

# HUMANEXPERIENCE

## MYSTERY SHOPPING REPORT

# 2024 Victoria Accommodation Awards for Excellence



Accommodation Australia  
A DIVISION OF THE AHA | VIC

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*Sample Venue*  
*Luxury Lifestyle Accommodation Hotel of the Year*

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*Conducted On: Sample Date*

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*Report Presented: Sample Date*

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

# YOUR RESULTS

## SAMPLE VENUE - LUXURY LIFESTYLE 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	OVERALL SCORE FROM THE LAST REPORT	DIFFERENCE FROM THE LAST REPORT

**0 - 66% High risk area**

**67 - 80% Requires management**

**81 - 100% Area of strength**

*your results*

4% PHONE & ONLINE	4% VALET PARKING	5% GENERAL FACILITIES	16% RECEPTION	16% CONCIERGE
10% HOTEL FACILITIES	15% GUEST ROOM	15% HOTEL BAR	15% BREAKFAST	

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

# PHONE & ONLINE

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

*results*

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

SAMPLE VENUE - LUXURY LIFESTYLE ACCOMMODATION HOTEL OF THE YEAR  
MYSTERY SHOPPING REPORT

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

*results*

<b>2.01</b>	Were you acknowledged within two minutes of arriving at the valet parking area?	
<b>2.02</b>	Did the hotel porter welcome you to the hotel?	
<b>2.03</b>	Did the hotel porter smile and make eye contact while serving you?	
<b>2.04</b>	Did the hotel porter use courteous language?	
<b>2.05</b>	Did the hotel porter take your bags?	
<b>2.06</b>	Were you given a ticket for your luggage?	
<b>2.07</b>	Was the valet parking area clean?	
<b>2.08</b>	Was the valet parking area tidy and well maintained?	

*notes...*

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

# GENERAL FACILITIES

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

*results*

<b>3.01</b>	Was it clear from the logo signage that you had found the hotel?	
<b>3.02</b>	Was the logo signage clear and in working order?	
<b>3.03</b>	Was the exterior of the hotel clean?	
<b>3.04</b>	Was the exterior of the hotel tidy and well maintained?	
<b>3.05</b>	Were the windows clean?	
<b>3.06</b>	Were glass doors clean?	
<b>3.07</b>	Were the common areas inside the hotel clean?	
<b>3.08</b>	Were the common areas inside the hotel, tidy and well maintained?	
<b>3.09</b>	Were the carpets/ floors of the common areas inside the hotel clean?	
<b>3.10</b>	Were unoccupied tables of the common areas inside the hotel, clean, tidy and ready for the next guest/s?	
<b>3.11</b>	Was the décor in line with the style of the hotel?	
<b>3.12</b>	Was the design in line with the hotel's branding?	
<b>3.13</b>	Was the lighting throughout the hotel adequate?	
<b>3.14</b>	Was there audible music being played in the hotel?	
<b>3.15</b>	If so, was it aligned with the style of the hotel?	
<b>3.16</b>	Was a signature hotel fragrance/scent noticeable within the hotel?	
<b>3.17</b>	Were there clear, easy-to-find directional signs inside the hotel?	
<b>3.18</b>	Were there fresh flowers and / or plants inside the hotel?	
<b>3.19</b>	Were the bathrooms in the common areas easy to find?	
<b>3.20</b>	Were the bathrooms in the common areas clean?	
<b>3.21</b>	Were the bathrooms in the common areas tidy and well maintained?	

