

# HUMANEXPERIENCE

## MYSTERY SHOPPING REPORT

# 2024 Victoria Accommodation Awards for Excellence



Accommodation Australia  
A DIVISION OF THE AHA | VIC

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*Sample Venue*  
*Apartment Accommodation Hotel of the Year*

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*Conducted By: Sample Date*

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*Report Presented: Sample Date*

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**H<sup>x</sup>**

# YOUR RESULTS

## SAMPLE VENUE - APARTMENT ACCOMMODATION HOTEL OF THE YEAR MYSTERY SHOPPING REPORT

*The next few pages provide a detailed breakdown of each of the sub-scores  
in your mystery shopping report.*

### OVERALL SCORE FOR THIS REPORT

**0 - 66% High risk area**

**67 - 80% Requires management**

**81 - 100% Area of strength**

*your results*

5% PHONE & ONLINE	5% GENERAL FACILITIES	10% PARKING	10% RECEPTION
10% HOTEL FACILITIES	30% GUEST ROOM	30% KITCHEN FACILITIES	

**H<sup>x</sup>**

# PHONE & ONLINE

## SAMPLE VENUE - APARTMENT ACCOMMODATION HOTEL OF THE YEAR MYSTERY SHOPPING REPORT

results

1.01	Was the information on the hotel's website enticing?	
1.02	Was the information on the hotel's website informative?	
1.03	Was the information on the hotel's website up to date?	
1.04	Did the hotel have a presence on either Facebook or Instagram?	
1.05	If so, were the posts encouraging/positive?	
1.06	Were there recent posts enticing people to attend, with promotions?	
1.07	Were the social media posts up to date?	
1.08	Were you able to make an accommodation booking over the phone?	
1.09	PHONE: When you called to make a reservation did the person answering the phone mention the name of the hotel and introduce themselves?	
1.10	PHONE: Was the staff member friendly and polite?	
1.11	PHONE: Did the staff member repeat the booking back to you?	
1.12	PHONE: Did you receive confirmation of your booking in writing (text or email)?	
1.13	ONLINE: When making your booking online, was the booking process user-friendly?	
1.14	ONLINE: Could you locate information about the hotel easily?	
1.15	ONLINE: When making your booking online, was there a section where you could add comments e.g. special needs, unusual check in or check out times	
1.16	ONLINE: Did you receive confirmation in writing of your reservation (text or email)?	

notes...

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TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

photo of the recent social media post

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### GENERAL FACILITES

SAMPLE VENUE - APARTMENT ACCOMMODATION HOTEL OF THE YEAR  
MYSTERY SHOPPING REPORT

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Date & time arrived at the venue: Sample Date/Time

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results

2.01	Was it clear from the logo signage that you had found the hotel?	
2.02	Was the logo signage clear and working well?	

notes...

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TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

# PARKING

## SAMPLE VENUE - APARTMENT ACCOMMODATION HOTEL OF THE YEAR MYSTERY SHOPPING REPORT

*results*

<b>3.01</b>	Was the car park area clean and well maintained?	
<b>3.02</b>	Was the car park in close proximity to the hotel reception/guest rooms?	
<b>3.03</b>	Was there a clear walking path between the car park and reception/guest rooms?	
<b>3.04</b>	If yes, was this path smooth?	
<b>3.05</b>	Was the parking secure?	
<b>3.06</b>	Was there clear directional signage to the hotel?	

