

Asia Pacific Outdoor Lodging Proposed Classifications

This presentation outlines the comprehensive classifications for outdoor lodging establishments in the Asia Pacific region, focusing on 3-star, 4-star, and 5-star categories to guide operators, investors and developers in creating exceptional guest experiences.



Understanding Outdoor Lodging Classification

Definition

Outdoor lodging refers to a commercial establishment with permanent, semi-permanent and/or mobile tented facilities, typically located close to or within popular areas such as beaches, rivers, lakes, protected areas, national parks, nature reserves or forests.

Classification Purpose

These classifications provide a framework to:

- Establish consistent quality benchmarks across the Asia Pacific region
- Guide investment and development decisions
- Inform guests about expected quality levels
- Encourage continuous improvement in facilities and services

The classification system focuses on premium offerings (3-5 stars) to promote high-quality sustainable outdoor accommodation experiences throughout the region. Projects must be 3 star or higher to be considered for membership.



Physical Quality Standards



Location & Accessibility

- 3★: Distinct accessibility with proper signage
- 4★: Close proximity to main attractions, offering easy accessibility, safety, comfort and tranquility
- 5★: Prime location with optimal accessibility and natural environment integration



Design & Layout

- 3★: Superior architectural features with quality interior design and décor
- 4★: Greater harmony with environment and aesthetic appeal
- 5★: Unique, elegant and distinctive features in complete harmony with the natural surroundings



Accessibility Features

- 3★: Ramps at entrance with specially designed rooms for physically challenged guests on ground floor
- 4★: Same as 3★
- 5★: Specially designed rooms at every level for physically challenged guests

*3 and 4 star projects deep within nature maybe excepted.

Accommodation Specifications

Tent/Unit Sizes

- 3★: Minimum 15 SQM
- 4★: Minimum 20 SQM
- 5★: Minimum 25 SQM

Bathroom Size

- 3★: Not less than 5 SQM
- 4★: Not less than 6 SQM
- 5★: Spacious bathrooms exceeding 6 SQM

Bed Dimensions

- 3★: Single: 4 × 6 feet (minimum)
- Double: 5 × 6 feet (minimum)
- 4★ & 5★: Single: 4 × 6 feet
- Queen: 5 × 6 feet
- King: 6 × 6 feet

Luxury Suites (5★)

Minimum 24 SQM with spacious rooms of palatial proportions, featuring quality dining furniture, dressing tables, full-length mirrors, and luxurious lounge areas

All units must provide adequate ventilation, temperature control, and quality lighting throughout.

Sustainability Quality Standards



Environmental Management

- 3★: Environmental Management System and Plan with clear implementation strategy. Certified to a local standard.
- 4★: Certified to a GSTC Recognised or Accredited Standard
- 5★: Certified to a GSTC Recognised or Accredited Standard



Water Conservation

- 3★: Identified water-saving measures for different sections
- 4★: Evidence of water conservation at point of use
- 5★: Alternative sources and innovative conservation approaches



Waste Management

- 3★: Efficient waste collection system
- 4★: Systems to reduce, reuse and recycle waste
- 5★: Integrated waste management system with innovative measures

Energy Conservation Requirements

3-Star Standard

Energy conservation installations and fittings that are tasteful and provide a pleasant ambience.

4-Star Standard

High-quality energy-saving installations and fittings with documented evidence of energy-saving practices and consumption tracking.

