

HUMANEXPERIENCE

MYSTERY SHOPPING REPORT

2024 Victoria Accommodation Awards for Excellence



Accommodation Australia
A DIVISION OF THE AHA | VIC

Sample Venue
Best Meeting and Events Space of the Year

Conducted On: Sample Date

Report Presented: Sample Date

H^x

YOUR RESULTS

SAMPLE VENUE - BEST MEETING AND EVENTS SPACE 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

3% PHONE & ONLINE	5% MEETING POINT	15% THE VENUE	15% TOUR	15% ROOM CONFIGURATION
15% TECHNOLOGY AND AUDIO VISUAL	15% CATERING	10% ACCESSIBILITY	2% CLOSING	5% FOLLOW UP

H^x

PHONE & ONLINE

SAMPLE VENUE - BEST MEETING AND EVENTS SPACE OF THE YEAR MYSTERY SHOPPING REPORT

results

1.01	Was the information on the venue's website enticing?	
1.02	Was the information on the venue's website informative?	
1.03	Was the information on the venue's website up to date?	
1.04	Was the conference and event pack available on the website?	
1.05	Was the venue capacity available on the website?	
1.06	Were you able to booking a site visit over the phone?	
1.07	PHONE: When you called to make a booking, did the person answering the phone mention the name of the venue and introduce themselves?	
1.08	PHONE: Was the staff member friendly and polite?	
1.09	PHONE: Did the staff member repeat the time of the site visit back to you?	
1.10	Phone: Did the staff member ask you specific details about your event?	
1.11	ONLINE: When requesting a site visit online, was the enquiry process user-friendly?	
1.12	ONLINE: When requesting a site visit was there a section where you could add details for your event e.g. special occasion, pax, style of event, date and time?	
1.13	ONLINE: Did a staff member respond to your online enquiry in a timely manner?	
1.14	ONLINE: Was the staff member who responded to your online enquiry informative?	
1.15	ONLINE: Was the staff member friendly and polite?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

MEETING POINT

SAMPLE VENUE - BEST MEETING AND EVENTS SPACE OF THE YEAR MYSTERY SHOPPING REPORT

Date & time arrived at the venue: Sample Date

results

2.01	Was it easy for you to find where to go to meet with function sales?	
2.02	Was there signage directing you where to go?	
2.03	Was the area where you met the function salesperson clean and tidy?	
2.04	Were staff members easily identifiable?	
2.05	Were all staff members well presented and neatly groomed?	
2.06	Were you acknowledged within one minute of arriving at your agreed meeting point?	
2.07	Did the person who greeted you smile and ask you engaging questions?	
2.08	Did the person who greeted you make eye contact?	
2.09	Did the staff member ask questions about your specific function?	
2.10	Did the staff member make you feel comfortable?	
2.11	Did the staff member take a genuine interest in you and your function?	
2.12	Did the staff member ask about your goals / desires for your function?	
2.13	Did the staff member capture your personal details?	
2.14	Did the staff member make notes / record your answers as you spoke?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

THE VENUE

SAMPLE VENUE - BEST MEETING AND EVENTS SPACE OF THE YEAR MYSTERY SHOPPING REPORT

results

3.01	Was the interior of the event venue tidy?	
3.02	Were the floors inside the venue clean?	
3.03	Was the décor in line with the style of the venue?	
3.04	Was furniture in the venue in good repair with no obvious maintenance issues? If you did find maintenance issues, please upload a photo.	
3.05	Did you notice any safety hazards at the venue? If so, please upload a photo	
3.06	Did you notice poor acoustics while in the venue?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

TOUR

SAMPLE VENUE - BEST MEETING AND EVENTS SPACE OF THE YEAR MYSTERY SHOPPING REPORT

results

4.01	Did the staff member take you to the function space that best suited your needs first?	
4.02	Did the staff member tell you about the benefits of the space in relation to your specific function?	
4.03	Was the staff member passionate throughout the tour and whilst they showed you around the function space?	
4.04	Did the staff member ask you questions such as "Can you see how this would work for your function?"	
4.05	When the staff member showed you around, did they point out these areas:	
	4.05a Break out areas	
	4.05b Bathroom	
	4.05c Outdoor areas	
	4.05d AV system (speakers, microphones, screens)	
4.06	Was the function space that you were shown clean?	
4.07	Was the function space that you were shown tidy?	
4.08	If you saw any other staff members, did they appear friendly and happy?	
4.09	Did the staff member cross promote other hotel services – accommodation rooms, private dining and restaurant spaces that could be of interest?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