*notes...*

TOTALS FOR THIS SECTION			
<b>POSITIVE</b>	<b>NEGATIVE</b>	<b>N/A</b>	<b>TOTAL</b>

# GENERAL FACILITIES

## SAMPLE VENUE - APARTMENT ACCOMMODATION HOTEL OF THE YEAR MYSTERY SHOPPING REPORT

*results*

<b>4.01</b>	Was the exterior of the hotel clean?	
<b>4.02</b>	Was the exterior of the hotel tidy and well maintained?	
<b>4.03</b>	Were the windows clean?	
<b>4.04</b>	Were glass doors clean?	
<b>4.05</b>	Were the interiors of the common areas of the hotel clean?	
<b>4.06</b>	Were the interiors of the common areas of the hotel tidy and well maintained?	
<b>4.07</b>	Were the carpets and floors inside the common areas of the hotel clean?	
<b>4.08</b>	Were unoccupied tables inside the common areas of the hotel clean, tidy and ready for the next guest/s?	
<b>4.09</b>	Was the décor in line with the style of the hotel?	
<b>4.10</b>	Was the design in line with the hotel's branding?	
<b>4.11</b>	Was the lighting throughout the hotel adequate?	
<b>4.12</b>	Was there audible music playing in the hotel?	
<b>4.13</b>	If so, was it aligned to the style of the hotel?	
<b>4.14</b>	Were there clear, easy-to-find directional signs inside the hotel?	
<b>4.15</b>	Were there indoor plants inside the hotel?	
<b>4.16</b>	Were the common area bathrooms easy to find?	
<b>4.17</b>	Were the common area bathrooms clean?	
<b>4.18</b>	Were the common area bathrooms tidy and well maintained?	
<b>4.19</b>	Were the common area bathrooms well-stocked?	
<b>4.20</b>	Was there background music playing inside the common area bathrooms?	
<b>4.21</b>	If yes, was the music playing aligned to the hotel's branding?	

4.22	Did the hotel provide free Wi-Fi?	
4.23	Did the hotel provide high speed internet?	
4.24	Were there any visible security cameras within the hotel?	
4.25	Were you provided with adequate room access (e.g. key card, mobile app, etc)	

*notes...*

TOTALS FOR THIS SECTION			
<b>POSITIVE</b>	<b>NEGATIVE</b>	<b>N/A</b>	<b>TOTAL</b>

# RECEPTION

## SAMPLE VENUE - APARTMENT ACCOMMODATION HOTEL OF THE YEAR MYSTERY SHOPPING REPORT

results

5.01	Were you acknowledged within 60 seconds of arriving at reception?	
5.02	Did the reception staff member welcome you to the hotel?	
5.03	Did the reception staff member smile and make eye contact while serving you?	
5.04	Did the reception staff member use your name while serving you?	
5.05	Did the reception staff member use courteous language?	
5.06	Was the reception area clean?	
5.07	Was the reception area tidy and well maintained?	
5.08	Were the carpets and floors within the reception area clean?	
5.09	Were the reception staff members well groomed?	
5.10	Were the reception staff members in full uniform?	
5.11	Was the uniform of the reception staff members, consistent with the theme of the hotel?	
5.12	Did the reception staff member who served introduce themselves by name or were they wearing a name badge?	
5.13	<b>If yes, what was their name?</b>	
5.14	<b>If not, please describe the reception staff member who served you.</b>	
5.15	Did the reception staff member promote various hotel facilities unprompted?	
5.16	<b>If so, what facilities were promoted?</b>	
5.17	Did a reception staff member engage with you about any in-house marketing unprompted?	



5.18	If a reception staff member engaged with you on any in-house marketing, what did they talk to you about?	
ASK	<i>"If I wanted to book again and stay for seven nights, could I get a discounted rate?"</i>	
5.19	What did the reception staff recommend?	
5.20	Was your query answered confidently?	
5.21	Was your query answered in an informative manner?	
5.22	Was your query answered efficiently?	
5.23	Were the details of your check-in accurate?	
5.24	Were you given instructions on how to find your room?	
5.25	Was online check-in available?	

*notes...*

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TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

# HOTEL FACILITIES

## SAMPLE VENUE - APARTMENT ACCOMMODATION HOTEL OF THE YEAR MYSTERY SHOPPING REPORT

*results*

<b>6.01</b>	Were there any recreational facilities on offer?	
<b>6.02</b>	If yes, what were they?	
<b>6.03</b>	Were these facilities clean?	
<b>6.04</b>	Were these facilities well maintained?	
<b>6.05</b>	Was there visual evidence that the hotel is supportive of and/or engaging in environmentally sustainable practices? e.g. reimbursements or incentives to minimise environmental footprint (credit for not changing towels each day), messaging/collateral around choices the hotel has made (no single-use water bottles), additional information at check-in about initiatives.	

