

HUMANEXPERIENCE

MYSTERY SHOPPING REPORT

Victoria Accommodation Awards for Excellence



Accommodation Australia
A DIVISION OF THE AHA | VIC

Resort Style Accommodation of the Year

Conducted On:

H^x

YOUR RESULTS

RESORT STYLE ACCOMMODATION 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	% HOTEL FACILITIES
% GUEST ROOM	% HOTEL BAR	% BREAKFAST	% ABOVE & BEYOND	

H^x

ONLINE

RESORT STYLE ACCOMMODATION 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	Could you easily locate information regarding accessibility at the hotel 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 hotel 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

RESORT STYLE ACCOMMODATION 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 hotel reception/guest rooms?	
2.03	Was there a clear walking path between the car park and reception/guest rooms?	
2.04	If yes, was this path smooth?	
2.05	Was there clear directional signage to the hotel?	

notes...

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

GENERAL FACILITIES

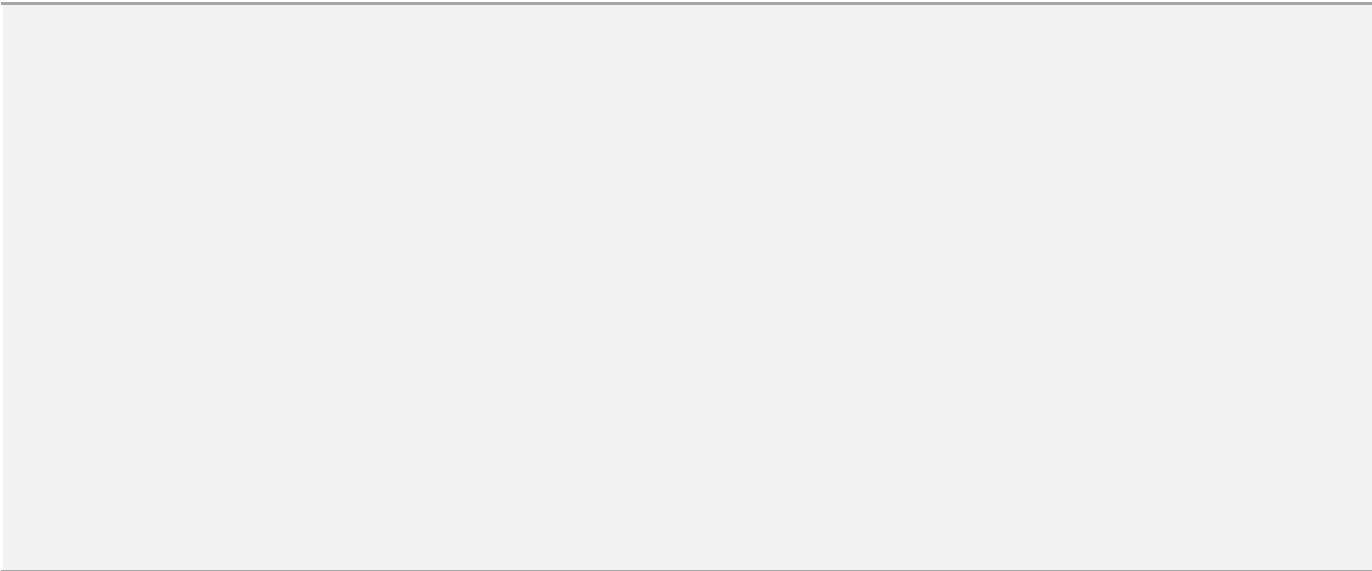
RESORT STYLE ACCOMMODATION OF THE YEAR MYSTERY SHOPPING REPORT

results

3.01	Was it clear from the logo signage that you had found the hotel?	
3.02	Was the logo signage clear and working well?	
3.03	Were the grounds of the hotel clean and tidy?	
3.04	Were the grounds of the hotel well-maintained?	
3.05	Did the facilities at this hotel have signature/special features?	
3.06	If yes, what were they?	
3.07	Was the exterior of the hotel clean?	
3.08	Was the exterior of the hotel tidy and well-maintained?	
3.09	Were the windows clean?	
3.10	Were glass doors clean?	
3.11	Were the interiors of the common areas of the hotel clean?	
3.12	Were the interiors of the common areas of the hotel tidy and well-maintained?	
3.13	Were the carpets and floors inside the common areas of the hotel clean?	
3.14	Were unoccupied tables of the common areas inside the hotel clean, tidy, and ready for the next guest(s)?	
3.15	Was the décor in line with the style of the hotel?	
3.16	Was the design in line with the hotel's branding?	
3.17	Was the lighting throughout the hotel adequate?	
3.18	Was there audible music playing in the hotel?	
3.19	If so, was it aligned with the style of the hotel?	
3.20	Were there clear, easy-to-find directional signs inside the hotel?	

3.21	Were there fresh flowers and/or plants inside the hotel?	
3.22	Were the common area bathrooms easy to find?	
3.23	Were the common area bathrooms clean?	
3.24	Were the common area bathrooms tidy and well-maintained?	
3.25	Were the common area bathrooms well-stocked?	
3.26	Was there background music playing inside the common area bathrooms?	
