

GOING PET-FRIENDLY?

POLICIES TO CONSIDER



- Will you request guests to sign a release upon Check-In?
- Does your pet-friendly status include cats, birds, fish, snakes or rodents?
- Will you designate certain buildings or rooms as pet-friendly?
- Is there a limit to the number of pets allowed per room? Are there size limitations?
Ex. Under 50lbs.
- Pets must always wear an ID tag while on the property.
- Can pets be left in the room unattended or be walked unleashed?

PET-FRIENDLY AREAS

- Building layout is clearly marked with designated pet-friendly areas for walking and a potty area.
- Will this area be fenced in for safety reasons?
- Will you install pet receptacles with complimentary waste bags?



CHECK-IN

- Will you provide a gift bag for pets at check-in?
- Items to consider putting in the gift bags: Leashes (non-retractable), collars, waste bag rolls, treats (NO rawhide), chew toys (tennis balls, Kong toys) and pet-friendly on-site policies.



Other considerations for your SWAG Bag:



Dog Walking Map



Emergency Vet in local proximity of hotel



Pet-Walkers & Pet-Sitter references

IN-ROOM NECESSITIES



RATES

- Will you offer pet sitting?
- Are you going to charge a pet fee or will it be included in the room rate?
- Will you charge a one-time fee for cleaning?
- If charging a pet fee, will it be nightly or per stay?
- Will your fee be deemed "per pet" and if so, is there a maximum fee?
- Will you offer a refundable deposit?



MARKETING TIPS



- Clearly note on website your pet policy and what you offer for pets.
- On-site pet pictures for Social Media use.
- Promote a pet room-service menu prepared by property chef.
- Host pet-friendly events.

- Pet-friendly logo'd products for Sales Dept giveaways.
I.e. Hotel logo'd tennis balls