

Day Guest Playbook for Hotels

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ResortPass believes in the power of taking a daycation; in getting away without going away to re-energize people for everyday life. That's why it's our collective mission to enable moments of care-free vacation delight, without staying overnight.

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Introduction

ResortPass helps hotels craft exceptional experiences for day guests. These guests choose your property for a fun and relaxing escape and are eager to get from arrival to indulgence as quickly as possible. While day guests are greeted with the same warmth and hospitality as overnight guests, their experience comes with several special considerations.

1. Ensure a warm welcome for all day guests.

Ensure all hotel staff members are aware of their specific role in the day guest's journey. Above all else, day guests want to feel like they belong and know they are receiving the same level of service as your overnight guests.

2. They have a condensed opportunity to experience your hotel.

Quickly identifying and addressing any issues is crucial. Day guests often become loyal hotel brand advocates, both at home and while traveling, so making a great impression at every touchpoint is extremely valuable.

3. Their experience is centered around common areas.

Ensuring seamless operations at the pool, spa, restaurant, and other common spaces of hotel is crucial to meeting expectations. While an overnight guest may overlook a cold heated pool, it can significantly impact a day guest's review.

4. They have high intent for spending on-site.

Day guests prefer to spend their entire day at your property indulging in the amenities and the food & beverage service. As high-value spenders, they often spend more than overnight guests while at the property, generating twice as much in F&B revenue as they do in product reservations.

Who is the Day Guest?

Locals

Get a vacation feel without travel expenses or time commitment.

- Staycations and school breaks
- Celebrations
- Date days
- Working from pool
- Hosting out-of-town guests
- Wellness breaks

Travelers

Enhance trips by upgrading down-time and amenity-free stays.

- Vacation add-ons
- Short-term property renters (i.e., Airbnb)
- Airport travelers
- Pre, post, and port cruise travelers
- Business traveler leisure time
- Baggage-free family activities

What products does ResortPass offer?

Pool

Pool Day Pass

Grants access to hotel amenities for a single day, including pool facilities and often recreational areas (*pool-side seating not guaranteed*)

Cabana

A private, often shaded area near the pool or beach

Daybed

A spacious outdoor bed, usually located at the pool or beach

Pool Chair

A reserved pool-side chair

Family Pool Pass

Grants families access to hotel amenities for a single day, including pool facilities and often recreational areas (*pool-side seating not guaranteed*)

Beach Pass

Provides access to the hotel's beachfront areas

Spa

Spa Pass

Grants access to shared facilities, including saunas, steam rooms, and relaxation areas

Spa Treatments

Private, specialized services such as massages, facials, and nails

Couple Spa Package

A spa pass tailored to two individuals with access to shared facilities

Rooms

Day Rooms

Rooms available for day use, providing guests with a private space to relax or freshen up

Work Pass

Grants access to designated workspaces within the hotel

Meeting Rooms

A designated space for professional meetings, small conferences, or collaborative work sessions

Other

Events

A function organized by the hotel, often with entertainment and themed experiences

Activities

An experience hosted by a hotel spanning various indoor and outdoor areas, such as golf, surfing, and outdoor firepits

Fitness Pass

Grants access to the hotel's fitness facilities

Kids Club

A supervised area catering to children, offering age-appropriate activities and entertainment

☒ Action Item

To add more products to your marketplace, complete the [New Product Request form](#).

Arrival and Departure

A seamless day guest experience is defined by a strong first impression and memorable final touchpoints. This pre-arrival checklist and operational guide will help your property increase customer satisfaction and eliminate common pain points.

Pre-Arrival

Begin each day by logging into the Partner Portal. Make sure your team is updated on the day's reservations, cancellations, and same-day bookings, and that all day guest spaces are ready before guests arrive.

- All day guest spaces are clean and free from garbage.
- Pools and spas areas are stocked with towels.
- Heated amenities are heated to appropriate temperature (e.g., hot tubs, saunas, pools).
- Day rooms, treatment rooms, and reserved pool seats are assigned and prepared.

Insight

Amenity issues drive 14% of 1- and 2-star reviews and 25% of Customer Service complaints, with broken and unheated pools and hot tubs being the top complaints. Additionally, since pool and spa day guests lack room access, ensuring towel availability is essential for making them feel welcomed and comfortable. 2024 ResortPass Insights

Action Item

For small, short-term amenity closures that do not require booking cancellations (e.g., hot tub maintenance, one of several water slides being closed), complete the [Amenity Closure Request](#).

Parking

1. **Set accurate expectations.**

Make sure parking details and costs on ResortPass.com are accurate. Distance to your hotel and cost heavily influence guest decisions, so update this information as needed to avoid confusion or dissatisfaction.

2. **Follow day guest-specific protocols.**

Parking is often a day guests' first touchpoint with your brand. Communicate to the parking team about the ResortPass guest and their importance to the business. Staff should be able to articulate where day guests should check in and any discounts for

day guest parking if applicable.

