

1. A signature pen, per the Brand Identity manual and as listed in the OS&E sourcing guide, shall be conveniently provided within each guest room. It is strongly recommended that the pen be located near the telephone in the bedroom and/or sitting room and placed with the required note pad.
2. A signature note pad, as per the Brand Identity manual and as listed in the OS&E sourcing guide, is required: minimum ten (10) sheets per pad with a cardboard backing, glued at the top, bond paper, Vīb logo on all pages.
  - If these criteria are not met, six (6) points will be deducted on the assessment report for each non-compliant room

### **Safe Deposit Box (in room) (Brand Compliance)**

Reference 5.56

**Verify compliance in all rooms assessed.**

In room safe as listed in the OS&E sourcing guide is required, located in the guest

room case goods. Safe usage instructions are required.

- If these criteria are not met, six (6) points will be deducted on the assessment report for each non-compliant room

### **Tumbler Provided (Brand Compliance)**

Reference 5.57

#### **Verify compliance in all rooms assessed.**

Two (2) tumblers per bed. The tumblers shall be 12 oz. or larger. Tumblers shall be sanitized in accordance with applicable government regulations. Sanitized glasses shall be placed in an approved glass bag. Alternatively, the top and rim of the glass may be covered with approved shrink – wrap plastic or a fitted heavy paper glass cap. Glasses may also be inverted on a coater / doily. When disposable glasses are used, they shall be pre-sanitized and pre-wrapped and a minimum size of 12 ounces. If using glass tumblers less than 12 ounces in size, the minimum size requirement can be met by providing an additional compliant (pre-wrapped, plastic) 12 ounce disposable cup. Styrofoam cups are not allowed.

- If these criteria are not met, three (3) points will be deducted if one is missing / six (6) points will be deducted if two or more are missing on the assessment report for each non-compliant room

### **Wastebasket Provided (Brand Compliance)**

Reference 5.58

#### **Verify compliance in all rooms assessed.**

Provide a dedicated signature\* high quality recycling receptacle which may be a split trash can.

- If these criteria are not met, six (6) points will be deducted on the assessment report for each non-compliant room

## **GUEST ROOMS: Entertainment/Work Experience**

### **Room Suitable for Working (Comply/Non-Comply)**

Reference 5.59

1. Furnishings must be adequate to permit a guest to work comfortably in the room.
  2. A signature Herman Miller “Sayl” chair must be provided at the Vib signature work desk.
    - a. The signature work desk must be large enough to serve as the headboard and be placed at the head of the bed.
    - b. The desk must have a cut-out that is at least 20cm (8”) deep to serve as the bedside table.
    - c. A minimum of 4 electrical outlets and at least two USB outlets must be provided at the work desk area.
    - d. At least one electrical outlet must be vacant, always on and dedicated for the recharging of electrical devices.
      - i. If the dedicated outlet is affected by an energy saving system, the property will comply if upon request guests are provided an “energy card” (second key card) with usage instructions provided in English or provide an alternative for guests to charge their electrical devices while they are not in the rooms.
  3. A separate and dedicated light to illuminate the work desk area must be provided.
    - a. General guestroom lighting does not satisfy this requirement. This means that guests must be able to turn on or off the light at the work desk area without turning on or off any other lights in the room.
- If non-comply, property will be placed in probation status and will have ninety (90) days to correct the item as verified by Best Western Design.
  - If the item is not corrected within ninety (90) days the property will be placed in hearing status

### **Electronic TV Channel Guide (Brand Compliance)**

Reference 5.60

#### **Verify compliance in all rooms assessed**

Hotels shall provide an electronic television channel guide on the television in each guestroom.

- If these criteria are not met, six (6) points will be deducted on the assessment report for each non-compliant room

## **Free Long Distance (Brand Standard)**

Reference 5.61

Long distance access shall be offered to guests free of any long distance access charges. Allowing guests to reach 800, 888, 877 or any other toll-free or credit card numbers without charge satisfies this requirement. It is acceptable for a property to charge for direct dial long distance calls.

- If these criteria are not met, two hundred and forty (240) points will be deducted on the Brand Standard assessment report.
- Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
- If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.

*NOTE: Not applicable in the Caribbean.*

## **Free Local Calls (Brand Standard)**

Reference 5.62

Local calls under 30 minutes per call shall be provided to guest, free of charge. A property may charge for local calls after 30 minutes.

- If these criteria are not met, two hundred and forty (240) points will be deducted on the Brand Standard assessment report.
- Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
- If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.

*NOTE: Not applicable in the Caribbean.*

## **High Speed Internet Access (HSIA) (Comply/Non-Comply)**

Reference 5.63

High Speed Internet access (HSIA) is required at each North American property. The current specifications follow:

Accessibility in 100% of guest rooms, Hotel Lobby, Business Center and Breakfast Area via wireless.

1. This service is to be offered at no cost to the guests and be available 24-hours per day, 365 days a year.
2. Properties shall be 100% wired and wireless.
3. Must be able to connect to VPN, email and access the Internet in all locations.
4. The minimum acceptable signal strength must be at least 65dbm in all applicable areas of the hotel as specified in the coverage requirements.
5. An access control and authentication service must be implemented within the HSIA system requiring a guest to enter a password to utilize the internet. This access control mechanism must be the same regardless if the connection is hardwired or wireless. A second level of access control and authentication may be used on the wireless network connection if the hotel is implementing Wi-Fi encryption.
6. A method of bandwidth management must be implemented that ensures that each user gets fair access to bandwidth.
7. All access points must support 802.11b, 802.11g, and 802.11n wireless standards.
8. All wireless access points (AP) must have a consistent naming convention so as to be identifiable to hotel guests as belonging to the Best Western location, and must be enabled for SSID broadcast.
9. Must have in-room information on how to obtain 24 X 7 technical support. (This can be on a Table Tent, Guest Directory or any other areas in the guest room). An acceptable solution is to instruct guests to call the Front Desk for support, provided the staff can provide proof of 24X7 support access if they are unable to correct the guest issue.
10. HSIA system must be installed according to the system installation requirements.
  - f. Components are installed in environmentally friendly locations that are dry, climate-controlled and free of dust and clutter.
  - g. Components in equipment/phone rooms are installed professionally (placed in racks or on shelves).
  - h. Equipment/phone rooms are secured, preventing unauthorized access.
  - i. Cables and face plates are labeled to identify which component or guest room is being supported.
  - j. Cable management is in use (cables are held together in bunches with ties or are run in cable trays).



- The non-compliance will be noted on the assessment report. The hotel shall correct the deficiency within 60 days. Best Western Hotels & Resorts shall send a 60-day notice of non-compliance to the hotel. The hotel shall correct the deficiency and shall provide a statement of compliance signed by the voting member to BWI within the 60-day period.
- If the hotel does not comply with the requirements within the specified 60-day correction period, the hotel will be placed in probation status. The hotel shall then have an additional 30 days to correct the deficiency.
- If the hotel does not correct the deficiency within the additional 30 days, the member shall be placed in hearing status
- If the voting member certifies compliance, but it is determined subsequently (e.g., a later assessment) that the hotel is not compliant, the hotel shall be placed in hearing status and shall be subject to cancellation.

### **TV Requirements (Comply/Non-Comply)**

Reference 5.64

1. At least one (1) flat panel (i.e. LCD, LED or Plasma) color television with remote control shall be provided for each guest unit or suite (one (1) per suite).
2. The minimum television size shall be at least:
  - a. 40" (102 cm) measured diagonally flat panel television (i.e. LCD, LED or Plasma)
3. Each television shall be Best Western approved commercial grade television Samsung Lynk Sinc televisions and provide the following:
  - a. Enables remote management of a hospitality property's TV network from one central location, so hotel property managers or technicians can easily provide popular applications and premium content individualized to guests' needs and expectations, and customized for each guest room or group of rooms.
  - b. Property controlled features including volume limiting, power-up channel, power-up volume, and pre-set picture controls
  - c. A good, clear signal, no blank channels and a full mute function
  - d. A HDMI port enabling guests to connect the TV to their personal device
4. Each television shall be mounted to a wall with commercial-quality TV bracket.
  - a. If the TV is mounted on an adjoining guestroom wall, a soundproof backer shall be utilized.
  - b. Each guest room shall provide a minimum of thirty-two (32) free television channels, each with different content.
5. Multiple televisions in the same guest unit or suite:

- a. If more than one (1) television is provided, the sizes may vary and the additional television(s) must not be smaller than 40” (81cm) (except for a television in the bathroom which may be any size).
6. Each guest room must provide at least one (1) channel in the English language 24 hours per day. This channel must also provide international news.
  - If any of these criteria are not meet the non-compliance will be noted as non-comply on the assessment report. The hotel shall correct the deficiency within twenty-one (21) days.
  - If the hotel does not comply with the requirements within the specified twenty-one (21) -day correction period, the hotel will be placed in hearing status and shall be subject to termination.

## **GUEST ROOMS: Sleep Experience**

### **“Do Not Disturb” Door Hanger Provided (Brand Compliance)**

Reference 5.65

#### **Verify compliance in all rooms assessed.**

A signature “Do Not Disturb” door hanger, as per the Brand Identity Manual and in the OS&E sourcing guide, shall be provided in each guest room. The door hanger is to be mounted in or on the door or a hanger or card to insert in the card lock slot may be conveniently located within the guest room.

- If these criteria are not met, six (6) points will be deducted on the assessment report for each non-compliant room

### **Pillow Requirements (Brand Compliance)**

Reference 5.66

#### **Verify compliance in all rooms assessed.**

Look at all pillows, on all beds, in all rooms assessed to ensure they meet Brand Compliance standards. Check pillow requirements on the first five rooms where beds are assessed. In other rooms assessed scan pillows for requirements.

A minimum of three (3) pillows are required on a full size or smaller bed; and a minimum of four (4) pillows are required on a Queen or King Size Bed, with all pillows to be enveloped in a pillow protector, and a pillowcase which is manufactured with minimum T-250 (250 threads per square inch) percale with a minimum of 50 percent cotton content. Additional decorative pillows may be used as a supplement to, but not in lieu of, the required quantity of pillows.

All pillows must meet Best Western specifications = Comforel™, DreamMaker™, or better standard. Supplemental pillows (in drawers, on shelves, etc.) are required to comply with this standard.

- If these criteria are not met, three (3) points will be deducted if missing in one room / six (6) points will be deducted if missing in two or more rooms on the assessment report for each non-compliant room.

### **Signature\* Bed (Comply/Non-Comply)**

Reference 5.67

\*Signature Vīb platform bed with storage below

- If any of these criteria are not met, two hundred and forty (240) points

will be deducted on the assessment report.

## **Top of Bed Requirements (Comply/Non-Comply)**

Reference 5.68

Triple sheeting or signature\* duvets with the signature\* stitching/embroidery is required. All beds must have a second decorative element consisting of a set of 2 decorative signature embroidered shams that coordinates with the embroidered top sheet or duvet. No other decorative elements are permitted on the bed.

- If the items are non-comply, the property will be placed in probation status and will have ninety (90) days to correct the items as verified by Best Western Design.
- If the items are not corrected within ninety (90) days, the property will be placed in hearing status

## **Window Coverings Exclude Light (Comply/Non-Comply)**

Reference 5.69

1. All bedroom windows (excluding bathroom windows) must have a Best Western approved signature roller shades.
2. Window coverings must fully close and excludes light sufficiently to permit daytime sleeping in each bedroom.
3.
  - If a guest can readily read the regular print in a newspaper with the lights off and the window coverings closed, the exclusion of light is unacceptable.
  - Total blackout is not required.
  - If any criteria are not met, there is a six (6)–point loss per room.

*NOTE: If the material, design or gaps permit visual access from outside the room, this may also be a guest privacy deficiency.*

## **GUEST ROOMS: Bathroom Experience**

### **Bath Mat Provided (Brand Compliance)**

Reference 5.70

#### **Verify compliance in all rooms assessed.**

A towel material bath mat shall be provided in each bath/shower area, even one with a heated floor. The towel weight needs to be a minimum of 9.2 lbs. / dz. An additional bath towel may be substituted for an actual bath mat.

- If this criteria is not met, six (6) points will be deducted on the assessment report for each non-compliant room

### **Facial Tissue Provided (Brand Compliance)**

Reference 5.71

#### **Verify compliance in all rooms assessed.**

Facial tissue in the signature\* stainless steel dispenser (e.g. no loose tissues) shall be provided within the guest bathroom or the bedroom.

- If these criteria are not met, six (6) points will be deducted on the assessment report for each non-compliant room

### **Hairdryer in Room (Brand Compliance)**

Reference 5.72

#### **Verify compliance in all rooms assessed.**

A Best Western “Best” rated quality or approved upgrade hairdryer to be provided inside a storage bag in the bathroom.

- If these criteria are not met, six (6) points will be deducted on the assessment report for each non-compliant room

### **Lighting is Adequate (Brand Compliance)**

Reference 5.73

#### **Verify compliance in all rooms assessed.**

With the roller shades drawn and only the vanity mirror light on or whatever lights are available, the guest should easily be able to shave or apply make-up.

- If these criteria are not met, six (6) points will be deducted on the assessment report for each non-compliant room

## Shampoo Soap/Soap Dispenser Provided (Brand Compliance)

Reference 5.74

### **Verify compliance in all rooms assessed.**

Each guest bathroom shall offer the following:

1. A Best Western approved non-refillable pump dispenser that includes: shampoo, conditioner and shower gel
2. A 1.5 size / 1.25 oz. bar of Facial Soap shall be available at the basin/vanity area
3. Lotion shall be provided.
4. All Vīb amenities are Vīb signature items are in the S&E sourcing guide.

- If these criteria are not met, six (6) points will be deducted on the assessment report for each non-compliant room

## Shower Facilities (Comply/Non-Comply)

Reference 5.75

1. 100% of guest rooms must permit the guest to be able to have a shower.
2. Each shower must provide Vīb signature LED lit rain showerhead which is mounted so that the highest point is at least 180 cm (72 inches) from the tub base or shower base.
  - a. The shower must also be equipped with a flexible signature handheld shower attachment. The guest must be able to secure it at least 180 cm (72 inches) from the tub base or shower base for hands free use.
3. A glass wall with the signature gradient privacy pattern must be used to restrict water flow from leaving the defined shower area.
  - a. Rooms designed specifically for handicapped guests are exempt from this requirement.

- If any other criteria are not met, there is a 24–point loss per room.

## Soap Dish (Brand Compliance)

Reference 5.76

### **Verify compliance in all rooms assessed.**

A signature stainless steel soap dish shall be provided at the vanity area.

- If these criteria are not met, six (6) points will be deducted on the assessment report for each non-compliant room

## **Towel Bar/Towels (Bath, Hand, and Face Clothes Available) (Brand Compliance)**

Reference 5.77

### **Verify compliance in all rooms assessed.**

The following shall be available in a convenient location: two (2) complete sets of towels are to be provided in a single bed room, and three (3) complete sets of towels are to be provided in a multi-bed room. A complete set is defined as one (1) face cloth (wash cloth), and one (1) hand towel and one (1) bath towel.

Extra towels are to be available on request. Sufficient numbers of towels and face cloths are required so guests do not have to wait for towels or face cloths.

- If these criteria are not met, three (3) points will be deducted if one is missing / six (6) points will be deducted if two or more are missing on the assessment report for each non-compliant room

## **Towels**

Reference 5.78

### **Verify compliance in all rooms assessed.**

1. Bath towels are required to be a minimum of 14 lbs/dozen. Additionally, the towels must be 85% natural fiber (i.e. cotton).
2. Determination of compliance is based on towel weight.
3. Estimate towel weight by studying pile composition of the terry cloth. The 14 lb towel composition is noticeably thicker than the 12 lb towel by comparison.
4. If fiber blends cannot be determined on manufacture tag, no deficiency will be cited.

- If this criteria is not met, six (6) points will be deducted on the assessment report for each non-compliant room

## **Hand towels**

Reference 5.79

### **Verify compliance in all rooms assessed.**

Hand towels are required to be a minimum of 4.5 lbs/dz. Additionally, the towels must be 85% natural fiber (i.e. cotton). Determination of compliance is based on towel weight. Estimate towel weight by studying pile composition of the terry cloth. If fiber blends cannot be determined on manufacture tag, no deficiency will be cited.



- If this criteria is not met, six (6) points will be deducted on the assessment report for each non-compliant room

## Face Cloth

Reference 5.80

### Verify compliance in all rooms assessed

Required to be a minimum of 1.5 lbs/dozen. Additionally, the towels must be 85% natural fiber (i.e. cotton). Determination of compliance is based on towel weight. Estimate towel weight by studying pile composition of the terry cloth. If fiber blends cannot be determined on manufacturer's tag, no deficiency will be cited.

- If this criteria is not met, six (6) points will be deducted on the assessment report for each non-compliant room

## Ventilation Adequate (Brand Compliance)

Reference 5.81

### Verify compliance in all rooms assessed

1. A window that opens or mechanically enhanced ventilation (fan with vent) is required in each guest bathroom.
2. Individual or common (shared) venting is acceptable, provided it is mechanically assisted (fan driven). A mechanically assisted updraft can work. A re-circulating type fan can be used.
3. One (1) piece of toilet paper is frequently used to test. The type of ventilation that draws from all four sides may need a different test, like using the wastebasket liner because it will cover all four sides. Ventilation shall be drawing, not exhausting. If ventilation cannot be turned on for testing purposes, points shall be deducted.
4. Ventilation should remove odors and circulate the air to remove moisture. Exhausting from, not into, the room.
5. When adequate ventilation is not available, a musty smell, stale odor and mildew are often present and will result in both Brand Standards and GRPA deficiencies. Ventilation on timers is acceptable, provided the working condition can be verified.

- If these criteria are not met, six (6) points will be deducted on the assessment report for each non-compliant room

## **Wastebasket (Brand Compliance)**

Reference 5.82

### **Verify compliance in all rooms assessed.**

A signature\* or equivalent stainless steel wastebasket shall be provided in each guest bathroom (includes vanity area). Wastebasket is provided in the OS&E sourcing guide.

- If this criteria is not met, six (6) points will be deducted on the assessment report for each non-compliant room

## **CHAPTER 6 – GLō Brand Standards**

Reference 6.01

GLō Brand Standards for North America Hotels consist of three categories. Comply / non-comply, Brand Standards and Brand Compliance.

### **Comply / non-comply requirements**

Reference 6.02

At the time of the Quality Assurance Assessment the Best Western accredited assessor will verify several Best Western Requirements that are listed as comply or non-comply on the assessment report. Items marked non-comply will be listed on the assessment report with a time frame for the property to become compliant. Failure to comply with those items noted as non-comply could result in the property being placed in a probation status and possible hearing status.

### **Brand Standards**

Reference 6.03

This report checks for compliance in providing required facilities, amenities and services. These standards are not all of the requirements that must be met to maintain membership as outlined in Best Western Hotels & Resorts Rules and Regulations. Specific point losses are selected based on the existence, not condition of an item. Point losses will be incurred for all Brand Standards that are not met. North American Brand Standards are divided into Critical items and Other Items. Non Compliance with a Critical item constitutes an automatic failure, with a 240 point loss. All “Other” items carry a 60 or 120 point deduction. Point values for “Other” items will double on each subsequent assessment if not corrected. I.E. 120 points, 240 points and then 480 points.

### **Brand Compliance**

Reference 6.04

Brand compliance measures the compliance or existence of specific requirements. Brand compliance is the documentation that a hotel has complied and has the item or service. Brand compliance items can and are specific to each brand. They are a point loss if the hotel does not have or comply with the requirement. Brand compliance does not measure the condition of the requirement or item.

