Sleep Grade

DIAGNOSTICS REPORT

GUIDED REMOTE DIAGNOSTIC REPORT

SUBJECT PROPERTY

The Tokyo Node

Tokyo, Japan 100 rooms Luxury Hotel

SAMPLE



ASSESSMENT DATE	November 20, 2026
LEAD ASSESSOR	Aris Thorne, Senior Hospitality Assessor (ID: SG-AUD-402)
ASSESSMENT ID	SG-RD-2026-000000

CURRENT SLEEP GRADE SCORE

8.7 /10

ACHIEVABLE SLEEP GRADE SCORE IN 12 MONTHS

9.5 /10

CERTIFICATION ID

Disclaimer: Guided interview assessment based on a guided interview with your team and open web data. Not physically inspected

GUIDED REMOTE DIAGNOSTICS REPORT

The Tokyo Node

Sleep Grade score diagnostics report

PROPERTY DATA

CONTACT PERSON

Mr. Sen King Ho
Hotel Manager
Sen@tokyonode.com

PRIMARY ADDRESS

1-1-1 Toranomon, Minato City, Tokyo 105-0001, Japan

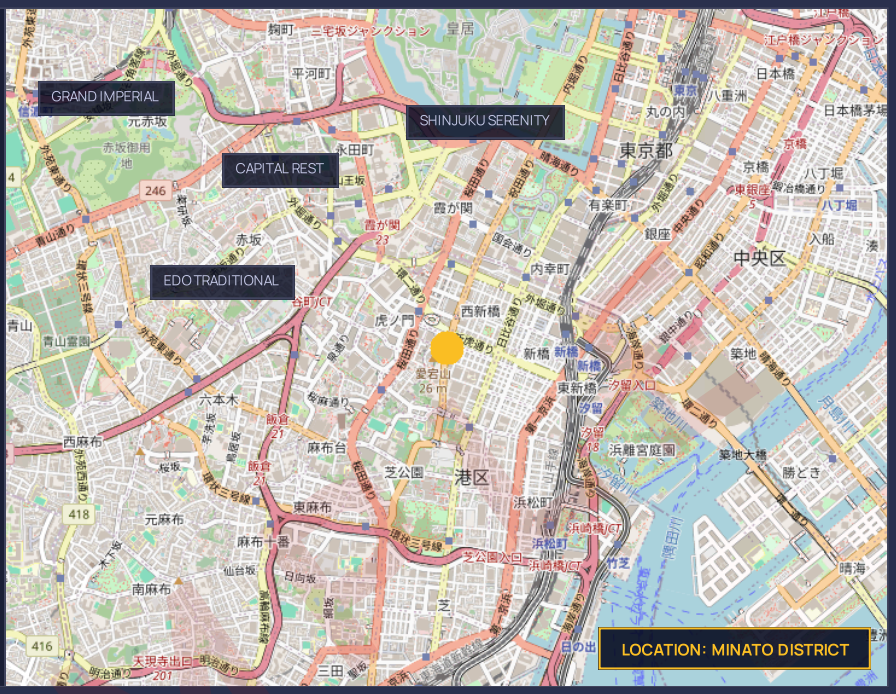
INVENTORY

120
Keys

TYPE

Luxury Hotel

NUMBER OF EMPLOYEE



SLEEP AMENITIES

- No sleep-specific amenities listed in hotel facilities

LOCATION DYNAMICS

AREA CONTEXT

Property located in Minato, Japan.

MARKET SETTING

Luxury Hotel in Tokyo — dynamics inferred from listing and review context.

Sleep Grade

The Tokyo Node

EXECUTIVE SUMMARY

SLEEP GRADE SCORE STATUS

8.7/10
CURRENT SLEEP GRADE SCORE

CURRENT TIER
SILVER

%42
LOCAL PERCENTILE (BETTER THAN)

SCORE BASELINE

Achievable Remote Score In 12 Months

CURRENT SCORE **8.7** → POTENTIAL SCORE **9.5**

Target from assessor metadata when provided

TOP STRENGTHS

From review insights or assessed dimensions.