5-Star Standard

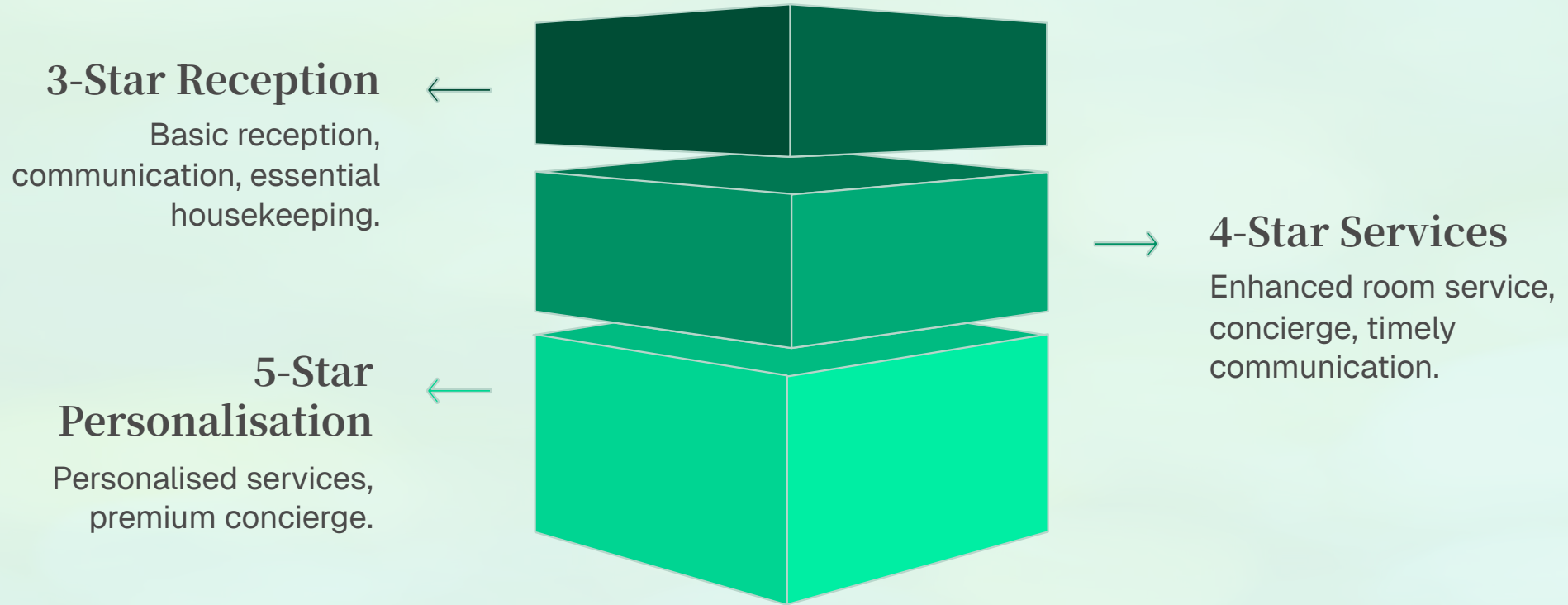
Use of alternative energy sources such as:

- Solar power systems
- Biomass energy (briquettes, biogas)
- Evidence of green energy innovations
- Smart energy management systems



The [Asia Pacific Outdoor Lodging Classification](#) emphasises renewable energy solutions that maintain guest comfort while minimising environmental impact.

Guest Services & Facilities



The classification standards require progressively higher levels of service with each star rating, ensuring guests receive experiences commensurate with the property's classification level.



Room Service & Amenities

3-Star Offerings

- Room service menu available on request
- Wifi hotspot on request
- Tea/Coffee Wake-Up Call Available
- Drinking Water Available in Room

4-Star Offerings

- 12-hour room service
- Room service menu for all meals
- Guest Laundry Available
- Mini-fridge in room
- High-speed internet connection
- Bathroom amenities in refillable pump bottles

5-Star Offerings

- 24-hour room service
- Fully stocked mini-bar
- Espresso or Premium Coffee Machine
- Premium toiletries and amenities
- Daily linen change
- Evening turndown service
- Luxury bathrobes and slippers
- Premium or branded bathroom amenities

Dining Experiences



1

3-Star Dining

Three courses with choice of substantial hot and cold dishes. Full table service with consideration for healthy eating options and dietary requirements. Can be set menu/advance request

2

4-Star Dining

Superior dining experience with high-level culinary skills and presentation. Multiple local and international dishes available with at least 80% of bed capacity in seating.

3

5-Star Dining

Minimum of two restaurants offering different cuisines with outstanding quality and presentation meeting high international standards. Rich à la carte menu.

All ratings require food of appropriate quality, with higher ratings demanding greater attention to ingredient sourcing, presentation, and service style.