## **PUBLIC AREAS: Arrival and Departure Experience**

### **Best Western Rewards (BWR) Requirements (Brand Standard)**

Reference 6.05

Best Western Reward Requirements are as follows:

1. BWR Member Recognition Program – Pre-registration for Best Western Rewards guests is required for all North America Properties. Members of loyalty programs have high customer service expectations. Failure to recognize a loyal guest as special sends a message that they are not valued, and risks losing them to the competition. To help give proper recognition to our most valuable guests, the Board of Directors has determined that all Best Western properties are required to pre-register Best Western Rewards guests holding advance reservations before they check in.
  - a. Steps to Pre-register Best Western Rewards Guests:  
(All Best Western Rewards Members)
    - i. Pull arrivals list from MemberWeb or Property Management System daily and designate the Best Western Rewards guests that are checking into your property each day.
    - ii. Pre-register all BWR members, and if available, assign the Best Western Rewards guests an “upgraded” room type or a room that is away from the ice machine or elevator (best available room).
    - iii. Print the Best Western Rewards guest’s folio/registration card.
    - iv. Activate keys for the Best Western Rewards guest in a pre-assigned room type. (Again, upgrade the room type or provide best available room.)
2. The Best Western Rewards® (“BWR®”) Elite Member Property Recognition Program (“BWR Elite Program”) shall include the following:
  - a. Gold BWR Members shall be included in the BWR Elite Program
  - b. BWR Elite Members shall be provided the option to select either: (1) BWR bonus points; or (2) 2 snacks and 2 beverages (provided in a BWR branded bag)/hotel amenity for each hotel stay.
  - c. The BWR Elite Recognition option of receiving BWR bonus points per stay shall be 500 BWR bonus points per stay.
  - d. The snack and beverage BWR offering shall include a minimum of two (2) 12oz. or larger complimentary beverages and two (2) 1oz. or larger approved snack options in a BWR branded bag.
  - e. If a hotel amenity is offered, it shall be of at least equal value to the snack and beverage offering.

- f. All properties will be required to display a BWR Elite Program display at the front desk, as designed by Best Western Hotels & Resorts (“Best Western”).
  - g. During check-in, a property representative shall thank the BWR Elite Member for their business and loyalty.
- 3. Staff Knowledge questions: Knowledge of Best Western programs is to include, but not be limited to, BW Rewards and Travel Card procedures.  
Minimum Staff Knowledge Questions – BW Rewards:  
For testing purposes, the assessor is to ask the following 3 questions. If the property representative misses any of the 3 questions, points will be deducted. The property staff you are asking the question may obtain the answers any way they can, i.e. personal knowledge, looking up the answer on MemberWeb or asking another property representative. The idea is to ensure they know where to go to obtain the answer for the guest.
  - a. How do you enroll a guest into Best Western Rewards? (Agent will walk the Assessor through the process in MemberWeb and / or PMS)
  - b. How does an agent redeem a Best Western Travel Card? (Agent will walk the Assessor through the process in MemberWeb.)
  - c. What are the components of the mandatory Best Western Rewards recognition program?     Answers:
    - i. 500 bonus points or snack and beverage option for all Elite members.
    - ii. Pre-registration of all BWR guests.
    - iii. Best Available room.
    - iv. Thank the guest for being a valued BWR member.
- 4. Current Marketing Program Promotional Items Displayed. Seasonal marketing program details are to be updated annually and required promotional pieces are to be displayed during special promotional periods.
- 5. BW Reward and co-branded credit card applications shall be displayed.
- If this criteria is not met, 60 points will be deducted. Point losses will double for non-compliance in a subsequent/the next assessment (120 points), and then double again (240 points) in a consecutive/the third non-compliant assessment. Point loss will cap at 240 points. Any assessment may only include one BWR related point loss –, with any serving as a “multiplier” for any other BWR assessment.

## **Express Check-Out (Brand Standard)**

Reference 6.06

Each Best Western branded hotel shall provide, promote and offer to every guest a method of express checkout and provide a zero balance folio to the guest through their preferred method of delivery, either email, guest room or pick-up at the front desk. The hotel shall determine the method or methods of express check-out service to include how a guest may notify the hotel that he/she is checking out (e.g., by phone or leave key envelope in a box at Front Desk) and how the hotel will deliver the zero balance folio (e.g., by fax or email).

- If this criteria is not met, one hundred and twenty (120) points shall be deducted on the Brand Standard report.
- The General Manager and Front Desk Manager (if applicable) shall be required to successfully complete the online BWIU training course for express check-out within thirty (30) days of the Quality Assurance assessment.
- The Brand Standards point value deduction shall double to two hundred and forty (240) points if the requirement is not met during any subsequent Quality Assurance assessment.

## **Music – Background (Brand Standard)**

Reference 6.07

1. Each hotel must provide continuous background music and audio/video content as required for GLō in the lobby and fitness center.
  2. Audio/Video content must be in place 24 hours per day.
  3. Budget, surface mounted speakers are not acceptable.
- If this criteria is not met, two hundred and forty (240) points shall be deducted on the Brand Standards report of the quality Assurance assessment report.

## **Ownership Plaque (Comply / Non-Comply)**

Reference 6.08

All Best Western branded hotels shall display an approved Ownership Plaque. This plaque is designed to inform the public regarding the relationship between Best Western Hotels and Resorts and the property (i.e., the property is independently owned and operated and is not an agent of Best Western Hotels & Resorts). The plaque shall be displayed at the front desk area.

- If these criteria are not met the non-compliance will be noted on the assessment report. The hotel shall correct the deficiency within 30 days.

- If the hotel does not comply with the requirements within the specified 30-day correction period, the hotel will be placed in Hearing status and may be considered for termination.

## **Personnel Uniform Policy (Brand Standard)**

Reference 6.09

The following shall apply to all GLō branded hotels.

1. Approved GLō signature uniform is required.
  2. Approved GLō stylistic clothing accessories are permitted (e.g., suspenders, hair ribbons, bracelets, belts).
  3. Stylized athletic footwear or similar athletic footwear are permitted (i.e., bright multi-colored sneakers/running shoes).
  4. Jewelry, piercings and tattoos, and unnatural hair colorings are permitted.
- If this criteria is not met, one hundred and twenty (120) points will be deducted on the Brand Standards assessment report. Point losses will double for non-compliance on the next assessment (240 points). The point loss will cap at 240 points.
  - Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
  - If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.
  - A marginal call may be assigned if an employee is within the first seven (7) days of employment and is in suitable attire for the position; otherwise, all employees are to adhere to all aspects of the Personnel Uniform Policy.

## **Property Management System (Brand Standard)**

Reference 6.10

All GLō branded hotels shall use the Visual Matrix property management system and shall provide Touchpad or similar mobile device to provide check-in

- If these criteria are not met, two hundred and forty (240) points will be deducted on the Brand Standard assessment report.
- Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.



## **Registration and Telephone Available 24 Hours a Day (Brand Standard)**

Reference 6.11

Guests with reservations and walk-in guests must be able to register 24 hours daily. (Note that 24 hour staffing is not required.)

An outside caller must be able to reach a guest by telephoning a guest in their room or by calling the property without having knowledge of the guest's room number. Staff should be instructed not to provide the guest's room number to the outside caller. Calls should be transferred to the guest's room.

- If these criteria are not met, two hundred and forty (240) points will be deducted on the Brand Standard assessment report.
- Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
- If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.

## **Seating Provided (Brand Standard)**

Reference 6.12

1. There must be a public seating area where guests can sit without obligation to purchase.
  2. A minimum seating of 10% of the first 150 guest rooms is required with no less than 5 seating positions.
    - a. A minimum of two (2) signature sculptural rocking chairs must be provided.
    - b. Additional signature tables and chairs must be provided.
  3. Seating provided in elevator/lift foyer areas, restaurant or meeting room do not fulfill this requirement.
    - a. Stools are not acceptable to fulfill the requirements in #2 above.
- If these criteria are not met, two hundred and forty (240) points will be deducted on the Brand Standard assessment report.
  - Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.

- If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status

### **Service Promise Plaque (Comply/Non-Comply)**

Reference 6.13

The Service Promise is:

“If something is not meeting your expectation, please let us know. We want to make it right.”

Best Western branded hotels shall display the Plaque in prominent view of guests checking in – either on the front desk or on the wall in the front desk area in plain view

If wall mounted the bottom of the plaque must be between 4 feet (1.5m) and 5 feet (1.85m) from the ground.

- If these criteria are not met the non-compliance will be noted on the assessment report. The hotel shall correct the deficiency within 21 days.
- If the hotel does not comply with the requirements within the specified 21-day correction period, the hotel will be placed in Hearing status and may be considered for termination.

## **PUBLIC AREAS: Food and Beverage Experience**

### **Breakfast Attendant (Brand Compliance)**

Reference 6.14

All hotels shall staff a breakfast attendant who will be present in the breakfast area to replenish breakfast offerings and to keep the breakfast area clean, during breakfast hours. This person shall be dedicated to the breakfast area during breakfast hours.

- If these criteria are not met, one hundred and twenty (120) points will be deducted and will double to 240 points loss if not corrected on the next assessment.
- 240 points the hotel will have 30 days to submit credible evidence that they comply with requirements or they will be placed on breakfast probation.
- Properties placed on breakfast probation will require a Regional Services breakfast consultation visit (the “BRRV” Visit), incurring a cost-recovery fee for the BRRV Visit, which is currently \$2,100.
- The hotel will create an action plan for improvement with the assistance of the RSM.
- The hotel shall have sixty (60) days to remedy non-compliance, which shall be verified through a no-fee, follow-up breakfast assessment.
- Hotels on probation shall be subject to periodic follow-up breakfast visits until a passing Breakfast Assessment score is achieved.
- Upon a second consecutive failure, the property will be placed in Hearing status.

### **Breakfast Meets Standards (Brand Compliance)**

Reference 6.15

GLō properties shall be required to provide a breakfast buffet that includes the following (a through q):

- a. Choice of two (2): sliced breads (white, wheat, rye, sourdough, etc.).
- b. Choice of one (1): bagel, English muffin, croissant or biscuit.
- c. Choice of two (2): sweet rolls, muffins, Danish, cinnamon roll and specialty loaves (e.g. banana bread).
- d. Butter or margarine, and assorted jellies and jams (if bagels are offered, cream cheese must be provided).
- e. Choice of three (3) dry cereals: Raisin Bran and at least two (2) other options including Corn Flakes, Special K, etc. One children’s cereal is recommended. Plus one (1) gluten-free cereal; such as Chex brand –

- offered upon request, with approved signage. Cold cereal (P/C or bulk) must be presented on the approved GLō presentation display.
- f. Choice of one (1): oatmeal, grits, or Cream of Wheat.
  - g. Choice of two (2) juices: One (1) must be orange juice, to be delivered by a guest-accessible refrigerated juice machine (not applicable for Best Western Premier hotels that are required to provide fresh-squeezed orange juice)
  - h. Daily choice of three (3) fruits; one must be fresh.
  - i. Regular and decaffeinated coffee. 100% Arabica and two choices of tea.
  - j. Two (2) creamers (one dairy and one non-dairy).
  - k. Sugar and choice of two types of sugar substitute (saccharin-based, e.g., Sweet 'N Low, aspartame-based, e.g., NutraSweet, and sucralose-based, e.g., Splenda, comply).
  - l. Choice of two (2) milks: whole, two percent and/or skim. Plus one (1) non-dairy, milk alternative, offered upon request, with approved signage displayed on the breakfast bar.
  - m. Choice of one (1) egg type: hard boiled, scrambled, omelet, etc.
  - n. Salt and pepper.
  - o. One (1) hot item (choice of freshly baked waffles, pancakes, French toast, cinnamon buns, biscuits with gravy, an egg product).
  - p. Yogurt. Two (2) flavors of yogurt, personal container sized or an approved dispenser for bulk yogurt, along with clear plastic cups and lids.
  - q. A glass-front refrigerator placed on or under the breakfast bar.
  - r. Hot eggs and hot breakfast meat, or breakfast sandwich with egg and meat.

A minimum selection of nine condiments from this list is required to be available, in approved containers:

Dried fruit, nuts, granola, berries, shaved coconut, trail mix, brown sugar, nut pieces, chocolate chips, berries, cherries, chocolate chips, powdered sugar, cinnamon, salsa, shredded cheese, ketchup, or tomatoes.

“Grab & Go” Breakfast:

- 1. All properties must offer the approved signature GLō “Grab & Go Breakfast” bags, sign, and presentation. Offered Monday through Friday, at least one (1) hour before the meal period starts or upon guest request.
- 2. Includes at least one (1) piece of whole fruit, one (1) breakfast bar, and one (1) bottled water, provided in a bag with a Best Western-approved sticker.

At a minimum, Grab & Go will be available, on the Front Desk counter and promoted by approved signage placed on the Front Desk.

The complying breakfast buffet or full service breakfast must be offered a minimum of three (3) hours every morning Monday through Friday and 4 hours Saturdays and Sundays. The breakfast buffet shall be regularly stocked during established breakfast hours of operation. The breakfast area shall be clean and maintained in accordance with Best Western standards. Any breakfast area must have a quality appearance, and furnishings must be of the same quality if adjacent to other public areas.

Breakfast must be buffet style and must be served on a minimum 25feet (8 meters) food display counter top with signature patterned pull down screens.

The signature GLō breakfast signage and branding package is required

In addition, each GLō branded property must provide signature seating and tables at a minimum rate of 20 percent of rooms (e.g., 10 seats per 50 rooms) with a minimum of two signature tables and six signature chairs,

- If these criteria are not met, two hundred and forty (240) points will be deducted and the hotel will be placed on breakfast probation
- If 240 points are deducted, the hotel will have 30 days to submit credible evidence that they comply with requirements or they will be placed on breakfast probation.
- Properties placed on breakfast probation will require a Regional Service breakfast consultation visit (the “BRRV” Visit), incurring a cost-recovery fee for the BRRV Visit, which is currently \$2,100.
  - The hotel will create an action plan for improvement with the assistance of the RSM.
  - The hotel shall have sixty (60) days to remedy non-compliance, which shall be verified through a no-fee, follow-up breakfast assessment.
  - Hotels on probation shall be subject to periodic follow-up breakfast visits until a passing Breakfast Assessment score is achieved.
  - Upon a second consecutive failure, the property will be placed in Hearing status.

## **Breakfast Presentation Requirements (Brand Compliance)**

Reference 6.16

All GLō hotels in North America shall comply with the breakfast product and presentation requirements as defined below. The GLō breakfast product and presentation requirements shall be verified by a Best Western Accredited assessor during property assessments.

### General Information:

1. All breakfast presentation products and display items must be coordinated, high quality, commercial grade, clean and in good repair.
2. Hotels shall provide a commercial grade microwave at the breakfast bar.

Prohibited items include but not limited to:

- a. Food products displayed in original packaging i.e. muffins, Danish, breads, etc. unless served individual, portion control (P/C) and required by local health code.
- b. Open top glass coffee pots, residential style electric coffee urns or sterno heated coffee urns.
- c. Styrofoam products of any kind.
- d. Mismatched dishes, glasses and cups.
- e. Household grade buffet utensils, sporks.
- f. Budget containers for napkins, utensils, or condiments.
- g. Plastic pitchers.
- h. “Bulk” original containers for milk, juice, creamer, condiments, etc. or serve any item or condiment “family style”.
- i. Noncommercial grade holding equipment for hot cereals (i.e. no household crock pots, warming trays).
- j. No Tupperware containers.
- k. No wicker containers, dated silk florals, pillowing of fabric or plastic table clothes on buffets.
- l. No items may be displayed in original containers ( i.e. cardboard delivery boxes)
- m. Cereal containers that you have to pour or scoop out cereal.
- n. Vending prepackaged convenience style, residential type food items.

### Minimum Presentation Requirements:

#### Hot Beverages:

1. Minimum two (2) regular coffee (100% Arabica), one (1) decaf, One (1) hot water must be displayed.
2. Insulated, thermal hot beverage air pots with pump lids must be used.
3. Liquid coffee dispensing equipment is permissible, granted an approved Best Western vendor is utilized.
4. Hot beverage air pots must be presented on presentation racks with drip tray, and each air pot must be labeled appropriately with magnetic label or product wrap. Tiered presentation racks are preferred to maximize buffet space and add height to the breakfast presentation.

5. Minimum 10 oz. BWR hot beverage insulated cups and/or non-insulated 10 oz. cup with sleeves must be presented with corresponding lids. Ceramic mugs may also be used and displayed on the breakfast buffet.
6. Hot beverage stirrers or commercial grade medium weight polystyrene plastic or flatware spoons must be offered. Stirrers or utensils must be presented in a sanitary, commercial grade display piece.
7. Beverage napkins must be displayed in an appropriate napkin holder.
8. Sugar & sweetener, non-dairy creamers and tea bags, must all be offered in individual containers.
9. Dairy creamer and milk must be presented in insulated, thermal beverage servers with push button lid, glass pitchers with ice cores or similar. Each beverage server must be labeled appropriately with magnetic label or similar. Individual 1/2 pint milk servings to be presented in a glass front counter top or built in refrigerator located on or under the breakfast buffet counter.

#### Cold Beverages:

1. Electric juice dispensing equipment is required and must dispense a minimum of two (2) juice offerings - one (1) being orange juice. All electric juice machines must be set to dispense the product at vendor recommended dilution levels.
2. Individual 1/2 pints of juice can be used where required by local health code. They must be presented in a glass front counter top or built in refrigerator located on the breakfast buffet.
3. Minimum 8 oz. disposable polyethylene "PETE/PET" plastic or paper juice cup must be presented. 8oz. juice glass may also be used and displayed on the breakfast buffet.

#### Fruit:

1. Whole fruit must be presented in a wire, stainless, melamine, glass or similar bowl.
2. Sliced or cut fruit must be kept chilled on the breakfast buffet.
3. Stainless steel or food rated hard plastic tongs or slotted serving spoon must be used for sliced or cut fruit. A utensil rest must be used to place the utensil on while not in use.
4. Minimum 6.5 oz. commercial grade medium weight disposable plastic/paper or ceramic bowl or 6" commercial grade medium weight plastic/paper plate must be offered.
5. Commercial grade / medium weight polystyrene/plastic or flatware spoon or fork must be offered. Utensils must be presented in a sanitary, commercial grade display piece.



### Yogurt:

1. P/C or Bulk yogurt must be on the buffet.
2. P/C Yogurt to be served in a glass front counter top or built in refrigerator.
3. Bulk Yogurt must be displayed in an approved refrigerated dispenser along with clear plastic cups and lids
4. Commercial grade / medium weight polystyrene/plastic or flatware spoons must be offered. Utensils must be presented in a sanitary, commercial grade display piece.
5. Minimum 6.5 oz. commercial grade / medium weight disposable plastic/paper or ceramic bowl must be offered.

### Cold Cereal:

1. Cold cereal (P/C or bulk) must be presented on the approved GLō presentation display. Two types of milk must be presented in a stainless or similar insulated, thermal beverage server with push button lid or clear pitchers with ice core.
2. Each milk type must be labeled appropriately with magnetic label or similar. Recommended; milk servers to be presented on tiered presentation racks.
3. Individual 1/2 pint milk servings shall be served in a glass front counter top or built in refrigerator located on the breakfast buffet.
4. Minimum 6.5 oz. Commercial grade / medium weight disposable plastic/paper or ceramic bowl must be offered.
5. Commercial grade / medium weight polystyrene/plastic or flatware spoons must be offered. Utensils must be presented in a sanitary, commercial grade display piece.
6. Minimum 4" X 8" disposable napkins must be displayed in an appropriate napkin holder.
7. Minimum 6.5 oz. commercial grade / medium weight disposable plastic/paper or ceramic bowl must be offered.

### Hot Cereal:

1. Hotels shall offer 2 oz. P/C package instant oatmeal, grits or Cream of Wheat to be offered on the breakfast buffet.
2. Hot cereal toppings should be held in a small container with a lid and separate dispensing utensils.
3. Utensil rest and commercial grade serving utensil must be used.
4. Prepared hot cereal must be held in either a commercial grade electric Kettle or in a chafer.

5. Minimum 6.5 oz. commercial grade / medium weight disposable plastic/paper or ceramic bowl and medium weight spoons must be offered. Utensils must be presented in a sanitary, commercial grade display piece

#### Breakfast Breads:

1. Breads and pastries including muffins, bagels, etc. must be displayed in a covered, commercial grade display where the products are visible to guests that compliments other display items. Tiered presentation displays are preferred to maximize buffet space and add height to the breakfast presentation.
2. Condiments must be displayed in a commercial grade rack system or similar that compliments the other display items. Tiered is preferred.
3. Commercial grade tongs must be presented with accompanying Utensil tray.
4. Commercial grade four (4) slot toaster, conveyor style toaster or similar, with crumb tray.
5. Minimum 4" X 8" disposable napkins must be displayed in an appropriate napkin holder.
6. Minimum 6" commercial grade / medium weight disposable plastic/paper plate or china bread & butter plate must be offered.