MATTRESS INTEGRITY	10.0/10
PILLOW STRATEGY	10.0/10
SAFETY & SECURITY PERCEPTION	10.0/10

PRIMARY PRIORITY

Weakest dimension from available data

DEEP CLEANLINESS PERCEPTION — $142,584 / YEAR AT RISK

OPERATIONAL PLAN

- Deep Cleanliness Perception
- Blackout Capability & Circadian Alignment
- Soundproofing
- Air Quality & Humidity

ASSESSED REVENUE LOSS IN EACH YEAR

COST AND OPPORTUNITY

$142,584
range $99,809 – $185,359

Visible review drag (Channel A): **$78,421**
Silent churn recoverable (Channel B): **$64,163**

MODELED UPSIDE (ROI)
$290,175

NEXT STEP:
Strategy debrief session (Online)

DATE:
—

WITH:
Aris Thorne, Senior Hospitality Assessor (ID: SG-AUD-402)

THE SCORE BRIDGE

How far I can realistically go?

WATERFALL CHART (SCORE TRAJECTORY)

8.7 /10	**CURRENT SLEEP GRADE SCORE** According to online data and remote assessment
▼	
+0.2 POINTS	**HALLWAY PROTOCOLS IMPROVEMENT** Hydraulic adjustments ($0)
▼	
+0.3 POINTS	**BLACKOUT CAPABILITY IMPROVEMENT** Install side-channel light-blocking magnetic tracks or mechanical drapery channels along window frames to secure the curtain perimeter ($20 – $60)
▼	
+0.3 POINTS	**MECHANICAL SILENCE** Insert leftover pieces of rubber strips or waste foam under the leveling feet of the minibar to decouple it from wood furniture ($0)
▼	
9 POINTS	**GOLD BADGE REQUIREMENT** IoT Deployment or IoT Data Integration to Sleep Grade AI
▼	
9.5 POINTS	**ACHIEVABLE SCORE** Realistically achievable score under 12 months time frame

SAMPLE

THE SCORE BRIDGE

CONTINUED

DEAL BREAKERS

Critical experiences which causes penalty to final score

BED BUGS & PEST PROBLEMS
Penalty for deep cleanliness perception category, directly effects overall score

VIOLENCE AND PHYSICAL SECURITY BREACHES
Penalty for safety and security category, directly effects overall score

SEVERE FILTH OR EXTREME BIO-HAZARD FAILURES
Penalty for deep cleanliness perception and air quality category, directly effects overall score

BADGING & CERTIFICATION SYSTEM

BRONZE
BASELINE COMPLIANCE & BASED ON OPEN WEB DATA

SILVER
PROVEN PROPERTY WITH HIGHER SCORES

GOLD
TOTAL CONTROLLED SLEEP SANCTUARY MONITORED BY SLEEP GRADE AI

SCORE THRESHOLDS

L1: Open Web Sentiment and Hotel Feature Analysis

▼

L2: Property Self-Assessment and/or Guided Remote Diagnostics (Minimum Requirement for Bronze Badge)

Up to Sleep Score 8/10

▼

L3: Mystery Guest and/or Proof Based Self Assessment (Minimum Requirement for Silver Badge)

Up to Sleep Score 9/10

▼

L4: Sleep Grade IoT Kit Deployment and/or Integration of Existing BMS and IoT Sensors to Sleep Grade AI (Minimum Requirement for Gold Badge) Awarded only for individual rooms

Up to Sleep Score 10/10

Sleep Sanctuary With Up to %11.7 Potential Pricing Power*

*Based on GWI / wellness traveler willingness-to-pay research. Pricing power is modeled as an ADR upside opportunity, not a guaranteed rate lift.

SAMPLE

MARKET POSITION AND BENCHMARKS

How do I compare to local competitors?

Local Competition in 50Km Radius

COMPETITIVE MATRIX

Night dimension ratios (0–10), identical to the competition radar. SCORE is the night Sleep Grade Index for the property.

