

Guest Relations

The Pre-Arrival Standard

Five steps for the 72 hours before a guest arrives, so the room already knows them. A preference asked for at check-in arrives too late to act on.

Who	When	You need
Guest relations agents, checked by their manager	Every arrival, starting 72 hours before the check-in date	Arrivals list, guest history in the PMS, booking notes

Measured by Every arrival read 72 hours ahead · One personal contact before arrival · Each request sent to a named department

1 Read the list

At 72 hours, read every arrival on the list, not only the VIPs. Open the profile, the booking notes and the last stay's comments, and mark any guest with no history as a first stay.

"Mrs Laurent, 14 Oct, 3 nights. Third stay. Feather-free pillows last time. Driving from Geneva."

Common mistake Reading only the VIP column. The first-time guest who booked direct and left a note gets nothing back.

2 Make one contact

At 48 hours, send one personal email or make one call, signed with your own name. Ask two things: the purpose of the trip and the arrival time. No forms and no list of twenty options.

"Mr Okafor, I'll be looking after your stay from Thursday. Is it work or rest, and what time do you land?"

Common mistake Sending a ten-question form. Most guests skip it, and the ones who fill it in expect every answer to be acted on.

3 Route it

Within two hours of the reply, send each request to the department that acts on it: pillows to housekeeping, allergies to the kitchen and in-room dining, a car to the concierge. One line per item.

"Housekeeping, room 412, Ms Rossi, 16 Oct: six extra hangers, iron and board in the room on arrival."

Common mistake Writing it in the profile and assuming it travels. Nobody in housekeeping reads profile comments at 7am.

4 Check the room

On arrival day, by 14:00, see the room yourself or have the floor supervisor confirm every routed item is in place. Tick each item on the arrivals list with the time and the name of who confirmed it.

"412: hangers 13:10 (Ana), iron in place 13:15 (Ana), kitchen briefed on nut allergy 11:40 (Chef Marco)."

Common mistake Trusting the request was received. A request sent is not a request done, and the guest only sees the room.

5 Brief the desk

Before the shift that checks the guest in, give reception three lines per arrival: why they are here, what is already arranged, and the one thing not to ask again. The guest never repeats themselves.

"Mr Al-Harbi: family holiday, two connecting rooms ready, arrival 16:00 confirmed. Do not ask about the car."

Common mistake Reception asks at the desk what the guest answered by email two days ago. The guest wonders why they replied.

The 72-Hour Arrival Check

Run this list for every arrival, not only the VIPs. Each line is something guests end up repeating at check-in when it is skipped.

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|---|--|
| ☐ Profile opened, last stay's notes read | ☐ Bedding requests sent to housekeeping |
| ☐ First stay or returning guest marked | ☐ Car or table requests sent to concierge |
| ☐ Booking source and booking notes read | ☐ Children's names and ages noted |
| ☐ Purpose of the trip known | ☐ Access needs confirmed with the guest |
| ☐ Arrival time and transport known | ☐ Each item ticked with time and name |
| ☐ Allergies sent to kitchen and in-room dining | ☐ Reception briefed in three lines |

How to use this with your team

Brief two lines a day at the morning meeting for a week. Each afternoon at 15:00 the guest relations manager picks three arrivals at random and checks the list against the room and the PMS.

Part of the DolceVita Standards Library: free operating standards for every department of the hotel, at dolcevitahospitality.com/free-resources.