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GENERAL / OPERATIONS

Guest satisfaction is critical to the success of the XYZ System. The operational standards defined by the company have been developed to promote guest satisfaction. *These standards must be communicated to all employees via a comprehensive and effective training program for every level of employee.* Each property's management team is also responsible for maintaining XYZ's high standards of cleanliness and maintenance throughout the hotel.

- a) Every XYZ Hotel provides an attractive, clean, safe and secure facility, with a well-trained, uniformed and professional staff.
- b) Management of each XYZ Hotel provides that guest satisfaction is maintained by suppliers and tenants which provide services to guests of the hotel (i.e. Laundry/Dry Cleaning Service; Gift Shop; Vending Machine Operators; Cable TV Company; and other tenants).
- c) All guest of XYZ are treated equally and the employees provide that a non-discriminatory environment exists.
- d) All local ordinances, rules and regulations are strictly observed about the providing of public accommodations and services.
- e) All regulation and codes that apply to the operation of a Hotel or its parts are strictly observed.
- f) Guests are always able to reach the General Manager, while he/she is in the property or the "Manager on Duty" at other times.
- g) Each XYZ Hotel maintains a good credit rating. Financial obligations are discharged with reasonable promptness including payments to travel agents and local vendors. XYZ Hotels & Resorts receivables are current to within 60 days.
- h) All Hotels shall purchase and install the XYZ standardised Property Management System hardware and software. This system will be integrated with the worldwide Reservation System, transferring data between the systems, including but not limited to guest reservations, guest history information, statistical data, and production reports. It is also required that all Hotel maintain software and hardware maintenance contracts for the system.
- i) All Hotels are strictly prohibited from promoting or listing any non-XYZ reservation system, 800 numbers, or airline system chain code. This includes but is not limited to the use of a Hotel specific toll-free number used for the Hotel's benefit.
- j) Under no circumstances do any employees make any derogatory remarks or insinuations to any Hotel guest or the general public regarding XYZ Hotels & Resorts or the XYZ System.
- k) All new General Managers, Assistant Managers (or Front Office Manager), and Directors of Sales attend a complete presentation of an orientation to XYZ Hotels & Resorts. This orientation shall be attended by each of these individuals within 30 days of employment.
- l) All XYZ Hotels support and participate in the company-wide marketing programs and may not substitute or modify such programs.
- m) All XYZ Hotel Food and Beverage outlets comply with any advertised XYZ food marketing promotion whether or not the outlet is separately owned, leased or managed.
- n) Each XYZ Hotel has a brochure display cabinet located in the lobby. The brochure display cabinet is designed and constructed to XYZ's specifications.

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- o) All XYZ Hotels support and participate in any new policy and/or required promotion, which may incur a cost to the Hotel.
- p) The XYZ Hotels & Resorts' Corporate Head Office will, from time to time, request information that requires a response within a given period. The deadline for these requests will be stated and the Hotel's response received at the Head Office no later than the deadline. Examples of this include directory printings, promotions participation, etc.
- q) All XYZ General Managers are required to attend XYZ Annual Business Conference. All XYZ Directors of Sales are required to attend the International Sales and Marketing Conference.

CUSTOMER SATISFACTION / GUEST COMMENT CARDS

- a) A XYZ rooms guest comment card is prominently displayed in every guestroom (if and where applicable). Hotels only display the corporate XYZ guest comment card.
- b) Upon receipt the management will analyse the comments and initiate the proper follow up.
- c) All XYZ Hotels support and participate in any company guest promotion required (i.e. Customer Satisfaction Program, etc.) by the corporation and which may incur a cost to the Hotel.
- d) For those programs a benchmark index has to be met as a minimum standard in defined categories, including the overall score. Hotels must develop and implement actions to improve comment card ratings and response. Guest comment card scores are to be shared with and posted for review by the staff.
- e) There are only two types of guest questionnaires to be applied within a hotel: a) the official XYZ Corporate Questionnaire, b) the cards from the Customer Satisfaction Program.

"GUEST RESPONSE" MANAGEMENT

- a) All comment cards, telephone calls and other correspondence are responded to when the guest indicates dissatisfaction according to our Customer Complaint policy. Special consideration is made when responding to guests who have indicated:
 - 1. Price/value of the facilities and services is "fair" or "poor".
 - 2. They would "probably Not" or would "Definitely Not" return.
 - 3. Their experience in the Hotel fell "below" their expectations.
- b) The response letter to guest comments and letters is polite, on XYZ letterhead and directs itself to the specific problem stated by the guest. First follow up is to be completed within 48 hours of receipt of the complaint, second follow up after investigation including any refunds and/or adjustments that are due to the customer. The General Manager (the letters are to reflect the XYZ image and should be grammatically correct and free of spelling errors) signs the response letter.
- c) At the discretion of XYZ Hotels & Resorts, the XYZ Corporate Head Office (Customer Services) will resolve unresolved guest complaints against an Individual Hotel. Any expenses, including refunds and/or gift certificates, are charged back to the individual Hotel.
- d) A record of all complaints and the follow-up action that was taken is retained and made available to the Head Office upon request.
- e) Written guest complaints received by the Head Office are referred back to the specific Hotel for further correspondence or follow-up. All hotels copy the Head Office on any hotel correspondence in response to complaint letters or telephone calls originating from the Head Office.

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- f) Telephone calls received from Head Office are followed up immediately and resolved within 2 business days.
- g) Guest claims forwarded to the property's insurance carrier are immediately followed up with a letter to the guest. This letter should politely explain to the guest the reason for sending the claim to the insurance carrier and advise the name and address of the carrier.

INSURANCE COVERAGE AND PROOF OF INSURANCE

- a) All General Liability insurance policies shall be in the name of the managed company, and shall contain provisions and endorsements adequately protecting the interest of the Owner as it may appear, including without limitation, provision for at least 90 days' notice to the Owner of any cancellation or material change to the General Liability coverages and at least 60 days' notice to the Owner of any cancellation or material change to the Property coverages.
- b) XYZ requires that the Hotel's insurance be up to specifications and approved by XYZ in order for the Hotel to be "on line" with XYZ. At least 30 days prior to adding a new "member" to the XYZ Hotels & Resorts, the owner must provide XYZ with each of the following:
 1. CERTIFICATES OF INSURANCE that includes XYZ Hotels & Resorts as "additional insured" for General Liability, Auto and Umbrella Excess Coverages.
 2. SIGNED STATEMENT of Compliance to "XYZ's Specifications of Minimum Acceptable Insurance Coverages" such as:
 - Comprehensive General Public Liability Insurance
 - Employer's and Workmen's Compensation Insurance
 - Business Interruption Insurance
 - Comprehensive Crime and Fidelity Insurance
 - Casualty Insurance
 - Any insurance Operator, Owner and/or mortgage lender deems advisable

Owners and their approved management companies, if any, should understand that the coverages required by XYZ Hotels & Resorts represent XYZ's minimum requirements only, and may not be sufficient to adequately protect the owners' / operators' interests. Owners and operators are encouraged to conduct their own evaluation of XYZ's minimum requirements to insure that their interests are adequately protected.

- c) Insurance Renewal

Each Hotel is responsible to submit insurance renewal certificates to XYZ Head Office within 30 days of expiration of current policies.

NOTE: Refer to the particular specifications regarding Insurances within the Management Agreement of your hotel!