

HUMANEXPERIENCE

MYSTERY SHOPPING REPORT

Victoria Accommodation Awards for Excellence



Accommodation Australia
A DIVISION OF THE AHA | VIC

Motel of the Year

Conducted On:

H^x

YOUR RESULTS

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

% ONLINE	% PARKING	% GENERAL FACILITIES	% RECEPTION
% MOTEL FACILITIES		% GUEST ROOM	% ABOVE & BEYOND

H^x

ONLINE

MOTEL OF THE YEAR MYSTERY SHOPPING REPORT

results

1.01	Was the information on the motel's website enticing?	
1.02	Was the information on the motel's website informative?	
1.03	Was the information on the motel's website up-to-date?	
1.04	Could you easily locate information regarding accessibility at the motel on their website?	
1.05	Does the venue's last two weeks of social media posts showcase the accommodation facilities and offerings in a way that is engaging visually?	
1.06	Were there recent posts enticing people to attend with promotions?	
1.07	Has the venue posted within the last seven days on one of their nominated social accounts?	
1.08	When making your booking online, was the booking process user-friendly?	
1.09	Could you locate information about the motel easily?	
1.10	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?	
1.11	Did you receive confirmation in writing of your reservation (text or email)?	
1.12	When you contacted the venue via one of their social media channels (asking a question), did the venue get back to you with an answer within 24 hours?	
1.13	What question did you ask the venue?	
1.14	What answer did you receive?	
1.15	Was your question answered in an informative manner?	

PARKING

MOTEL OF THE YEAR MYSTERY SHOPPING REPORT

results

2.01	Was the car park area clean and well-maintained?	
2.02	Was the car park in close proximity to the motel reception/guest rooms?	
2.03	Was there a clear walking path between the car park and reception/guest rooms?	
2.02	If yes, was this path smooth?	
2.05	Was there clear directional signage to the motel?	
2.06	Is the motel easily accessible by public transport?	

notes...

TOTALS FOR THIS SECTION			
0	0	0	%
POSITIVE	NEGATIVE	N/A	TOTAL

GENERAL FACILITIES

MOTEL OF THE YEAR MYSTERY SHOPPING REPORT

results

3.01	Was it clear from the logo signage that you had found the motel?	
3.02	Was the logo signage clear and working well?	
3.03	Was the exterior of the motel clean?	
3.04	Was the exterior of the motel well-maintained?	
3.05	Were the windows clean?	
3.06	Were the glass doors clean?	
3.07	Were the interiors of the common areas of the motel clean?	
3.08	Were the interiors of the common areas of the motel well-maintained?	
3.09	Were the carpets and floors inside the common areas of the motel clean?	
3.10	Were unoccupied tables inside the common areas of the motel clean, tidy, and ready for the next guest(s)?	
3.11	Was the décor in line with the style of the motel?	
3.12	Was the design in line with the motel's branding?	
3.13	Was the lighting throughout the motel adequate?	
3.14	Was there audible music being played in the motel?	
3.15	If so, was it aligned with the style of the motel?	
3.16	Were there clear, easy-to-find directional signs inside the motel?	
3.17	Were there indoor plants inside the motel?	
3.18	Were the common area bathrooms easy to find?	
3.19	Were the common area bathrooms clean?	
3.20	Were the common area bathrooms well-maintained?	
3.21	Were the common area bathrooms well-stocked?	

3.22	Did the motel provide free Wi-Fi?	
3.23	Did the motel provide high-speed internet?	
3.24	Were you provided with a key card?	
3.25	Were you provided with adequate room access (e.g., key card, mobile app, room key, etc.)?	

notes...

TOTALS FOR THIS SECTION			
0	0	0	%
POSITIVE	NEGATIVE	N/A	TOTAL

RECEPTION (CHECK IN)

MOTEL OF THE YEAR MYSTERY SHOPPING REPORT

results

4.01	Were you acknowledged within 60 seconds of arriving at reception?	
4.01a	If you waited longer than 60 seconds, how long did you wait?	
4.01b	If you waited longer than 60 seconds, what were the staff engaged with?	
4.02	Did the reception staff member welcome you to the motel?	
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 staff member friendly, and did they engage with you in a positive way?	
4.07	Was the reception area clean?	
4.08	Was the reception area tidy and well-maintained?	
4.09	Were the carpets and floors within the reception area clean?	
4.10	Were the reception staff members well-groomed?	
4.11	Were the reception staff members in full uniform?	
4.12	Was the uniform of the reception staff members consistent with the theme of the motel?	
4.13	Did the reception staff member who served you introduce themselves by name or were they wearing a name badge?	
4.14	If yes, what was their name?	
4.15	If not, please describe the reception staff member who served you.	

