

HUMANEXPERIENCE

MYSTERY SHOPPING REPORT

Victoria Accommodation Awards for Excellence



Accommodation Australia
A DIVISION OF THE AHA | VIC

Hotel Spa of the Year

Conducted On:

H^x

YOUR RESULTS

HOTEL SPA 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	% STAFF WELCOMING, GROOMING & UNIFORM	% CLEANLINESS & HYGIENE	% SPA FACILITIES	% OTHER FACILITIES
% TECHNICAL SKILLS & KNOWLEDGE OF STAFF	% CHANGE ROOMS	% SPA SERVICES	% ENVIRONMENTAL SUSTAINABILITY	% LEAVING THE VENUE
% ABOVE & BEYOND				

ONLINE

HOTEL SPA OF THE YEAR MYSTERY SHOPPING REPORT

results

1.01	Was the information relating to the spa on the hotel website enticing?	
1.02	Was the information relating to the spa on the hotel website informative?	
1.03	Was the information relating to the spa on the hotel website up to date?	
1.04	Could you easily locate information regarding accessibility at the spa on the website?	
1.05	Does the venue's last two weeks of social media posts showcase the spa facilities and offerings in a way that was engaging visually?	
1.06	Were there recent posts enticing people to attend with promotions for the spa?	
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 spa easily?	
1.10	When making your booking online, was there a section where you could add comments, e.g., special needs/requests?	
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?	

notes...

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

STAFF WELCOMING, GROOMING & UNIFORM

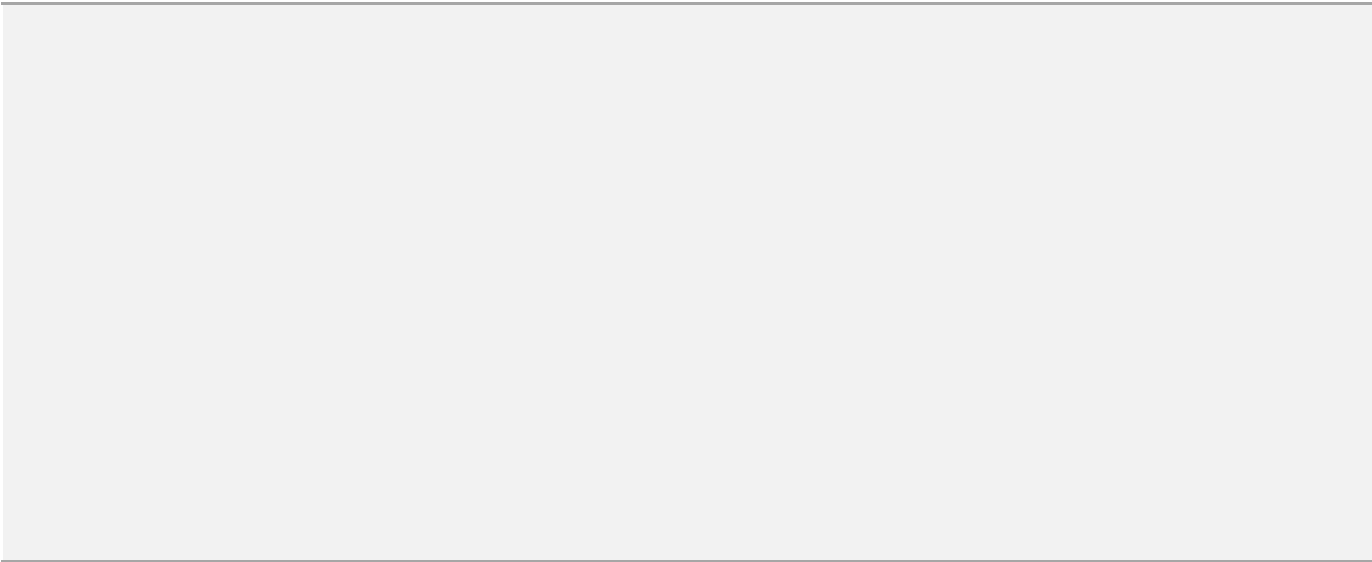
HOTEL SPA OF THE YEAR MYSTERY SHOPPING REPORT

Date & time arrived at the venue:

results

2.01	Were you greeted or acknowledged within 60 seconds of entering the spa?	
2.02	Did the spa service staff member smile and make eye contact while serving you?	
2.03	Did the spa service staff member use your name while serving you?	
2.04	Did the spa service staff member use courteous language?	
2.05	Did the spa service staff member who served introduce themselves by name or were they wearing a name badge?	
2.06	If yes, what was their name?	
2.07	If no, please describe the spa service staff member who served you.	
2.08	Was the spa service staff member friendly, and did they engage with you in a positive way?	
2.09	Did the spa service staff member ask if you have been to their spa before?	
2.10	Did the spa service staff member offer a clear explanation of how the spa works?	
2.11	Were all the spa service staff members attentive?	
2.12	Were all the spa service staff members well-groomed?	
2.13	Were all the spa service staff members in full uniform?	
2.14	Was the uniform of all the spa service staff members consistent with the theme of the spa itself?	

notes...