*notes...*

TOTALS FOR THIS SECTION			
<b>POSITIVE</b>	<b>NEGATIVE</b>	<b>N/A</b>	<b>TOTAL</b>

# GUEST ROOM

## SAMPLE VENUE - APARTMENT ACCOMMODATION HOTEL OF THE YEAR MYSTERY SHOPPING REPORT

results

7.01	Was your room clean?	
7.02	Was your room well maintained?	
7.03	Were the windows clean?	
7.04	Were carpets and floors clean?	
7.05	Was the décor in line with the style of the hotel?	
7.06	Was the design in line with the hotel's branding?	
7.07	Was the lighting inside the room adequate?	
7.08	Did the curtains sufficiently block the outside light from coming into the room when the curtains were drawn?	
7.09	Was the apartment more spacious than a typical hotel room?	
7.10	Did the hotel room offer ample storage space?	
7.11	When you turned out the lights to go to bed, were there any lights shining brightly that could potentially impact a guest's sleep?	
7.12	Was your room well soundproofed?	
7.13	Was there appropriate in-house marketing material inside the room?	
7.14	Was the mattress comfortable?	
7.15	Was the linen of high quality?	
7.16	Were the pillows comfortable?	
7.17	Was the lighting inside the bathroom appropriate?	
7.18	Upon arrival to the room, was the bathroom clean?	
7.19	Was the bathroom well maintained?	
7.20	Upon arrival to the room, was the mirror and/or glass shower clean?	
7.21	Was the décor inside the bathroom in line with the style of the hotel?	

7.22	Was the design inside the bathroom, in line with the hotel's branding?	
7.23	Did the hotel offer high quality bath towels?	
7.24	Did the hotel room offer shampoo, conditioner, moisturiser and soap?	
7.25	Did the shower have good water pressure?	
7.26	Was there a security latch/dead bolt at the back of the hotel room door?	
7.27	Was there a safe located in the room, in which to place your valuable items?	

*notes...*

TOTALS FOR THIS SECTION			
<b>POSITIVE</b>	<b>NEGATIVE</b>	<b>N/A</b>	<b>TOTAL</b>

# KITCHEN FACILITIES

## SAMPLE VENUE - APARTMENT ACCOMMODATION HOTEL OF THE YEAR MYSTERY SHOPPING REPORT

*results*

<b>8.01</b>	Was there a kitchen sink available?	
<b>8.02</b>	Was the kitchen sink clean?	
<b>8.03</b>	Was the kitchen sink well maintained?	
<b>8.04</b>	Was there a dishwasher available?	
<b>8.05</b>	Was the dishwasher clean?	
<b>8.06</b>	Was the dishwasher well maintained?	
<b>8.07</b>	Was there a cook top / oven available?	
<b>8.08</b>	Was the cook top / oven clean?	
<b>8.09</b>	Was the cook top / oven well maintained?	
<b>8.10</b>	Was kitchen ventilation available?	
<b>8.11</b>	Was the kitchen ventilation clean?	
<b>8.12</b>	Was the kitchen ventilation well maintained?	
<b>8.13</b>	Was there a fridge available?	
<b>8.14</b>	Was the fridge clean?	
<b>8.15</b>	Was the fridge well maintained?	
<b>8.16</b>	Was there a microwave available?	
<b>8.17</b>	Was the microwave clean?	
<b>8.18</b>	Was the microwave well maintained?	

8.19	Were there instructions of use for all appliances?	
8.20	Was there an appropriate supply of cooking utensils?	
8.21	Was there an appropriate supply of cleaning products?	
8.22	Was there an appropriate supply of crockery, cutlery and glassware?	
8.23	Was there any safety equipment available?	
8.24	<b>If yes, what was it?</b>	
8.25	Was it in good condition?	
8.26	Were there instructions on how to use the equipment?	
8.27	Was the equipment easy to locate, with appropriate signage?	

*notes...*

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

# RECEPTION

## SAMPLE VENUE - APARTMENT ACCOMMODATION HOTEL OF THE YEAR MYSTERY SHOPPING REPORT

*results*

<b>9.01</b>	Was online / express check-out available?	
<b>9.02</b>	If you checked out online, did you find the process user-friendly?	
<b>9.03</b>	If you checked out at reception, did you find the process user-friendly?	
<b>9.04</b>	Was the bill that you were presented with accurate?	

*notes...*

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TOTALS FOR THIS SECTION			
<b>POSITIVE</b>	<b>NEGATIVE</b>	<b>N/A</b>	<b>TOTAL</b>

## KEY COMMENTS

### SAMPLE VENUE - APARTMENT ACCOMMODATION HOTEL OF THE YEAR MYSTERY SHOPPING REPORT

*overall feedback...*

<b>THE BEST THING</b>

<b>KEY AREA(S) OF IMPROVEMENT</b>