#### Hot Food Items:

##### Waffles

1. Commercial grade waffle iron and dispenser per Best Western preferred vendor, in good working order and repair. Individual cups for dispensing waffle batter. Commercial non-stick food release spray is provided if needed per vendor. Commercial grade stainless steel drip tray underneath iron. User instructions must be prominently displayed.
2. Clean utensil tray must be presented with commercial grade tongs.
3. Minimum 4" X 8" disposable napkins must be displayed in an appropriate napkin holder.
4. Minimum 9" disposable, commercial grade / medium weight plastic/paper or ceramic plate and commercial grade/ medium weight polystyrene/plastic or flatware fork and knife must be offered. Utensils must be presented in a sanitary, commercial grade display piece.
5. Must use a commercial grade display that compliments other presentation items to hold P/C butter, P/C syrup. Tiered is preferred to maximize buffet space and add height to the breakfast presentation.
6. Prepackaged heat & serve waffle options from a BW approved supplier may be used when health code requirement demand it.

Other Hot Food:

1. Commercial Grade equipment that is in good repair and working order.
2. Clean, commercial grade utensil and appropriate holder tray in front of each chafer or heating element.
3. Commercial grade labels for all hot food items.
4. Must use a commercial grade display that compliments other presentation pieces for P/C Catsup, P/C Salsa, and P/C Tabasco type condiments. Tiered is preferred to maximize buffet space and add height to the breakfast presentation.
5. Minimum 9" commercial grade / medium weight disposable plastic/paper or ceramic plate and commercial grade/ medium weight polystyrene/plastic or flatware fork and knife must be offered. Utensils must be presented in a sanitary, commercial grade display piece.
6. Minimum 4" X 8" disposable napkins must be displayed in an appropriate napkin holder.
7. Prepackaged heat & serve egg & meat sandwich options from a BW approved supplier may be used. Sandwich product can be offered in a glass front counter top or built in refrigerator located on the breakfast buffet. A commercial grade microwave oven must also be available on the breakfast buffet.

Non Compliance:

1. A first non-compliance with the breakfast presentation requirements in the Breakfast Assessment report shall result in a one hundred and twenty (120) point loss. A second non-compliance shall result in a 240 point loss and probationary status.
2. If 240 points are taken, points may be restored if the requirements are proven met through credible evidence within thirty (30) days of the assessment. As long as points have not been restored for breakfast in the past 12 months. If not restored in 30 days the property will be placed on probation.
3. Properties placed on probation will require a Regional Services breakfast consultation visit (the "RR" Visit), incurring a cost-recovery fee for the RR Visit, which is currently \$2,100. The hotel will create an action plan for improvement with the assistance of the RSM. The hotel shall have sixty (60) days to remedy non-compliance, which shall be verified through a no-fee, follow-up breakfast assessment.
4. Hotels on probation shall be subject to periodic follow-up breakfast visits until a passing Breakfast Assessment score is achieved.
5. Upon a second consecutive failure, the property will be placed in Hearing status.

*Note: Properties losing 420 points, for any or combination of, brand compliance requirements for breakfast will be placed in Hearing status.*

## **PUBLIC AREAS: Services and Facilities Experience**

### **Carbon Monoxide Detector (Comply/Non-Comply)**

Reference 6.17

All hotels shall have and maintain in working order carbon monoxide detectors (as described below) in: (a) all guest rooms; (b) all rooms and enclosed spaces where fuel is burned; (c) all rooms and enclosed spaces sharing a wall, floor, or ceiling with an enclosed space where fuel is burned; and (d) all rooms and enclosed spaces next to, above, or below a vent pipe for equipment or appliances that burn fuel. The carbon monoxide detector may be battery-operated; plugged into an electrical outlet with a battery backup and not controlled by a switch; or hardwired with a battery backup if the power is interrupted. The carbon monoxide detector may be combined with a smoke detector.

The carbon monoxide detector must have been tested and certified by a nationally recognized testing laboratory that is OSHA/CCOHS-approved and pursuant to the requirements of the American National standards 2 Institute (“ANSI”) or Canadian Standards Association (“CSA”) and Underwriters Laboratories Inc. (“UL”), as set forth in either UL2034 or UL2075, or successor standards. If combined with a smoke detector, it must also comply with UL217 for smoke detectors.

#### **ALL BEST WESTERN BRANDED HOTELS:**

Shall comply with all prevailing laws, ordinances and regulations pertaining to carbon monoxide detectors and alarms, and to the extent there is a conflict between these Best Western requirements and any state, federal, or local law, the more stringent requirement shall apply to any room or space; and shall be responsible for regularly checking to ensure that such carbon monoxide detectors are functioning properly at all times, which shall include but is not limited to promptly replacing any stolen or damaged detectors (if any) and batteries (if any).

“Fuel” means any type of fuel, including but not limited to natural gas, oil, coal, charcoal, petroleum, propane, gasoline, and wood; and

“Equipment or appliances that burn fuel” means any equipment, appliance, or other source that burns any type of fuel, including but not limited to heaters, hot water heaters, furnaces, fireplaces, wood-burning stoves, gas stoves and dryers, pool and spa heaters, generators, and grills.

- If these criteria are not meet the non-compliance will be noted on the assessment report as non-comply. The hotel shall correct the deficiency within thirty (30) days.

- If the hotel does not comply with the requirements within the specified 30-day correction period, the hotel will be placed in probation status. The hotel shall then have an additional thirty (30) days to correct the deficiency.
- If the hotel does not correct the deficiency within the probationary period, the hotel will be placed in hearing or termination status.

## **Business Bar/Lounge Provided (Brand Standard)**

Reference 6.18

1. A dedicated Business Bar/Lounge must be provided in the lobby area which includes at least.
  - a. A minimum of three integrated desktop computer with 22” (56cm) flat panel monitors, with a detached keyboard
  - b. Free high speed internet access,
  - c. On-site secured printing services, at least in black and white.
    - i. Printing may be at a charge for more than twenty (20) pages. The first twenty (20) pages must be free of charge.
    - ii. Guest must be able to maintain control of the documents being printed – i.e. having to email a document to the hotel for printing does not comply.
    - iii. Printing from a memory stick/jump drive is acceptable if, upon request, guests are able to observe the printing process.
2. Availability of all items to guests must be at least seven days a week, 24 hours daily.
3. A GLō signature bar stool must be provided for each of the computer stations at the Business Bar/Lounge counter top.
4. The property may impose a reasonable time restriction for usage by a guest.
  - If any criteria are not met, there is a two hundred and forty (240) point loss on the Brand Standards assessment report.
  - Hotels losing 240 points will be placed on probation.

## **Fitness Facility Provided (Brand Standard)**

Reference 6.19

1. Hotel must provide a minimum 47square meters (500 sq. ft.) on-site fitness facility. The facility must be available to guests a minimum of 14 hours daily and must include at least the following commercial grade equipment:
  - a. Three treadmills
  - b. One upright/recombinant bicycle

- c. One Elliptical machine
    - d. Weight bench and at least 5 sets of dumbbells
    - e. Exercise balls, weighted or kettle balls, bands and stretching area
  2. Adequate size to comfortably accommodate the required equipment while leaving room for stretching and other activities.
  3. At least one mirrored wall is required, and the wall should be floor to ceiling mirror.
  4. At least one window with visual access to the outside must be provided.
  5. One wall with a Best Western approved signature mural and a signature patterned glass at the entry.
  6. A drinking fountain or water cooler in close proximity, or free bottled water within the facility. Tap water directly from a wash basin faucet is not acceptable.
  7. Provide a minimum of two (2) 102 cm (40") or larger commercial grade flat panel television (i.e. LED, LCD, Plasma)
    - a. Television must be ceiling or high-wall mounted with commercial – quality TV brackets.
    - b. Continuous background music and Best Western approved GLō audio/video content must be available on the television 24 hours daily.
    - c. Televisions must have a property controlled features including volume limiting, power-up channel, power-up volume, and pre-set picture controls
    - d. A good, clear signal, no blank channels and a full mute function
  8. Towels for guests use
  9. A wall mounted clock
  10. A scale
  11. Appropriate flooring materials such as wood or recreational rubber or non-slip molded synthetic.
    - a. If carpet is used, it must be specifically designed for fitness room use and have a waterproof backing and an antimicrobial finish.
- If any of the above criteria are not met, two hundred and forty points (240) shall be deducted on the brand standards assessment report.

## **Green Program in Place (Brand Standard)**

Reference 6.20

Does the property appear to have a “Green” program in place? Examples could be, but are not limited to having measures in place like recycle containers in the public area or in guestrooms or towel/linen reuse signage or CFL lighting, etc.



- If any criteria are not met, there is a twenty (20) point loss on the Brand Standards assessment report

## **Harley Davidson (Comply/Non-Comply)**

Reference 6.21

The program is designed to promote both Best Western & Harley Davidson Brands in North America while driving more guests to our hotels, and promoting motorcycle-centric road travel. Properties that participate in the Harley-Davidson program are required to provide the following

1. Provide wipe-down towels for motorcycle bike cleaning
  2. Provide access to a washing station (hose & bucket) for motorcycle bike cleaning
- If non comply, this will be noted on the assessment report and the property will be removed from the program

## **I Care 2 Program Compliance (Comply/Non-Comply)**

Reference 6.22

Based on a membership-approved ballot, all Best Western branded hotels are required to implement and maintain a General Clean program and a Preventative Maintenance program. As part of the General Clean program, hotels are required to keep a record of a semi-annual thorough cleaning program for each guestroom and public area. The Preventative Maintenance program requires hotels to keep a record of preventative maintenance completed in guest rooms and on major equipment (e.g., HVAC, boiler, etc.). The records can be tracked manually or through the Excel template available from Regional Services. Hotels may choose to use a third party Preventative Maintenance Management program.

1. Any hotel that has not complied with these requirements, as determined during an assessment, will not receive a point loss deduction, but will be marked non-comply on the assessment report. If marked non-comply the hotel shall correct the deficiency within the allotted time frame noted below.
  - a. Within 30 days of the assessment report, the hotel must:
    - i. Complete onsite Deep-Clean & Preventative Maintenance training on a cost-recovery basis (currently \$2,100).
    - ii. Implement and set up the tracking system to meet the required deep cleaning and/or preventative maintenance program at the hotel.
  - b. Within 120 days of the assessment report, the hotel must establish and provide two (2) months of detailed tracking documentation of the deep

cleaning and preventative maintenance programs in order to avoid being placed in probationary status.

- c. If the hotel does not comply with the program requirements within the specified cure periods, the hotel will be placed in probation status. The hotel will then have an additional 30 days to complete the requirements. If the hotel does not comply with the requirements within the additional 30 days, the hotel will be placed in hearing status.

In some cases, there may be appropriate supporting documentation but there are nonetheless excessive point losses for clean or condition. If clean or condition point losses are excessive, the Hotel will be considered non-compliant and have to comply with the applicable requirements.

- If these requirements are not met, the I Care 2 Program Compliance will be marked as non-compliant. Comments will be noted as to the reason for non-compliance.

## **I Care Clean Requirements (Brand Standard)**

Reference 6.23

1. As a way to reassure customers of the commitment to cleanliness and working order that every Best Western branded hotel has made, each North American Best Western branded hotel shall purchase and place into use the following items. Each hotel will be required to maintain an inventory of the items and replace them as necessary on an ongoing basis.
  - a. For each television in guest rooms: (i) a “Clean Television Remote Control”; or (ii) a “Clean Television Remote Control Sleeve Wrap” for an existing remote that cannot be functionally replaced by a Clean Television Remote Control.
  - b. A hygienic wrap to protect the extra pillow and/or blanket when provided in guest rooms.
  - c. One (1) UV Sterilizer Wand for each 20 guestrooms in hotel inventory.
  - d. One (1) housekeeping inspection black light for each 20 guestrooms available in hotel inventory.
2. Hotels shall purchase and implement one (1) additional UV Sterilizer Wand and one (1) additional housekeeping inspection black light at the midpoint between 20 room increments (e.g. 22 rooms requires one (1) of each item; 30 rooms requires two (2) of each item; 40 rooms requires two (2) of each item; 50 rooms requires three (3) of each item; 60 rooms requires three (3) of each item; etc.).

- If this criteria is not met, sixty (60) points will be deducted on the Brand Standards assessment report. Point losses will double for non-compliance on the next assessment (120 points and then 240 points). The point loss will cap at 240 points.

## **Pet Friendly Policy Requirements (Comply/Non-Comply)**

Reference 6.24

GLō branded hotels that allow pets and market their hotels as allowing pets, shall comply, at a minimum, with the following Best Western Pet Policy in order to be listed as “pet friendly” in Best Western’s reservation systems:

1. A Property that is pet friendly shall allow up to two (2) domestic dogs in a rented room. The size limit for any one (1) dog shall be 80 pounds. Other pet types (e.g. cats, birds, monkeys, snakes or other animals) shall be allowed at the discretion of the individual property and may require property approval prior to arrival.
  2. A maximum charge of \$20 per day for pets shall be allowed for bookings. A maximum charge of \$100 per week for pets shall be allowed for bookings.
  3. Properties may require a \$50 per stay refundable damage deposit for all pets. This does not limit a property from charging additional amounts for damage caused by the pet(s).
  4. Properties shall establish reasonable rules with regard to the care and supervision of pets while at the property. The rules shall be provided to and acknowledged by (i.e. signed by), guests at.
- If these criteria are not met, non-compliance will be noted on the property update page and the pet friendly icon will be removed from the property’s web site for a minimum of one (1) year.

## **Signature Virtual Concierge (Brand Standard)**

Reference 6.25

1. Signature GLō virtual concierge service must be available hotel guests 24 hours per day.
2. A 122 cm (48”) flat screen interactive display must be located in the lobby area and loaded with the Best Western approved virtual concierge software and specified content management menu.
3. At a minimum the virtual concierge software must have the following features:
  - a. Ability to allow guests to sign-up for Best Western Rewards.
  - b. Access hotel features; photos, videos, layout, etc.
  - c. Maps and directional functionality to areas of interest and local

- restaurants.
  - d. Email and social media access.
  - e. Local flight information.
  - f. Weather forecast
4. Fax and photocopier services must be provided.
- a. If a property is able to scan documents and transmit them by email (send and receive) and subsequently print the documents, that fulfills the fax and photocopy requirements
  - b. Guests' documents that are scanned or transmitted by email must be deleted after printing.
- If any criteria are not met, there is a two hundred and forty (240) point loss on the Brand Standard assessment report.

### **Sundry Items Available (Brand Standard)**

Reference 6.26

Sundry items shall be available (at charge) from a 24 hour sundry shop or Lit Grab & Go (if open 24 hours). Properties shall offer, at a minimum, the following sundry items. All items must be nationally recognized, non-discount brands.

#### Beverages:

1. Soda and Juice – minimum of two different sodas and two different juices.  
Juices must be 100% juice.
2. Bottled water.
3. Wine and/or beer (if permitted by law) – optional

#### Snack Items:

1. Candy
2. Energy/Granola bars
3. Cookies
4. Crackers

#### Hygiene and personal need items, for example (a minimum of five items):

1. Deodorant
2. Hairspray
3. Eye drops
4. Contact lens solution
5. Sunscreen or other seasonal item
6. Batteries
7. Makeup remover

8. Dental floss
9. Swabs

Newspapers:

Minimum one (1) local and one (1) national newspaper for sale, unless offered on a complimentary basis. If a national newspaper is not available in the area, no points will be deducted.

Minimum three (3) of the following required:

1. USB Flash Drive
  2. Cell phone USB charger pack/electronic power reserve
  3. Sport ear buds
  4. Computer mouse
  5. USB cables
- If this criterion is not met, one hundred and twenty (120) points will be deducted on the Brand Standards assessment report. Point losses will double for non-compliance on the next assessment (240 points). The point loss will cap at 240 points.
  - Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
  - If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.

**Swimming Pool (If provided these items are required) (Brand Compliance)**

Reference 6.27

If a swimming pool is closed for the season or temporarily closed for more than one (1) week (not open to guests for swimming) and not maintained in a clean, circulating, filtered condition, points shall be deducted.

In addition, for a pool with a width or diameter 8 ft. or greater, the cover should hold a weight of 485 lbs. at its center (two (2) adults and one (1) child) to permit a rescue. A pool cover for a pool that is less than 8 ft. in width or diameter should hold a weight of 275 lbs. at its center (one (1) adult and one (1) child) or points shall be taken. Although non-porous style pool covers are acceptable, porous mesh style pool covers are preferred.

Condition of pool cover should be called under the Supplemental Facilities Report.

All pools are assessed regardless of being open/close status. This is to ensure that it stays clean and presentable in its storage state/condition.

- If these criteria are not met the sixty (60) points will be deducted on the assessment report for Brand Compliance.

### **Pool Depth Markers Provided (Brand Compliance)**

Reference 6.28

Pool Depth Markers shall be provided on the pool and indicate feet or meter. As nearly as practical, depth markers shall indicate every two (2) foot change in depth variation. The indications shall appear on each pool side, not ends. Depth markers shall appear on the horizontal edge surfaces and indicate whether the number is “FT” (United States) or “M” (Canada). Depth markers shall also be placed on the vertical surface directly below the horizontal surface markers. The vertical markers do not need to indicate “FT” (feet) or “M” (meters). Size = be able to read it. Ft. = ½ size of number.

- If these criteria are not met, sixty (60) points will be deducted on the assessment report for Brand Compliance.

### **Pool Towels (Brand Compliance)**

Reference 6.29

1. Approved signature GLō pool towels are required.
- 2.

- If this criterion is not met, 60 points will be deducted on the assessment report for brand compliance. Point losses will double for non-compliance on the next assessment (240 points), and then double again (420 points) in the third consecutive non-compliant assessment.

### **Toiletries / Amenities Available (Brand Standard)**

Reference 6.30

1. Toiletries must be available on-site to guests on request 24 hours daily.
2. The following items, if not provided in guest rooms will be available free of charge at reception:
  - a. Razor
  - b. Shaving foam
  - c. Toothbrush
  - d. Toothpaste
  - e. Comb

f. Sewing kits

3. Feminine hygiene products are also required; however, there may be a charge for this item. Feminine hygiene products may be available in a ladies public restroom or in a vending machine.

4. If only one (1) item is not available, a marginal 0-point will be noted. If on the next Assessment this or any other item is unavailable, the points are to be deducted.

5. Best Western branded hotels may charge a reasonable fee for providing copying or printing services over twenty (20) pages. The first twenty (20) pages shall be free of charge.

- If this criterion is not met, sixty (60) points will be deducted on the Brand Standards assessment report. Point losses will double for non-compliance on the next assessment (120 points and then 240 points). The point loss will cap at 240 points.
- Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
- If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.



## **GUEST ROOMS: Bedroom Experience**

### **Blotter (Brand Compliance)**

Reference 6.31

#### **Verify compliance in all rooms assessed**

Hotels shall provide a Best Western Hotels & Resorts (“Best Western”) approved blotter pad, with the brand approved blotter insert, in each guest room.

- If these criteria are not met, six (6) points will be deducted for brand compliance on the assessment report for each non-compliant room.

### **Clock with Alarm (Brand Compliance)**

Reference 6.32

#### **Verify compliance in all rooms assessed**

Approved signature GLō alarm clock with Bluetooth and USB charger are required.

- If these criteria are not met, six (6) points will be deducted for brand compliance on the assessment report for each non-compliant room.

### **Clothes Hangers Adequate (Brand Compliance)**

Reference 6.33

#### **Verify compliance in all rooms assessed.**

There are to be 8 hangers in each guest room, including at least 2 hangers with skirt clips (included in the 8). Approved signature GLō clothes hangers are required.

The clothes hanging area must be screened by the signature “barn door” which also serves as the door to the bathroom.

- If these criteria are not met, three (3) points will be deducted if one is missing / six (6) points will be deducted if two or more are missing for brand compliance on the assessment report for each non-compliant room.

### **Coffeemaker (Brand Compliance)**

Reference 6.34

#### **Verify compliance in all rooms assessed.**

1. Provide the pod style single serve coffeemaker.
2. Factory wrapped condiments or condiment packs are also required (sugar, sugar substitute, milk or non-dairy creamer). Stirrers are not considered condiments and accordingly do not need to be factory wrapped; however, they are highly recommended.