PROPERTY	CLEANLINESS	MATTRESS	PILLOW	LINEN	MECH. SILENCE	SOUNDPROOF	HALLWAY	THERMAL	AIR QUALITY	BLACKOUT	E-POLLUTION	AMENITIES	SAFETY	STAFF	SCORE	YIELD
Grand Imperial	9.5	9.8	9.4	9.6	9.2	9.5	9.7	9.3	9.6	9.4	9.1	9.5	9.8	9.6	**9.6**	+18.5%
Capital Rest	8.9	8.6	9.0	8.7	8.4	8.8	8.5	9.1	8.6	8.9	8.3	8.7	9.0	8.8	**8.8**	+0.2%
Shinjuku Serenity	8.4	8.0	8.3	8.1	7.9	8.2	8.0	8.5	8.1	8.3	7.8	8.0	8.4	8.2	**8.2**	+4.1%
The Tokyo Node	6.2	7.1	6.8	6.5	4.8	5.2	4.5	6.0	5.5	5.0	4.2	5.8	6.5	5.1	**8.7**	-12.8%
Edo Traditional	5.5	5.0	5.4	4.9	4.6	5.1	4.8	5.3	5.0	4.7	4.4	5.2	5.6	5.0	**5.2**	-14.5%

4th/5
MARKET POSITION

"The Tokyo Node is currently leaking market share to lifestyle competitors who have mastered the 'Sleep Service'."

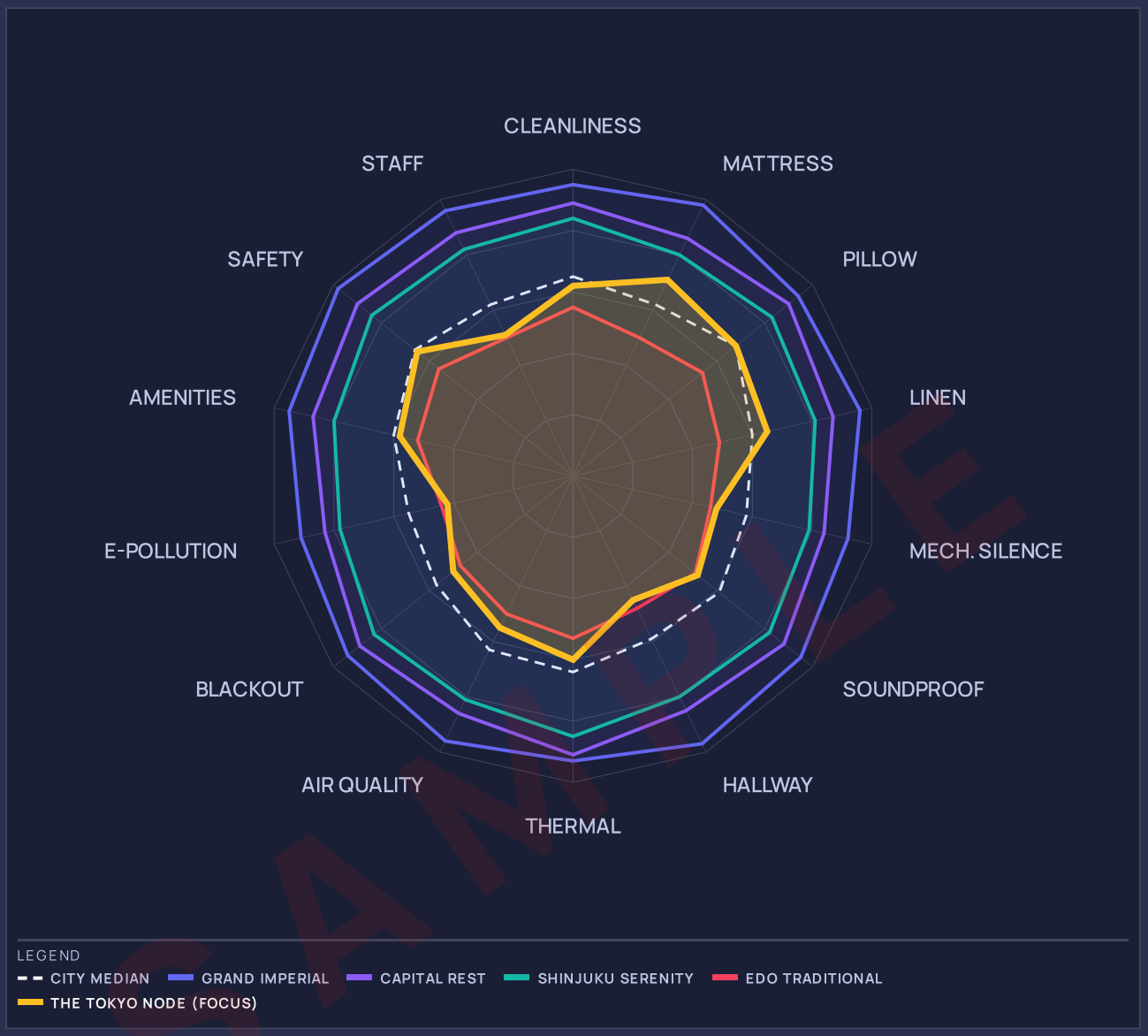
Disclaimer: Competitor scores estimated from open web data which includes guest reviews, property features, local information and other publicly available data.

