RAAD GHANTOUS & ASSOCIATES

IS YOUR PROPERTY LA28 READY?

PROPERTY READINESS CHECKLIST

THE WORLD IS COMING TO SOUTHERN CALIFORNIA FOR LA28.
IS YOUR PROPERTY READY TO WELCOME THEM?

Use this checklist to identify opportunities to elevate the guest experience, maximize your property's value, and make improvements that continue delivering returns long after the Games are over.

1. ARRIVAL & FIRST IMPRESSIONS

- ☐ Does your entrance create a strong and memorable first impression?
- ☐ Is your porte-cochère, drop-off or arrival area welcoming and functional?
- ☐ Are exterior signage and wayfinding clear and easy to understand?
- ☐ Could landscaping, lighting or architectural details be refreshed?
- ☐ Does your property's exterior reflect the quality of the experience inside?

2. LOBBY & PUBLIC SPACES

- ☐ Does your lobby feel current, inviting and representative of your brand?
- ☐ Are there comfortable areas for guests to gather, work and socialize?
- ☐ Could furniture, finishes, artwork or lighting use an update?
- ☐ Is circulation intuitive during periods of increased guest traffic?
- ☐ Are public spaces flexible enough to accommodate different uses?

3. GUEST COMFORT & EXPERIENCE

- ☐ Are guest rooms and common areas comfortable, functional and modern?
- ☐ Have you evaluated lighting, acoustics and overall guest comfort?
- ☐ Are charging stations, Wi-Fi access and technology conveniently available?
- ☐ Are restrooms and high-traffic guest areas ready for increased use?
- ☐ Are there small upgrades that could significantly elevate the guest experience?

4. OUTDOOR SPACES

- ☐ Are pools, patios, terraces and outdoor gathering areas being maximized?
- ☐ Could underused outdoor areas become revenue-generating spaces?
- ☐ Is there adequate shade, seating and lighting?
- ☐ Do outdoor spaces encourage guests to stay, gather and spend?
- ☐ Does landscaping enhance the overall destination experience?

5. WAYFINDING & ACCESSIBILITY

- ☐ Can first-time visitors easily navigate your property?
- ☐ Is signage intuitive for international guests?
- ☐ Are entrances, pathways and public spaces accessible?
- ☐ Are elevators, stairs, parking and key destinations clearly identified?
- ☐ Could circulation be improved to accommodate increased traffic?

6. REVENUE OPPORTUNITIES

- ☐ Are there underutilized spaces that could generate additional revenue?
- ☐ Could you add or improve food and beverage experiences?
- ☐ Are there opportunities for events, private gatherings or pop-up experiences?
- ☐ Could outdoor or flexible spaces support additional programming?
- ☐ Will planned improvements continue generating value after LA28?

7. OPERATIONS & BACK-OF-HOUSE

- ☐ Can your back-of-house areas support higher guest volumes?
- ☐ Are service routes efficient and separated from guest circulation where possible?
- ☐ Are storage, kitchen, housekeeping and staff areas functioning efficiently?
- ☐ Are materials and finishes durable enough for increased traffic?
- ☐ Have operational bottlenecks been identified before occupancy increases?

8. BUILD FOR THE FUTURE

- ☐ Are planned improvements flexible enough to serve the property beyond 2028?
- ☐ Are you selecting durable, sustainable materials and systems?
- ☐ Can spaces adapt as guest expectations and uses change?
- ☐ Are improvements aligned with your property's long-term business strategy?
- ☐ Does every major investment have a clear operational, experiential or financial benefit?

9. SHOWCASE YOUR DESTINATION

- ☐ Does your property offer a memorable sense of place?
- ☐ Does the design tell a story guests will remember?
- ☐ Are there visually distinctive spaces guests will want to photograph and share?
- ☐ Does your property feel like a destination rather than simply a place to stay, dine or visit?
- ☐ Are you ready to make an impression on visitors from around the world?

HOW READY IS YOUR PROPERTY?

Count your unchecked boxes. Each one represents an opportunity to strengthen your property before LA28—and potentially create value well beyond 2028.

THE WORLD IS WATCHING.
IS YOUR PROPERTY READY?
PREPARE TODAY. WELCOME THE WORLD TOMORROW.

LA28 READY

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