3. A minimum of four (4) servings of coffee and/or tea (combination of regular and decaffeinated products) and appropriate accompaniments are required in each guest room.

- If these criteria are not met, six (6) points will be deducted for brand compliance on the assessment report for each non-compliant room.

### **Directory of Services (Guest Directory) Provided (Brand Compliance)**

Reference 6.35

#### **Verify compliance in all rooms assessed.**

1. An electronic (Signature E-Concierge/Lynk Sinc) Directory of Services (Guest Directory) on the guest room television describing the various facilities and services available at the hotel must be provided in each room.
2. The directory must be provided at least in English, however other languages are encouraged.

- If these criteria are not met, six (6) points will be deducted for brand compliance on the assessment report for each non-compliant room.

### **Emergency Instructions (Fire) (Brand Standard)**

Reference 6.36

#### **Verify compliance in all rooms assessed.**

1. Instructions on staying in the room and/or escaping during a fire emergency shall be provided in each guest room in a convenient location.
2. Fire emergency instructions for rooms opening into an interior corridor shall be posted on the back of the entrance door, or next to the entrance door, (including the bathroom door if adjacent to the guest room entrance door). It shall also provide a map showing the relation of the room to nearby exits in the same location.
3. Fire emergency instructions for exterior corridor rooms can be included in a printed Directory of Services or any other convenient location within the guest room.
4. An electronic version (available only on the television screen) may not be the only source for fire emergency instructions.

Common reason for point loss: Exterior corridor properties do not provide any fire emergency instructions.

Acceptable solution: Exterior corridor properties should decide on whether or not to advise guests to call and report the fire directly to authorities or to call the front

desk.

- a. Evacuation procedures and assembly location should be provided. Some fire authorities prefer an assembly of guests and some do not.
- b. Likewise, some fire authorities recommend the guest call the fire department (in North America by dialing 911) directly to report any fire or smoke, while others prefer guests report such instances to the front desk. (Many reception areas are not staffed every minute of every day or at all after hours. It is strongly recommended that the policy be to advise reception or to call the Fire Department directly, but in either case it is recommended that the “local fire department number” be listed.
- c. These notices are to be posted in a convenient location. While the back of the entrance door is generally the preferred location, other locations may also be convenient.
- d. It is recommended very strongly that you contact your local fire authority and obtain their recommendations in preparing these instructions and their placement.

Common reason for point loss: Interior corridor properties do not provide any fire instructions or do not provide a map showing the room in relation to nearby exits.

Acceptable solution: Interior corridor properties also need to decide on whether or not to advise guests to call and report the fire directly to authorities or to call the front desk.

- a. Evacuation procedures and assembly location should be provided.
- b. Some fire authorities prefer an assembly of guests and some do not.
- c. Likewise, some fire authorities recommend the guest call the fire department (in North America by dialing 911) directly to report any fire or smoke, while others prefer guests report such instances to the front desk.
- d. A layout of each floor will be needed to provide the necessary maps showing the relation of the room to nearby exits.
- e. These notices shall be posted in a convenient location. While the back of the entrance door is generally the preferred location, other locations may also be convenient.
- f. It is strongly recommended that you contact your local fire authority and obtain their recommendations in preparing these instructions and their placement (but in any case to list the Fire Department number in the guest directory and elsewhere in the room).

### **Point Loss:**

- If these criteria are not met, two hundred and forty (240) points will be deducted on the Brand Standard assessment report.
- Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
- If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.

### **Emergency Instructions (Medical) (Brand Standard)**

Reference 6.37

#### **Verify compliance in all rooms assessed.**

1. Instructions on how to obtain emergency assistance shall be provided in each guest room.
2. The instructions may be included in dialing instructions, the Directory of Services, or as a separate information piece conveniently located in the room.
3. A pull alarm with proper signage complies with this requirement.
4. Dialing instructions, room emergency, and fire instructions may all be found in the guest directory.

Common reason for point loss: Instructions for obtaining emergency assistance are not provided.

Acceptable solution: Provide clear instructions on how the guest should call for emergency assistance.

- a. In North America, dialing “911” is the recommended method and instructions should provide that information. The instructions may be included in the general dialing instructions on the phone or in the Directory of Services or in some other convenient location in the room.
- b. If calling the front desk is the preferred method, those instructions should be provided.
- c. This requirement pertains to “emergency” medical assistance, not a casual requirement for a doctor. A doctor listing can be included in the directory but is not considered relevant to this requirement.
- d. It is strongly recommended that if calling reception is the suggested policy, then the “local number for medical emergencies” be included in the directory and / or in this listing, wherever located.

- If these criteria are not met, two hundred and forty (240) points will be deducted on the Brand Standard assessment report.
- Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
- If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.

## **Hot Cups Available (Brand Compliance)**

Reference 6.38

### **Verify compliance in all rooms assessed.**

Two (2) cups per bed that are 10 oz. or larger cups must be provided in the guestroom. Size requirement could be satisfied with an additional 10 oz. disposable if using china / ceramic cups that are less than 10 oz. Cups must have a sanitary wrap. Two cups per bed must be available.

China / ceramic cups shall be sanitized in accordance with applicable government regulations. Sanitized cups shall be placed in an approved bag. Alternatively, the top and rim of the cup may be covered with approved shrink wrap plastic or fitted heavy paper cap. The sanitized cups may also be inverted on a coaster / doily.

When disposable cups are used, they must be presented in 1 of 3 ways: 1) pre-wrapped, 2) inverted on a coaster, 3) upright with a to-go lid affixed to the cup. All disposable cups must contain the Best Western approved marketing message and be insulated through the use of a sleeve, integral additional insulating layer, or corrugation that insulates the hand from hot beverages. Styrofoam cups not allowed. The above does not pertain or apply to those properties or guest rooms with "kitchens". (Kitchens with extra plates, bowls, glasses). The above only applies to in room coffee cups.

- If these criteria are not met, three (3) points will be deducted if one is missing / six (6) points will be deducted if two or more are missing for brand compliance on the assessment report for each non-compliant room

## **Ice Bucket Available (Brand Compliance)**

Reference 6.39

### **Verify compliance in all rooms assessed.**

Signature GLō ice bucket is required.

- If these criteria are not met, six (6) points will be deducted for brand compliance on the assessment report for each non-compliant room

### **Iron and Ironing Board Available (Brand Compliance)**

Reference 6.40

#### **Verify compliance in all rooms assessed.**

Signature GLō guestroom iron and ironing board cover are required. Full size free standing or wall-mounted Ironing board required

- If these criteria are not met, six (6) points will be deducted for brand compliance on the assessment report for each non-compliant room

### **Laundry Bag Provided (Brand Compliance)**

Reference 6.41

#### **Verify compliance in all rooms assessed.**

A laundry bag shall be supplied in each guest room. The laundry bag shall be opaque and of reasonable size. Trash bags are not acceptable.

Test: Can you easily see your hand through the bag? Then it is not opaque.

- If these criteria are not met, six (6) points will be deducted for brand compliance on the assessment report for each non-compliant room

### **Lighting is Adequate and Operates from Entrance (Brand Compliance)**

Reference 6.42

#### **Verify compliance in all rooms assessed.**

1. With the roller shades drawn and all the lights on, the room must be sufficiently lit to allow the guest to easily read the print of a typical newspaper anywhere in the room.
2. With the drapes drawn and with only the closest lamp lit, guests should be able to:
  - a. Read the print of a typical newspaper in bed.
  - b. Read the newspaper while sitting in a chair's normal location.
  - c. Read the print of a typical newspaper while sitting at a desk or worktable.
  - d. See into the drawers of any chest or closet.
  - e. Examine their appearance in any mirror.
3. A light fixture with LED lights must be operated within two steps from the entrance door.
  - a. The light fixture may operate automatically, from a wall mounted switch.

- b. The light fixture must be sufficient to illuminate the room adequately to allow the guest to see the room, locate other lights, place their luggage, etc.
- If these criteria are not met, six (6) points will be deducted for brand compliance on the assessment report for each non-compliant room

## **Locking Device/Door Assessment Guide (Comply/Non-comply)**

### **Mandatory on Primary Guest Room Doors**

Reference 6.43

Electronic guest room entrance locks are mandatory.

1. Electronically activated and always to remain in the locked position
2. Lockset shall only unlock with the use of guest, master or emergency key
3. Keyed to at least three levels of security (guest key, master key and emergency key)
4. Lockset shall automatically re-code with each use of a newly assigned guest key, voiding all previously issued guest keys
5. Room numbers, property name (and or address), or Best Western affiliation shall not be displayed on the key
6. Fail-safe feature shall be provided to allow entrance to the guest room
7. Low battery warning feature is required
8. An audit trail/interrogation feature is required
9. An automatic time-out feature is required
10. No room numbers displayed on key cards
11. Flush panel solid-core or metal door
12. Self-locking electronic knob/lever lock with 1" metal dead bolt locks
13. Security door chain, door guard or latch guard
14. 180 degree door viewer (Measures 120 degrees or higher)

During the QA Assessment, the following will be verified:

1. Exterior door lock, solid core or metal door, self-locking, 1 inch deadbolt, chain guard, chain, loop guard or latch in place and working, hinges on the inside of doors
2. The Best Western Accredited Assessor will verify that guest room key or master key will not open door if deadbolt is activated
3. The Best Western Accredited Assessor will verify the condition of the door viewer and degrees.

### **Mandatory on Interconnecting Doors**



Reference 6.44

During the QA Assessment, the following will be verified:

1. Two flush panel solid-core or metal doors
2. Hinges on the inside
3. Self-locking knob/lever lock that is tamper proof between doors
4. Inch deadbolt (1/2" dead bolts on doors with metal frames are acceptable until replacement).
5. Deadbolt non-accessible
6. The Assessor will view the connecting door both in open and close positions.
7. Keyed deadbolt on Interconnecting door is acceptable

### **Mandatory on Sliding Glass Doors (wherever located)**

Reference 6.45

During the QA Assessment, the following will be verified:

1. Two locking devices (safety bar, dead bolt, pin lock, or other)
2. Sliding panel installed on the inside of stationary door

### **Mandatory on Secondary Guest Room Doors – Public Access**

Reference 4.46

Must comply with the same requirements as Primary Guest Room Doors.

### **Ground Level Balcony/Patio Doors without a Walkway**

Reference 6.47

During the QA Assessment, the following will be verified:

1. Flush panel solid-core or metal door
2. 1 inch deadbolt (1/2" dead bolts on doors with metal frames are acceptable until replacement).

### **Private Balcony/Patio Doors above the First Floor without a Walkway**

Reference 6.48

During the QA Assessment, the following will be verified:

1. Flush panel solid-core or metal door
2. Any locking device.

### **Guest Room/Bathroom Windows**

Reference 6.49

During the QA Assessment, the following will be verified:

Windows that open must have a locking device.

- If these criteria are not meet the non-compliance will be noted on the assessment report. The hotel shall correct the deficiency within 21 days.
- If the hotel does not comply with the requirements within the specified 21-day correction period, the hotel will be placed in Hearing status and may be considered for termination.

### **Message Pad and Pen (Brand Compliance)**

Reference 6.50

**Verify compliance in all rooms assessed.**

1. A GLō signature message pad and a signature pen must be conveniently provided within each guest room.
  - If these criteria are not met, six (6) points will be deducted for brand compliance on the assessment report for each non-compliant room

### **Safe Deposit Box Available (in room) (Brand Compliance)**

Reference 6.51

**Verify compliance in all rooms assessed.**

1. An in-room safe must be provided in all guest rooms.
2. Instructions on how to use the safe must be provided in the guest room.
3. Laptop size safes are recommended
  - If these criteria are not met, six (6) points will be deducted for brand compliance on the assessment report for each non-compliant room

### **Seating Provided in Bedroom (Comply / Non-Comply)**

Reference 6.52

**Verify compliance in all rooms assessed.**

1. Each bedroom that is furnished with one bed must provide a signature tablet arm lounge chair.
2. Each bedroom that is furnished with two beds must provide a signature incorporated lounge chair.
  - If these criteria are not met, non-compliance will be noted on the assessment report. The hotel will have 30 days to correct.
  - If not corrected in 30 days the hotel will be placed on probation.

## **Tumbler Provided (Brand Compliance)**

Reference 6.53

### **Verify compliance in all rooms assessed.**

Two (2) tumblers shall be provided per bed. The tumblers shall be 12 oz. or larger. Tumblers shall be sanitized in accordance with applicable government regulations. Sanitized glasses shall be placed in an approved glass bag. Alternatively, the top and rim of the glass may be covered with approved shrink – wrap plastic or a fitted heavy paper glass cap. Glasses may also be inverted on a coater / doily. When disposable glasses are used, they shall be pre-sanitized and pre-wrapped and a minimum size of 12 ounces. If using glass tumblers less than 12 ounces in size, the minimum size requirement can be met by providing an additional compliant (pre-wrapped, plastic) 12 ounce disposable cup. Styrofoam cups are not allowed.

- If these criteria are not met, three (3) points will be deducted if one is missing / six (6) points will be deducted if two or more are missing on the assessment report for each non-compliant room

## **Wastebasket and Recycling Receptacle Provided (Brand Compliance)**

Reference 6.54

### **Verify compliance in all rooms assessed.**

1. An appropriately sized, signature wastebasket and recycling receptacle must be provided in each guestroom.
2. This requirement may be satisfied by providing two separate and dedicated signature wastebasket and recycling receptacles or a split receptacle for both waste and recycling.

- If these criteria are not met, six (6) points will be deducted on the assessment report for each non-compliant room

## **GUEST ROOMS: Entertainment/Work Experience**

### **Desk Chair (Comply/Non-Comply)**

Reference 6.55

#### **Verify compliance in all rooms assessed.**

A signature Herman Miller “Setu” chair must be provided at the GLō signature wall mounted work desk.

- If these criteria are not met, non-compliance will be noted on the assessment report. Hotel will have 30 days to provide proof of compliance.
- If not corrected in 30 days the hotel will be placed on probation.

### **Free Long Distance Access (Brand Standard)**

Reference 6.56

Long distance access shall be offered to guests free of any long distance access charges. Allowing guests to reach 800, 888, 877 or any other toll-free or credit card numbers without charge satisfies this requirement. It is acceptable for a property to charge for direct dial long distance calls.

- If these criteria are not met, two hundred and forty (240) points will be deducted on the Brand Standard assessment report.
- Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
- If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.

*NOTE: Not applicable in the Caribbean.*

### **Free Local Calls (Brand Standard)**

Reference 6.57

Local calls under 30 minutes per call shall be provided to guest, free of charge. A property may charge for local calls after 30 minutes.

- If these criteria are not met, two hundred and forty (240) points will be deducted on the Brand Standard assessment report.

- Properties losing 240 points will be placed on probation. Properties placed on probation will have thirty (30) days to comply and send notice of compliance to Best Western.
- If notice is not received within thirty (30) days another assessment will be conducted at a charge of \$2,100. If the property is still not compliant the property will be placed in hearing status.

*NOTE: Not applicable in the Caribbean.*

## **High Speed Internet Access (HSIA) (Comply/Non-Comply)**

Reference 6.58

High Speed Internet access (HSIA) is required at each North American property. The current specifications follow:

Accessibility in 100% of guest rooms, Hotel Lobby, Business Center and Breakfast Area via wireless.

1. This service is to be offered at no cost to the guests and be available 24-hours per day, 365 days a year.
2. Properties must be 100% wired and wireless.
3. Must be able to connect to VPN, email and access the Internet in all locations.
4. The minimum acceptable signal strength must be at least 65dbm in all applicable areas of the hotel as specified in the coverage requirements.
5. An access control and authentication service must be implemented within the HSIA system requiring a guest to enter a password to utilize the internet. This access control mechanism must be the same regardless if the connection is hardwired or wireless. A second level of access control and authentication may be used on the wireless network connection if the hotel is implementing Wi-Fi encryption.
6. A method of bandwidth management must be implemented that ensures that each user gets fair access to bandwidth.
7. All access points must support 802.11b, 802.11g, and 802.11n wireless standards.
8. All wireless access points (AP) must have a consistent naming convention so as to be identifiable to hotel guests as belonging to the Best Western location, and must be enabled for SSID broadcast.
9. Must have in-room information on how to obtain 24 X 7 technical support. (This can be on a Table Tent, Guest Directory or any other areas in the guest room). An acceptable solution is to instruct guests to call the Front Desk for support, provided the staff can provide proof of 24X7 support access if they

are unable to correct the guest issue.

10. HSIA system must be installed according to the system installation requirements.
  - a. Components are installed in environmentally friendly locations that are dry, climate-controlled and free of dust and clutter.
  - b. Components in equipment/phone rooms are installed professionally (placed in racks or on shelves).
  - c. Equipment/phone rooms are secured, preventing unauthorized access.
  - d. Cables and face plates are labeled to identify which component or guest room is being supported.
  - e. Cable management is in use (cables are held together in bunches with ties or are run in cable trays).
- The non-compliance will be noted on the assessment report. The hotel shall correct the deficiency within 60 days. Best Western Hotels & Resorts shall send a 60-day notice of non-compliance to the hotel. The hotel shall correct the deficiency and shall provide a statement of compliance signed by the voting member to BWI within the 60-day period.
- If the hotel does not comply with the requirements within the specified 60-day correction period, the hotel will be placed in probation status. The hotel shall then have an additional 30 days to correct the deficiency.
- If the hotel does not correct the deficiency within the additional 30 days, the member shall be placed in hearing status
- If the voting member certifies compliance, but it is determined subsequently (e.g., a later assessment) that the hotel is not compliant, the hotel shall be placed in hearing status and shall be subject to cancellation.

### **Room Suitable for Working (Comply/Non-Comply)**

Reference 6.59

#### **Verify compliance in all rooms assessed.**

1. Furnishings must be adequate to permit a guest to work comfortably in the room.
  - a. A signature wall mounted work desk.
  - b. A minimum of 4 electrical outlets and at least two USB outlets must be provided at the work desk area.
  - c. At least one electrical outlet must be vacant, always on and dedicated for the recharging of electrical devices.
2. A separate and dedicated LED light to illuminate the work desk area must be provided.

- a. General guestroom lighting does not satisfy this requirement. This means that guests must be able to turn on or off the LED light at the work desk area without turning on or off any other lights in the room.
- If these criteria are not met, non-compliance will be noted on the assessment report. The hotel will have 30 days to comply.
- If not corrected in 30 days the hotel will be placed on probation.

## **TV Requirements (Comply/Non-Comply)**

Reference 6.60

1. At least one (1) flat panel (i.e. LCD, LED or Plasma) color television with remote control shall be provided for each guest unit or suite (one (1) per suite).
2. The minimum television size shall be at least:
  - a. 40" (102 cm) measured diagonally flat panel television (i.e. LCD, LED or Plasma)
3. Each television shall be Best Western approved commercial grade television Samsung Lynk Sinc televisions and provide the following:
  - a. Enables remote management of a hospitality property's TV network from one central location, so hotel property managers or technicians can easily provide popular applications and premium content individualized to guests' needs and expectations, and customized for each guest room or group of rooms.
  - b. Property controlled features including volume limiting, power-up channel, power-up volume, and pre-set picture controls
  - c. A good, clear signal, no blank channels and a full mute function
  - d. A HDMI port enabling guests to connect the TV to their personal device
4. Each television shall be mounted to a wall with commercial-quality TV bracket.
  - a. If the TV is mounted on an adjoining guestroom wall, a soundproof backer shall be utilized.
  - b. Each guest room shall provide a minimum of thirty-two (32) free television channels, each with different content.
5. Multiple televisions in the same guest unit or suite:
  - a. If more than one (1) television is provided, the sizes may vary and the additional television(s) must not be smaller than 40" (81cm) (except for a television in the bathroom which may be any size).
6. Each guest room must provide at least one (1) channel in the English language 24 hours per day. This channel must also provide international news.



- If any of these criteria are not meet the non-compliance will be noted as non-comply on the assessment report. The hotel shall correct the deficiency within twenty-one (21) days.
- If the hotel does not comply with the requirements within the specified twenty-one (21) -day correction period, the hotel will be placed in hearing status and shall be subject to termination.

