



## MEMBERSHIP REQUIREMENTS

By granting an independently owned and operated property the use of the Select Registry brand, we instantly create an image in the minds of consumers that this property is among a select group that is both unique and superior. The goal of our brand is to make travelers feel compelled to select from our collection of properties over others. As a part of the discipline that is necessary to make this effective, property owners wishing to gain membership into Select Registry must meet the criteria below. Once a member, Select Registry's Quality Assurance program of evaluations and professional consultations is the process by which compliance with this criteria is monitored. Professional assistance is available to both prospective and current member properties wishing to earn or maintain Select Registry status.

### General Requirements

- All varieties of lodging properties are eligible for membership so long as they meet the membership requirements and QA criteria.

### Hospitality Experience

- Personalized, attentive guest service visibly inspired by the owner, innkeeper, or general manager.
- Staff available to guests throughout their stay, with innkeeper or general manager identifiable and accessible to guests when needed.
- Opportunities for guests to discover the natural and/or cultural experiences in and around the property.

### Food & Beverage

- A quality breakfast, full or continental, offered on property or a comparable breakfast available within walking distance.
- Quality dinner served on property or a comparable independently owned option available within ten (10) miles.
- Complimentary coffee and tea available outside of breakfast and/or in the guest room.

### Physical Attributes

- An ambiance that clearly feels unique, authentic, and locally inspired.
- Warm, welcoming atmosphere.
- If common areas are not available, the guest room should have a separate sitting area to accommodate traveler's varied needs.
- Upscale and updated private bedrooms and bathrooms that are unique in their appearance and design, with the expectation that the vast majority of property's bathrooms are en suite. If the property has a bathroom(s) that is not en suite, it must be located within a reasonable distance of the guest room and the non-en suite nature of the bathroom must be clearly communicated to the guest prior to arrival.
- Ample amenities to enhance guest relaxation (i.e. decks, fireplaces, whirlpool tubs, etc.)
- High-speed wireless internet that is easy to access and reliable.
- Interior and exterior property, furniture, and electronics inarguably considered to be clean, well maintained, free of excess wear and dust, in proper working order and takes into account the expectations of the traveling public.
- Minimum of (4) outlets available to accommodate traveler's devices.
- Secondary locks on guest room doors.

### Marketing Position

- Upscale positioning and branding that aligns with that of Select Registry.
- Superior ratings based on publicly available guest reviews.
- Subject property operates independent of affiliation with a hotel chain or franchise.
- Operating with online booking capability in line with traveler booking expectations.
- Fully licensed according to national, regional, and local governmental requirements.

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