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MARKET POSITION AND BENCHMARKS

CONTINUED

COMPETITION RADAR



COMPLAINT HOTSPOT TRACKER

Where most complaints related to sleep caused by in your region (yours and competition's combined)



SATISFACTION HOTSPOT TRACKER

Where satisfied reviews related to sleep coming from in your region (yours and competition's combined)



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FINANCIAL OPPORTUNITY AND REVENUE CALCULATION METHOD

How is your revenue at risk calculated and what is the prize?

ANNUAL REVENUE OPPORTUNITY

REVENUE AT RISK EACH YEAR

$99,809 – $185,359

Expected: **$142,584**

Worse reviews	Guests not returning
$78,421	$64,163

Worse reviews + Guests not returning → Expected: **$142,584**

UPSIDE IF YOU SHOW PROOF WITH A BADGE FOR SLEEP PERFORMANCE

$290,175

BEST CASE COMBINED VIEW

$432,759 /year

Expected + upside (don't double-count recovered guests)

PROPERTY SUMMARY

NUMBER OF ROOMS (N)	120
AVERAGE DAILY RATE (ADR)	$240
AVERAGE OCCUPANCY	72%
SCORE	8.7
TARGETED SCORE	9.5

ESTIMATED ANNUAL ROOM REVENUE

$7,568,640

SAMPLE

WHAT'S AT RISK

1. You sell 31,536 room nights a year, worth $7,568,640 — about 15,768 separate guests.
2. You're 0.8 points below a realistic target of 8.5.
3. Worse sleep means worse reviews, and reviews move revenue — worth $78,421.
4. About 24 guests a year hit a sleep problem, say nothing, and never rebook — worth $64,163.
5. Add them, trim 15% where they overlap. If the result is still above 11% of annual room revenue, Expected is limited to that 11%.

Risk is anchored to Cornell CHR research. Don't add Expected and upside as separate wins: recovered guests appear in both.

FINANCIAL OPPORTUNITY AND REVENUE CALCULATION METHOD

CALCULATION METHOD

SLEEP GRADE algorithm depends on years of scientific work and data based analytics. We calculate potential revenue loss due to bad sleep infrastructure with two distinctive channels and add each other for Total Net At Risk calculation.

Worse reviews cause your online reputation to drop and make you lose better paying guests. **Guests not returning** are the guests who won't stay at your place once more but do not complain about it on online channels.

For opportunity upside calculation, we are based on wellness sector research which indicates people are willing to pay more for a room focused on best sleep possible and market it openly.

WORSE REVIEWS

Visible Review Drag (Public Reputation Impact)

- **Logic:** Poor sleep reviews lower overall online reputation.
- **Formula:** Visible Risk = Annual Revenue × G × kRep × m(A) × eseg
- **Variables:** eseg =1.42% (Cornell hospitality elasticity for midscale/upscale)
- kRep =1.0 expected (0.6 low / 1.4 high) — reputation sensitivity scenario
- m(A) =review taper from public score vs 9.3 (floor 0.15)

GUESTS NOT RETURNING

Invisible Silent Churn (Uncomplaining Non-Returning Guests)