## **Television Channel Guides (Brand Compliance)**

Reference 6.61

### **Verify compliance in all rooms assessed.**

Hotels shall provide a television channel guide in each guestroom. Compliance with this requirement can be accomplished by providing:

1. An electronic listing on the television, or
  2. A printed card or tent that is located near the television remote control, or A television channel guide in the guest directory
- If these criteria are not met, six (6) points will be deducted as brand compliance on the assessment report for each non-compliant room

## **GUEST ROOMS: Sleep Experience**

### **Bed Requirements (Comply/Non-Comply)**

Reference 6.62

1. The bed base must be a signature platform bed with storage under the bed.
  2. Each bed mattress must be a GLō signature mattress with a gel topper.
  3. Each guest room must provide a monolithic headboard with attached night stands.
    - a. Rooms with only one king bed must provide one night stand on either side of the bed.
    - b. Rooms with two queen beds must have at least one night stand between the two beds
- If non-comply, property will be placed in probation status and has 90 days to correct as verified through Best Western Design department
  - If not corrected within 90 days the property will be placed in hearing status

### **“Do Not Disturb” Device Provided (Brand Compliance)**

Reference 6.63

#### **Verify compliance in all rooms assessed.**

A signature “Do Not Disturb” door hanger, as per the Brand Identity Manual shall be provided in each guest room. The door hanger is to be mounted in or on the door or a hanger or card to insert in the card lock slot to conveniently located within the guest room.

- If these criteria are not met, six (6) points will be deducted on the assessment report for each non-compliant room

### **Top of Bed Requirements (Comply/Non-Comply)**

Reference 6.64

1. Mattress Pad Requirement - each bed shall have a mattress pad.
2. Sheeting Requirements - each bed shall be triple sheeted, or double sheeted with washable duvet cover with removable insert.
  - a. Triple sheeting is defined as making up a bed with:
    - i. A compliant minimum T-200 first (bottom) sheet, either fitted or flat;
    - ii. Topped with a second (middle) sheet beneath which the guest will typically sleep;

- iii. Topped with a compliant blanket; and
  - iv. Topped with a third (top) sheet with signature stitching/embroidery covering the blanket.
  - b. Double sheeting with washable duvet cover and removable insert is defined as:
    - i. A compliant minimum T-200 first (bottom) sheet, either fitted or flat;
    - ii. Topped with a second (middle) sheet beneath which the guest will typically sleep; and
    - iii. Topped with a washable duvet with the signature stitching/embroidery cover with a compliant blanket insert.
- If non-comply, property will be placed in probation status and has 90 days to correct as verified through Best Western Design department
  - If not corrected within 90 days the property will be placed in hearing status

## **Pillow Requirements (Brand Compliance)**

Reference 6.65

### **Verify compliance in all rooms assessed.**

Look at all pillows, on all beds, in all rooms assessed to ensure they meet Brand Compliance standards. Check pillow requirements on the first five rooms where beds are assessed. In other rooms assessed scan pillows for requirements.

A minimum of 3 pillows are required on a full size or smaller bed; and a minimum of 4 pillows are required on a Queen or King Size Bed, with all pillows to be enveloped in a pillow protector, and a pillowcase which is manufactured with minimum T-250 (250 threads per square inch) percale with a minimum of 50 percent cotton content. Additional decorative pillows may be used as a supplement to, but not in lieu of, the required quantity of pillows.

All pillows must meet Best Western specifications = Comforel™, DreamMaker™, or better standard. Supplemental pillows (in drawers, on shelves, etc.) are not required to comply with this standard.

- If these criteria are not met, three (3) points will be deducted if one is missing / six (6) points will be deducted if two or more are missing for brand compliance on the assessment report for each non-compliant room

## **Bed Coverings, Linens and Pillows (Brand Compliance)**

Reference 6.66

All extra blankets and or pillows not on the bed are to be placed into a disposable hygienic protective I care clean disposable bag. If these criteria are not met, 60 points will be deducted in Brand Standard under the I Care Clean Requirements section; points will double on each subsequent assessment if not corrected. On the beds that you are checking the pillows only you do not need to roll all the bedding as you do for a normal bed assessment.

Any GRPA Bedding QA deficiencies discovered during the pillow “only” assessment should be recorded. Finding a GRPA deficiency on one of the pillow “only” assessment also results in GRPA bed assessment in the remaining clean and vacant rooms.

At the very least, bed linens are to be changed after each departure, and/or every third day for long term guests.

## **Window Coverings Exclude Light (Comply/Non-Comply)**

Reference 6.67

1. All bedroom windows (excluding bathroom windows) must have a GLō approved signature roller shades.
  2. Window coverings must fully close and excludes light sufficiently to permit daytime sleeping in each bedroom.
    - a. If a guest can readily read the regular print in a newspaper with the lights off and the window coverings closed, the exclusion of light is unacceptable.
    - b. Total blackout is not required.
- If non-comply, property will be placed in probation status and has 90 days to correct as verified through Best Western Design department
  - If not corrected within 90 days the property will be placed in hearing status

## **GUEST ROOMS: Bathroom Experience**

### **Bath Amenities (Comply / Non-Comply) (Beginning July 1, 2018)**

#### **Bath Amenities**

Reference 6.68

GLō® – Pharmacopia, Verbena scent by Hunter Amenities

Required items: Shampoo, conditioner, shower gel, and lotion in non-refillable brand specified and approved dispensers. Facial bar soap required at the vanity.

Upgrade options: facial wash, mouthwash, makeup remover towelettes as additional items to the GLō® line.

- If non-comply, property will be placed in probation status and has thirty (30) days to correct as verified through Best Western. If not corrected within thirty (30) days the property will be placed in hearing status.

#### **Facial Tissue Provided (Brand Compliance)**

Reference 6.69

Facial tissue in the signature stainless steel dispenser (no loose tissues) must be provided within the guest bathroom or the bedroom.

- If these criteria are not met, six (6) points will be deducted for brand compliance on the assessment report for each non-compliant room

#### **Hairdryer Provided (Brand Compliance)**

Reference 6.70

**Verify compliance in all rooms assessed.**

A hairdryer in a bag shall be provided in each guest bath room. Power output 1500 watts or above. Hair driers cannot be wall mounted.

- If these criteria are not met, six (6) points will be deducted for brand compliance on the assessment report for each non-compliant room

#### **Lighting is Adequate (Comply/Non-Comply)**

Reference 6.71

**Verify compliance in all rooms assessed.**

With the roller shades drawn and only the vanity mirror light on or whatever lights are available, the guest should easily be able to shave or apply make-up. Signature

back-lit vanity mirror is required

- If non-comply, property will be placed in probation status and has 90 days to correct as verified through Best Western Design department
- If not corrected within 90 days the property will be placed in hearing status

### **Shampoo Soap/Soap Dispenser Provided (Brand Compliance)**

Reference 6.72

**Verify compliance in all rooms assessed.**

Each guest bathroom shall offer the following:

1. A signature non-refillable pump dispenser in the shower and vanity area that includes: shampoo, conditioner, shower gel and lotion.
  2. A 1.5 size / 1.25 oz. bar of Facial Soap shall be available at the basin/vanity area
- If these criteria are not met, six (6) points will be deducted for brand compliance on the assessment report for each non-compliant room

### **Shower Facilities (Comply/Non-Comply)**

Reference 6.73

1. Each shower must provide GLō signature colored showerhead which is mounted so that the highest point is at least 72 inches from the tub base or shower base.
  2. The shower must also be equipped with a flexible signature handheld shower attachment.
- If non-comply, property will be placed in probation status and has 90 days to correct as verified through Best Western Design department
  - If not corrected within 90 days the property will be placed in hearing status

### **Soap Dish (Brand Compliance)**

Reference 6.74

**Verify compliance in all rooms assessed.**

A signature stainless steel soap dish shall be provided at the vanity area.

- If these criteria are not met, six (6) points will be deducted for brand compliance on the assessment report for each non-compliant room

## **Towel Bar / Towels (Bath, Hand, Face Cloths and Bath Mat Available) (Brand Compliance)**

Reference 6.75

### **Verify compliance in all rooms assessed.**

The following shall be available in a convenient location: two (2) complete sets of towels are to be provided in a single bed room, and three (3) complete sets of towels are to be provided in a multi-bed room. A complete set is defined as one (1) face cloth (wash cloth), and one (1) hand towel and one (1) bath towel.

Extra towels are to be available on request. Sufficient numbers of towels and face cloths are required so guests do not have to wait for towels or face cloths.

- If these criteria are not met, three (3) points will be deducted if one is missing / six (6) points will be deducted two or more are missing on the assessment report for each non-compliant room

## **Bath Towels**

Reference 6.76

### **Verify compliance in all rooms assessed.**

Signature GLō guest room towels are required.

- If this criteria is not met, six (6) points will be deducted on the assessment report for each non-compliant room

## **Hand towels**

Reference 6.77

### **Verify compliance in all rooms assessed.**

Signature GLō guest room hand towels are required.

- If this criteria is not met, six (6) points will be deducted on the assessment report for each non-compliant room

## **Face Cloth**

Reference 6.78

### **Verify compliance in all rooms assessed**

Signature GLō guest room face cloths are required.

- If this criteria is not met, six (6) points will be deducted on the assessment report for each non-compliant room



## **Bath Mat Provided (Brand Compliance)**

Reference 6.79

**Verify compliance in all rooms assessed.**

Signature GLō guest room bath mat is required.

- If this criteria is not met, six (6) points will be deducted on the assessment report for each non-compliant room

## **Ventilation Adequate (Brand Compliance)**

Reference 6.80

**Verify compliance in all rooms assessed**

1. A window that opens or mechanically enhanced ventilation (fan with vent) is required in each guest bathroom.
  2. Individual or common (shared) venting is acceptable, provided it is mechanically assisted (fan driven). A mechanically assisted updraft can work. A re-circulating type fan can be used.
  3. One (1) piece of toilet paper is frequently used to test. The type of ventilation that draws from all four sides may need a different test, like using the wastebasket liner because it will cover all four sides. Ventilation shall be drawing, not exhausting. If ventilation cannot be turned on for testing purposes, points shall be deducted.
  4. Ventilation should remove odors and circulate the air to remove moisture. Exhausting from, not into, the room.
  5. When adequate ventilation is not available, a musty smell, stale odor and mildew are often present and will result in both Brand Compliance and GRPA deficiencies. Ventilation on timers is acceptable, provided the working condition can be verified.
- If these criteria are not met, six (6) points will be deducted as brand compliance on the assessment report for each non-compliant room

## **Wastebasket (Brand Compliance)**

Reference 6.81

**Verify compliance in all rooms assessed.**

A signature\* or equivalent stainless steel wastebasket shall be provided in each guest bathroom or vanity area.

- If this criteria is not met, six (6) points will be deducted on the assessment report for each non-compliant room.

## **Section III: Assessment Information for Members/Properties**

### **CHAPTER 7 – Purpose of the Quality Assurance Assessment Program & Guidelines**

Reference 7.01

Guidelines for conducting an assessment, from notification to forwarding the completed assessment to headquarters, must be followed by all Certified QA Consultants. Consistency in performing an assessment is crucial to the reputation and integrity of the quality program. All assessments must be thorough and precise.

Reference 7.02

The Quality Assurance Assessment Program is designed to assist the property and Best Western Hotels & Resorts in identifying potential problems at the property. The report measures the condition of the property, in terms of cleanliness, repair and replacement. It also measures the amenities and services furnished, and how well the property complies with the established Brand Standards.

Reference 7.03

The purpose of Best Western's Quality Assurance function is to ensure that the hotel guests are assured of a high level of cleanliness and comfort wherever and whenever they stay with us.

Reference 7.04

The primary objective of the assessment is to provide an accurate, reliable, useful report on the condition of the property, as it exists on the day of the Assessment. A primary purpose of the report is to identify existing, developing, or potential problems.

### **Portions of the Property Subject to Assessment**

Reference 7.05

It is required that each Best Western Member permit Quality Assurance Assessments of all accommodations, facilities and procedures by a certified Best Western Assessor to determine compliance with standards.

Reference 7.06

All facilities and staff associated with the property, leased or owned, shall be presumed to be available for assessment and renovation unless established to the contrary by the member and a waiver is secured from Best Western Hotels & Resorts. Copies of all waivers shall be available at the property for review by the Assessor.

Reference 7.07

All facilities associated with a member property shall be made available for assessment. These facilities include:

1. All land, buildings and improvements which are owned or leased by the member; or
2. Facilities, which are represented by the member as being available to provide goods, services, or amenities to the member's guests where the goods, services, or amenities provided by the facility are represented as being owned, managed, or led by the member. A guest perspective is taken in the final determination as to what areas of the complex are, or appear to be, part of the Best Western complex. If the guest typically perceives or are led to believe that a facility is part of the Best Western complex, that facility is assessable and subject to renovation requirements.

Reference 7.08

All leases or management contracts for facilities associated with the member property shall include provisions permitting assessments and renovation.

## **Principles of Assessing a Property – The Four Common Sense Principles**

Reference 7.09

These principles are trained, interpreted and applied uniformly by our team of Assessor's throughout North America to ensure consistency in all assessments. They are as follows:

1. I will give a fair and accurate assessment of the conditions we see today, consistent with requirements and training used throughout North America.
2. Points will be deducted for deficiencies that need correction. If we see Condition calls that are capital related that are considered marginal in nature, no points will be taken in accordance with rules observed throughout North America. Marginal condition calls are noted on your report for follow-up as they may become deficient calls in the future if no corrective action is taken and the conditions worsen.
3. Work in progress will be noted where we can see significant work being performed and sufficient man-power and materials to complete the project, provided the deficiency has not been noted on the previous assessment as deficient or a work in progress. Applies only to major projects, renovations, carpet replacement, case goods, mattress sets, parking lot reconditioning, etc. If good faith and dated invoices for the required actions are provided and dated within 60 days of the previous assessment work in progress will be considered. Available to all member status unless otherwise stated by conditional membership agreements (not available to PTT or initial/final assessment types).

For conditional extension members WIP can be provided if proof of reasonable progress is being made via purchase orders dated no later than 30 days from the date of conditional extension and/or significant work taking place the day of the assessment.

4. As with all assessments performed in North America, our review of today's rooms will reflect a consistent application of Quality Assurance standards in every room seen. Calls and point loss will be repeated if seen in multiple locations.

## **The Assessment Reports**

Reference 7.10

In North America, Design requirements are distinct from Quality Assurance issues.

### **Summary Report**

Reference 7.11

This report summarizes the point losses and scores from the various Quality Assurance Assessments. It also notes whether the Assessments passed or failed.

### **Main and Property Update Report**

Reference 7.12

This report provides a qualitative assessment as well as basic information such as rooms assessed, who accompanied the Assessor on the Assessment, and topics discussed during the Quality Assurance Assessment.

### **Guest Rooms/Public Areas Quality Assurance Assessment Report**

Reference 7.13

1. This report evaluates deficiencies associated with clean and condition for the public areas, guest rooms, and guest bathrooms.
2. Public areas include all interior and exterior areas that are part of the common public area buildings. Includes the lobby/reception area and other areas or facilities commonly used by guests that are not specifically identified as a supplemental Facility. Examples could be guest laundry, fitness rooms, hotel courtesy van, business center, vending areas and the public areas of the guest room buildings. This includes the grounds, parking areas, and building exteriors for the entire complex. This is part of the Guest Rooms/Public Areas Quality Assurance Assessment Report. In determining the point deduction, the Assessor evaluates the severity, extent, and visibility of the deficiency.
3. Guest rooms include everything that is unique to the room: door, door plaque, window, balconies, skylights, tubs, vanityetc., the exterior as well as the interior

of the guest room windows and doors. It would not include exterior walls, walkways, stairways, and overhangs.

4. Number of Guest Rooms Assessed (10)

- a. Ten (10) guest rooms are to be assessed at each Quality Assurance Assessment. Guest rooms are to be randomly selected by the Assessor.

5. Guest Rooms to Scan or Assess

- a. Other guest rooms may be scanned to ensure the guest rooms assessed provide an accurate representation of the property. All guest rooms and all of the facilities may be assessed at the discretion of the Assessor. Guided tours where the property selects the guest rooms to assess are not allowed. The Assessor will assess representative guest rooms throughout the property and at all locations of the property. The Assessor will assess guest rooms on every floor and in every building.

6. Housekeeping and Maintenance Certificates

- a. The issuance of housekeeping and maintenance awards for the GRPA categories are designed to recognize outstanding performance during the Quality Assessment review and promote staff morale.
- b. The criteria for these awards are: 10 points or less deducted for housekeeping, and 15 points or less deducted for maintenance repair.
- c. Qualifying awards should only be issued to properties that are in regular member status. (Property status can be verified with RSSA.)
- d. Qualifying awards should not be issued when **less than 5** clean and vacant rooms were viewed during the assessment.
- e. Qualifying awards should not be issued when the property fails either the GRPA or Supplemental Facilities report.
- f. Chairman/Director Awards are issued to the property and are contingent upon factors in addition to the QA score.

## Supplemental Facilities Quality Assurance Assessment Report

Reference 7.14

1. This report evaluates deficiencies associated with clean and condition of the supplemental facilities, such as but not limited to restaurant/breakfast room, bar/lounge, swimming pool, meeting rooms, recreational areas (e.g., Golf course facilities, putting greens, tennis courts, etc.) and retail shops.
2. Supplemental facilities include all interior, exterior, and enclosed facilities extra to the core hotel.
3. All Supplemental Facilities will be assessed.
4. Extent, visibility, and severity guidelines will be used when evaluating each category.

## Brand Standards Quality Assurance Assessment Report

Reference 7.15

This report checks for compliance in providing required facilities, amenities and services. These standards are not all of the requirements that must be met to maintain membership as outlined in Best Western Hotels & Resorts Rules and Regulations. Specific point losses are selected based on the existence, not condition of an item.

## Brand Identity Assessment Report

Reference 7.16

This reports on compliance in the proper use and display of the logo.

- a. This report is used to indicate improper use or display of the Best Western Hotels & Resorts logo and/or specific brand logos. Signage, printed material and guest room supplies are among some of the items reviewed, but any improper use or display of the logo is to be reported by the Assessor.
- b. Category 1 to only include exterior logo signage only (i.e. billboards, primary signs, courtesy vehicles, distorted logos, flags, highway logo panels) is a (240) point loss. Points will be taken Cat 1 (240 points) ONLY IF major distortion, or logo is heavily damaged (extensive cracking, splitting, heavy fading, multiple lights out or logo missing).
- c. If minimal distortion = marginal (0 points) will be taken
2. Category 2 non-compliant required items such as business cards, stationary, envelopes, keys, note pads, pens, etc. (For a full list of required items see Brand Identity Manual) sixty (60) points will be deducted for each non-compliant item. If item can be corrected that day a marginal call will be made.
3. On Category 2 items where compliance can be accomplished on the day of the assessment. Other logo optional items such as (i.e. letters, flyers, brochures,), the Assessor is to request the property to remove/throw out the non-compliant items and note this on the report (do not take points). If the property refuses, then note this and take the applicable points. Sixty (60) points will be deducted for each item found to be non-compliant unless can be corrected that day.
4. Condition issues on signage poles or similar (not the sign, cabinet or logo) is a GRPA call only, not a BI call (and not both). BI calls are for logos/branding issues.

- If two hundred and twenty points are lost on the Brand ID report the property shall be placed in probation status.
- If in probation status the hotel will have 30 days to correct the non-compliant items.
- If not corrected in 30 days the hotel will be placed in hearing status.

## **Cancelling Assessments**

Reference 7.17

Once a property has been notified of an upcoming Assessment, the Assessment may be cancelled and rescheduled only for the following reasons as outlined in the Best Western Bylaws Article 6, section 8.

- a. GM and/or VM is attending official BW training or meetings, or
- b. There is a death in the immediate family of the VM (allowance will be considered also for serious illness).
- c. We also take into consideration a natural disaster that as recently occurred in the area.



## **Section IV: Quality Assurance Assessment Procedures**

### **CHAPTER 8 – Assessment Philosophy**

Reference 8.01

The purpose behind the Quality Assurance Assessment Program is to encourage improvement and recognize excellence. The best way to encourage members or their management to maintain the established standards is to help the member recognize that this is a positive program designed to assist – not a negative program designed to police the property.

#### **Professional Image**

Reference 8.02

It is important for the Assessor to present a professional image to members and their employees. The manner of dress and personal grooming should serve as an example to the individuals that the Assessor comes into contact with during the property visit. Proper business attire is expected during all business contact hours at the property. During non-business hours, professional conduct and reasonable dress are expected while on property.