4.16	Did the reception staff member promote various motel facilities unprompted?	
4.17	If so, what facilities were promoted?	
4.18	Did a staff member engage with you about any in-house marketing unprompted?	
4.19	If a staff member engaged with you about any in-house marketing, what did they talk to you about?	
ASK	<i>"If I wanted to book again and stay for seven nights, could I get a discounted rate?"</i>	
4.20	What did the reception staff recommend?	
4.21	Was your query answered confidently?	
4.22	Was your query answered in an informative manner?	
4.23	Was your query answered efficiently?	
4.24	Were the details of your check-in accurate?	
4.25	Were you given instructions on how to find your room?	
4.26	Was online or self check-in available?	

notes...

TOTALS FOR THIS SECTION			
0	0	0	%
POSITIVE	NEGATIVE	N/A	TOTAL

MOTEL FACILITIES

MOTEL OF THE YEAR MYSTERY SHOPPING REPORT

results

5.01	Were there any recreational facilities on offer?	
5.02	If yes, what were they?	
5.03	Were these facilities clean?	
5.04	Were these facilities well-maintained?	
5.05	Was there a laundry service available?	
5.06	Was the facility clean?	
5.07	Was the facility well-maintained?	

notes...

TOTALS FOR THIS SECTION			
0	0	0	%
POSITIVE	NEGATIVE	N/A	TOTAL

GUEST ROOM

MOTEL OF THE YEAR MYSTERY SHOPPING REPORT

results

6.01	Was your room clean and well-maintained?	
6.02	Was the décor in line with the style of the motel?	
6.03	Was the design in line with the motel's branding?	
6.04	Was the lighting inside the room adequate?	
6.05	Did the curtains sufficiently block the outside light from coming into the room when the curtains were drawn?	
6.06	Did the motel room offer ample storage space?	
6.07	When you turned out the lights to go to bed, were there any lights shining brightly that could potentially impact a guest's sleep?	
6.08	Was your room well soundproofed?	
6.09	Was there appropriate in-house marketing material inside the room?	
6.10	Was complimentary tea and coffee available?	
6.11	Was a complimentary biscuit or surprise and delight treat available?	
6.12	Was the cutlery, crockery, and glassware clean?	
6.13	Was the mattress comfortable?	
6.14	Was the bed linen of good quality?	
6.15	Were the pillows comfortable?	
6.16	Was the lighting inside the bathroom appropriate?	
6.17	Upon arrival in the room, was the bathroom clean?	
6.18	Was the bathroom well-maintained?	
6.19	Upon arrival in the room, was the mirror and/or glass shower clean?	
6.20	Was the décor inside the bathroom in line with the style of the motel?	
6.21	Was the design inside the bathroom in line with the motel's branding?	

6.22	Did the motel offer high-quality/good bath towels?	
6.23	Were there basic toiletries available, including soap, shampoo, and conditioner?	
6.24	Did the shower have good water pressure?	
6.25	Was there a security latch/deadbolt at the back of the motel room door?	
6.26	Was there a safe located in the room in which to place your valuable items?	

notes...

TOTALS FOR THIS SECTION			
0	0	0	%
POSITIVE	NEGATIVE	N/A	TOTAL

RECEPTION (CHECK OUT)

MOTEL 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			
0	0	0	%
POSITIVE	NEGATIVE	N/A	TOTAL

ABOVE & BEYOND

MOTEL OF THE YEAR MYSTERY SHOPPING REPORT

results

8.01	Did the reception staff member go above and beyond at any time during your interaction?	
8.02	Did the reception staff member anticipate your needs before you made a request?	
8.03	Was there anything particularly memorable about your experience (e.g., service, atmosphere, food, or beverage quality)?	
8.04	If yes, please tell us what was particularly memorable.	
8.05	Would you stay at this motel again?	
8.06	Why / why not?	
8.07	If someone asked you about this motel, how would you describe it?	

TOTALS FOR THIS SECTION			
0	0	0	%
POSITIVE	NEGATIVE	N/A	TOTAL

KEY COMMENTS

MOTEL OF THE YEAR MYSTERY SHOPPING REPORT

overall feedback...

THE BEST THING

KEY AREA(S) OF IMPROVEMENT