- **Logic:** Only 1 in 26 unhappy guests complain; the rest quietly defect (Kolsky CX baseline).
- **Formula:** Recoverable Churn = Unique Stays × ΔP × σ × dEff × R × (ADR × L) × (1+c)
- **Variables:** σ=0.75 (unhappy non-reporters), d=0.40 expected (silent defection), R=0.25 (repeat guest baseline)
- L=2.0 nights (avg stay), c=0.18 (re-acquisition cost multiplier)

TOTALNET AT-RISK CALCULATION

- Expected = (Worse reviews + Guests not returning) × (1 – 15% overlap)
- Overlap haircut reduces double-counting between lost repeat guests and review-driven occupancy drops.
- If that amount exceeds 11% of annual room revenue, Expected is limited to 11% of annual room revenue. Range shows the estimate before that limit.

PRICING POWER / OPPORTUNITY UPSIDE

- Tier premium: bronze → silver 4.5%, silver → gold 5.5%, post-gold headroom × 2%.
- Opportunity = (Sold Room Nights × ADR × Premium × κ × visibility × responsive) + Guests not returning (κ=0.70).

Upside if you show proof with a badge for sleep performance: $290,175/yr

GUEST PERCEPTION & REALITY GAP ANALYSIS

How guests sees you in terms of good sleep?

AREA THAT YOU MUST INVESTIGATE

DEEP CLEANLINESS PERCEPTION

GAP SCORE **+1.7**

Field assessment vs guest-review perception

GUEST SENTIMENT (5.0/10)

ASSESSMENT SCORE (6.7/10)

POTENTIAL LOST REVENUE $30,233

AREA THAT YOU MUST INVESTIGATE

BLACKOUT CAPABILITY & CIRCADIAN ALIGNMENT

GAP SCORE **+1.4**

Field assessment vs guest-review perception

GUEST SENTIMENT (5.7/10)

ASSESSMENT SCORE (7.1/10)

POTENTIAL LOST REVENUE $24,897

AREA THAT YOU MUST INVESTIGATE

SOUNDPROOFING

GAP SCORE **+1**

Field assessment vs guest-review perception

GUEST SENTIMENT (6.0/10)

ASSESSMENT SCORE (7.0/10)

POTENTIAL LOST REVENUE $17,784

AREA THAT YOU MUST INVESTIGATE

AIR QUALITY & HUMIDITY

GAP SCORE **+1**

Field assessment vs guest-review perception

GUEST SENTIMENT (6.0/10)

ASSESSMENT SCORE (7.0/10)

POTENTIAL LOST REVENUE $17,784

*Aggregated data from sleep dimensions based on guest reviews and field assessment.

Phase 1 AI review grade: 63 (Sleep Conscious)

GUEST PERCEPTION & REALITY GAP ANALYSIS

CONTINUED

WHAT WE EXCEL AT

- ✓ Q2: Mattress Integrity
- ✓ Q3: Pillow Strategy
- ✓ Q13: Safety & Security Perception

GUEST FRICTION POINTS

- ✗ Q11: Electronic Pollution
- ✗ Q5: Mechanical Silence (HVAC)

SWOT ANALYSIS

STRENGTHS (S)	WEAKNESSES (W)
• **Q2: Mattress Integrity** • Q3: Pillow Strategy • Q13: Safety & Security Perception	• **Q11: Electronic Pollution** • Q5: Mechanical Silence (HVAC)
OPPORTUNITIES (O)	**THREATS (T)**
• **Q10: Blackout Capability & Circadian Alignment** • Q6: Soundproofing • Q7: Hallway Protocols	• **Q11: Electronic Pollution** • Q5: Mechanical Silence (HVAC)

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STRATEGIC ROADMAP

What do we fix, when, and at what cost?

STABILIZATION 0-3 MONTHS

Perform $0 CapEx actions as listed below, train staff, and start engaging with guests regarding their sleep quality.

VALIDATION 3-9 MONTHS

Track metrics for improvements and initiate investments of $500 or less per action item.

MONETIZATION 9-18 MONTHS

Commence pilot testing for dedicated sleep rooms and establish market positioning as a "sleep-focused" sanctuary.