#### **Member and Assessor Conduct**

Reference 8.03

All members and Assessors are expected to conduct themselves in a professional, courteous and businesslike manner. Any abuse should be reported to BWI headquarters.

#### **Certified Assessors**

Reference 8.04

All Assessments conducted on behalf of Best Western Hotels & Resorts must be performed by a Best Western Accredited Assessor.

Reference 8.05

Only those individuals who exhibit the knowledge and ability to exercise good judgment in performing Quality Assurance Assessments and who pass a written exam will be accredited to perform Quality Assurance Assessments at Best Western properties.

Reference 8.06

Re-certification is required annually. Successful completion of the refresher training is required at least every year to remain an accredited Best Western Hotels & Resorts Assessor.

## Prior to the Assessment

Reference 8.07

The previous assessment will be reviewed by the Assessor to be familiar with the properties condition. Assessors will walk the property both the interior and exterior in order to become familiar with the size of the property, and the various supplemental facilities. This is one of the reasons why the Assessor stay at the property the evening prior to the assessment. The Assessor is only to take night time photos of signage and lighting if needed. Assessors do not assess any supplemental facility the night before. Brand Standard checklist will be reviewed in the first room with the member, Assessor to review in their room the night before to look for any issues.

## Reservations and Preparation

Reference 8.08

1. The assessment process begins with the phone call to the property. Did the property staff answer identifying the property as “Best Western?” Was the property staff courteous, helpful, and knowledgeable?
2. Review of prior assessments and related information.

## Notification

Reference 8.09

Extend proper notification. This is not to ask for permission, it is to inform the property of the scheduled assessment. When calling a property, the Certified Quality Assessor’s conversations should follow a similar script: “Hello, this is John Smith, QA Assessor for Best Western Hotels & Resorts. Is the owner or manager available? I am calling to confirm that you have received notification that your Quality Assessment has been scheduled for ... (If you require a room, ask for or confirm your reservation now.)

When an Assessor lodges overnight for a business related visit at a Best Western branded hotel, complimentary lodging for the overnight stay is required.

## Invite Property Representatives

Reference 8.10

Although not specifically required, it is desirable that the owner or manager of the property accompany the Assessor on the assessment and reviews the QA report with the Assessor prior to the Assessors departure from the property.

Property representatives are encouraged to join the Assessor on the assessment, even if it is only for a few rooms. Let the assessment process be a learning experience for the property representative.

Owner, general manager, chief maintenance engineer, and executive housekeeper are to be invited to accompany the Assessor during the assessment, even if they can only participate in part of it.

## **Preliminary Interview, Continuous Observation**

Reference 8.11

Most of the preliminary interview takes place prior to the physical assessment. Some information, however, is received during the physical QA assessment. All information should be confirmed by observation and noted throughout the QA assessment process. The earlier the Assessor obtains this information, the more time there is to confirm it. The property representative will be advised that during the assessment, we will be looking for evidence/items to confirm the information obtained during the preliminary interview. Encourage the property representative to assist by pointing out these things. This would be a good time to request the property accumulate the various brand identity items to review such as: guest folio (invoice), property brochure, sales folder, business card, property letterhead and envelopes, etc.

## **Selling and Explaining the Assessment Process**

Reference 8.12

1. Best Western members/properties have an equity interest in the reputation of the organization. They are entitled to assurance that quality standards are uniformly applied throughout the world. The assessment process begins by setting the property representative at ease prior to starting the assessment. Explain you are here to help, and that you are an independent and impartial set of eyes for the member.
2. The process will be explained during the QA assessment. This is not a secret process, but rather an open exchange of information. The preliminary interview will be held in a relatively quiet and private place.
3. The report and comments made by the Assessor are not to be taken personally and be used for property improvement.
4. The Assessor is in charge of the QA Assessment. Accordingly, the order of areas assessed and rooms chosen is decided by the Assessor in accordance to Best Western Hotels & Resorts policy.

## Random Room List Procedures

### Reference 8.13

In order to provide the property a Quality Assurance Report that is a fair and accurate assessment of the entire hotel and its operation a random selection of guest rooms will be obtained. A master room list of the hotel's inventory will be validated and will also ensure the accuracy of the hotel's room count. Room assessment time frames are to be from 6-10 minutes, as needed.

1. Prior to the beginning of the assessment a room status report will be obtained from the property representative. The report must show the status of all guest rooms.
2. The room count from the room status report will be verified to what was reported on the last assessment. Any discrepancies are to be discussed with the property representative.
3. Discrepancies should be noted on the QA report under the Summary Report to reflect any change in the room count. It is important to explain why there is a change in room count. I.e. one guest room converted to a breakfast room.
4. Out of Order and Out of Service rooms should be noted under the General Comment section of the QA report. If an OOO room or OOS rooms were reported on the previous QA report then those rooms will be assessed to validate OOO and OOS guidelines stipulated in the QA manual. Rooms that do not meet those guidelines may be assessed.
5. Using the properties room status report, this report is to show the status of all rooms, the Assessor is to choose 10 rooms randomly in all areas of the property to be assessed based on the following criteria:
  - a. 10 vacant rooms to be assessed.
  - b. A minimum of one of each room type is to be assessed if possible.
  - c. Rooms from each floor and building, if possible, should be assessed.
  - d. The entire property is to be walked and assessed.
  - e. Rooms that were assessed on the previous assessment are preferred not to be assessed unless noted as "severely deficient".
6. Once the Assessor and property have agreed on the start of the assessment a property room status report should be run. If it is determined based on the room status report that not enough rooms are available to meet the above criteria, rooms that are occupied clean or dirty may be selected.
7. The highest effort is made to assess a minimum of five vacant ready rooms.
8. The Assessor may delay the assessment of rooms until above criteria are met.

9. The Assessor should use good judgment throughout the random selection of guest rooms under guidelines from the QA manual to ensure a fair and accurate assessment of the property.

## **Stay over and Occupied Rooms**

Reference 8.14

1. It may be necessary to assess stay over rooms, although clean, vacant, and ready to rent rooms are preferred whenever possible. Rooms occupied with the guest physically in the room will not be assessed. Rooms with guests' belongings may be assessed provided a property representative is present.
2. If stay over rooms are to be assessed, they must be cleaned and ready for the guests' return. The hotel's policy on changing bed linens must be clearly clarified so that these rooms can be thoroughly assessed for all conditions including Brand Standards and bed stripping. If a stay over room that has not been cleaned with the bed linens changed (in accordance with the hotel's policy) is assessed, then the following will apply.

If a deficiency could be attributed to the current guest, no points will be deducted, but will be recorded as marginal. If, however, it can be determined that the deficiency is old and probably occurred prior to the current guest's occupancy, then points shall be deducted.

## **Rooms on Change**

Reference 8.15

Assessing rooms ready for rent is preferred. If assessing on change rooms (not ready to rent), credit will be allowed for those deficiencies that could be corrected. Obvious long-term deficiencies or old build-up will be recorded as point losses.

## **Out of Order Rooms**

Reference 8.16

The Assessor is to assess the required number of rooms based on the number of available rentable units and exclude any Out of Order or Out of Service rooms.

The Assessor will verify the Out of Order rooms meet the established criteria. If the Out of Order rooms do not meet the criteria they will be included as being available to rent and they are subject to assessment.

An Out of Order room must meet at least ONE of the following conditions that render the room as un-rentable:

1. Linens, beds, and television out of the room.

2. Furniture, beds, etc. stacked and showing obvious use as storage.
3. Obvious renovation in progress such as wall vinyl or carpeting.
4. Obvious renovation in bathroom such as fixture removal/replacement, tile work, etc.
5. Any massive repair that is both obvious and in process.

## **Out of Service Rooms**

Reference 8.17

If a property has certain rooms, a building, a floor, or a wing that is not being used (Out of Service), the following conditions must be met:

1. All of the linens (bed and bath linens) removed from the rooms.
2. Providing documentation from the office (housekeeping reports or daily occupancy sheets) that shows the rooms have not been used for an extended period of time.
3. This applies to rooms in the same section, floor, building, or wing and cannot be scattered about the premises.

The Assessor will verify the Out of Service rooms meet the established criteria. If the Out of Service rooms do not meet the criteria, they will be included as being available to rent and they are subject to assessment.

## **Waivers**

Reference 8.18

Copies of all waivers shall be available at the property for review by the Assessor. If a copy of the waiver is not available, then the property or item is to be assessed as though there is no waiver.

## **Photographs**

Reference 8.19

Photographs depicting the overall look of the property and the nature and extent of the deficiencies will be taken during the Quality Assurance Assessment. These photographs will be used to guide senior staff or board members in directing corrective action and in settling questions regarding the accuracy of a Quality Assurance Assessment.

## **Point Losses**

Reference 8.20

The point loss levels in the Guest Rooms and Guest Bathrooms section of the report are previously established for some categories, others have variable point loss

options based on extent, severity and visibility. The levels of point loss in Public Areas, Supplemental Facilities and certain categories of the guest room / guest bathroom are variable and are determined by the Assessor at the time of the visit. In these three areas, the point loss is in the range of marginal (0 points) to the maximum point loss figure indicated on each item in the relevant section of the three reports. In such cases, the Assessor determines the point loss by taking into account three key elements namely, the Extent, Visibility and Severity of the deficiency. Extent, Visibility and Severity expresses the deficiency in relationship to the area. Is it a small amount (1), a large amount (3), or somewhere in between (2)? From those choices, 1, 2 or 3, the correct point loss is chosen.

## **Guest Rooms to Scan or Assess**

Reference 8.21

Other guest rooms may be scanned to ensure the guest rooms assessed provide an accurate representation of the property. All guest rooms and all of the facilities may be assessed at the discretion of the Assessor.

## **Assessing Guest Rooms, Public Areas and Supplemental Facilities**

### **Circular Motion**

Reference 8.22

A circular motion process will be used during the assessment in order to be efficient, save steps and time. This process will be explained and demonstrated to the property representative.

### **Involve the Property Representatives**

Reference 8.23

The property representative(s) is encouraged to be involved with the QA process, view the deficiency, and discuss possible corrective actions.

### **Consistent and Efficient**

Reference 8.24

The QA Assessment will be performed in a consistent, thorough, and efficient manner. The first few rooms will take the longest while the Assessor becomes familiar with the property, as Brand Standards and Brand Identity items are reviewed. All deficiencies, including marginal deficiencies will be pointed out to the property representative(s). Any recent rule or standards changes will be discussed with the property representative(s).



## **View the Hotel as a Guest Not an Inspector**

Reference 8.25

The Assessor intention is not to be picky. Calls warrant either a point deduction, marginal notation in the report, or a verbal mention.

## **Assessing Guest Rooms, Beds, Bed Linens, etc.**

Reference 8.26

1. It is required to record the room numbers where the deficiencies were found. It will also be necessary to record the room numbers of all rooms assessed, whether deficiencies were found in them or not. Deficiencies noted on the exterior of guest room doors and windows, for those rooms not individually assessed, will be recorded in the Public Areas portion of the Guest Rooms/Public Areas Quality Assurance Assessment Report.
2. Always knock before entering any guest room. A photo of the room number will be taken prior to entering. The door exterior and the window exterior are examined, including locking devices and the frame.
3. As the Assessor demonstrates the circular motion, the property representative(s) may be asked to open the drapes, turn on all lights, turn on the television set, open all drawers, and turn on the HVAC unit (Heater, Ventilator, Air Conditioner).
4. The first rooms assessed are to be ready to rent to permit full assessment of Brand Standards, Brand Identity. Brand Standards and Brand Identity issues continue to be evaluated in the rest of the rooms and all other parts of the property.
5. The bed linens will be rolled down in the first five ready & clean rooms.
6. If any bed linen deficiencies are found, the bed linens in all ready to rent rooms will be rolled down.
7. After assessing the bed linens, if any staining, sag, etc. is visible through the bottom sheet, the bottom sheet will also be rolled down to assess the mattress and box springs.

In order to detect any sagging or breakdown, in each room, ready to rent or not, the sides and top of the mattress or box spring will be examined. If necessary, the bed linens may be rolled down

## **Exit Interview**

Reference 8.27

Each of the six QA scores will be reviewed with the property representative(s). This document is meant to be utilized as a quality management tool. It is an

important and useful guide to remedy problems.

Reference 8.28

The Assessor may review the nature of the recorded deficiencies (including marginal calls) to provide recommendations on prioritizing deficiencies and effecting corrections.

Reference 8.29

If there is a surprise concerning a low score, it should be emphasized that sometimes people at the property are simply "too close" to notice continual deterioration. It is the intention of the QA Assessment to provide an independent and fresh observation that will help the property to spot trouble areas. Accordingly, the result could be used as a tool or guide to provide a systematic plan to remedy any quality score problems, and prioritize the areas with the most point losses.

## **SECTION V: Guest Rooms/Public Areas Assessment**

### **Definitions**

#### **CHAPTER 9 – Deficiency Definitions – Public Areas**

##### **Clean Deficiency**

Reference 9.01

The item is dirty and requires cleaning. Typical deficiencies include: stains, dirt, or mildew that might be cleanable; cobwebs. This includes tactile deficiencies (unpleasant tactile feeling, wet, crunchy or sticky surface).

Points should not be deducted where a natural event (wind, flood, etc.) has occurred shortly before or during the Assessment where the property has not yet had time to correct any related deficiencies.

##### **Condition Deficiency**

Reference 9.02

The item is damaged, needs painting or refinishing. Typical deficiencies include: rust or surface corrosion or damage. Stained or marred and requires painting or refinishing; faded painted surfaces; sloppy paint job with runs; peeling or cracked paint or finish; cracks or damage that can be patched and refinished; previous repairs or installation that reflect poor workmanship (uneven, splotchy, partially repaired); bad carpet or vinyl seams, cracks, bumps, crevices, poor patchwork; needs tightening or adjustment. Things should function as intended (expected). Unprofessional/sloppy/temporary signage that does not match to the style and/or quality of the existing permanent signage. Also includes any item that clearly is intended to be present but is missing. Typical deficiencies of this type could include missing shower curtain, missing television, required furnishings, bed, etc. Items which are missing and prevent the usage or operation of an item is called; missing light bulbs, furniture handles. Electrical cords that are loose and unsightly needing cord management. Cracked finishes on antiques may be acceptable if the finish is not rough.

##### **Marginal Deficiency**

Reference 9.03

There are condition deficiencies that are not severe enough to warrant deduction of points for replaceable items, but are noticeable enough to warrant a marginal notation on the QA report. They should be considered as a potential point loss if the condition worsens.

## Multiple Choice Point Deductions

Reference 9.04

Multiple choice point deductions are utilized in the Public Areas Guest Room section of the Guest Rooms/Public Areas Quality Assurance Assessment Report and the Supplemental Facilities Quality Assurance Assessment Report. There are four or five possible choices: 0 for marginal, or low, low medium, high medium or high point deductions.

## Multiple Choice Criteria

Reference 9.05

The basis for deciding which point deduction to take is based on three criteria: extent, visibility and severity. Extent means how much of the area or facility is deficient. Visibility means how visible is the deficiency to the general public. Severity means how bad is the deficiency. For example a moderate deficiency in a highly visible location would incur a larger point loss than the same deficiency in a less visible location. Another example would be if a moderate deficiency were seen throughout the area or facility, it would incur the highest point deduction due to the extent. It is the interplay of these criteria that would determine the point deduction to be taken.

Reference 9.06

A selection of (0) means that a condition deficiency is not severe enough to warrant a point deduction but is noticeable enough to warrant mention (marginal).

Reference 9.07

The low point deduction is taken when a deficiency is recordable but not widespread or a moderate deficiency is limited to a minimally visible location.

Reference 9.08

The next higher point (medium) deduction is taken if a deficiency is moderate and more widespread or a moderate deficiency is in a relatively visible location. This point deduction may also be appropriate for a severe deficiency limited to a minimally visible location. In some cases there is a low medium and high medium option.

Reference 9.09

The highest point deduction will be taken for a severe deficiency, or if a moderate deficiency is prevalent throughout the facility or if a moderate deficiency is in a highly visible location.

*Note: The general definitions above apply to each category, unless otherwise noted.*

## **Detailed Definitions**

### **Public Areas**

Reference 9.10

The exterior or interior areas of the hotel visible to the public either outside or within the buildings are evaluated in this section. This would include the building exteriors of Supplemental Facilities (except; walkways, steps, railings, doors, windows/walls, these are recorded on the supplemental facilities report) and all the parking and grounds. For windows/walls if visible from outside then record under public area. If visible from inside then record under supplemental facility, but not both. Also includes Public Areas inherent in every hotel, to include but not limited to: guest laundry, vending rooms, exercise facilities business centers and hotel courtesy shuttles. This excludes those items that may be visible to the public but are considered unique to the Guest Room or those items that are contained within a Supplemental Facility.

### **Building – Roofs**

Reference 9.11

Includes: Visible roofs. Trim and flashings on edge of roof.

### **Building – Walls/Windows**

Reference 9.12

Includes: Canopy or porte cochere, awnings, walls, trim and railings to walkway or balcony, public area and guest room air conditioning wall units. Includes lights on buildings (with the exception of lights on the walkways). All windows visible to the public will be assessed here (in Public Areas) unless specifically assessed with an assessed Guest Room or assessed Supplemental Facility. Includes windows, frames, sills, screens.

### **Corridors (Accessories, Ceilings, Floors, Interior Signage, Lighting and Walls)**

Reference 9.13

**Note:** Corridors are enclosed and walkways are open areas. All deficiency calls for stairways, whether located in an exterior space or an interior, enclosed space, would be entered into the above Public Area “Walkways” category.

Includes: All corridors generally accessible to the public including Public Area corridors and Guest Room corridors. All lighting located in the corridor area including decorative, emergency and exit lighting. Sand urns, statuary, artwork,

mirrors, electrical switches, furnishings, outlets, and drinking fountains located in the corridor. Crown or ceiling moldings and vents. Carpet, tile or any other floor finish including bare concrete. All interior window frames, sills, screens and glass. Includes skylights. Wainscot and baseboard molding.

Ensure all corridors accessible to public are included in the evaluation. Allowance is to be made for some tarnish, scratches or slight discoloration on antique items. Heavy tarnish, damage, or stains are not acceptable, even for antiques and points shall be deducted.

For a corridor to qualify as a fire corridor, it may not be used for routine or even casual access to parts of the hotel in common use by guests. Usually you are not able to enter these doors from the outside. An alarm generally sounds from inside if you do.

Clean: General definition. Obvious cobwebs. Lint, debris or dust indicating a need for vacuuming. Discolored tile grout that might respond to cleaning. Worn or matted carpet that looks soiled and might respond to cleaning.

Condition: General definition. Burnt bulbs, missing light fixture diffusers/covers, or inoperative light fixtures. Water stains that could be sealed and painted or individual tiles replaced. Torn or separated seams; cigarette burns or bleach spots. Tiles that are cracked. Missing or discolored grout that can be replaced. Loose seams, faded, worn or torn wall paper or wall vinyl. Worn or matted carpet beyond cleaning.

## **Doors, Frames and Hardware**

Reference 9.14

Includes: All doors, door frames and door hardware in view, maid supply rooms, fire doors, store rooms, public access. The exterior and interior door surface including the windows in the door, door operation (ease of opening and shutting), and the door frame and all hardware visible, including threshold. All doors that are not actually assessed as part of an assessed Guest Room or a specifically assessed Supplemental Facility are included.

Ensure doors used by the public are included in the evaluation. Every door the Assessor passes through is to be evaluated to ensure all hardware works properly and the door is secure on its hinges.

If the damaged door number (no matter if mounted to the door or the wall) is for a room that the Assessor is assessing, then it will be recorded under “Doors, Frames, Hardware” on the Guest Room report. If the room is not being assessed, the call

will be placed in this area.

## **Elevators/Lifts Interior or Exterior**

Reference 9.15

Includes: All surfaces (flooring, ceiling and walls), lighting and hardware within the elevator, the exterior hardware and the exterior of the elevator door and door frame. Ensure all elevators accessible to the public are included in the evaluation.

## **Ice and Vending Machines**

Reference 9.16

All the ice machines/vending machines accessible to the public not contained in a Supplemental Facility. A game room with electronic games and vending machines, for example, would be assessed as a Public area other.