3.27	If yes, was the music playing aligned with the hotel's branding?	
3.28	Did the hotel provide free Wi-Fi?	
3.29	Did the hotel provide high-speed internet?	
3.30	Were you provided with a key card?	
3.31	Were you provided with adequate room access (e.g., key card, mobile app, etc.)?	
3.32	Was there a variety of food and beverage options within the hotel?	
3.33	If yes, what food and beverage options were available?	
3.34	Was there a 'wow factor' at this resort relative to its location?	
3.35	If yes, what was it?	

notes...



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

RECEPTION (CHECK IN)

RESORT STYLE ACCOMMODATION 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 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 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 hotel?	
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 hotel facilities unprompted?	
4.17	If so, what facilities were promoted?	
4.18	Did a reception staff member engage with you about any in-house marketing unprompted?	
4.19	If a reception staff member engaged with you on 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?	
ASK	<i>"I am really keen to check out a great local bar; where would you recommend?"</i>	
4.27	What did they recommend?	
4.28	Was your query answered confidently?	
4.29	Was your query answered in an informative manner?	
4.30	Was your query answered efficiently?	
ASK	<i>"Are there any events in the area tomorrow that I should check out?"</i>	
4.31	What did they recommend?	
4.32	Was your query answered confidently?	

4.33 Was your query answered in an informative manner?

4.34 Was your query answered efficiently?

notes...

TOTALS FOR THIS SECTION

0	0	0	%
POSITIVE	NEGATIVE	N/A	TOTAL

HOTEL FACILITIES

RESORT STYLE ACCOMMODATION OF THE YEAR MYSTERY SHOPPING REPORT

results

5.01	Was there a pool facility available?	
5.02	If yes, was the pool facility clean?	
5.03	Was the pool facility tidy and well-maintained?	
5.04	Was there a gym facility available?	
5.05	If yes, was the gym facility clean?	
5.06	Was the gym facility tidy and well-maintained?	
5.07	Was there a spa and/or sauna facility available?	
5.08	If yes, was the spa and/or sauna facility clean?	
5.09	Was the spa and/or sauna facility tidy and well-maintained?	
5.10	Were there any family-friendly facilities available?	
5.11	If yes, describe the family-friendly facility.	
5.12	Were these facilities clean?	
5.13	Were these facilities tidy and well-maintained?	
5.14	Were there other recreational facilities on offer?	
5.15	If yes, what were they?	
5.16	Were these facilities clean?	
5.17	Were these facilities tidy and well-maintained?	
5.18	Was there a business centre available?	
5.19	If yes, was the business centre clean?	