3.22	Were the bathrooms in the common areas well-stocked?	
3.23	Were there luxury elements included in the common area bathrooms?	
3.24	Were there fresh flower arrangements or indoor plants inside the common area bathrooms?	
3.25	Was there background music playing inside the common area bathrooms?	
3.26	If yes, was the music playing aligned with the hotel's branding?	
3.27	Did the hotel provide free Wi-Fi?	
3.28	Did the hotel provide high speed internet?	
3.29	Were there any visible security cameras within the hotel?	
3.30	Were you provided with adequate room access (e.g. key card, mobile app, etc)	
3.31	Was there a variety of food and beverage options within the hotel?	
3.32	<b>If yes, what food and beverage options were available?</b>	

*notes...*

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

# RECEPTION

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

results

4.01	Were you acknowledged within 60 seconds of arriving at reception?	
4.02	Did the reception staff member welcome you to the hotel?	
4.03	Did the reception staff member smile and make eye contact while serving you?	
4.04	Did the reception staff member use your name while serving you?	
4.05	Did the reception staff member use courteous language?	
4.06	Was the reception area clean?	
4.07	Was the reception area tidy and well maintained?	
4.08	Were the carpets/ floors of the reception area clean?	
4.09	Were the reception staff members well groomed?	
4.10	Were the reception staff members in full uniform?	
4.11	Was the uniform of the reception staff members, consistent with the theme of the hotel?	
4.12	Did the reception staff member who served introduce themselves by name or were they wearing a name badge?	
4.13	<b>If yes, what was their name?</b>	
4.14	<b>If not, please describe the reception staff member who served you.</b>	
4.15	Did the reception staff member promote various hotel facilities unprompted?	
4.16	<b>If so, what facilities were promoted?</b>	
4.17	Did a reception staff member engage with you about any in-house marketing unprompted?	



4.18	If a reception staff member engaged with you on any in-house marketing, what did they talk to you about?	
ASK	<i>"Are you a pet friendly hotel - could I bring my dog here next time?"</i>	
4.19	What did the reception staff recommend?	
4.20	Was your query answered confidently?	
4.21	Was your query answered in an informative manner?	
4.22	Was your query answered efficiently?	
4.23	Were the details of your check-in accurate?	
4.24	Were you given instructions on how to find your room?	
4.25	If your luggage was handed over to the hotel porter, was it delivered to your room in a timely manner?	
4.26	How long did it take for your luggage to arrive, from when you entered the room?	
4.27	Was online check-in available?	

*notes...*

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

# CONCIERGE

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

results

5.01	Were you acknowledged within 60 seconds of going up to the concierge desk (separate to the check-in process)?	
5.02	Did the concierge staff member smile and make eye contact while serving you?	
5.03	Did the concierge staff member use courteous language?	
5.04	Was the concierge area clean?	
5.05	Was the concierge area tidy and well maintained?	
5.06	Were carpets and floors within the concierge area clean?	
5.07	Were the concierge staff members well groomed?	
5.08	Were the concierge staff members in full uniform?	
5.09	Was the uniform of the concierge staff members consistent with the theme of the venue?	
5.10	Did the concierge staff member who served introduce themselves by name or were they wearing a name badge?	
5.11	<b>If yes, what was their name?</b>	
5.12	<b>If no, please describe the concierge staff member who served you.</b>	
ASK	<i>"I am really keen to check out a great local bar, where would you recommend?"</i>	
5.13	<b>What did they recommend?</b>	
5.14	Was your query answered confidently?	
5.15	Was your query answered in an informative manner?	
5.16	Was your query answered efficiently?	

<b>ASK</b>	<i>"Are there any events on in the area tomorrow, that I should check out?"</i>	
<b>5.17</b>	<b>What did they recommend?</b>	
<b>5.18</b>	Was your query answered confidently?	
<b>5.19</b>	Was your query answered in an informative manner?	
<b>5.20</b>	Was your query answered efficiently?	