ROOM CONFIGURATIONS

SAMPLE VENUE - BEST MEETING AND EVENTS SPACE OF THE YEAR
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results

5.01	Was there a variety of room configurations?	
5.02	Was there a pre-function area?	
5.03	Was there a variety of meeting room types?	
5.04	Was there breakout space?	
5.05	Did the breakout space 'flow' from the main meeting room?	
5.06	Did the meeting rooms cater for different viewing angles?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

TECHNOLOGY AND AUDIO VISUAL

SAMPLE VENUE - BEST MEETING AND EVENTS SPACE OF THE YEAR MYSTERY SHOPPING REPORT

results

6.01	Was there technology and equipment available for hire?	
6.02	Was there adequate lighting at the venue?	
6.03	Could the lighting be adjusted to different levels of brightness?	
6.04	Was there adequate sound systems? E.g. speakers, microphone	
6.05	Was there adequate audio systems? E.g. Projectors, screens	
6.06	Was there a stage available? Including for hire	
6.07	Was there digital signage	
6.08	Was the price point of the hire of equipment within reason, considering the type of venue and location?	
6.09	Is high speed internet available to conference guests?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

CATERING

SAMPLE VENUE - BEST MEETING AND EVENTS SPACE OF THE YEAR MYSTERY SHOPPING REPORT

results

7.01	Was there a wide selection of food menu options available?	
7.02	If yes, what were they?	
7.03	Was there a wide selection of beverage options available?	
7.04	Were there items on the menu that you hadn't seen before or that are not mainstream?	
7.05	If yes, what were they?	
7.06	Were there locally sourced options available?	
7.07		
7.08	Were there non-alcoholic beverages available that suited the venue?	
7.09	Did the venue offer a corkage fee for beverages?	
7.10	Was the price-point of the food and beverage reasonable?	
7.11	Did the venue accommodate dietary requirements?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

ACCESSIBILITY

SAMPLE VENUE - BEST MEETING AND EVENTS SPACE OF THE YEAR MYSTERY SHOPPING REPORT

results

8.01	Was the venue accessible for guest who have mobility needs?	
8.02	Was there a hearing loop at the venue?	
8.03	Did the venue have ease of access for the delivery of goods?	
8.04	Was parking within close proximity of the conference centre?	
8.05	Was the price point of parking relative to the location?	
8.06	Did the venue offer conference and event guests discounted parking rates?	
8.07	Was the venue accessible by public transport?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

CLOSING

SAMPLE VENUE - BEST MEETING AND EVENTS SPACE OF THE YEAR MYSTERY SHOPPING REPORT

results

9.01	Once the functions space tour was over, were you taken to a seated area to discuss prices?	
9.02	Did the staff member recap how their function space could be great for your function?	
9.03	Did the staff member re-state the goals / desires of your function?	
9.04	Were the prices clearly explained (including all-inclusive options, pay by consumption, etc.)	
9.05	Did the staff member ask you to make a booking/close the sale?	
9.06	Did the staff member attempt to overcome your objection to not making a booking today?	
9.07	Did the staff member ask if they could arrange a time to call you to follow up?	
9.08	Were you given a warm farewell?	
9.09	Would you have been likely to say yes to booking a function here if this were a real scenario?	
9.10	Did the function space feel warm and inviting?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

FOLLOW UP

SAMPLE VENUE - BEST MEETING AND EVENTS SPACE OF THE YEAR MYSTERY SHOPPING REPORT

results

10.01	Did you receive a follow up call on the agreed day and time?	
10.02	Was the staff member polite and friendly?	
10.03	Did the staff member ask if you'd had a chance to *insert objection why you didn't book on the day you came in*?	
10.04	Did the staff member show empathy when you said you still were not ready to make the booking?	
10.05	Did the staff member set a course for further follow-up after you declined to book?	
10.06	Did the staff member still end on a positive note despite you not booking?	
10.07	If not, what did they do?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

KEY COMMENTS

SAMPLE VENUE - BEST MEETING AND EVENTS SPACE OF THE YEAR
MYSTERY SHOPPING REPORT

overall feedback...

THE BEST THING

KEY AREA(S) OF IMPROVEMENT
