

HUMANEXPERIENCE

MYSTERY SHOPPING REPORT

2024 Victoria Accommodation Awards for Excellence



Accommodation Australia
A DIVISION OF THE AHA | VIC

Sample Venue
Motel of the Year

Conducted On: Sample Date

Report Presented: Sample Date

H^x

YOUR RESULTS

SAMPLE VENUE - MOTEL 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	25% GENERAL FACILITIES	5% PARKING	20% RECEPTION
5% MOTEL FACILITIES	40% GUEST ROOM		

H^x

PHONE & ONLINE

SAMPLE VENUE - MOTEL 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 FACILITES
SAMPLE VENUE - MOTEL OF THE YEAR
MYSTERY SHOPPING REPORT



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



results

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

notes...



TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

PARKING

SAMPLE VENUE - MOTEL OF THE YEAR MYSTERY SHOPPING REPORT

results

3.01	Was the car park area clean and well maintained?	
3.02	Was the car park in close proximity to the hotel reception/guest rooms?	
3.03	Was there a clear walking path between the car park and reception/guest rooms?	
3.04	If yes, was this path smooth?	
3.05	Was the parking secure?	
3.06	Was there clear directional signage to the motel?	
3.07	Is the motel easily accessible by public transport?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

GENERAL FACILITIES

SAMPLE VENUE - MOTEL OF THE YEAR MYSTERY SHOPPING REPORT

results

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

4.22	Were there any visible security cameras within the motel?	
4.23	Were you provided with a key card?	
4.24	Were you provided with adequate room access (e.g. key card, mobile app, room key, etc)	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

RECEPTION

SAMPLE VENUE - MOTEL 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 motel?	
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 motel?	
5.12	Did the reception staff member who served introduce themselves by name or were they wearing a name badge?	
5.13	If yes, what was their name?	
5.14	If not, please describe the reception staff member who served you.	
5.15	Did the reception staff member promote various motel facilities unprompted?	
5.16	If so, what facilities were promoted?	
5.17	Did a staff member engage with you about any in-house marketing unprompted?	

5.18	If a staff member engaged with you about 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>	
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...

TOTALS FOR THIS SECTION

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

MOTEL FACILITIES

SAMPLE VENUE - MOTEL OF THE YEAR MYSTERY SHOPPING REPORT

results

6.01	Were there any recreational facilities on offer?	
6.02	If yes, what were they?	
6.03	Were these facilities clean?	
6.04	Were these facilities well maintained?	
6.05	Was there a laundry service available?	
6.06	Was the facility clean?	
6.07	Was the facility well maintained?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

GUEST ROOM

SAMPLE VENUE - MOTEL 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 motel?	
7.06	Was the design in line with the motel'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	Did the motel room offer ample storage space?	
7.10	When you turned out the lights to go to bed, were there any lights shining brightly that could potentially impact a guest's sleep?	
7.11	Was your room well soundproofed?	
7.12	Was there appropriate in-house marketing material inside the room?	
7.13	Was complimentary tea and coffee available?	
7.14	Was the cutlery, crockery and glassware clean?	
7.15	Was the mattress comfortable?	
7.16	Was the bed linen of good quality?	
7.17	Were the pillows comfortable?	
7.18	Was the lighting inside the bathroom appropriate?	
7.19	Upon arrival to the room, was the bathroom clean?	
7.20	Was the bathroom well maintained?	
7.21	Upon arrival to the room, was the mirror and/or glass shower clean?	

7.22	Was the décor inside the bathroom in line with the style of the motel?	
7.23	Was the design inside the bathroom in line with the motel's branding?	
7.24	Did the motel offer high quality/ good bath towels?	
7.25	Were there basic toiletries available, including soap, shampoo and conditioner?.	
7.26	Did the shower have good water pressure?	
7.27	Was there a security latch/dead bolt at the back of the motel room door?	
7.28	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

RECEPTION

SAMPLE VENUE - MOTEL OF THE YEAR MYSTERY SHOPPING REPORT

results

8.01	Was online / express check-out available?	
8.02	If you checked out online, did you find the process user-friendly?	
8.03	If you checked out at reception, did you find the process user-friendly?	
8.04	Was the bill that you were presented with accurate?	

notes...

TOTALS FOR THIS SECTION			
POSITIVE	NEGATIVE	N/A	TOTAL

KEY COMMENTS

SAMPLE VENUE - MOTEL OF THE YEAR MYSTERY SHOPPING REPORT

overall feedback...

THE BEST THING

KEY AREA(S) OF IMPROVEMENT