*notes...*

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

# HOTEL FACILITIES

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

*results*

<b>6.01</b>	Was there a pool facility available?	
<b>6.02</b>	If yes, was the pool facility clean?	
<b>6.03</b>	Was the pool facility tidy and well maintained?	
<b>6.04</b>	Was there a gym facility available?	
<b>6.05</b>	If yes, was the gym facility clean?	
<b>6.06</b>	Was the gym facility tidy and well maintained?	
<b>6.07</b>	Was there a spa and/or sauna facility available?	
<b>6.08</b>	If yes, was the spa and/or sauna facility clean?	
<b>6.09</b>	Was the spa and/or sauna facility tidy and well maintained?	
<b>6.10</b>	Were there other recreational facilities on offer?	
<b>6.11</b>	<b>If yes, what were they?</b>	
<b>6.12</b>	Were these facilities clean?	
<b>6.13</b>	Were these facilities tidy and well maintained?	
<b>6.14</b>	Was there a business centre available?	
<b>6.15</b>	If yes, was the business centre clean?	
<b>6.16</b>	Was the business centre tidy and well maintained?	
<b>6.17</b>	Were unoccupied tables inside the business centre, tidy and ready for the next guest?	
<b>6.18</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			
POSITIVE	NEGATIVE	N/A	TOTAL

# GUEST ROOM

## SAMPLE VENUE - LUXURY LIFESTYLE 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 temperature inside the room comfortable when you entered?	
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 there food and beverage marketing material in the room?	
7.15	Was there a mini bar available?	
7.16	Was it well stocked?	
7.17	Were there any luxury food and beverage options offered?	
7.18	<b>If yes, what were they?</b>	
7.19	Was the quality of the cutlery, crockery and glassware of a luxury standard?	
7.20	Was the cutlery, crockery and glassware clean?	

<b>7.21</b>	Was the mattress comfortable?	
<b>7.22</b>	Was the linen of luxurious in quality?	
<b>7.23</b>	Were the pillows comfortable?	
<b>7.24</b>	Was the lighting inside the bathroom appropriate?	
<b>7.25</b>	Upon arrival to the room, was the bathroom clean?	
<b>7.26</b>	Was the bathroom well maintained?	
<b>7.27</b>	Upon arrival to the room, was the mirror and/or glass shower clean?	
<b>7.28</b>	Was the décor inside the bathroom in line with the style of the hotel?	
<b>7.29</b>	Was the design inside the bathroom, in line with the hotel's branding?	
<b>7.30</b>	Did the hotel offer luxury bath towels?	
<b>7.31</b>	Did the hotel room offer shampoo, conditioner, moisturiser and soap?	
<b>7.32</b>	Did the hotel room offer additional luxury toiletries?	
<b>7.33</b>	Did the shower have good water pressure?	
<b>7.34</b>	Was there a laundry service available?	
<b>7.35</b>	Was there a dry cleaning service available?	
<b>7.36</b>	Was there a clothes pressing service available?	
<b>7.37</b>	Was there a security latch/dead bolt at the back of the hotel room door?	
<b>7.38</b>	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>



# HOTEL BAR

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

results

<b>8.01</b>	Were you greeted or acknowledged within 60 seconds of entering the hotel bar?	
<b>8.02</b>	Did the hotel bar staff member smile and make eye contact while serving you?	
<b>8.03</b>	Did the hotel bar staff member use courteous language?	
<b>8.04</b>	Did the hotel bar staff member who served introduce themselves by name or were they wearing a name badge?	
<b>8.05</b>	<b>If yes, what was their name?</b>	
<b>8.06</b>	<b>If no, please describe the hotel bar staff member who served you.</b>	
<b>8.07</b>	Were all the hotel bar staff members attentive?	
<b>8.08</b>	Were all the hotel bar staff members well groomed?	
<b>8.09</b>	Were all the hotel bar staff members in full uniform?	
<b>8.10</b>	Was the uniform of all the hotel bar staff members consistent with the theme of the venue?	
<b>8.11</b>	Was the hotel bar area clean?	
<b>8.12</b>	Was the hotel bar area tidy and well maintained?	
<b>8.13</b>	Were the carpets and floors within the hotel bar clean?	
<b>8.14</b>	Were unoccupied tables inside the hotel bar, tidy and ready for the next guest/s?	
<b>8.15</b>	Was the lighting inside the hotel bar appropriate?	
<b>8.16</b>	Was the music inside the hotel bar at an appropriate level?	
<b>8.17</b>	Were there clear, easy-to-find directional signs within the hotel bar?	
<b>8.18</b>	Was the temperature inside the hotel bar comfortable?	
<b>8.19</b>	Were menus made available?	

