



Hotel Loyalty Program & Guest Retention Strategy Checklist 2026

Loyalty Program Enrollment & Onboarding

Procedures for identifying potential members, explaining benefits during check-in, and ensuring seamless digital account creation.

Enrollment Method Used

- ☐ Front Desk Check-in
- ☐ Mobile App/Digital Kiosk
- ☐ Pre-arrival Email Link
- ☐ In-room QR Code

Completed Onboarding Steps

- ☐ Identity Verified
- ☐ Email/Contact Info Captured
- ☐ Program Benefits Explained
- ☐ Digital Membership Card Issued

Guest Membership ID

Write something...

Enrollment Date

Enter date...

Staff Member Acknowledgment

Tiered Membership Recognition

Verification steps to ensure VIP/Elite members receive specific room upgrades, late check-outs, and personalized welcome amenities.

Guest Membership Tier

- ☐ Silver
- ☐ Gold
- ☐ Platinum
- ☐ Diamond

Applied VIP Amenities

- ☐ Complimentary Room Upgrade
- ☐ Late Check-out Confirmation
- ☐ Welcome Fruit Basket/Amenity
- ☐ Executive Lounge Access
- ☐ Complimentary Breakfast

Room Number Assigned

Write something...

Recognition Date

Enter date...

Duty Manager Verification

Personalized Guest Preferences Audit

Review of guest profiles to ensure pillow preferences, dietary restrictions, and room temperature settings are pre-configured before arrival.

Identified Guest Preferences

- ☐ Room Temperature Preference
- ☐ Pillow Type (Foam, Feather, etc.)
- ☐ Dietary/Allergy Requirements
- ☐ Floor Level Preference
- ☐ In-Room Amenities (Extra Towels, Minibar Stock)

Specific Guest Special Requests

Write something...

Last Profile Update Date

Enter date...

Profile Accuracy Status

- ☐ Fully Updated
- ☐ Needs Verification
- ☐ Outdated Information

Auditor Verification

Points & Reward Redemption Accuracy

Audit of point accrual accuracy, seamless redemption at hotel outlets (F&B, Spa), and validation of voucher usage.

Audit Date

Enter date...

Audit Performed By

- ☐ Front Office Manager
- ☐ Loyalty Program Coordinator
- ☐ Revenue Manager

Points Discrepancy Areas Identified

- ☐ Check-in/Check-out Processing
- ☐ Restaurant/F&B Point Accrual
- ☐ Spa & Ancillary Services
- ☐ Late Redemption Processing

Total Points Discrepancy Count

Enter a number...

Discrepancy Root Cause Analysis

Write something...

Supervisor Verification

Post-Stay Engagement & Feedback Loop

Standardized workflows for sending personalized thank-you emails, follow-up surveys, and managing reviews to drive repeat bookings.

Follow-up Email Sent Date

Enter date...

Guest Satisfaction Score (CSAT)

- ☐ Very Satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Unsatisfied
- ☐ Very Dissatisfied

Areas for Improvement Identified

- ☐ Room Cleanliness
- ☐ Staff Service
- ☐ Dining Experience
- ☐ Check-in/Check-out Speed
- ☐ Facility Amenities

Summary of Guest Feedback & Action Plan

Write something...

Duty Manager Verification

Exclusive Member Offer Management

Checking the availability and-execution of seasonal promotions, member-only discounts, and early-access booking windows.

Current Active Promotion Type

- ☐ Seasonal Discount
- ☐ Complimentary Upgrade
- ☐ F&B Credit
- ☐ Double Points Event

Promotion Start Date

Enter date...

Promotion End Date

Enter date...

Terms and Conditions Summary

Write something...

Applicable Departments

- ☐ Front Desk
- ☐ Food & Beverage
- ☐ Spa & Wellness
- ☐ Housekeeping

Promotional Flyer/Marketing Asset

 Upload File

Staff Training & Loyalty Competency

Assessment of front-line staff ability to communicate program value and handle loyalty-related inquiries or disputes.

Training Completion Date

Enter date...

Staff Member Role

- ☐ Front Desk Agent
- ☐ Concierge
- ☐ Bell Desk / Porter
- ☐ Management
- ☐ Food & Beverage Staff

Competency Areas Mastered

- ☐ Identifying Loyalty Members
- ☐ Explaining Tier Benefits
- ☐ Handling Point Redemption Queries
- ☐ Upselling Program Upgrades
- ☐ Resolving Membership Discrepancies

Training Observation Notes

Write something...

Trainer Signature

Data Privacy & GDPR Compliance

Verification that guest loyalty data and personal information are being handled according to 2026 data protection regulations.

Data Audit Completion Date

Privacy Compliance Verified Items

- ☐ Guest Consent Forms Updated
- ☐ Data Encryption Protocols Verified
- ☐ Third-party Vendor Access Review
- ☐ Personal Data Deletion/Archiving Check

Data Breach Incident Log Reference

Observations or Non-Compliance Notes

Data Protection Officer Approval

< Previous

> Next

✔ Finish

🔧 Generate Sample Report