Safety & Security Standards



3-Star Requirements

Dedicated Safety and Security Committee, staff and guest movement noted, CCTV at entry points. Sonic alarm switch at tent. 24hr security coverage. Safe boxes at reception. Regularly serviced lightning protection.



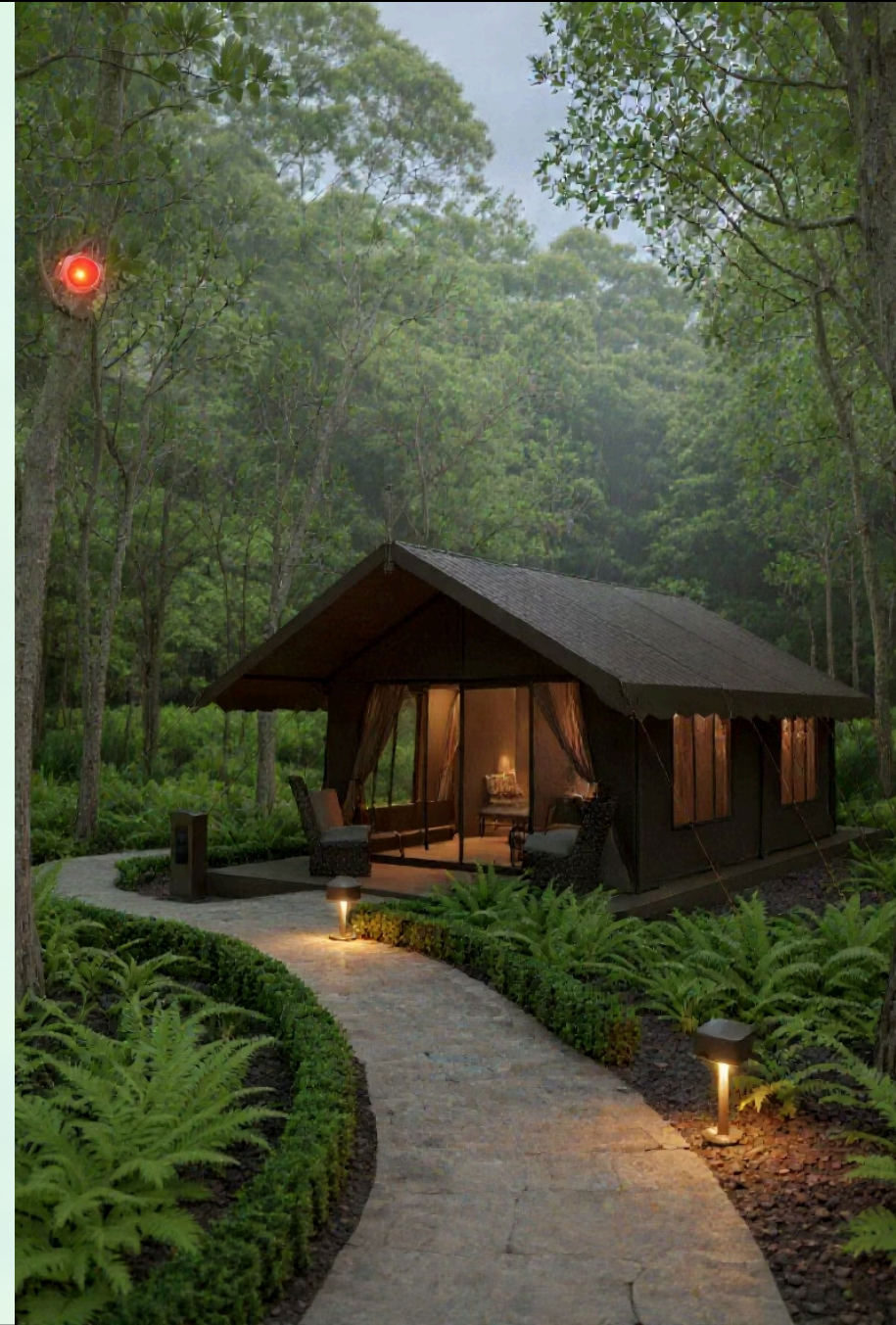
4-Star Requirements

Safety and Security Committee, CCTV on public areas. Attached safe boxes in room. 24hr, recorded security patrol.