8.20	Were the menus at the hotel bar written in an appropriate font and easy to read?	
8.21	Were the menus undamaged?	
8.22	Were the menus clean?	
8.23	Were the menus in line with the style of the hotel bar?	
8.24	Was there a wide selection of beverage options available?	
8.25	Were there items on the menu that you hadn't seen before or that are not mainstream?	
8.26	<b>If yes, what were they?</b>	
8.27	Were there locally sourced options available?	
8.28	<b>If yes, what were they?</b>	
ASK	<i>"Which is your most popular (wine/cocktail/beer)?"</i>	
8.29	<b>What did the hotel bar staff member recommend?</b>	
8.30	Was your query answered confidently?	
8.31	Was your query answered in an informative manner?	
8.32	Was your query answered efficiently?	
8.33	Was your drink order taken in under five minutes of being seated?	
8.34	Was your drink delivered within five minutes of ordering?	
8.35	Did the hotel bar staff member get your order correct?	
8.36	Was the quality of your glassware of a luxury standard?	
8.37	Was your drink served in clean glassware?	
8.38	Was your drink served at a good temperature?	
8.39	If more than one drink was ordered, were all drinks delivered at the same time?	
8.40	If more than one drink was ordered, were all drinks placed in front of the correct guest?	

<b>8.41</b>	Were you asked if you wanted another drink unprompted?	
<b>8.42</b>	Did the hotel bar staff member ask you how your drink was at any point?	
<b>8.43</b>	Were the glasses cleared within five minutes of all guests finishing their drinks?	
<b>8.44</b>	Were you farewelled as you left the hotel bar?	
<b>8.45</b>	Was the bill accurate for what was ordered?	

*notes...*

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

*photo of the bar menu*

*photo of the drink*

# BREAKFAST

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

results

9.01	Were you greeted or acknowledged within 60 seconds of entering the restaurant?	
9.02	Did the restaurant service staff member welcome you to the restaurant?	
9.03	Did the restaurant service staff member smile and make eye contact while serving you?	
9.04	Did the restaurant host use courteous language?	
9.05	Did the restaurant service member who served introduce themselves by name or were they wearing a name badge?	
9.06	<b>If yes, what was their name?</b>	
9.07	<b>If no, please describe the restaurant service staff member who served you.</b>	
9.08	Were all the restaurant service staff members attentive?	
9.09	Were all the restaurant service staff members well groomed?	
9.10	Were all the restaurant service staff members in full uniform?	
9.11	Was the uniform of all the restaurant service staff members consistent with the theme of the venue?	
9.12	Was the restaurant area clean?	
9.13	Was the restaurant area tidy and well maintained?	
9.14	Were carpets and floors within the restaurant clean?	
9.15	Were unoccupied tables inside the restaurant, tidy and ready for the next guest/s?	
9.16	Was the lighting inside the restaurant appropriate?	
9.17	Was the music inside the restaurant at an appropriate level?	
9.18	Were there clear, easy-to-find directional signs within the restaurant?	