5.20	Was the business centre tidy and well-maintained?	
5.21	Were unoccupied tables inside the business centre tidy and ready for the next guest(s)?	
5.22	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			
0	0	0	%
POSITIVE	NEGATIVE	N/A	TOTAL

GUEST ROOM

RESORT STYLE ACCOMMODATION 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 hotel?	
6.03	Was the design in line with the hotel'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 hotel 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 there food and beverage marketing material in the room?	
6.11	Was there a mini bar available?	
6.12	Was it well-stocked?	
6.13	Was the cutlery, crockery, and glassware clean?	
6.14	Was the mattress comfortable?	
6.15	Was the linen of high quality?	
6.16	Were the pillows comfortable?	
6.17	Was the lighting inside the bathroom appropriate?	
6.18	Upon arrival in the room, was the bathroom clean?	
6.19	Was the bathroom well-maintained?	
6.20	Upon arrival in the room, was the mirror and/or glass shower clean?	
6.21	Was the décor inside the bathroom in line with the style of the hotel?	

6.22	Was the design inside the bathroom in line with the hotel's branding?	
6.23	Did the hotel offer high-quality bath towels?	
6.24	Did the hotel room offer shampoo, conditioner, moisturiser, and soap?	
6.25	Did the shower have good water pressure?	
6.26	Was there a security latch/deadbolt at the back of the hotel room door?	
6.27	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

HOTEL BAR

RESORT STYLE ACCOMMODATION OF THE YEAR MYSTERY SHOPPING REPORT

results

7.01	Were you greeted or acknowledged within 60 seconds of entering the hotel bar?	
7.02	Did the hotel bar staff member smile and make eye contact while serving you?	
7.03	Did the hotel bar staff member use courteous language?	
7.04	Did the hotel bar staff member who served you introduce themselves by name, or were they wearing a name badge?	
7.05	If yes, what was their name?	
7.06	If no, please describe the hotel bar staff member who served you.	
7.07	Was the hotel bar staff member friendly, and did they engage with you in a positive way?	
7.08	Were all the hotel bar staff members attentive?	
7.09	Were all the hotel bar staff members well-groomed?	
7.10	Were all the hotel bar staff members in full uniform?	
7.11	Was the uniform of all the hotel bar staff members consistent with the theme of the venue?	
7.12	Was the hotel bar area clean?	
7.13	Was the hotel bar area tidy and well-maintained?	
7.14	Were the carpets and floors within the hotel bar clean?	
7.15	Were unoccupied tables inside the hotel bar tidy and ready for the next guest/s?	
7.16	Was the lighting inside the hotel bar appropriate?	
7.17	Was the music inside the hotel bar at an appropriate level?	
7.18	Were there clear, easy-to-find directional signs within the hotel bar?	
7.19	Was the temperature inside the hotel bar comfortable?	

7.20	Were menus made available?	
7.21	Were the menus at the hotel bar written in an appropriate font and easy to read?	
7.22	Were the menus undamaged?	
7.23	Were the menus clean?	
7.24	Were the menus in line with the style of the hotel bar?	
7.25	Was there a wide selection of beverage options available?	
7.26	Were Victorian beverages showcased on the menu?	
7.27	If yes, what were they?	
ASK	<i>"I haven't visited recently, can you recommend a local beverage?"</i>	
7.28	What did the hotel bar staff member recommend?	
7.29	Was your query answered confidently?	
7.30	Was your query answered in an informative manner?	
7.31	Was your query answered efficiently?	
7.32	Was your drink order taken in under five minutes of being seated?	
7.33	Was your drink delivered within five minutes of ordering?	
7.34	Did the hotel bar staff member get your order correct?	
7.35	Was your drink served in clean glassware?	
7.36	Was your drink served at a good temperature?	
7.37	If more than one drink was ordered, were all drinks delivered at the same time?	
7.38	If more than one drink was ordered, were all drinks placed in front of the correct guest?	
7.39	Were you asked if you wanted another drink unprompted?	
7.40	Did the hotel bar staff member ask you how your drink was at any point?	
7.41	Were the glasses cleared within five minutes of all guests finishing their drinks?	