✓ Action Item

To update your parking instructions, complete the [Parking Instructions Request](#).

Check-In

The initial welcome at the front desk is often the most intuitive place for day guests to announce their arrival. If check-in is located in another area of the property, provide directions to the guest, and ensure they feel welcomed.

- 1. Welcome the guest.**

Follow your hotel's established script when welcoming day guests. If one isn't available, create a short, consistent message to provide a warm and professional experience for all guests.

- 2. Partner Portal guest look up.**

To look up a guest, go to your home Dashboard or the Reservations screen. Use their name or ResortPass booking ID to find their reservation.

- 3. Verify the reservation matches a government-issued ID.**

Verifying all guests helps maintain hotel safety, security, and prevents unauthorized walk-ins.

- 4. Check the guest in.**

Toggle the guest's status to checked-in. Real-time check-ins through Partner Portal help minimize customer service issues and reporting delays.

- 5. Confirm purchase.**

Review purchased products, quantities, inclusions, and special requests or notes.

- 6. Offer to check luggage.**

Travelers may arrive with luggage—offering complimentary storage adds meaningful value to their stress-free day at your property.

- 7. Follow day guest-specific protocol, if applicable.**

- Provide guests with access keys, wrist bands, welcome guides, etc.
- Have guest sign waiver(s).

- 8. Provide orientation to the guest.**

- Explain day guest-accessible areas/boundaries and/or provide the guest with a hotel map.
- Go over F&B ordering process.
- Review the departure process, including any required on-site spend.
- Highlight special hotel events/services if included free of charge.
- Amenity-specific orientation (e.g., showers, lockers, towel system).

✓ Action Item

- Update your check-in instructions, by completing the [Check-In Instructions Request](#).
- Print common courtesy information, such as F&B ordering, WiFi, and hotel rules to help make operations more streamlined and ensure day guests feel comfortable. Create your own welcome guide using our [suggested template](#).
- If a guest has not purchased a day pass, refer them to resortpass.com to buy one. Have signage or instructions easily accessible. If you would like help with your signage, please reach out to your account manager to hear about options.

Departure

Since day guests aren't staying overnight, it's important to have a team member available to assist with their departure. As part of the process, kindly remind them of their time limit and let them know about any available options to extend their stay.

- Settle any outstanding charges (e.g., tips, F&B).
- Collect all issued items (e.g., key cards, towels).
- Encourage guests to leave a review on ResortPass.
- Validate parking if applicable.

Guest Experience

A 5-star day guest experience hinges on thoughtful details and proactive problem-solving. This guide outlines key strategies to increase satisfaction, resolve common issues, and create a positive lasting impression with guests.

FOH Recommendations

All hotel staff are expected to care for day guests with the same attention and hospitality given to overnight guests. Here are unique considerations by department:

- **Parking Attendants**
 - Be aware of ResortPass guests and what their parking options are.
 - Price should be conveyed upon arrival, as it may differ from overnight guests or other visitors.
 - Know where the day guest check-in location is and how to provide accurate directions to the check-in location.
- **Security Team**
 - Know where the day guest check-in location is and how to provide accurate directions there.
 - Help day guests understand and navigate the areas they are (and are not) allowed to access as part of their experience.
- **Front Desk and/or Amenity Check-In**
 - Know how to check-in day guests within the Partner Portal—or direct them to the designated day guest check-in location.
 - Walk them through critical info for their stay, including unique hotel rules, check-out procedures, additional costs, and who to talk to on-site for any requests or questions.
- **F&B and/or Servers**
 - Understand what is included in their experience.
 - Explain options for F&B—menu, how to order, and expected wait times.
 - Politely remind the guests what is included in their experience and what they will be charged for before they incur costs.

Insight

“I can pay for my rent with the tips from ResortPass guests in one weekend.” Poolside server, Brooklyn, NY. 2024 ResortPass Insights

Common Complaints

Handled Directly at the Hotel

Check-In or Spa Service Delays

1. Keep guests informed of delays while offering a personal touch, such as a complimentary drink or an extension of their check-out time if feasible.
2. Additionally, you can offer an alternative amenity while they wait, or contact ResortPass to issue a full or partial credit for a future booking if necessary.

Complimentary Items Unavailable (e.g., champagne, fruit platter)

1. Offer a comparable alternative and ensure hotel staff and the ResortPass team are informed of any inventory shortages.
2. Update listings as needed to avoid guest disappointment.

Bar/Restaurant Closure or Limited F&B Service

1. Notify guests during check-in orientation.
2. Offer a complimentary non-restaurant F&B item to make up for limited service if possible.
3. Provide alternative dining recommendations or arrange special dining experiences if feasible.

General Value Complaint

1. Offer an F&B credit, a reduced F&B minimum, or waive valet parking fees to address concerns.
2. If similar complaints arise frequently, review pricing structures and guest expectations to identify potential adjustments.

