



HOTEL DEVELOPMENT READINESS CHECKLIST

For First-Time Hotel & Resort Developers

DEVELOPMENT CHECKLIST

Brand Strategy

	MOSTLY COMPLETE	IN PROGRESS	NOT STARTED
Brand vs. independent decision made	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand tier identified and aligned with project positioning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand fee structures understood (management, marketing, royalties)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Impact of brand design standards on construction cost evaluated	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Brand approval timeline built into development schedule	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soft brand vs. hard brand options assessed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Management company experience matched to project service level	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	TOTAL		

Program & Experience Design

	MOSTLY COMPLETE	IN PROGRESS	NOT STARTED
Key count optimized for operational efficiency and market demand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Room mix defined (standard rooms, suites, villas, residential units)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public space ratio aligned with positioning (lobby, lounges, outdoor areas)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
F&B strategy developed (restaurants, bars, beach clubs)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Amenity program defined and budgeted (spa, wellness, recreation)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Back-of-house requirements planned (kitchens, laundry, storage, staff areas)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Guest arrival sequence designed to support positioning	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	TOTAL		

Financial Framework

	MOSTLY COMPLETE	IN PROGRESS	NOT STARTED
Preliminary development budget prepared (hard and soft costs)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Costs benchmarked against comparable projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ADR and occupancy projections validated against comp set data	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Operating model defined (staffing ratios, service level assumptions)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Departmental and undistributed expense ratios stress-tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Investor return targets aligned with project economics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exit strategy and long-term valuation assumptions reviewed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	TOTAL		