9.19 Was the temperature inside the restaurant comfortable?

9.20 Did the restaurant service staff member ask if you had breakfast with them previously?

9.21 Did the restaurant service staff member explain how the menu, buffet or both options work?

**Was an a-la-carte breakfast available?**

9.22 Were menus made available?

9.23 Were the menus written in an appropriate font and easy to read?

9.24 Were the menus undamaged?

9.25 Were the menus clean?

9.26 Were the menus in line with the style of the venue?

9.27 Was there an appropriate variety of items available from the menu?

9.28 Did the menu feature any specials?

9.29 Were there locally sourced options available?

9.30 **If yes, what were they?**

**ASK** *"What's a popular dish that you'd recommend for me?"*

9.31 **What did they recommend?**

9.32 Was your query answered confidently?

9.33 Was your query answered in an informative manner?

9.34 Was your query answered efficiently?

**ASK** *"What options do you have that are gluten-free?"*

9.35 **What did they recommend?**

9.36 Was your query answered confidently?

9.37 Was your query answered in an informative manner?

9.38	Was your query answered efficiently?	
9.39	Did the restaurant service staff member get your food order correct?	
9.40	If more than one meal was ordered, were all meals delivered at the same time?	
9.41	If more than one meal was ordered, were all meals placed in front of the correct guest?	
9.42	Was there a buffet menu on displayed? Or, were buffet items and dietaries clearly labelled on the buffet?	
9.43	Was buffet appearance clean well maintained?	
9.44	Was there an appropriate variety of hot and cold items available?	
9.45	As the food dishes started to run out on the buffet, were they quickly replenished or replaced?	
9.46	Was a specialty item available?	
9.47	Were there sufficient condiments and sauces available?	
9.48	Were there any specialty condiments or sauces?	
ASK	<i>"What options do you have that are gluten-free?"</i>	
9.49	<b>What did they recommend?</b>	
9.50	Was your query answered confidently?	
9.51	Was your query answered in an informative manner?	
9.52	Was your query answered efficiently?	
9.53	If there was self service coffee, tea or juice, were there clear instructions?	
9.54	If there was self service, coffee, tea or juice, as it clean and well maintained?	
9.55	Was the quality of the cutlery and crockery of a deluxe standard?	
9.56	Was the food and beverage cutlery and crockery clean?	
9.57	Was the quality of the linen of a deluxe standard?	
9.58	Was the linen clean?	
9.59	Was all the food served at the correct temperature?	

9.60	Was salt and pepper available?	
9.61	Did the restaurant service staff member get your coffee or tea order correct?	
9.62	Was your coffee or tea served at a good temperature?	
9.63	Was your coffee or tea serviced without any spills or if there were any spills, was it immediately noticed and rectified by the staff member?	
9.64	If more than one coffee or tea was ordered, were all drinks delivered at the same time?	
9.65	If more than one coffee or tea was ordered, were all drinks placed in front of the correct guest?	
9.66	Did the restaurant service staff member ask you how your breakfast was at any point?	
9.67	Were plates cleared within five minutes of all guests finishing their meals?	
9.68	Were you farewelled as you left the restaurant?	

*notes...*

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

photo of the breakfast menu

photo of the menu or section of the buffet that as labelled

photo of the meal

## RECEPTION

SAMPLE VENUE - LUXURY LIFESTYLE ACCOMMODATION HOTEL OF THE YEAR  
MYSTERY SHOPPING REPORT

results

10.01	Was online / express check-out available?	
10.02	If you checked out online, did you find the process user-friendly?	
10.03	If you checked out at reception, did you find the process user-friendly?	
10.04	Was the bill that you were presented with accurate?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL



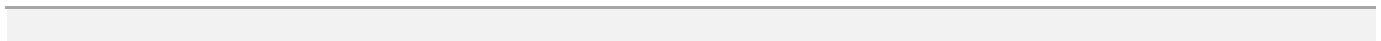
# VALET PARKING SERVICE

SAMPLE VENUE - LUXURY LIFESTYLE ACCOMMODATION HOTEL OF THE YEAR  
MYSTERY SHOPPING REPORT

*results*

<b>11.01</b>	If a hotel porter retrieved your car from valet, was it brought to you within 10 minutes?	
<b>11.02</b>	How long did it take?	

*notes...*



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

# KEY COMMENTS

SAMPLE VENUE - LUXURY LIFESTYLE ACCOMMODATION HOTEL OF THE YEAR  
MYSTERY SHOPPING REPORT

*overall feedback...*

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**THE BEST THING**

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**KEY AREA(S) OF IMPROVEMENT**

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