

HUMANEXPERIENCE

MYSTERY SHOPPING REPORT

2024 Victoria Accommodation Awards



Accommodation Australia
A DIVISION OF THE AHA | VIC

Sample Venue
Hotel Bar of the Year

Conducted By: Sample Date

Report Presented: Sample Date

H^x

YOUR RESULTS

SAMPLE VENUE - HOTEL BAR 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

15% STAFF WELCOMING, PROMPTNESS & GROOMING	10% HOTEL BAR CLEANLINESS & HYGIENE	20% BAR AMBIENCE AND FACILITIES	20% BEVERAGE MENU	15% TECHNICAL SKILLS & KNOWLEDGE OF STAFF
10% EFFICIENCY OF SERVICE	5% ENVIRONMENTAL SUSTAINABILITY	5% ACCURACY OF ACCOUNT		

STAFF WELCOMING, PROMPTNESS & GROOMING

SAMPLE VENUE - HOTEL BAR OF THE YEAR
MYSTERY SHOPPING REPORT

Date & time arrived at the venue: Sample Date

results

1.01	Were you greeted or acknowledged within 60 seconds of entering the hotel bar?	
1.02	Did the hotel bar staff member smile and make eye contact while serving you?	
1.03	Did the hotel bar staff member use courteous language?	
1.04	Did the hotel bar staff member who served introduce themselves by name or were they wearing a name badge?	
1.05	If yes, what was their name?	
1.06	If no, please describe the hotel bar staff member who served you.	
1.07	Were all the hotel bar staff members attentive?	
1.08	Were all the hotel bar staff members well groomed?	
1.09	Were all the hotel bar staff members in full uniform?	
1.10	Was the uniform of all the hotel bar staff members consistent with the theme of the venue?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

HOTEL BAR CLEANLINESS & HYGIENE

SAMPLE VENUE - HOTEL BAR OF THE YEAR
MYSTERY SHOPPING REPORT

results

2.01	Was the hotel bar area clean?	
2.02	Was the hotel bar area tidy?	
2.03	Were carpets and floors within the hotel bar clean?	
2.04	Were unoccupied tables inside the hotel bar, tidy and ready for the next guest/s?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

BAR AMBIENCE AND FACILITIES

SAMPLE VENUE - HOTEL BAR OF THE YEAR MYSTERY SHOPPING REPORT

results

3.01	Was the lighting inside the hotel bar appropriate?	
3.02	Was the décor in line with the style of the hotel bar?	
3.03	Was the hotel bar environment conducive to a long and comfortable stay?	
3.04	Was there a range of appropriate furnishings to suit different customers?	
3.05	Were the furnishings in good condition?	
3.06	Was the music inside the hotel bar at an appropriate level?	
3.07	Were there clear, easy-to-find directional signs within the hotel bar?	
3.08	Was the temperature inside the hotel bar comfortable?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

MENU

SAMPLE VENUE - HOTEL BAR OF THE YEAR MYSTERY SHOPPING REPORT

results

4.01	Were there menus available?	
4.02	Were the menus physical or digital?	
4.03	If digital, was the QR code/digital menu easy to access from your table?	
4.04	Did the QR code/digital menu link work?	
4.05	Did the QR code/digital menu have appropriate font and was it easy to navigate?	
4.06	Did the QR code/digital menu use images of beverages on the menu?	
4.07	Was the payment process on the QR code/digital menu efficient?	
4.08	If physical, were the menus at the hotel bar written in an appropriate font and easy to read?	
4.09	Were the menus undamaged?	
4.10	Were the menus clean?	
4.11	Were the menus in line with the style of the hotel bar?	
4.12	Were there items on the menu that you hadn't seen before or that are not mainstream?	
4.13	If yes, what were they?	
4.14	Were there at least three options of white wine by the glass?	
4.15	Were there at least three options of red wine by the glass?	
4.16	Were there at least five options of bottled beer?	
4.17	Were there locally sourced options available on the menu?	
4.18	If yes, please give three examples.	

4.19	Were there imported options available on the menu?	
4.20	If yes, please give three examples.	
4.21	Were there at least three non-alcoholic beverage options available on the menu?	
4.22	Was there espresso coffee available on the menu?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

photo of the beverage menu

TECHNICAL SKILLS & KNOWLEDGE OF STAFF

SAMPLE VENUE - HOTEL BAR OF THE YEAR MYSTERY SHOPPING REPORT

results

ASK	<i>"Which is your most popular (wine/cocktail/beer)?"</i>	
5.01	What did they recommend?	
5.02	Was your query answered confidently?	
5.03	Was your query answered in an informative manner?	
5.04	Was your query answered efficiently?	
5.05	Did the hotel bar staff member up sell or suggestive sell to you you, when taking your order?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

EFFICIENCY OF SERVICE

SAMPLE VENUE - HOTEL BAR OF THE YEAR MYSTERY SHOPPING REPORT

results

6.01	Was your drink order taken in under five minutes of waiting?	
6.02	Was your drink delivered within five minutes of ordering?	
6.03	Did the hotel bar staff member get your order correct?	
6.04	Was your drink served in clean glassware?	
6.05	Was your drink served at a good temperature?	
6.06	If more than one drink was ordered, were all drinks delivered at the same time?	
6.07	If more than one drink was ordered, were all drinks placed in front of the correct guest?	
6.08	Were you asked if you wanted another drink at the appropriate time, unprompted?	
6.09	Did the hotel bar staff member ask you how your drink was at any point?	
6.10	Were the glasses cleared within five minutes of all guests finishing their drinks?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

photo of the drinks

ENVIRONMENTAL SUSTAINABILITY

SAMPLE VENUE - HOTEL BAR OF THE YEAR
MYSTERY SHOPPING REPORT

results

7.01	"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.	
If yes, what were they?		

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

LEAVING THE VENUE

SAMPLE VENUE - HOTEL BAR OF THE YEAR MYSTERY SHOPPING REPORT

results

8.01	Were you farewelled as you left the restaurant?	
8.02	Was the bill accurate for what was ordered?	

notes...

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TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

KEY COMMENTS

SAMPLE VENUE - HOTEL BAR OF THE YEAR MYSTERY SHOPPING REPORT

overall feedback...

THE BEST THING

KEY AREA(S) OF IMPROVEMENT