7.42 Were you farewelled as you left the hotel bar?

7.43 Was the bill accurate for what was ordered?

notes...

TOTALS FOR THIS SECTION

0	0	0	%
POSITIVE	NEGATIVE	N/A	TOTAL

photo of the bar menu

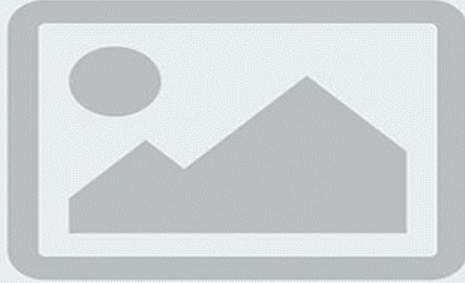
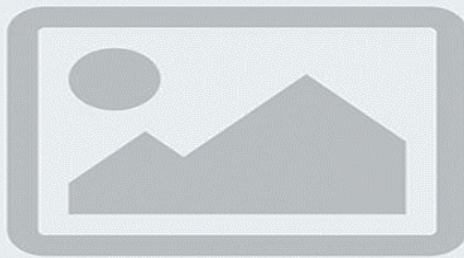


photo of the drink



BREAKFAST

RESORT STYLE ACCOMMODATION OF THE YEAR MYSTERY SHOPPING REPORT

results

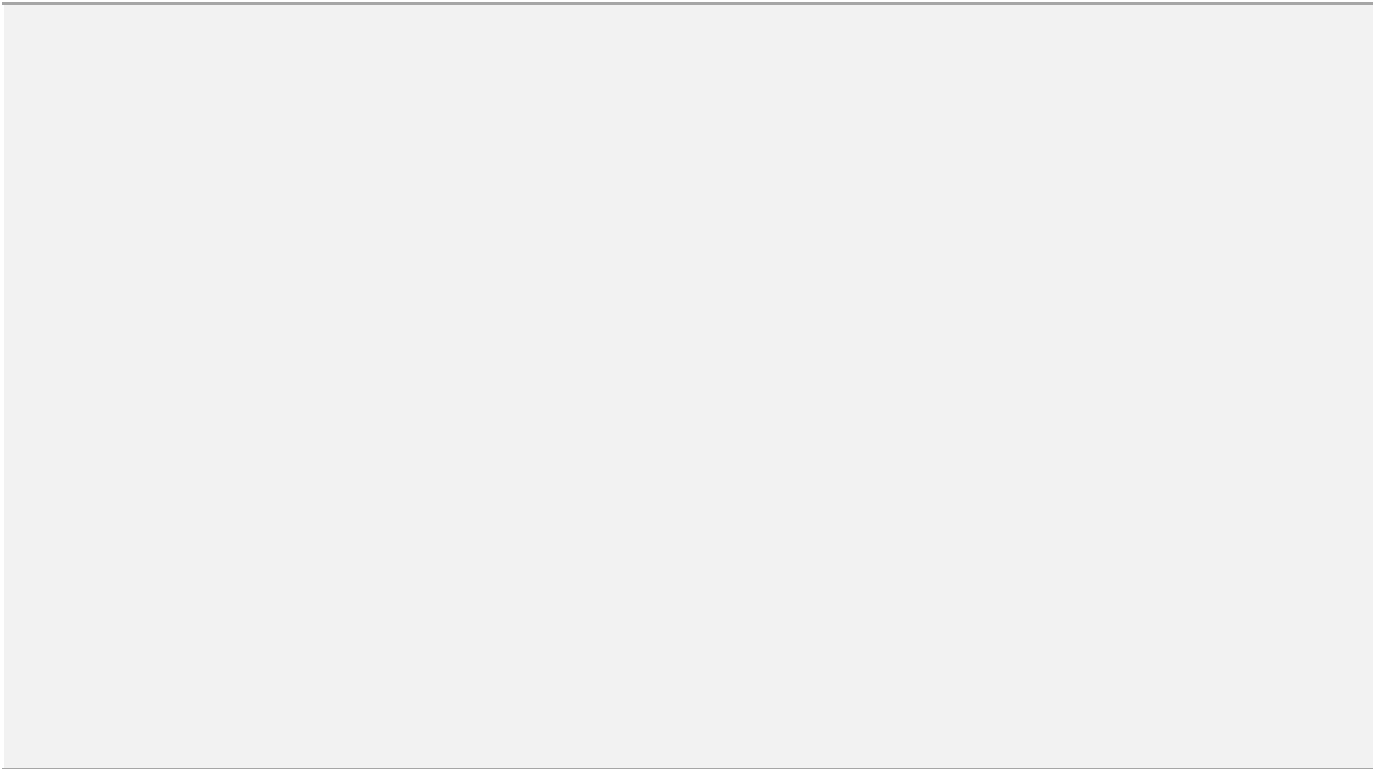
8.01	Were you greeted or acknowledged within 60 seconds of entering the restaurant?	
8.02	Did the restaurant service staff member welcome you to the restaurant?	
8.03	Did the restaurant service staff member smile and make eye contact while serving you?	
8.04	Did the restaurant service staff member use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