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

CLEANLINESS & HYGIENE

HOTEL SPA OF THE YEAR MYSTERY SHOPPING REPORT

results

3.01	Was the spa clean and hygienic in the reception/lounge areas?	
3.02	Was the spa reception/lounge area tidy?	
3.03	Were carpets and floors within the spa clean?	
3.04	Were you offered a complimentary drink on arrival or at the conclusion of your treatment?	
3.05	If yes, was the glassware/crockery clean when you were served your drink?	
3.06	Was the spa well maintained, with furnishings and fittings in good condition?	

notes...

TOTALS FOR THIS SECTION

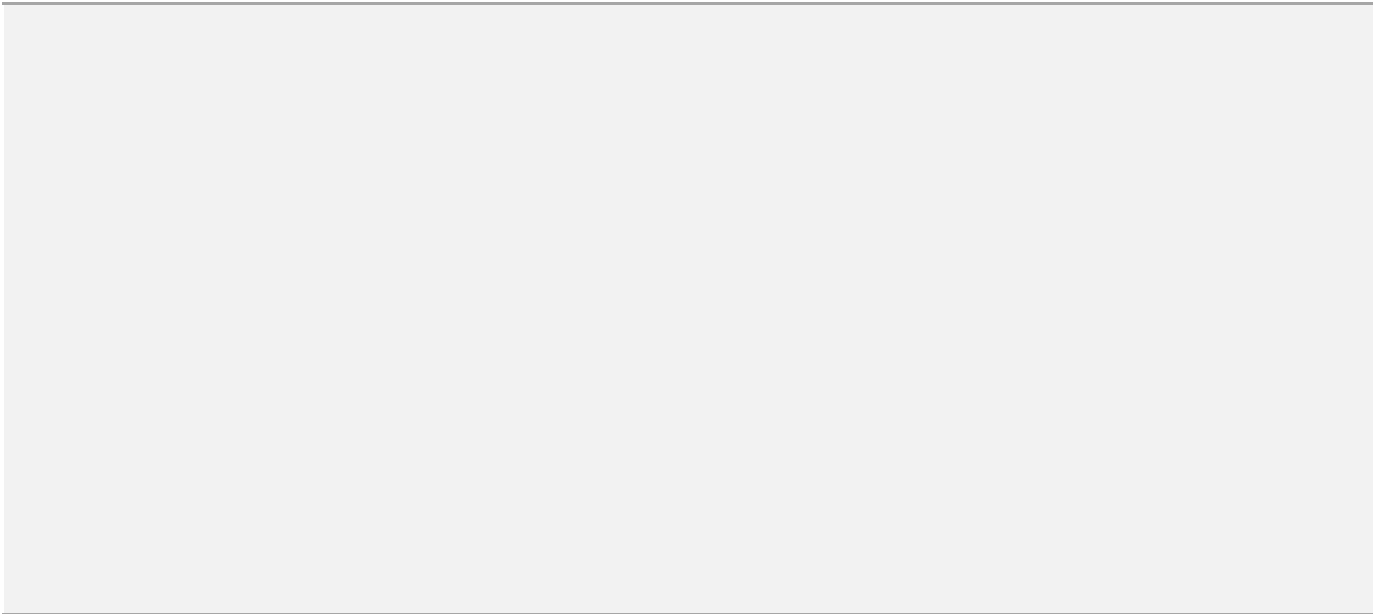
0	0	0	%
POSITIVE	NEGATIVE	N/A	TOTAL

SPA FACILITIES
HOTEL SPA OF THE YEAR
MYSTERY SHOPPING REPORT

results

4.01	Was the design inside the spa impressive?	
4.02	If yes, please tell us what you were impressed by?	
4.03	Was the décor inside the spa impressive?	
4.04	If yes, please tell us what you were impressed by?	
4.05	Was there audible music in the spa?	
4.06	Was the lighting inside the spa appropriate?	
4.07	Was the temperature inside the spa comfortable?	
4.08	Were there fresh towels available for you to use in the spa?	
4.09	Was there a plentiful supply of fresh towels available?	
4.10	Were the fresh towels available of a deluxe standard?	
4.11	Was there complimentary water on offer in the spa?	
4.12	If yes, was there a plentiful supply?	
4.13	Were there fresh flower arrangements inside the spa?	
4.14	Were there indoor plants inside the spa?	

notes...



