

HUMANEXPERIENCE

MYSTERY SHOPPING REPORT

2024 Victoria Accommodation Awards for Excellence



Accommodation Australia
A DIVISION OF THE AHA | VIC

Sample Venue
Mid-range Accommodation Hotel of the Year

Conducted On: Sample Date

Report Presented: Sample Date

H^x

YOUR RESULTS

SAMPLE VENUE - MID-RANGE 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	30% GENERAL FACILITIES	5% HOTEL FACILITIES
25% RECEPTION	15% GUEST ROOM	20% BREAKFAST

H^x

PHONE & ONLINE

SAMPLE VENUE - MID-RANGE 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...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

photo of the recent social media post

GENERAL FACILITIES

SAMPLE VENUE - MID-RANGE ACCOMMODATION HOTEL OF THE YEAR MYSTERY SHOPPING REPORT

Date & time arrived at the venue: Sample Date

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?	
2.03	Was the exterior of the hotel clean?	
2.04	Was the exterior of the hotel tidy and well maintained?	
2.05	Were the windows clean?	
2.06	Were glass doors clean?	
2.07	Were the interiors of the common areas of the hotel clean?	
2.08	Were the interiors of the common areas of the hotel tidy and well maintained?	
2.09	Were the carpets and floors in the common areas of the hotel clean?	
2.10	Were unoccupied tables in the common areas of the hotel clean, tidy and ready for the next guest/s?	
2.11	Was the décor in line with the style of the hotel?	
2.12	Was the design in line with the hotel's branding?	
2.13	Was the lighting throughout the hotel adequate?	
2.14	Was there audible music being played in the hotel?	
2.15	If so, was it aligned with the style of the hotel?	
2.16	Were there clear, easy-to-find directional signs inside the hotel?	
2.17	Were there indoor plants inside the hotel?	
2.18	Were the common area bathrooms easy to find?	
2.19	Were the common area bathrooms clean?	
2.20	Were the common area bathrooms tidy and well maintained?	

2.21	Were the common area bathrooms well-stocked?	
2.22	Was there background music playing inside the common area bathrooms?	
2.23	If yes, was the music playing aligned to the hotel's branding?	
2.24	Did the hotel provide free Wi-Fi?	
2.25	Did the hotel provide high speed internet?	
2.26	Were there any visible security cameras within the hotel?	
2.27	Were you provided with adequate room access (e.g. key card, mobile app, etc)	
2.28	Was there a variety of food and beverage options at the hotel?	
2.29	If yes, what food and beverage options were available?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

RECEPTION

SAMPLE VENUE - MID-RANGE ACCOMMODATION HOTEL OF THE YEAR MYSTERY SHOPPING REPORT

results

3.01	Were you acknowledged within 60 seconds of arriving at reception?	
3.02	Did the reception staff member welcome you to the hotel?	
3.03	Did the reception staff member smile and make eye contact while serving you?	
3.04	Did the reception staff member use your name while serving you?	
3.05	Did the reception staff member use courteous language?	
3.06	Was the reception area clean?	
3.07	Was the reception area tidy and well maintained?	
3.08	Were the carpets and floors within the reception area clean?	
3.09	Were the reception staff members well groomed?	
3.10	Were the reception staff members in full uniform?	
3.11	Was the uniform of the reception staff members, consistent with the theme of the hotel?	
3.12	Did the reception staff member who served introduce themselves by name or were they wearing a name badge?	
3.13	If yes, what was their name?	
3.14	If not, please describe the reception staff member who served you.	
3.15	Did the reception staff member promote various hotel facilities unprompted?	
3.16	If so, what facilities were promoted?	
3.17	Did a reception staff member engage with you about any in-house marketing unprompted?	

3.18	If a reception staff member engaged with you on any in-house marketing, what did they talk to you about?	
ASK	<i>"I am potentially looking at making another booking in a couple of months time for myself and three of my friends. What options are there for room sharing and interconnecting rooms?"</i>	
3.19	What did the reception staff recommend?	
3.20	Was your query answered confidently?	
3.21	Was your query answered in an informative manner?	
3.22	Was your query answered efficiently?	
3.23	Were the details of your check-in accurate?	
3.24	Were you given instructions on how to find your room?	
3.25	Was online check-in available?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

HOTEL FACILITIES

SAMPLE VENUE - MID-RANGE ACCOMMODATION HOTEL OF THE YEAR MYSTERY SHOPPING REPORT

results

4.01	Were there any recreational facilities on offer?	
4.02	If yes, what were they?	
4.03	Were these facilities clean?	
4.04	Were these facilities well maintained?	
4.05	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 - MID-RANGE ACCOMMODATION HOTEL OF THE YEAR MYSTERY SHOPPING REPORT

results

5.01	Was your room clean?	
5.02	Was your room well maintained?	
5.03	Were the windows clean?	
5.04	Were carpets and floors clean?	
5.05	Was the décor in line with the style of the hotel?	
5.06	Was the design in line with the hotel's branding?	
5.07	Was the lighting inside the room adequate?	
5.08	Did the curtains sufficiently block the outside light from coming into the room when the curtains were drawn?	
5.09	Did the hotel room offer ample storage space?	
5.10	When you turned out the lights to go to bed, were there any lights shining brightly that could potentially impact a guest's sleep?	
5.11	Was your room well soundproofed?	
5.12	Was there appropriate in-house marketing material inside the room?	
5.13	Was there food and beverage marketing material in the room?	
5.14	Was the cutlery, crockery and glassware clean?	
5.15	Was the mattress comfortable?	
5.16	Was the linen of superior quality?	
5.17	Were the pillows comfortable?	
5.18	Was the lighting inside the bathroom appropriate?	
5.19	Upon arrival to the room, was the bathroom clean?	
5.20	Was the bathroom well maintained?	
5.21	Upon arrival to the room, was the mirror and/or glass shower clean?	