Medical Emergency

1. Document incidents and resolutions in the ResortPass

Contact ResortPass for Resolution Assistance

Amenity Is Broken or Unavailable

1. Proactively contact ResortPass prior to guest arrival by submitting an amenity closure update in the Partner Portal.
2. If a guest has arrived, apologize and offer an equivalent or upgraded alternative.
3. If no suitable replacement is available, contact ResortPass to issue a full or partial credit for a future booking.

Amenity Not as Expected

1. Offer a partial credit for a future booking or an F&B credit.
2. If inconsistencies persist, update your Account Manager to determine if listing adjustments are necessary.

Bad Weather During Outdoor Experiences

Lightning or thunderstorms, heavy rain lasting 2+ hours, wind gusts over 25–30 mph, unexpected temps below 60°F, air quality or hazardous weather alerts

1. Provide indoor alternatives, such as spa access or a complimentary warm beverage, to improve the guest experience.
2. If bad weather persists, contact ResortPass to issue a credit for a future booking.

Reservation Management

This guide covers best practices for honoring reservations, handling modifications, and issuing refunds.

Reservation Commitment

Day guests carefully select your hotel, and honoring their reservations is a must. Cancellations by the hotel should only happen for valid, unavoidable reasons that affect all guests. No matter the experience booked, ResortPass expects all partners to uphold the following reservation responsibilities:

- 1. Deliver a warm and seamless check-in.**

Every guest should be greeted with professionalism and hospitality. Check-in must be smooth, friendly, and provide all the necessary information to start their day with confidence.

- 2. Fulfill or even exceed expectations.**

All amenities and experiences must match what's listed on ResortPass. When possible, elevate the experience to surprise and delight guests.

- 3. Ensure a positive and memorable departure.**

Guests should leave feeling valued and satisfied. If any issues arise, resolve them on-site or act as a guest advocate by promptly contacting ResortPass.

- 4. Maintain a high standard of cleanliness and comfort.**

Pool areas, spas, lounges, restrooms, and other shared spaces must be clean, safe, and well-maintained throughout the day.

Pre-Arrival Cancellations

If last minute cancellations are necessary due to unavoidable issues, please follow the following protocol promptly before guest arrival.

1. Notify ResortPass ASAP.

Email info@resortpass.com and CC your account manager to inform us of the closure. Our team will handle any necessary adjustments, such as canceling or rescheduling guests' reservations.

2. Close remaining availability.

Remove any open inventory from your calendar to prevent further bookings.

3. Explain the situation.

If a day guest arrives on-site or contacts the front desk, kindly inform them that the hotel is unexpectedly closed to day guests and that ResortPass customer service will reach out shortly via email.

Modifying and Refunding

- **Prior to check-in.**

Hotels can modify reservations and/or issue full or partial refunds for a reservation. Modifications can only be made prior to the guest checking-in.

- **Post check-in.**

Hotels can issue full or partial refunds for a reservation—cash back or credit towards a future ResortPass booking.

 Action Item

- Modify a reservation prior to guest check-in by contacting info@resortpass.com. Please include the booking ID and guest name in your email.

Marketplace Management

Effective marketplace management boosts visibility and bookings. This includes accurate listings, high-quality photos, competitive pricing, and inventory optimization. Here's how to enhance your ResortPass performance.

Listing Accuracy

- **Hotel photography.**

At least 5 images per hotel. Image attributes that work best on our platform:

- No people
- Showcases the vibe of the hotel
- Describes the size and location of the property
- Highlights unique features and/or amenities

- **Product photography.**

At least 1 image per product. Image attributes that work best on our platform:

- No stock photos
- Describes the product and location
- Showcases what is included

- **Standard hotel information.**

(i.e., hours, images, check-in instructions, parking instructions)

- Updated seasonally or when changes occur.

- **Total cost transparency.**

Ensure that hotel and product descriptions clearly disclose any on-site costs. This may include:

- Minimum F&B spend
- Paid parking
- Day Room incidentals
- Room service fee
- Service charge
- Resort fee
- Luggage storage charge
- Paid “nice-to-have” amenities (e.g., lockers)
- Required gratuity

Insight

- Negative reviews and customer interviews reveal that hidden costs significantly damage guests' perception of value. Parking fees alone can reach 40% of the average Day Pass price, leaving guests feeling disappointed and undervalued. To increase perceived value and guest review scores, consider offering complimentary or discounted parking to ResortPass guests. 2024 ResortPass Insights

- High-quality images have increased conversions by 3% and boosted AOV by 5%, driving more bookings and higher revenue, especially for luxury offerings like cabanas and daybeds.
2024 ResortPass Insights

Action Item

To update your hotel information, request changes in the Partner Portal Marketplace Listing page found under Settings. If no form is available for your update, please reach out to your Account Manager.

Thank you for being a trusted ResortPass partner. For any questions not covered in this playbook, please reach out to your account manager or send a note to info@resortpass.com. We're here to help you create exceptional experiences for day guests.