8.20	Was the temperature inside the restaurant comfortable?
8.21	Did the restaurant service staff member ask if you had breakfast with them previously?
8.22	Did the restaurant service staff member explain how the menu, buffet, or both options work?
Were you instructed to assess À la Carte or Buffet?	
8.23	À LA CARTE: Were menus made available?
8.24	À LA CARTE: Were the menus written in an appropriate font and easy to read?
8.25	À LA CARTE: Were the menus undamaged?
8.26	À LA CARTE: Were the menus clean?
8.27	À LA CARTE: Were the menus in line with the style of the venue?
8.28	À LA CARTE: Was there an appropriate variety of items available from the menu?
8.29	À LA CARTE: Were there any specials available?
8.30	À LA CARTE: Were Victorian products showcased throughout the menu?
8.31	À LA CARTE: If yes, what were they?
ASK	<i>À LA CARTE: "What's a popular dish that you'd recommend for me?"</i>
8.32	À LA CARTE: What did they recommend?
8.33	À LA CARTE: Was your query answered confidently?
8.34	À LA CARTE: Was your query answered in an informative manner?
8.35	À LA CARTE: Was your query answered efficiently?
ASK	<i>À LA CARTE: "What options do you have that are gluten-free?"</i>
8.36	À LA CARTE: What did they recommend?
8.37	À LA CARTE: Was your query answered confidently?
8.38	À LA CARTE: Was your query answered in an informative manner?

8.39	À LA CARTE: Was your query answered efficiently?
8.40	À LA CARTE: Did the restaurant service staff member get your food order correct?
8.41	À LA CARTE: If more than one meal was ordered, were all meals delivered at the same time?
8.42	À LA CARTE: If more than one meal was ordered, were all meals placed in front of the correct guest?
8.43	BUFFET: Was there a buffet menu on display? Or, were buffet items and dietary information clearly labelled on the buffet?
8.44	BUFFET: Was the buffet appearance clean and well-maintained?
8.45	BUFFET: Was there an appropriate variety of hot and cold food items available?
8.46	BUFFET: As the food dishes started to run out on the buffet, were they quickly replenished or replaced?
8.47	BUFFET: Was a speciality item available?
8.48	BUFFET: Were there sufficient condiments and sauces available?
8.49	BUFFET: Were there any speciality condiments or sauces?
ASK	<i>BUFFET: "What options do you have that are gluten-free?"</i>
8.50	BUFFET: What did they recommend?
8.51	BUFFET: Was your query answered confidently?
8.52	BUFFET: Was your query answered in an informative manner?
8.53	BUFFET: Was your query answered efficiently?
8.54	BUFFET: If there was self-service coffee, tea, or juice, were there clear instructions?
8.55	BUFFET: If there was self-service coffee, tea, or juice, was it clean and well-maintained?
8.56	Was the food and beverage cutlery and crockery clean?
8.57	Was the linen clean?
8.58	Was all the food served at the correct temperature?
8.59	Was salt and pepper available?
8.60	Did the restaurant service staff member get your coffee or tea order correct?