5.22	Was the décor inside the bathroom in line with the style of the hotel?	
5.23	Was the design inside the bathroom, in line with the hotel's branding?	
5.24	Did the hotel offer superior bath towels?	
5.25	Did the hotel room offer shampoo, conditioner, moisturiser and soap?	
5.26	Did the shower have good water pressure?	
5.27	Was there a security latch/dead bolt at the back of the hotel room door?	
5.28	Was there a safe located in the room, in which to place your valuable items?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

BREAKFAST

SAMPLE VENUE - MID-RANGE ACCOMMODATION HOTEL OF THE YEAR MYSTERY SHOPPING REPORT

results

6.01	Were you greeted or acknowledged within 60 seconds of entering the restaurant?	
6.02	Did the restaurant service staff member welcome you to the restaurant?	
6.03	Did the restaurant service staff member smile and make eye contact while serving you?	
6.04	Did the restaurant service staff member use courteous language?	
6.05	Did the restaurant service member who served introduce themselves by name or were they wearing a name badge?	
6.06	If yes, what was their name?	
6.07	If no, please describe the restaurant service staff member who served you.	
6.08	Were all the restaurant service staff members attentive?	
6.09	Were all the restaurant service staff members well groomed?	
6.10	Were all the restaurant service staff members in full uniform?	
6.11	Was the uniform of all the restaurant service staff members consistent with the theme of the venue?	
6.12	Was the restaurant area clean?	
6.13	Was the restaurant area tidy and well maintained?	
6.14	Were carpets and floors within the restaurant clean?	
6.15	Were unoccupied tables inside the restaurant, tidy and ready for the next guest/s?	
6.16	Was the lighting inside the restaurant appropriate?	
6.17	Was the music inside the restaurant at an appropriate level?	
6.18	Were there clear, easy-to-find directional signs within the restaurant?	

6.19 Was the temperature inside the restaurant comfortable?

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

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

Was an a-la-carte breakfast available?

6.22 Were menus made available?

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

6.24 Were the menus undamaged?

6.25 Were the menus clean?

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

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

6.28 Did the menu feature any specials?

6.29 Were there locally sourced options available?

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

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

6.31 **What did they recommend?**

6.32 Was your query answered confidently?

6.33 Was your query answered in an informative manner?

6.34 Was your query answered efficiently?

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

6.35 **What did they recommend?**

6.36 Was your query answered confidently?

6.37 Was your query answered in an informative manner?

6.38	Was your query answered efficiently?	
6.39	Did the restaurant service staff member get your food order correct?	
6.40	If more than one meal was ordered, were all meals delivered at the same time?	
6.41	If more than one meal was ordered, were all meals placed in front of the correct guest?	
6.42	Was there a buffet menu on displayed? Or, were buffet items and dietaries clearly labelled on the buffet?	
6.43	Was buffet appearance clean well maintained?	
6.44	Was there an appropriate variety of hot and cold items available?	
6.45	As the food dishes started to run out on the buffet, were they quickly replenished or replaced?	
6.46	Was a specialty item available?	
6.47	Were there sufficient condiments and sauces available?	
6.48	Were there any specialty condiments or sauces?	
ASK	<i>"What options do you have that are gluten-free?"</i>	
6.49	What did they recommend?	
6.50	Was your query answered confidently?	
6.51	Was your query answered in an informative manner?	
6.52	Was your query answered efficiently?	
6.53	If there was self service coffee, tea or juice, were there clear instructions?	
6.54	If there was self service, coffee, tea or juice, as it clean and well maintained?	
6.55	Was the food and beverage cutlery and crockery clean?	
6.56	Was the linen clean?	
6.57	Was all the food served at the correct temperature?	
6.58	Was salt and pepper available?	
6.59	Did the restaurant service staff member get your coffee or tea order correct?	

6.60	Was your coffee or tea served at a good temperature?	
6.61	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?	
6.62	If more than one coffee or tea was ordered, were all drinks delivered at the same time?	
6.63	If more than one coffee or tea was ordered, were all drinks placed in front of the correct guest?	
6.64	Did the restaurant service staff member ask you how your breakfast was at any point?	
6.65	Were plates cleared within five minutes of all guests finishing their meals?	
6.66	Were you farewelled as you left the restaurant?	

notes...

TOTALS FOR THIS SECTION			
0	0	0	#DIV/0!
POSITIVE	NEGATIVE	N/A	TOTAL

photo of the breakfast menu

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

photo of the meal

RECEPTION

SAMPLE VENUE - MID-RANGE ACCOMMODATION HOTEL OF THE YEAR MYSTERY SHOPPING REPORT

results

7.01	Was online / express check-out available?	
7.02	If you checked out online, did you find the process user-friendly?	
7.03	If you checked out at reception, did you find the process user-friendly?	
7.04	Was the bill that you were presented with accurate?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

KEY COMMENTS

SAMPLE VENUE - MID-RANGE ACCOMMODATION HOTEL OF THE YEAR MYSTERY SHOPPING REPORT

overall feedback...

THE BEST THING

KEY AREA(S) OF IMPROVEMENT