## **Baggage, Maid and Maintenance Carts**

Reference 9.17

Includes: Other carts that are used in areas visible to the public.

Condition: General definition. Inoperative. Squeaky wheels, torn laundry bag. Scratched, worn or damaged surface of carts. A grocery shopping cart used as a maid's, laundry or maintenance cart.

## **Fences and Landscaping**

Reference 9.18

Includes: All landscaping and fencing that are typically visible to the public and that the public would consider part of the property. Allow for dormant seasons.

Clean: General definition. Litter. Excessive dirt or debris. Points should not be deducted where a natural event (wind, flood, etc.) has occurred shortly before or during the Assessment where the property has not yet had time to correct any adverse effects. Conversely, if litter, dirt or excessive leaves have accumulated which have obviously been there for a while, points should be deducted.

Condition: General definition. Lawns, landscaping appear unkempt, dead grass or plants, need mowing, need water; flower beds are weedy; shrubs need pruning; shrubs or trees have dead sections or branches. Exposed water lines, black tarp underlining showing through. Insufficient landscaping - none or considerably less than 10% (does not apply to inner city properties with no open frontage). Allow for dormant seasons. For fencing, do not include naturally bleached wood or expected water stains such as from sprinklers; gate sticks or is difficult to open or



shut; inoperable latch; is loose on hinges; missing slats.

## **Parking Lot, Curbing, Lighting, Trash Areas and other External Equipment/Service Areas**

Reference 9.19

Includes: All parking areas, curbing, lighting, trash areas, delivery entrances and other external equipment/service areas that are typically visible to the public and that the public would consider part of the property. Could include restaurant delivery areas, exterior laundry or maintenance areas, or storage areas under stairways that are visible to the public. Satellite dishes are recorded in this section.

Clean: General definition. Litter. Excessive dirt, weeds or debris. Points should not be deducted where a natural event (wind, flood, etc.) has occurred shortly before or during the Assessment where the property has not yet had time to correct any adverse effects. Conversely, if litter, dirt or excessive leaves have accumulated which have obviously been there for a while, points should be deducted. Some allowance should be made for oil stains where cars park. However, if oil stains are extensive and obvious, points should be taken.

Condition: General definition. Parking lots, particularly in cold/wet country, are subject to cracking. There is an expected and acceptable amount of cracking where points should not be deducted. If the cracks worsen (widen – become more widespread) and small holes begin to appear, the condition moves into marginal; mention should be made of the developing deficiency. As the cracks continue to widen and/or a few scattered potholes begin to appear where the cracks should be sealed and/or the potholes patched, then points should be deducted in this category. If cracks are wide, potholes are large and problems are wide spread, where an overlay or even removal or replacement is necessary. Another instance where points should be deducted is where there are extensive and obvious patches, sealed cracks, stains, fading, presenting an unsightly appearance that could be corrected with a seal coat. If curbing has chips or cracks, points should be deducted in this category. Lines need painting; lines are missing or extensively faded. If extensive repairs or seal coating are underway or have been completed within the last week, do not take points. Asphalt and seal coats need time to cure before lines are painted.

## **Lobby (Accessories, Front Desk, Fixtures, Furnishing, Lighting, Ceilings, Doors, Flooring, Walls, Windows, Window Coverings, Skylights, Vents, Odor)**

Reference 9.20

Includes: Includes signs, decal or sticker (credit card type, non-smoking designation, push, pull, fire door, etc.) and is affixed to the door that is in the lobby area. Allowances to be made for some wear on antique rugs. Threadbare or dirty antique rugs are unacceptable and points shall be deducted. If there is an unpleasant (or offensive) odor or too much of a pleasing scent record it as a Clean deficiency – Odor.

## **Public Area / Other (Accessories, Fixtures, Furnishings, lighting, Ceilings, Doors, Flooring, Walls, Windows, Window Covering, Vents, Odor)**

### **Reference 9.21**

Includes Public Areas inherent in every hotel, to include but not limited to: guest laundry, vending rooms, exercise facilities, business centers and hotel courtesy shuttles. Excludes but not limited to: restaurant/breakfast room, bar/lounge, swimming pool, meeting rooms, recreational areas (eg., golf course facilities, putting greens, tennis courts, etc) and retail shops. These areas are recorded in the supplemental facilities section.

## **Signage/Flags – All other Property Signage – Directional, Restaurants, Meeting Rooms; Flags**

### **Reference 9.22**

Includes: All signage visible to the public is included in the evaluation. Flag conditions are recorded in this section. Includes the sign pole for Best Western signs. Does not include the Best Western logo sign.

## **Walkways, Stairways and Patios Including Lighting and Accessories**

### **Reference 9.23**

Includes: All exterior walkways and patios typically visible to the public and would be considered by the public to be part of the property. Includes ceilings, flooring, surfaces, lighting and accessories in the actual walkways.

It also includes all lighting located in the stairway/walkway area including decorative, emergency and exit lighting. Accessories could include cigarette or sand urns, trash receptacles, statuary, art work, mirrors, electrical switches and outlets, or furnishings located in the stairway/walkway area. Stairway area includes all stairs, escalators, treads, risers and mid-flight landings. All crown, ceiling, baseboard and wainscot molding. Carpet, tile or any other floor finish including bare concrete. Railings are limited to those railings at the side of the stairs.

Windows are limited to those windows within the stairway area and include interior

window frames, sills, glass, screens and skylights.

If the damage to the patio/balcony railing is visible from the exterior of the guest room, then the call should be made under Public Areas. If the damage is visible within the guest room or Supplemental Facility, then the call goes under Guest Room or the Supplemental Facility.

For the Guest Rooms, Balcony/Patio railings would go under Ceilings, Walls. For Supplemental Facilities, Balconies/Patio railings would go under Ceilings, Vents, Walls, Partitions, and Fences.

Excludes: Private patios or walkways associated with Supplemental Facilities or Guest Rooms provided they are screened from the casual passerby. If they are not screened, the items will be assessed here, in Public Areas.

Clean:

General definition: Litter, excessive dirt, weeds or debris. If litter, dirt or excessive leaves have accumulated which have obviously been there for a while, points should be deducted. Discoloration and staining that can be cleaned.

Condition: General definition. Broken or missing slats or straps; burnt bulbs, missing light fixture diffusers/covers, inoperative light fixtures. Torn or separated seams; cigarette burns or bleach spots that might be patched. Loose seams, faded worn or torn – wall paper or wall vinyl. Water stains that could be sealed and painted or individual tiles that could be replaced. Worn or matted carpet/concrete beyond cleaning; burns or bleach spots. Cracks or damage requiring replacement of sections, portions or the entire unit (e.g., ceiling tiles, concrete) Deep discoloration and staining that cannot be cleaned.

## **CHAPTER 10 – Deficiency Definitions – Guest Rooms**

Reference 10.01

Includes: All elements unique to the Guest Room and Guest Bathroom. The exterior and interior of Guest Room doors and windows.

### **Accessories, Clothes and Luggage Racks, Supplies and Miscellaneous**

Reference 10.02

Includes: All items in the Guest Room not specifically named as an item elsewhere. Examples would include: Art work, ice buckets, electrical switches and outlets, thermostats or heating/cooling controls separate from the unit, brochures, room directories, tumblers, in-room literature, building diagrams and safety instructions/law cards (including frames, covers or holders), telephone books,

message pads, pens or pencils, hangers in the closet, condition of in room blotter pads, TV channel guide listings condition and correct information, in room iron and ironing boards and other similar items. In room signage such as fire maps, non-smoking signage, room rate cards, stickers or decal that are typically found on the guest room door or other areas of the room and recorded as accessories should be recorded as accessories even if it is affixed to the wall. Tissue holder box, soap dishes, tumblers, and toilet paper roller. It also includes plunger-type drain plugs, its appearance and functionality as well as sprinkler head escutcheon plates or trim rings. Ensure all electrical switches are operative.

All folding luggage racks (wood or metal) and clothes racks. Does not include luggage benches which is recorded under casegoods.

Excludes: Television Remote which is under “Equipment”. Coffeemakers are under “Kitchen Equipment – Coffee/Tea makers”.

## **Bed (Bedding, Box Spring, Mattress, Headboard)**

Reference 10.03

Includes: The box spring (or foundation), mattress, bedding and headboard. See instructions under bed linens for information on stripping beds. All bed coverings that are not limited to bedspreads, comforters, duvets, bed throw, and bed scarf. Bed linens include blankets, sheets, pillow cases, pillow protectors, mattress covers, mattress pads, pillows, pillow covers. The blanket does not have to be on the bed; it must be within the guest room. If the property has duvets on the beds, the duvet replaces the blanket.

Clean: General definition. Debris on the mattress or box spring surface visible through the bottom sheet. Hair, debris, dirt, stains larger than a dime visible on bedding, box spring, mattress or headboard

Condition: General definition. Visible sag of more than ¾" (2.375 cm) with the mattress and box spring together or a sag of ½" (1.25 cm) or more for the mattress or box spring viewed alone. Wires sticking through fabric, broken frame or slats in box spring. If mattresses and/or box springs are broken down or sagging, points are to be taken even if foam (or other support) is also in use. If box spring or frames are deficient – points will be taken. Obviously faded, obvious pilling or balling of material, worn or threadbare, burns, tears, split seams or torn hems. Lumpy or flat pillows. Damaged and or worn headboard

Procedure: Blankets and or pillows not on the bed but located in the guest room, i.e. in drawers and or closets are to be assessed in the same rooms in which bedding is assessed. If blankets and or pillows are noted in rooms where the bedding is not

assessed, but it is obvious and apparent that deficiency exists, the proper deficiency call, as noted above is to be made.

All extra blankets and or pillows not on the bed are to be placed into a disposable hygienic protective I care clean disposable bag. If these criteria are not met, 60 points will be deducted in Brand Standard under the I Care Clean Requirements section; points will double on each subsequent assessment if not corrected

On the beds that you are checking the pillows only, roll down the pillows and only check them; you do not need to roll all the bedding as you do for a normal bed assessment.

Any GRPA Bedding QA deficiencies discovered during the pillow “only” assessment should be recorded. Finding a GRPA deficiency on one of the pillow “only” assessment also results in GRPA bed assessment in the remaining clean and vacant rooms.

Any bed GRPA deficiency noted will result in all beds being turned down in the remaining clean and vacant rooms.

At the very least, bed linens are to be changed after each departure, and/or every third day for long term guests.

### **Case Goods (Boxes, Chests, Credenzas, Desks, Dressing Tables, Headboards/Footboards, Luggage Benches, Mirrors, Night Stands, Tables and Wardrobes)**

Reference 10.04

Includes: All case goods with or without drawers including night stands; all headboards, footboards, decorative visible sideboards; wooden luggage benches; mirror (including the frame); wardrobes; all items inside a closet or clothes hanging area (such as shelf and hanging bar); table top with legs; tables for private balconies, decks or patios and related handles and hardware.

Excludes all folding luggage racks (except for wooden non-folding luggage benches) and hangers.

Allowance is to be made for some wear, fading, tarnish, scratches or discoloration on antiques. Heavy tarnish, damage, stains or cracked, rough finishes are not acceptable and points shall be deducted. Graffiti can be recorded as clean, repair or replace appropriately.

## Ceilings

Reference 10.05

Includes: All ceiling surfaces regardless of material type and crown/ceiling molding. Does not include skylights, light fixtures, air conditioning vents, etc.

## Doors, Frames and Hardware

Reference 10.06

Includes: Both sides of the Guest Room entrance door, bathroom door, any secondary doors, patio doors and interconnecting doors. The door itself, all trim or frames, thresholds, and all door hardware (latch, knob, locks, hinges, etc.) Door viewers are called under this category according to general definitions: Clean, Repair, Replace. Missing door viewers will be called non-compliant on the Locking Devices.

Glass and wood panel doors should be called non-compliant on the Locking Devices report, unless the property has a waiver allowing the doors.

Safety chain or safety latch missing due the security nature of locking devices, if inoperable, should be placed on both the Guest Room and the Locking Devices.

Damaged door number (no matter if mounted on door or wall) is for a room the Assessor is assessing, then include under “Doors, Frames, Hardware” on the Guest Room.

Any door deficiency not part of a room being assessed, will be recorded in “Doors, Frames, Hardware” in the Public Areas section or in the Supplemental Facility section.

Keyed deadbolt on inter-connecting doors is acceptable. Locks called if the tamper proof plate on interconnecting doors is secured by screws.

## Equipment (Clock Radio, TV, includes remote, telephone, fans, vents hairdryer, etc.)

Reference 10.07

Includes: All portions of the unit, i.e. cabinet, speakers, includes TV in bathroom, dials, screen, instructions, remote devices, televisions in the guest sleeping room or sitting room in two room suites. All portions of the television. Includes the TV remote control. Ensure the television is turned on and reception viewed in every guest room assessed. All parts of the telephone ( i.e., earpiece, mouthpiece and handle of the handset, cradle or receiver, dial, body, and any labels or instructions

affixed to the telephone). Ensure the telephone earpiece and mouthpiece is looked at in every guest room assessed.

Condition: General definition. Missing knobs. Poor reception that might be improved through adjustment. Electrical cord condition, if a TV remote does not function properly, TV remote battery cover is missing or taped onto the remote, excessive cord or cable in full view. Inoperative, cracked dial or body, cigarette burns. Cracked earpiece or mouthpiece. Telephone cord condition is to be recorded here. Excessive cord in full view; needing cord management. Inoperative, cracked dial or body, cigarette burns.

## **Floor Coverings (Carpet, Vinyl, Tile, etc.)**

Reference 10.08

Includes: All flooring within the Guest Room and Guest Bathroom (including the floor or deck surface on any private patios, decks or balconies). Flooring would include carpet, tile or any other floor finish including bare concrete. Allowance is to be made for some wear in antique rugs. Threadbare or dirty antique rugs are unacceptable and points shall be deducted.

Clean: General definition. Lint or dust indicating a need for vacuuming. Discolored tile grout or caulking that might respond to cleaning. Hair, mildew, stained and or dirty flooring.

Condition: General definition. Torn or separated seams; cigarette burns or bleach spots. Worn or matted, carpet beyond cleaning, bleach spots. Cracked tiles, missing or discolored (beyond cleaning) grout.

## **Heating/Air Conditioning**

Reference 10.09

Includes: HVAC vents on the unit and visible cable and /or electrical cords. HVAC vent covers as seen on a private patio will be considered part of that guest room. Wall mounted HVAC thermostat would be noted under Accessories. Multiple point losses for each PTAC unit condition related deficiency, cleanliness, condition (noise, heating/cooling)

Clean: General definition. Lint, dust, etc.

Condition: General definition. Noisy operation that might respond to lubrication or adjustment. Ineffective but runs, perhaps needing refrigerant or adjustment. Missing knobs, Inoperative.



## **Kitchen Area (coffee/tea maker)**

Reference 10.10

Includes: Coffee/tea makers, carafe, basket (entire coffee making components).  
Excludes filters, coffee packages, condiments, mugs, etc. which are called under Accessories.

## **Kitchen Area (Equipment)**

Reference 10.11

Includes: All equipment unique to the kitchen area ( i.e., stove, sink, countertop, cupboards, cabinets, mini bars, etc.)  
Excludes: Other items in the kitchen area such as ceilings, furniture, light fixtures, walls, skylights, windows and window coverings will be assessed as part of the Guest Room.

## **Kitchen Area (Microwave and refrigerator)**

Reference 10.12

Includes: Microwave and refrigerator

## **Lights, Lighting and Lamp Shades**

Reference 10.13

Includes: All lamps or lighting fixtures in the Guest Room and Guest Bathroom and all portions of the lamp or light fixture ( i.e. base, lamp shade, diffuser, bulb, switch located on lamp or fixture, etc.) Visible electrical cord; needing cord management.

Light switches located on the wall and separate from the lamp or fixture are noted under the item labeled accessories.

Ensure all lighting fixtures within the Guest Room and Guest Bathroom operate and do not have burnt bulbs. A light must operate at the entrance door.

Allowance is to be made for some tarnish, scratches or slight discoloration on antique lamps and lampshades. Heavy tarnish, damage, inoperability or stains are not acceptable, even for antiques, and points shall be deducted.

Condition: General definition. Burnt bulbs or inoperative light fixtures. Bare bulb fixture (lacks diffuser or shade). Regular light bulbs are used in theater style light fixture. Excessive cord or chain in full view, needing cord management. Points for burnt bulbs may be deducted only in clean and vacant guest rooms, not in dirty or

stay over guest rooms. If the bulb burns out when you turn on the light, do not deduct points. Bent stained or burnt lamp shades.

## **Odor**

Reference 10.14

Clean: If there is an unpleasant (or offensive) odor or too much of a pleasing scent in any Guest Room or Guest Bathroom (includes musty and mildew odors) record it as an Odor Clean deficiency. Use the Extent, Severity test as applied to Public Areas to determine which of the three multiple-choice point losses to record.

## **Seating**

Reference 10.15

Includes: Chairs, stools, benches, sofas, couches, settees. Seating for private balconies, decks or patios.

Allowance is to be made for some wear, fading, tarnish, scratches or discoloration on antiques. Heavy tarnish, damage, stains or cracked or rough finishes are not acceptable and points shall be deducted. Seating cushions will be removed only when there is a noted reason to remove the cushion in order to see under it.

## **Toilet Bowl, Seat and Tank**

Reference 11.16

Includes: Grout or caulking between toilet and flooring and chrome fixtures

## **Towels**

Reference 11.17

Includes: Bath towels, hand towels, face cloths, bath mats.

Procedure: In the same first five rooms where beds are assessed, remove, unfold and assess for cleanliness and condition of each type of towel (bath, hand and face) and the bath mat. If any of the towels or bath mat has recordable deficiencies in any of these rooms (cleanliness, hairs, holes, etc.), then one of each towel (as stated above) will be assessed in the remainder of the guest rooms. Point loss for towel assessment is recorded for clean or replace/missing. There is no repair deficiency for towels.

## **Tubs, Showers, Surround and Grout**

Reference 11.18

Includes: The bathtub including walls and sides, chrome fixtures, the shower

curtain and/or the shower basin (floor), tile, doors, etc. Includes grout or caulking between tub or shower and wall as well as grout or caulking between tub or shower floor and ceiling. Includes bathtub non-slip mat or non-slip surfacing on tub bottom.

## **Vanity/Counter and Wash Basin**

Reference 11.19

Includes: The vanity or counter surface, Chrome fixtures, any backsplash or apron (skirt), front cabinet or facing and any visible support legs. Any grout or caulking between the vanity top and the wall or between the wash basin and the vanity top. The wash basin or lavatory itself.

## **Walls / Windows (coverings, frames, hardware, chrome)**

Reference 10.20

Includes: All wall surfaces regardless of material type. Includes partitions, half walls, Wainscot and baseboard molding. All exterior and interior window frames and sills, screens, glass, skylights and all associated window hardware. All types of window coverings: drapes, curtains, blinds, etc. Any laminated surface or liner and all associated hardware.

Allowance shall be made for some wear or light discoloration (or light fading) on antique window coverings. Threadbare, damaged, obviously discolored or stained antique window coverings are not acceptable and points shall be deducted.

Missing cove base is not a point loss.

## **Wastebasket**

Reference 10.21

Assessors do not take out liners unless there is a reason to do so.

## **SECTION VI: Supplemental Facilities**

### **CHAPTER 12 – Deficiency Definitions**

#### **Clean Deficiency**

Reference 12.01

The item is dirty and requires cleaning. Typical deficiencies include: stains, dirt, or mildew that might be cleanable; cobwebs.

Points should not be deducted where a natural event (wind, flood, etc.) has occurred shortly before or during the Assessment where the property has not yet had time to correct any related deficiencies.

#### **Condition Deficiency**

Reference 12.02

The item is damaged, needs painting or refinishing. Typical deficiencies include: rust or surface corrosion or damage; stained or marred and requires painting or refinishing; faded painted surfaces; sloppy paint job with runs; peeling or cracked paint or finish; cracks or damage that can be patched and refinished; previous repairs or installation that reflect poor workmanship (uneven, splotchy, partially repaired); bad carpet or vinyl seams, cracks, bumps, crevices, poor patchwork; needs tightening or adjustment. Things should function as intended (expected). Cracked finishes on antiques may be acceptable if the finish is not rough.