8.61	Was your coffee or tea served at a good temperature?	
8.62	Was your coffee or tea served without any spillage, or if there were any spills, was it immediately noticed and rectified by the staff member?	
8.63	If more than one coffee or tea was ordered, were all drinks delivered at the same time?	
8.64	If more than one coffee or tea was ordered, were all drinks placed in front of the correct guest?	
8.65	Did the restaurant service staff member ask you how your breakfast was at any point?	
8.66	Were plates cleared within five minutes of all guests finishing their meals?	
8.67	Were you farewelled as you left the restaurant?	

notes...



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

photo of the breakfast menu

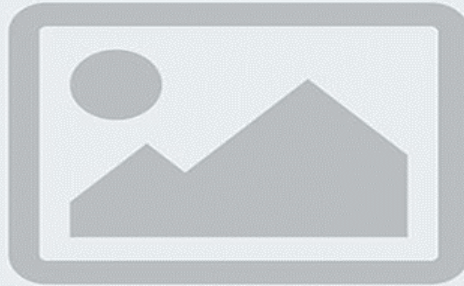
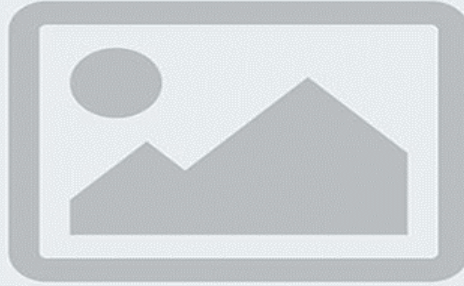


photo of the menu or section of the buffet that was labelled



photo of the meal



RECEPTION (CHECK OUT)

RESORT STYLE ACCOMMODATION OF THE YEAR MYSTERY SHOPPING REPORT

results

9.01	Was online/express check-out available?	
9.02	If you checked out online, did you find the process user-friendly?	
9.03	If you checked out at reception, did you find the process user-friendly?	
9.04	Was the bill that you were presented with accurate?	

notes...

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

ABOVE & BEYOND

RESORT STYLE ACCOMMODATION OF THE YEAR MYSTERY SHOPPING REPORT

results

10.01	Did the reception staff member go above and beyond at any time during your interaction?	
10.02	Did the reception staff member anticipate your needs before you made a request?	
10.03	Did any of the hotel bar staff members make an unprompted suggestion or recommendation when interacting with you? We're looking for an example whereby a staff member has taken your interaction beyond a "transaction" to show an interest in you and showcase their product knowledge.	
10.04	What unprompted suggestion or recommendation did a hotel bar staff member make?	
10.05	Did a hotel bar staff member go above and beyond at any time during your visit?	
10.06	Did a hotel bar staff member anticipate your needs before you made a request?	
10.07	Did any of the restaurant service staff members make an unprompted suggestion or recommendation when interacting with you? We're looking for an example whereby a staff member has taken your interaction beyond a "transaction" to show an interest in you and showcase their product knowledge.	
10.08	What unprompted suggestion or recommendation did a restaurant service staff member make?	
10.09	Did a restaurant service staff member go above and beyond at any time during your visit?	
10.10	Did a restaurant service staff member anticipate your needs before you made a request?	
10.11	Was there anything particularly memorable about your experience (e.g., service, atmosphere, food, or beverage quality)?	
10.12	If yes, please tell us what was particularly memorable.	
10.13	Would you stay at this hotel again?	
10.14	Why / why not?	

10.15 If someone asked you about this hotel, how would you describe it?

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

KEY COMMENTS

RESORT STYLE ACCOMMODATION OF THE YEAR MYSTERY SHOPPING REPORT

overall feedback...

THE BEST THING

KEY AREA(S) OF IMPROVEMENT