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

OTHER FACILITIES

HOTEL SPA OF THE YEAR MYSTERY SHOPPING REPORT

results

5.01	Were there other facilities in the spa (besides the treatments on offer)?	
5.02	If yes, what were they?	
5.03	Were there clear instructions provided by a spa service staff member, verbally or in written form, on how to use this facility?	
5.04	Was this facility clean?	
5.05	Was this facility well-maintained?	

notes...

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

TECHNICAL SKILLS & KNOWLEDGE OF STAFF

HOTEL SPA OF THE YEAR MYSTERY SHOPPING REPORT

results

ASK	<i>"Which is your most popular treatment?"</i>	
6.01	What did the spa service staff member recommend?	
6.02	Was your query answered confidently?	
6.03	Was your query answered in an informative manner?	
6.04	Was your query answered efficiently?	

notes...

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

CHANGE ROOMS

HOTEL SPA OF THE YEAR MYSTERY SHOPPING REPORT

results

7.01	Was there a facility in the changeroom for you to secure your valuables?	
7.02	Were the change rooms clean and hygienic?	
7.03	Were the change rooms tidy?	
7.04	Were carpets and floors within the changerooms clean?	
7.05	Was background music playing inside the changerooms?	
7.06	If yes, was the music playing aligned to the spa?	
7.07	Were there fresh flower arrangements or indoor plants in the changerooms?	
7.08	Were there elements of luxury included in the changerooms?	

notes...

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

SPA SERVICES

HOTEL SPA OF THE YEAR MYSTERY SHOPPING REPORT

results

8.01	Was there a good range of spa treatments available relative to the hotel's target market?	
8.02	Were there additional services offered at the spa (above and beyond typical spa treatments)?	
8.03	If yes, what were they?	
8.04	Were there gift vouchers and/or gift packs available for purchase?	
8.05	Did your treatment start on time?	
8.06	Was the treatment room set up and ready for you?	
8.07	Was the treatment room clean and tidy?	
8.08	Was there audible music in the treatment room?	
8.09	Was the lighting inside the treatment room appropriate?	
8.10	Was the temperature inside the treatment room appropriate?	
8.11	Did the spa service staff member performing the treatment introduce themselves?	
8.12	Did the spa service staff member performing the treatment use your name?	
8.13	Did the spa service staff member perform the treatment as per the description of the services that you purchased?	
8.14	Did the spa service staff member make recommendations about what you should do post-treatment?	
8.15	Did the spa service staff member performing the treatment use courteous language?	
8.16	Did your treatment end on time?	

8.17 Would you come back to this spa for another treatment?

8.18 Why/why not?

notes...

Empty box for notes.

TOTALS FOR THIS SECTION

0	0	0	%
POSITIVE	NEGATIVE	N/A	TOTAL

ENVIRONMENTAL SUSTAINABILITY

HOTEL SPA OF THE YEAR MYSTERY SHOPPING REPORT

results

9.01	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.	
If yes, what were they?		

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

LEAVING THE VENUE

HOTEL SPA OF THE YEAR MYSTERY SHOPPING REPORT

results

10.01	Was the bill accurate and as per the services you received?	
10.02	Were you farewelled as you left the spa?	
10.03	If you were farewelled, was it done in a way that encouraged you to return again (e.g., "see you next time," "see you soon," or "look forward to seeing you again")?	

notes...

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

ABOVE & BEYOND

HOTEL SPA OF THE YEAR MYSTERY SHOPPING REPORT

results

11.01	Did a spa service staff member appropriately upsell or suggestive sell to you at any time?	
11.02	What unprompted suggestion or recommendation did a spa service staff member make?	
11.03	Did a spa service staff member go above and beyond at any time during your visit?	
11.04	Did a spa service staff member anticipate your needs before you made a request?	
11.05	Was there anything particularly memorable about your experience (e.g., service, atmosphere)?	
11.06	If yes, please tell us what was particularly memorable.	
11.07	If someone asked you about this hotel spa, how would you describe it?	

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

KEY COMMENTS

HOTEL SPA OF THE YEAR MYSTERY SHOPPING REPORT

overall feedback...

THE BEST THING

KEY AREA(S) OF IMPROVEMENT