Unprofessional/sloppy/temporary signage that does not match to the style and/or quality of the existing permanent signage.

#### **Marginal Deficiency**

Reference 12.03

There are capital deficiencies that are not severe enough to warrant deduction of points for replaceable items but are noticeable enough to warrant a marginal notation on the QA report. They should be considered as a potential point loss if the condition worsens.

#### **Multiple Choice Point Deductions**

Reference 12.04

Multiple choice point deductions are utilized in the Public Areas section of the Guest Rooms/Public Areas Quality Assurance Assessment Report and the Supplemental Facilities Quality Assurance Assessment Report. Choices for point

loss include: marginal, low, medium, high and severe. Note that some categories have all five choices while others have four choices. A marginal call (0 points) is typically for condition calls only.

## Multiple Choice Criteria

Reference 12.05

The basis for deciding which point deduction to take is based on three criteria: extent, visibility and severity. Extent means how much of the area or facility is deficient. Visibility means how visible is the deficiency to the general public. Severity means how bad is the deficiency. For example a moderate deficiency in a highly visible location would incur a larger point loss than the same deficiency in a less visible location. Another example would be if a moderate deficiency were seen throughout the area or facility, it would incur the highest point deduction due to the extent. It is the interplay of these criteria that would determine the point deduction to be taken.

Reference 12.06

Marginal (0 points) means that a replace (capital) deficiency is not severe enough to warrant a point deduction but is noticeable enough to warrant mention.

Reference 12.07

Low point deduction is taken when a deficiency is recordable but not widespread or a moderate deficiency is limited to a minimally visible location.

Reference 12.08

Medium point deduction is taken if a deficiency is moderate and more widespread or a moderate deficiency is in a relatively visible location. This point deduction may also be appropriate for a High deficiency limited to a minimally visible location.

Reference 12.09

High point deduction will be taken for a major deficiency, or if a Medium deficiency is prevalent throughout the facility or if a Medium deficiency is in a highly visible location.

Reference 12.10

Severe is the highest point deduction will be taken for a severe deficiency, or if a High deficiency is prevalent throughout the facility or if a High deficiency is in a highly visible location.

*Note: The general definitions above apply to each category, unless otherwise noted.*

## General Definition

Reference 12.11

1. Common exterior areas and entrances (walkways, steps, railings, doors, windows, skylights, etc.) are included in the Supplemental Facilities report and not the Guest Rooms/Public Areas Quality Assessment Report.
2. Common public areas that are unique to a Supplemental Facility or a group of Supplemental Facilities will be recorded within the Supplemental Facility category that it is associated with and not as its own Supplemental Facility. Common areas (such as meeting room restrooms) associated with a meeting room Supplemental Facility will be recorded within the meeting room and not its own supplemental facility.
3. Common public areas that are not unique and shared between a Supplemental Facility or a group of Supplemental Facilities will be recorded as a deficiency to Public Areas.
4. Supplemental facilities are defined as a separate facility purpose built for a dedicated use. Supplemental Facilities shall include but not be limited to: restaurant/breakfast room, bar/lounge, swimming pool, meeting rooms, recreational areas (e.g., golf course facilities, putting greens, tennis courts, etc.) and retail shops. Restaurant kitchens and other work or storage areas not generally accessible to the public are not included in the Assessment unless the area is visible to the guest (i.e. door(s) left open). Access to these areas might be limited to a key or door
5. Supplemental Facility areas of the hotel which are closed during the QA assessment will be viewed by the Assessor during the tour of the property. Such areas will be “scanned” (a quick visual assessment to check compliance) and formally assessed if, at the discretion of the Assessor, significant deficiencies are detected. For example, if an outdoor pool is closed for the season or a meeting room is being used for storage but significant deficiencies are detected then the supplemental facility will be assessed on the QA report.

## Assessment Score

Reference 12.12

Each facility starts with a perfect score of 1,000 points. Deficiencies and brand compliance requirements will result in point deductions.

## CHAPTER 13 – Facility Type Definitions

Reference 13.01

1. No imaginary lines would be drawn to determine a separate facility except for breakfast areas that are part (open to) the lobby. Examples: A Stage inside a

Lounge Area is part of the Lounge Area. A Recreational Area inside an enclosed pool area should be well defined (separated) or it is part of the pool area. Fences around areas inside a pool area would separate facilities. Meeting Rooms are separated based on “permanent” walls.

The following definitions are offered as a general guideline:

## **Restaurant/Breakfast Room**

Reference 13.02

1. If a property has a Restaurant, it is mandatory that it be assessed. If a property has only a Breakfast Room, it is mandatory that it be assessed. If a property has a Restaurant and a Breakfast Room, it is mandatory that the Restaurant and Breakfast Room be assessed.
2. A Restaurant is a dedicated area, informal or formal providing dining service for two or more meals.
3. Breakfast area can be in lobby and will be assessed as a Supplemental Facility. A Breakfast Room is any room or area dedicated to the serving of breakfast. A multi-purpose room used as a Breakfast Room would be assessed as a Breakfast Room. If the restaurant or breakfast room/area has a public restroom, the restrooms will be assessed as part of the restaurant or breakfast room/area and not as a separate Supplemental Facility.

## **Bar/Bar Area**

Reference 13.03

A room or area dedicated to lounging and bar activities, for the consumption of alcohol. If the room has a name, it will be included in the QA Report. If the bar is inside a restaurant it shall be assessed as part of the restaurant.

## **Swimming Pool/Whirlpool/Sauna-Spa Facilities**

Reference 13.04

1. If the property has a Swimming Pool, it is mandatory that it be assessed.
2. A Swimming Pool is a room or area dedicated to one or more swimming pools and the related equipment and furnishings.
3. All areas within the pool are will be assessed under the category of Swimming Pool / Whirlpool / Sauna / Spa.

*NOTE: All pools are assessed regardless of being open/close status. This is to ensure that it stays clean and presentable in its storage state/condition. If the swimming pool is closed and no deficiencies are noted comments are to be made in*



*the general comments section that pool was assessed with no deficiencies. In Steton mark the pool as not being assessed only make comments in the general comments area that the pool was assessed*

## **Meeting Room**

Reference 13.05

A room dedicated to use for meetings. Typically meeting rooms provide tables and seating for at least 10 people. Standard meeting room equipment such as a slide projector and screen, an overhead projector, flip charts etc. are available. If the meeting room has a name, it will be included in the QA Report.

## **Public Restrooms**

Reference 13.06

All public restrooms are to be assessed on the Guest Rooms and Public Areas report unless they are located within or primarily intended for use by a separate Supplemental Facility. For example, a public restroom located in the pool area or meeting room is to be assessed as part of the pool area or meeting room.

## **Recreational Area**

Reference 13.7

A room or area dedicated to recreational activities. For example; golf course facilities, putting greens, tennis courts, etc.)

## **Retail Shops**

Reference 13.8

A room or area dedicated to the sale of merchandise or services extraneous to the hotel. Examples might include: Barber Shop, Gift Shop, Travel Agent. If the shop or the type of shop has a name, it will be included in the QA Report.

## **Stage**

Reference 13.9

A room or area dedicated to showing theater movies or live performances. If the stage or theater, it will be included in the QA Report.

## **CHAPTER 14 – Detailed Definitions of Categories**

Reference 14.01

The intention is to assess all areas within typical view of the guest, and record deficiencies on all such items.

## Accessories

Reference 14.02

Accessories could include and are not limited to sand urns, trash cans, trash receptacles, tissue holders, paper towel holders, statuary, art work, mirrors, shoe shine machines, trash cans or waste baskets, electrical switches and outlets.

## Ceilings

Reference 14.03

Includes: All ceiling surfaces regardless of material type. Ceilings include crown or ceiling moldings. Vents include the grill, frame and any fan. Fans are assessed for deficiencies if visible and for operability and noise even if not visible.

## Doors, Frames, Hardware

Reference 14.04

Includes: Public access doors that are generally visible to all hotel guests are assessed as part of the Public Areas section of the Guest Rooms/Public Areas Report. Doors that are generally only visible to customers or users of a Supplemental Facility will be assessed as a part of the Supplemental Facility.

Condition: General definition. Sticking doors, inoperative hardware, loose hinges. Ensure hardware operates properly and latches secure doors from accidental opening.

## Fixtures, Equipment

Reference 14.05

All fixtures pertaining to that particular Supplemental Facility. Includes but not limited to: urinals, toilets, wash basin or lavatory, faucets, drains, bidets, vanities or countertops, sinks, coolers, electric hand dryers, refrigerators, stoves, warmers, drinking fountains, ovens, coffee makers, and microwaves. Other equipment could include bus carts, tray stands, portable fans or heaters, and pool umbrellas.

Reference 14.06

All glassware, cutlery and china in view of the guest, served to the guest or used by the guest. Includes any facility where these items are in use. Includes all table top, service, bar and banquet ware.

Condition: Bent cutlery. Chipped, cracked, pocked, scarred, broken.

## **Flooring, Decking**

Reference 14.07

Flooring would include carpet, tile or any other floor finish including bare concrete.

Clean: General definition. Offensive odors. Discolored tile grout that might respond to cleaning.

Condition: General definition. Torn or separated seams; cigarette burns or bleach spots that might be patched. Worn or matted carpet beyond cleaning. Single or numerous cracked tiles, Missing or discolored grout, beyond cleaning.

## **Lights, Lighting, Lamp Shades**

Reference 14.08

Lighting would include all decorative, emergency and exit fixtures. Includes all portions of the lamp or fixture: base, cabinet, lamp shade, diffuser, switch (if located on the lamp or fixture) and visible electrical cord. Allowance is to be made for some tarnish, scratches, or slight discoloration on antique lamps and lampshades. Heavy tarnish, damage, inoperability or stains are not acceptable even for antiques.

## **Seating**

Reference 14.09

Chairs (all types), booth seating, benches designed for seating, bar stools (and others stools designed for seating).

## **Swimming Pool, Spa, Whirlpool (Tile, Sides, Bottom, Water)**

Reference 14.10

Includes the cleanliness and clarity of swimming pool, spa and whirlpool water as well as the cleanliness of the bottom and sides (especially above the water line). Also includes the coping around the swimming pool and / or spa.

## **Tables, Bars, Chests**

Reference 14.11

Includes countertops and generally all furnishings not elsewhere specifically named. Bars, bar fronts including elbow pads and foot rails.

## **Walls, Windows, Partitions, Fences**

Reference 14.12

All wall surfaces regardless of material type. Includes partitions, half walls, Wainscot and baseboard molding. Walls, wall coverings and swimming pool fence. Includes all privacy partitions between urinals, toilets or wash basins. Windows, window coverings and pull wands, window frames, window sills, window hardware and skylights.

## **SECTION VII: Appeal/Waiver/Extension Procedures**

Reference 15.01

Copies of all waivers/extensions shall be available at the property for review by the Best Western Accredited Assessor. If a copy of the waiver is not available, then the property or item is to be assessed as though there is no waiver, and full points will be deducted if deficient.

### **CHAPTER 15 – Guiding Principles**

Reference 15.02

With the hotel guests' perspective in mind, Best Western Hotels & Resorts will utilize the following guiding principles in considering waivers:

1. Waivers are granted on a per property basis. Waivers are not granted country wide.
2. Waivers are granted on a rare and on an exception basis.
3. Before waivers are granted, we will explore alternate solutions to achieve the purpose of the standard.
4. Waivers are granted primarily due to local restrictions (e.g., ordinances), structural limitations and unique circumstances that make meeting a specific standard inappropriate.

Reference 15.03

Best Western Hotels & Resorts respects individuality in the organization and will consider the local marketplace and competitive practice to grant waivers. The goal is to allow the hotel to compete effectively in the marketplace while maintaining or enhancing the brand (by meeting the guest's expectations).

### **Waiver Considerations**

Reference 15.04

Keeping in mind that the standards are designed to enable Best Western hotels to more effectively compete in the marketplace and to enhance the overall brand regard for the organization, there are 4 broad categories for waiver consideration:

1. Hotel Attributes: Is there anything inherent with the hotel that would make a standard inappropriate for the hotel? Factors that may be considered include:
  - a. Type of hotel – Is this a historical building or beach front resort?
  - b. Primary customer base – Does this hotel cater primarily to leisure or business clients?
  - c. Location – Is this hotel in downtown (city center) or in a rural area?
  - d. Building type – Is this a high rise building?

- e. Age – Is this a brand new property or historical landmark?
  - f. Last renovation – When was the last renovation that affected the standard in question?
  - g. General design – Is the standard in keeping or detracts from the general design of the property?
  - h. Marketplace: Is our standard in keeping with the requirements of the competitive marketplace?
  - i. Location – Is this in a national park? Is this a destination or transient location? What is customary for the location?
  - j. Competitive practice – Who are the major competitors? Are they branded? What do they do in this regard? Do they have the same standards?
  - k. Climate – Is the standard necessary due to the climate in the area?
2. Local Requirements: Are there restrictions imposed by local governing bodies making the standard a violation?
- a. Local codes or ordinances.
  - b. Regulations of bodies such as historical societies or coastal commissions may prohibit compliance with a standard or guideline.
3. Structural Limitations: Does the standard require cost-prohibitive changes to the structure of a hotel.
- a. Is there enough space to accommodate the standard?
  - b. Does the physical structure support the standard?
4. Alternate solutions: If there are legitimate considerations for the standard not to be met, equivalent features or upgrades must be explored in order to negate any negative impact of not meeting the standard. The idea here is to find ways to meet the spirit of the standard.

## **Appeal/Waiver/Extension Procedures**

### **Appeal**

Reference 15.05

An appeal may be requested when the property feels a call on their Brand Standards Report, Brand Identity Report or Sign Review is inaccurate or they are unable to meet the requirement due to the conditions noted below. An appeal, if granted is limited to the time period specified and is subject to any conditions noted.

An appeal may be requested when the member/applicant feels a call on their written evaluation is inaccurate or they are unable to meet the requirement due to the conditions noted below:

1. Criteria: Conflicts with local zoning rules or rights of way, local codes or ordinances:

Supporting Material to be submitted:

- a. Letters from the applicable governing bodies explaining why the hotel cannot meet the standard in the original language.
  - b. Copy of the applicable code in the original language.
  - c. Informal translation of the code and/or letters.
  - d. Photos of signs of other nearby businesses for signage appeals.
2. Criteria: Structural limitations which are defined as those conditions in which modification would be detrimental to the structural integrity of the building or adversely affect existing major HVAC (heating, ventilator, air conditioning), electrical/plumbing chases or systems of the building.

Supporting Material to be submitted:

- a. A detailed description of the condition.
  - b. Photographs showing the condition.
  - c. Scaled layouts.
  - d. Alternate proposal.
3. Criteria: A member feels a call on their on their Brand Standards Report, Brand Identity Report or Sign Review is inaccurate.

Supporting Material to be submitted:

- a. A detailed description of the condition.
- b. Photographs showing the condition.
- c. Scaled layouts showing sign(s) in relation to buildings, streets, entrances, etc.

## Waiver

Reference 15.06

A waiver may be requested when the property wishes to be exempted from an existing requirement, providing the criteria noted below is met. If the waiver is granted, the item will be noted as waived on the report. The waiver if granted is limited to the time period specified and is subject to any conditions noted.

Criteria:

- a. Special circumstances at a hotel such as operational type (leisure resort hotel for example), location or customer base may not warrant the hotel complying with the standard or guideline.
- b. A standard is not met, but equivalent features or upgrades are provided that eliminate any negative impact of not meeting the standard.

Supporting Material to be submitted:

- a. Details on operation type (where applicable).



- b. An explanation about why a guest's expectations can be met without complying with this standard.
- c. An explanation about why the call is incorrect (where applicable).
- d. Local weather information (where applicable).
- e. Photographs showing the condition.
- f. Scaled layouts.
- g. A detailed description of the condition and any equivalent features or upgrades.

*Note: Waiver request will be charged \$100.00 per request, you can ask for 3 items per request.*

## Extension

Reference 15.07

An extension may be requested by those properties who intend to meet the requirements, but need additional time due to the conditions noted below. A proposed completion date must accompany the request along with all supporting documentation.

Criteria:

- a. Delays in approvals by local governing authorities.
- b. Weather conditions that prevent or affect the successful implementation of the requirement.
- c. Significant financial impact to the property due to the number of major non-complying issues in need of correction.
- d. Unforeseen property damage caused by hurricanes, tornadoes, fires, floods, etc.
- e. Delays in delivery of materials (purchase/work orders are required).
- f. Litigation.

Supporting material to be submitted:

- g. Reason the due date cannot be met.
- h. Proposed completion date.
- i. Invoices or purchase orders (where applicable).
- j. Local weather information (where applicable).
- k. Letter from a local governing body with an informal translation.

Note: Extension requests submitted for any other reasons than those outlined above will not be considered.

Should an extension request be granted by Best Western Hotels & Resorts, the extension must be maintained at the property and shown to the Assessor at the time of the assessment.

Note: Extension request will be charged \$100.00 per request, you can ask for 3 items per request.

**All Appeals, Waivers, and Extension requests must be forwarded to BWI and approved by Best Western Hotels & Resorts for them to be effective.**

Reference 15.08

Procedures for Issuing Waiver/Extension Request Form for North America:

1. Upon contact with member via an incoming letter or telephone call, the applicable department (Design, Member Care Administration, Membership Development Administration, Regional Services, and District Manager) will send the form via e-mail or facsimile for completion by the Voting Member. Reference to the form being sent will be sent to Docuware so that all Headquarters staff is aware.

*Note: if the Assessor is asked about issuance of waivers/extensions, the Assessor will advise the member/applicant to contact their district designer or PTT designer to discuss.*

2. Upon receipt of the completed form, Review Committee/Board will review. The Request Form may be used as reference to the existing Review Committee Form so that the information does not require typing again.
3. The Form should be completed by the Voting Member – signature required on the form and is sent back to BW via facsimile/mail.

*Note: if sent back electronically, should come from the Voting Member.*

A letter specifying the item or items appealed, waived or extended including the effective date and expiration date as well as any conditions imposed will be issued by Best Western Hotels & Resorts and must be maintained at the property and shown to the Assessor at the time of the assessment.

## **Waiver Continuation Process**

Reference 15.09

Provided the same conditions exist as they did when the waiver was granted, allow the Review Committee to automatically re-issue an existing waiver of a new construction and refurbishment guideline under the same conditions it was previously waived if these are due to structural, ordinance, location and/or climate limitations/restrictions. Once these waivers are re-issued, they will be valid until further notice provided there is not a change in the limitations/restrictions that were

taken into consideration in granting the waiver. If a change in the limitations/restrictions has occurred since the original waiver, the request will be processed through the standard review process. Examples of existing waivers that could be automatically re-issued are:

1. Undersized swimming pool or no pool provided.
2. No air conditioning due to climate
3. Undersized windows
4. Undersized walkways/corridors
5. Undersized lobby and/or front desk
6. Undersized vanities
7. Porte cochere
8. Landscaping/parking (downtown properties)

**Background Information:** In the two prior design programs (Design Cycle I & II), the waivers granted on specific items were valid through the duration of the program and subject to re-evaluation when the next program was implemented. There were many waivers that were granted during this process due to structural, ordinance, location and climate reasons where the conditions do not typically change. To eliminate the need for a member to resubmit documentation to continue these waivers and reduce the time needed to review these requests by the Board, these types of waivers may be automatically continued during the Design Excellence Program at the discretion of Best Western Hotels & Resorts. Section X: Assessment Follow Up Procedures

## **SECTION VIII: Assessment Follow-up Procedure**

### **CHAPTER 16 – Guiding Principles**

#### **Purpose**

Reference 16.01

The North America Quality Assurance Program establishes minimum standards to be met by all Best Westerns in North America. The program provides a means of assessing and scoring properties to ensure they meet minimum standards and are adequately renovated, clean, and well maintained.

In order to improve the assessment process and to ensure that the assessment is providing a reliable and accurate report of the conditions at the property, follow up audits are being utilized.

#### **Internal Department Follow Up Audit**

Reference 16.02

This audit is typically performed by departmental management. This type of audit will be reviewed for significant disparities and may be used to modify or replace the original assessment at the sole discretion of management. Their primary purpose is training and they are utilized by management to improve the consistency and performance of Assessors.