



HOTEL PERFORMANCE EVALUATION CHECKLIST

Conduct a self-assessment to uncover your hotel's strengths, weaknesses, and growth opportunities. Use the checklist to mark Yes/No for each item and assign a score from 1 (Poor) to 5 (Excellent) to evaluate performance in each area.

Financial Performance	Yes	No	Score 1 to 5
GOP margin aligned with your market average	<input type="checkbox"/>	<input type="checkbox"/>	
RevPAR benchmarked against local compset	<input type="checkbox"/>	<input type="checkbox"/>	
ADR trends improving over time	<input type="checkbox"/>	<input type="checkbox"/>	
Labor cost % within ideal range	<input type="checkbox"/>	<input type="checkbox"/>	
Non-room revenue (F&B, events, spa) maximized	<input type="checkbox"/>	<input type="checkbox"/>	
Sales & Marketing	Yes	No	Score 1 to 5
Strong direct booking strategy	<input type="checkbox"/>	<input type="checkbox"/>	
OTA commissions managed strategically	<input type="checkbox"/>	<input type="checkbox"/>	
Marketing ROI tracked and reviewed monthly	<input type="checkbox"/>	<input type="checkbox"/>	
Online reviews monitored and responded to	<input type="checkbox"/>	<input type="checkbox"/>	
Reputation management plan in place	<input type="checkbox"/>	<input type="checkbox"/>	

Guest Experience	Yes	No	Score 1 to 5
Is information provided upon check-in about hotel amenities and services?	<input type="checkbox"/>	<input type="checkbox"/>	
Are common guest satisfactions/complaints logged and analyzed?	<input type="checkbox"/>	<input type="checkbox"/>	
Are guest requests resolved in under 30 minutes on average?	<input type="checkbox"/>	<input type="checkbox"/>	
Return guest and loyalty rate increasing	<input type="checkbox"/>	<input type="checkbox"/>	
Service staff performance evaluation and training in place	<input type="checkbox"/>	<input type="checkbox"/>	

Operations & Efficiency	Yes	No	Score 1 to 5
Is there a clear scheduling system to prevent overstaffing or understaffing?	<input type="checkbox"/>	<input type="checkbox"/>	
Are job roles and responsibilities clearly defined across departments?	<input type="checkbox"/>	<input type="checkbox"/>	
Utility usage benchmarked and optimized	<input type="checkbox"/>	<input type="checkbox"/>	
Are staff trained regularly on SOPs and service standards?	<input type="checkbox"/>	<input type="checkbox"/>	
Are check-in/check-out processes under 5 minutes on average?	<input type="checkbox"/>	<input type="checkbox"/>	

Room & Facilities	Yes	No	Score 1 to 5
Rooms are clean, well-maintained, and refreshed daily	<input type="checkbox"/>	<input type="checkbox"/>	
Furniture, fixtures, and amenities are in good condition	<input type="checkbox"/>	<input type="checkbox"/>	
Bathrooms are modern, clean, and fully stocked	<input type="checkbox"/>	<input type="checkbox"/>	
HVAC systems functioning efficiently in all rooms	<input type="checkbox"/>	<input type="checkbox"/>	
Guest rooms include updated technology (Wi-Fi, charging ports, TVs)	<input type="checkbox"/>	<input type="checkbox"/>	
Facilities (gym, pool, spa, etc.) are clean and regularly inspected	<input type="checkbox"/>	<input type="checkbox"/>	
Public spaces are inviting, clean, and well-lit	<input type="checkbox"/>	<input type="checkbox"/>	

Meeting/event rooms are equipped and booked efficiently	<input type="checkbox"/>	<input type="checkbox"/>
Accessibility features are available and functional (ADA compliance)	<input type="checkbox"/>	<input type="checkbox"/>
Elevators, corridors, and signage are maintained and guest-friendly	<input type="checkbox"/>	<input type="checkbox"/>

F&B Units	Yes	No	Score 1 to 5
F&B revenue and profit margins tracked monthly	<input type="checkbox"/>	<input type="checkbox"/>	
Food cost % and beverage cost % within target range	<input type="checkbox"/>	<input type="checkbox"/>	
Inventory is accurately tracked and wastage minimized	<input type="checkbox"/>	<input type="checkbox"/>	
Menu engineering (best-sellers vs. low-margin items) reviewed quarterly	<input type="checkbox"/>	<input type="checkbox"/>	
Service speed and quality consistent during peak hours	<input type="checkbox"/>	<input type="checkbox"/>	
Kitchen and service staff trained on hygiene and efficiency	<input type="checkbox"/>	<input type="checkbox"/>	
Room service is timely, consistent, and well-reviewed	<input type="checkbox"/>	<input type="checkbox"/>	
Bar operations monitored for shrinkage and upselling effectiveness	<input type="checkbox"/>	<input type="checkbox"/>	

Digital & Technology	Yes	No	Score 1 to 5
Mobile-friendly, high-converting website	<input type="checkbox"/>	<input type="checkbox"/>	
Dynamic pricing and RMS implemented	<input type="checkbox"/>	<input type="checkbox"/>	
Automated communication tools (chat/email/SMS)	<input type="checkbox"/>	<input type="checkbox"/>	
Dashboards for KPIs and trends	<input type="checkbox"/>	<input type="checkbox"/>	
Cybersecurity protocols reviewed annually	<input type="checkbox"/>	<input type="checkbox"/>	

Strategic Planning	Yes	No	Score 1 to 5
SMART goals set and reviewed quarterly	<input type="checkbox"/>	<input type="checkbox"/>	

Annual business plan updated	<input type="checkbox"/>	<input type="checkbox"/>
SWOT analysis conducted bi-annually	<input type="checkbox"/>	<input type="checkbox"/>
Emergency/continuity plans in place	<input type="checkbox"/>	<input type="checkbox"/>
Department heads involved in strategy planning	<input type="checkbox"/>	<input type="checkbox"/>

Sustainability & CSR	Yes	No	Score 1 to 5
Energy/water/waste reduction initiatives in place	<input type="checkbox"/>	<input type="checkbox"/>	
Staff and guests awareness	<input type="checkbox"/>	<input type="checkbox"/>	
Partnerships with local vendors or artisans	<input type="checkbox"/>	<input type="checkbox"/>	
Partnerships with green certified suppliers	<input type="checkbox"/>	<input type="checkbox"/>	
Green certifications applied for or achieved	<input type="checkbox"/>	<input type="checkbox"/>	
Sustainability policy and systems management	<input type="checkbox"/>	<input type="checkbox"/>	
Key sustainability leader and staff members appointed	<input type="checkbox"/>	<input type="checkbox"/>	

Want Expert Help Turning Insights Into Results?

Book a free consultation with our hospitality experts and get a personalized review of your hotel's performance. Learn how to boost profitability, streamline operations, and consistently outperform your competitors at no cost.

Free Service Package: Hotel Performance Improvement Suite

Get a full performance snapshot with a customized improvement plan focused on one of the following key areas. The program runs for 3 to 6 months and includes follow-up reviews to track progress and ensure results.

Choose one area of focus:

- Financial Performance Review
- Service Quality Evaluation
- Guest Satisfaction Analysis
- Operational Efficiency Assessment
- Staff Performance Evaluation
- Competitive Positioning Review
- Sustainability & CSR Implementation Plan
- Performance Improvement Plan

Schedule your consultation now: [Free Consultation with ASPECTURE GLOBAL](#) or contact us at info@aspectureglobal.com