$0 CAPITAL FIXES (IMMEDIATE ACTION)

DIMENSION:
HALLWAY PROTOCOL

Action:
Tighten door closers to eliminate 85dB 'slam' transients during 2AM-4AM cycles.

Gain:
+0.1 pts

Department:
Maintenance

DIMENSION:
MATTRESS INTEGRITY

Action:
Log a quarterly "Flipping & Rotation" schedule in the property PMS (rotate 180° head-to-toe and flip mattress over).

Gain:
+0.1 pts

Department:
Housekeeping

DIMENSION:
STAFF ETIQUETTE

Action:
The Chrono-Matching Question: The receptionist immediately follows up with a targeted circadian profiling question: "To ensure you have the most restorative stay, do you tend to be a light sleeper, or do you have any early-morning travel commitments?"

Gain:
+0.2 pts

Department:
Front Desk

SAMPLE

STRATEGIC ROADMAP

CONTINUED — MINIMUM CAPEX

MINIMUM CAPEX FIXES (HIGH ROI / LOW COST — UNDER $500 PER ACTION)

DIMENSION:
ELECTRONIC POLLUTION

Action:
Deploy bedside low-intensity, red-spectrum nightlights with photo sensors to guide nocturnal movements without white-light disruption. ($15 – $30)

Gain:
+0.1 pts

Department:
Maintenance

DIMENSION:
MECHANICAL SILENCE

Action:
Apply high-density viscoelastic noise-proofing/acoustical dampening compound to seal acoustic flanking penetrations behind HVAC plenums. ($150 – $350)

Gain:
+0.2 pts

Department:
Maintenance

DIMENSION:
BLACKOUT CAPABILITY

Action:
Deploy tension-mounted secondary opaque blackout shades/window inserts behind standard drapes to eliminate edge-glow. ($80 – $150)

Gain:
+0.1 pts

Department:
Maintenance

Achievable Sleep Grade Index target: **9.5/10** within 12 months when roadmap actions are executed.

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DIAGNOSTICS RESULT

What exactly was measured across 14 dimensions?

DIMENSIONS	SCORE/ MAX	EXPLANATION
Q1 Deep Cleanliness Perception	**8/12**	Deep Cleanliness Perception: mixed performance (8/12) — improvement opportunity.
Q2 Mattress Integrity	**12/12**	Mattress Integrity: strong performance (12/12).
Q3 Pillow Strategy	**10/10**	Pillow Strategy: strong performance (10/10).
Q4 Linen Tactility	**5/8**	Linen Tactility: mixed performance (5/8) — improvement opportunity.
Q5 Mechanical Silence (HVAC)	**1/5**	Mechanical Silence (HVAC): weak performance (1/5) — priority remediation area.
Q6 Soundproofing	**7/10**	Soundproofing: mixed performance (7/10) — improvement opportunity.
Q7 Hallway Protocols	**7/10**	Hallway Protocols: mixed performance (7/10) — improvement opportunity.
Q8 Thermostat Agency	**7/10**	Thermostat Agency: mixed performance (7/10) — improvement opportunity.
Q9 Air Quality & Humidity	**7/10**	Air Quality & Humidity: mixed performance (7/10) — improvement opportunity.
Q10 Blackout Capability & Circadian Alignment	**5/7**	Blackout Capability & Circadian Alignment: mixed performance (5/7) — improvement opportunity.
Q11 Electronic Pollution	**1/3**	Electronic Pollution: weak performance (1/3) — priority remediation area.
Q12 Sleep Amenities	**5/8**	Sleep Amenities: mixed performance (5/8) — improvement opportunity.
Q13 Safety & Security Perception	**7/7**	Safety & Security Perception: strong performance (7/7).
Q14 Staff Sleep Etiquette	**3/5**	Staff Sleep Etiquette: mixed performance (3/5) — improvement opportunity.

SAMPLE

METHODOLOGY, HOW SLEEP GRADE WORKS

Why should you believe? How does our scoring engine work, and what's the path forward?

