

HUMANEXPERIENCE

MYSTERY SHOPPING REPORT

Victoria Accommodation Awards for Excellence



Accommodation Australia
A DIVISION OF THE AHA | VIC

Apartment Accommodation Hotel of the Year

Conducted On:

H^x

YOUR RESULTS

APARTMENT 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

% ONLINE	% PARKING	% GENERAL FACILITIES	% RECEPTION
% HOTEL FACILITIES	% GUEST ROOM	% KITCHEN FACILITIES	% ABOVE & BEYOND

H^x

ONLINE

APARTMENT 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	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

APARTMENT ACCOMMODATION HOTEL 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 the 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

APARTMENT ACCOMMODATION HOTEL 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	Was the exterior of the hotel clean?	
3.04	Were the exterior and interior common areas of the hotel tidy and well-maintained?	
3.05	Were the interiors of the common areas of the hotel tidy and well-maintained?	
3.06	Were the carpets and floors inside the common areas of the hotel clean?	
3.07	Were unoccupied tables inside the common areas of the hotel clean, tidy, and ready for the next guest/s?	
3.08	Was the décor in line with the style of the hotel?	
3.09	Was the design in line with the hotel's branding?	
3.10	Was the lighting throughout the hotel adequate?	
3.11	Was there audible music playing in the hotel?	
3.12	If so, was it aligned to the style of the hotel?	
3.13	Were there clear, easy-to-find directional signs inside the hotel?	
3.14	Were there indoor plants inside the hotel?	
3.15	Were the common area bathrooms easy to find?	
3.16	Were the common area bathrooms clean?	
3.17	Were the common area bathrooms tidy and well-maintained?	
3.18	Were the common area bathrooms well-stocked?	
3.19	Was there background music playing inside the common area bathrooms?	
3.20	If yes, was the music playing aligned to the hotel's branding?	
3.21	Did the hotel provide free Wi-Fi?	

3.22	Did the hotel provide high-speed internet?	
3.23	Were you provided with adequate room access (e.g., key card, mobile app, etc.)?	

notes...

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

RECEPTION (CHECK IN)

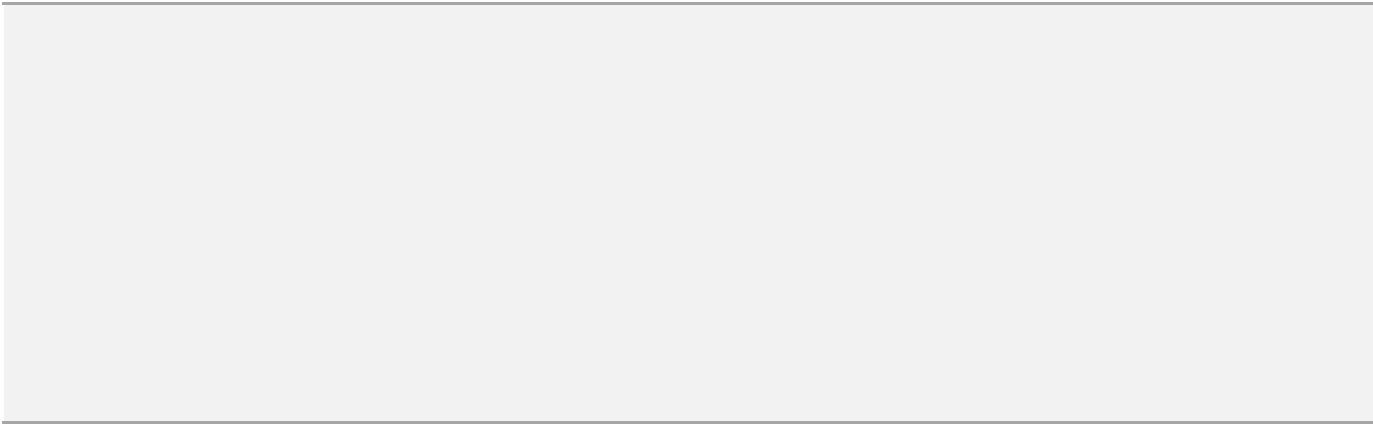
APARTMENT ACCOMMODATION HOTEL OF THE YEAR MYSTERY SHOPPING REPORT

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?	

notes...