5-Star Requirements

Functional electronic surveillance system manned 24 hours, sophisticated equipment, comprehensive emergency response procedures, and superior discoverable fire protection systems.



Health & Recreation Facilities

Swimming Pool Requirements

*pool is not essential at any star level for jungle or nature based accommodation. IF pool is present, however:

All outdoor lodgings with pools must provide:

- Treatment room and filtration plant
- Non-slip surfaces and clear depth markings
- Trained lifeguards and safety equipment
- Separate changing facilities

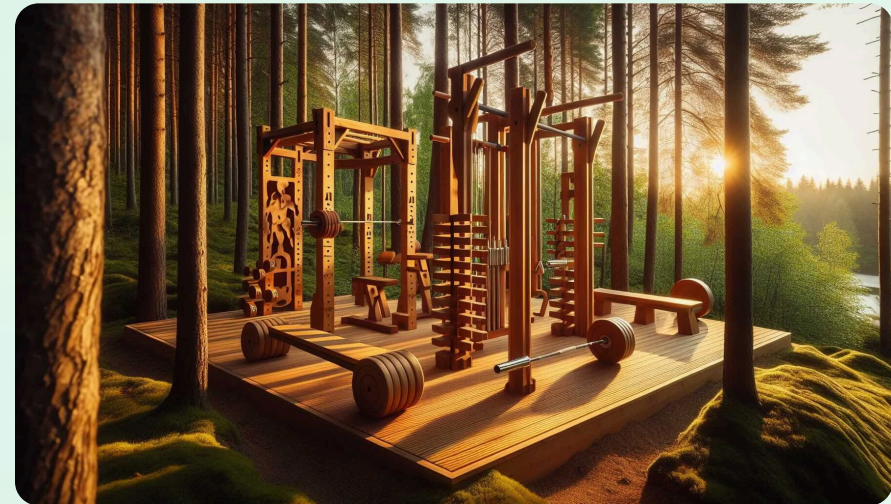
Additional requirements by classification:

- **3★**: Minimum 75 square metres with telephone access
- **4★**: Minimum 100 square metres with CCTV coverage
- **5★**: Premium design with luxury features

Wellness Facilities

Standards increase with star classification:

- **4★**: Massage available from qualified practitioner in room or dedicated spa.
- **5★**: Fully equipped Gym OR jungle gym and guided exercise activities available.



Staff Quality & Development



Staff Grooming & Presentation

- 3★: Staff in uniform at all times
- 4★: Different uniforms for each department with name tags
- 5★: Excellent quality uniforms with meticulous presentation

Staff Incentives & Facilities

- 3★: Staff bonuses, indoor/outdoor entertainment
- 4★: Recognition by department, annual team events
- 5★: Superior benefits for long-service staff, quarterly celebrations

Guest Satisfaction & Experience Management



Digital Presence

- 3★: At least OTA and 1 Social Media presence
- 4★: Interactive website with elaborate information
- 5★: Integrated digital ecosystem with integrated e-commerce



Feedback Systems

- 3★: Online feedback mechanism
- 4★: Guest satisfaction survey to all guests
- 5★: Comprehensive review management



Complaint Handling

- 3★: Dedicated guest relations desk
- 4★: Conflict resolution mechanism
- 5★: Documented complaint resolution with follow-up

Properties must demonstrate active management of their online reputation across booking platforms and social media channels, with higher classifications requiring more sophisticated engagement strategies.



Building the Future of Outdoor Lodging in Asia Pacific

These classifications provide a framework for creating exceptional outdoor lodging experiences that balance:

- Luxury and comfort
- Environmental sustainability
- Cultural authenticity
- Operational excellence

By adopting these classifications, the outdoor lodging sector can elevate guest experiences while protecting the natural environments that make these destinations special.

Thank you and please scan for my contact:



For more information, please contact:

Asia Pacific Outdoor Lodging Association