THE TOKYO NODE EXISTING DATA FOOTPRINT

312	Jan 2024-Jun 2026	3
GUEST REVIEWS + HOTEL PUBLIC DATA INCLUDING AMENITIES, FEATURES, PUBLIC PROFILE, LOCATION	DATA FOOTPRINT DATE RANGE · RENEWED EVERY 3–6 MONTHS	MANAGER INTERVIEWS + COMMUNITY ASSESSMENT (12 MO)

SLEEP GRADE ENGINE

1-ALGORITHMIC NORMALIZATION:

Converts performance across 14 clinical dimensions and public review sentiment and open web data into a unified 0–10 score. Remote uninspected evaluation scores automatically cap at 8.0/10 (Bronze / unverified). Scores above 8.0 require proof. Each dimension also carries caps by importance and data confidence.

2-STANDARDIZED OBSERVATION SYSTEM:

Assessor matrix inputs are merged with baseline open-web assessment under confidence caps to produce a unified 0–10 score. Remote uninspected assessment remains hard-capped at 8.0/10.

3-CERTIFICATION PATHWAY & NEXT STEPS

Properties are evaluated on a 0–10 displayed score (from a raw 0–100 grade), but badges require both a numerical floor and physical evidence. Guided remote unlocks Bronze (capped at 8.0). Silver needs ≥8.1 plus on-site / mystery-guest proof. Gold needs ≥9.1 plus active IoT sensing. A high score alone never earns Silver or Gold without corresponding physical proof.

SCIENTIFIC FOUNDATIONS

Engineered on peer-reviewed sleep science and hospitality research — objective technology grounded in human physiology for unbiased evaluation of the guest sleep environment.

OUR MULTIDISCIPLINARY COHORT

- Data and AI Engineers
- Software Engineers
- IoT and Physical Data Experts
- Hospitality Science Experts
- Neuroscientists

SAMPLE

METHODOLOGY, HOW SLEEP GRADE WORKS

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ACADEMIC & SCIENTIFIC FOUNDATIONS

The scientific research establishing the baseline for our algorithms

1-Anderson (2012) — Cornell CHR: The Impact of Social Media on Lodging Performance

- **Core Finding:** A 1% increase in online reputation index drives a 1.42% increase in RevPAR.
- **Why We Use It:** Powers Visible Review Drag — empirical multiplier from sleep score drops to revenue loss.

2-J.D. Power (2019) — North America Hotel Guest Satisfaction Index Study

- **Core Finding:** Quality sleep is the largest contributor to overall guest satisfaction (+114 points on a 1,000-point scale).
- **Why We Use It:** Validates sleep as the primary operational leverage point vs other amenities.

3-Nicolau, Mellinas & Martín-Fuentes (2020) — Asymmetric Review Weighting

- **Core Finding:** Negative experiences spill into unrelated ratings ~20% harsher (λ=1.20) than positives.
- **Why We Use It:** Psychological Spillover Coefficient — poor sleep depresses unrelated amenity scores.

4-Xiong, Okumus et al. (2020) — Travel Insomnia & Chronobiological Vulnerability

- **Core Finding:** Business travelers (6×) and morning chronotypes (4×) are hyper-sensitive to micro-disturbances.
- **Why We Use It:** Underpins weighting of the 14 clinical dimensions (HVAC, door-slam, LED pollution).

5-Kolsky / CX Baselines — Silent Churn & Defection Dynamics

- **Core Finding:** Only 1 in 26 unhappy customers complain; the rest silently switch competitors.
- **Why We Use It:** Powers Invisible Silent Churn Model for unrecorded non-return revenue loss.

6-GWI & Serta Simmons Bedding (2024) — Sleep Traveler Willingness-to-Pay

- **Core Finding:** 91% of frequent travelers will pay up to a 10% premium for superior sleep rooms.
- **Why We Use It:** Establishes Pricing Power / ADR Upside Model for sleep optimizations.

SAMPLE

CUT ALONG LINE

Sleep Grade

OFFICIAL SLEEP GRADE SCORE

8.7 /10

★ VERIFIED HOSPITALITY SLEEP STANDARD ★



SAMPLE

AUTHENTIC DOCUMENT

ISSUE DATE: 01.02.2026
VALID FOR 1 YEAR

SCAN FOR DETAILED SLEEP SCORE