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

HOTEL FACILITIES

APARTMENT ACCOMMODATION HOTEL 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 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

APARTMENT ACCOMMODATION HOTEL 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	Was the apartment more spacious than a typical hotel room?	
6.07	Did the hotel room offer ample storage space?	
6.08	When you turned out the lights to go to bed, were there any lights shining brightly that could potentially impact a guest's sleep?	
6.09	Was your room well soundproofed?	
6.10	Was there appropriate in-house marketing material inside the room?	
6.11	Was the mattress comfortable?	
6.12	Was the linen of high quality?	
6.13	Were the pillows comfortable?	
6.14	Was the lighting inside the bathroom appropriate?	
6.15	Upon arrival, was the bathroom clean?	
6.16	Was the bathroom well-maintained?	
6.17	Upon arrival in the room, was the mirror and/or glass shower clean?	
6.18	Was the décor inside the bathroom in line with the style of the hotel?	
6.19	Was the design inside the bathroom in line with the hotel's branding?	
6.20	Did the hotel offer high-quality bath towels?	
6.21	Did the hotel room offer shampoo, conditioner, moisturiser, and soap?	

6.22	Did the shower have good water pressure?	
6.23	Was there a security latch/deadbolt at the back of the hotel room door?	
6.24	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

KITCHEN FACILITIES

APARTMENT ACCOMMODATION HOTEL OF THE YEAR MYSTERY SHOPPING REPORT

results

7.01	Was there a kitchen sink available?	
7.02	Was the kitchen sink clean?	
7.03	Was the kitchen sink well-maintained?	
7.04	Was there a dishwasher available?	
7.05	Was the dishwasher clean?	
7.06	Was the dishwasher well-maintained?	
7.07	Was there a cooktop/oven available?	
7.08	Was the cooktop/oven clean?	
7.09	Was the cooktop/oven well-maintained?	
7.10	Was kitchen ventilation available?	
7.11	Was the kitchen ventilation clean?	
7.12	Was the kitchen ventilation well-maintained?	
7.13	Was there a fridge available?	
7.14	Was the fridge clean?	
7.15	Was the fridge well-maintained?	
7.16	Was there a microwave available?	
7.17	Was the microwave clean?	
7.17	Was the microwave well-maintained?	

7.19	Were there instructions for use for all appliances?	
7.20	Was there an appropriate supply of cooking utensils?	
7.21	Was there an appropriate supply of cleaning products?	
7.22	Was there an appropriate supply of crockery, cutlery, and glassware?	
7.23	Was there any safety equipment available?	
7.24	If yes, what was it?	
7.25	Was it in good condition?	
7.26	Were there instructions on how to use the equipment?	
7.27	Was the equipment easy to locate, with appropriate signage?	

notes...

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

RECEPTION (CHECK OUT)

APARTMENT ACCOMMODATION HOTEL 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			
0	0	0	%
POSITIVE	NEGATIVE	N/A	TOTAL

ABOVE & BEYOND

APARTMENT ACCOMMODATION HOTEL OF THE YEAR MYSTERY SHOPPING REPORT

results

9.01	Did the reception staff member go above and beyond at any time during your interaction?	
9.02	Did the reception staff member anticipate your needs before you made a request?	
9.03	Was there anything particularly memorable about your experience (e.g., service, atmosphere, food, or beverage quality)?	
9.04	If yes, please tell us what was particularly memorable.	
9.05	Would you stay at this hotel again?	
9.06	Why / why not?	
9.07	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

APARTMENT ACCOMMODATION HOTEL OF THE YEAR MYSTERY SHOPPING REPORT

overall feedback...

THE BEST THING

KEY AREA(S) OF IMPROVEMENT