HOTEL WELLNESS STRATEGY CHECKLIST

Use this checklist before your next fitness amenity refresh, wellness update, renovation plan or brand review. It is built to help hotel teams review whether a wellness idea fits the guest, the property and the daily service model.

For each item, mark one response:
Yes: This is in place and the team can support it.
Needs Attention: This is partly in place, but it needs more detail, ownership or follow-up.
Not Yet: This is missing, unknown or not assigned.

1. Apply the planning filter

Checklist Item	Yes	Needs Attention	Not Yet	Next Step
We have defined the guest need this wellness feature will serve.	☐	☐	☐	
The idea helps guests move, recover, rest, eat better or use their time on property better.	☐	☐	☐	
The idea fits our location, guest profile, rate tier and service model.	☐	☐	☐	
Our team can support it after launch.	☐	☐	☐	
We know how we will measure use or feedback.	☐	☐	☐	
The idea belongs on this property and is not copied from another hotel category without a reason.	☐	☐	☐	

2. Turn guest intent into action

Checklist Item	Yes	Needs Attention	Not Yet	Next Step
Guests can find the wellness offer before arrival.	☐	☐	☐	
Website photos and property details show the current fitness space.	☐	☐	☐	
Hours, access rules and equipment details are easy to find.	☐	☐	☐	
Guests can locate the fitness center without asking more than once.	☐	☐	☐	
The front desk can explain the wellness offer.	☐	☐	☐	
Spa, fitness, dining and recovery options are presented at the right guest moments.	☐	☐	☐	
The hotel makes it easy for guests to act on interest during the stay.	☐	☐	☐	

3. Use technology to shorten the path to use

Checklist Item	Yes	Needs Attention	Not Yet	Next Step
Guests can choose by goal or experience level.	☐	☐	☐	
A guest can begin without a long setup process.	☐	☐	☐	
The system asks only for the details needed to start.	☐	☐	☐	
The experience feels approachable for guests newer to fitness.	☐	☐	☐	
Regular exercisers can find the training modes they expect.	☐	☐	☐	
The team can see which equipment, programs or areas get the most use.	☐	☐	☐	
Service requests or product needs can be tracked in a practical way.	☐	☐	☐	

4. Plan the wellness space as an experience hub

Checklist Item	Yes	Needs Attention	Not Yet	Next Step
The fitness space feels connected to the rest of the property.	☐	☐	☐	
There is enough space for stretching, mobility and functional training.	☐	☐	☐	
Guests can enter, read the room and begin with little hesitation.	☐	☐	☐	
Equipment matches the property's design level and guest profile.	☐	☐	☐	
Staff can clean and reset the room with ease.	☐	☐	☐	
Engineering can access equipment for service.	☐	☐	☐	
The room still works during peak-use times.	☐	☐	☐	
Towels, water, signage and storage are placed where guests need them.	☐	☐	☐	

5. Confirm the operating plan

Checklist Item	Yes	Needs Attention	Not Yet	Next Step
We have identified which departments need to know about this offer.	☐	☐	☐	
Ownership for daily room readiness has been assigned.	☐	☐	☐	
We have a process for reporting equipment issues.	☐	☐	☐	
We have a process for service follow-up.	☐	☐	☐	
Digital content matches what guests will find on property.	☐	☐	☐	
Sales teams can explain how wellness fits meetings, groups or corporate travel.	☐	☐	☐	
The offer can work during high-demand periods.	☐	☐	☐	

6. Decide how success will be measured

Checklist Item	Yes	Needs Attention	Not Yet	Next Step
We have defined what successful guest use looks like.	☐	☐	☐	
We know which guest feedback to track.	☐	☐	☐	
We know which usage patterns to review.	☐	☐	☐	
Service calls or maintenance issues are being tracked.	☐	☐	☐	
Idle areas or underused products are being reviewed.	☐	☐	☐	
Guest requests are being captured for future planning.	☐	☐	☐	
We have planned a 30, 60 or 90 day review.	☐	☐	☐	
We know what would make us adjust the layout, product mix, messaging or service plan.	☐	☐	☐	

How to Read Your Results

Review the checklist by section. Look for patterns rather than a score. If most items are marked **Yes**, the plan has a solid base. Review any **Needs Attention** items before launch.

If several items are marked **Needs Attention**, use those items as your action list. Common gaps may include wayfinding, staff handoff, digital content, service response, product mix or measurement.

If any key item is marked **Not Yet**, pause and define that part of the plan before launch. Pay close attention to gaps tied to guest need, property fit, staff ownership, room readiness, equipment service, guest access or proof of use.

Final decision check

Before moving forward, answer these four questions:

1. What guest need are we serving?
2. Does it fit the property?
3. Can the team support it every day?
4. How will we know it worked?

Use any **Needs Attention** or **Not Yet** items as the improvement plan before your next fitness amenity refresh.