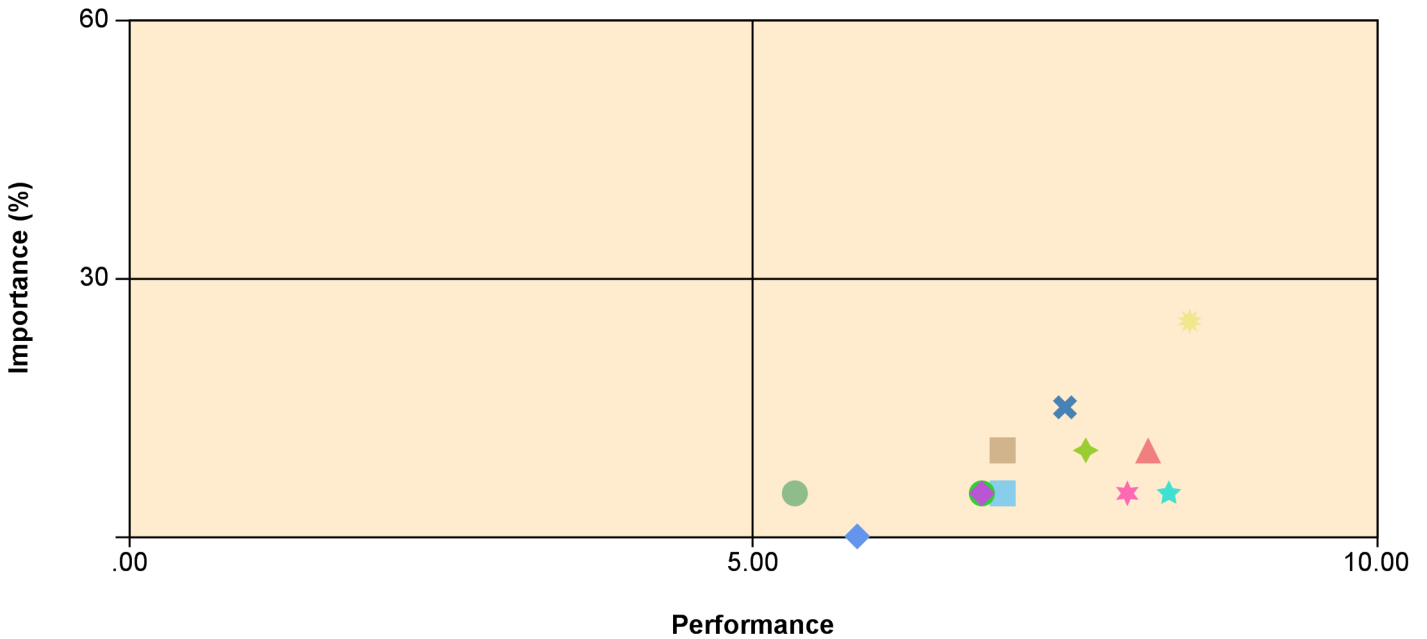


BACKGROUND	
Venue	All states,All Regions,Bendigo Accommodation
Number of Visits Contributing to this audit	2
Auditor's Market Segment	ACCOMMODATION

Audit Performance Overview

PERFORMANCE	PERFORMANCE (OUT OF 10)	IMPORTANCE (PERCENTAGE)
Overall quality of planning enquiry booking	7.00	5.0
Overall quality of collateral brochures	6.83	5.0
Overall quality of collateral website	6.83	5.0
Overall quality of access / signage / parking	8.17	10.0
Overall quality of first impression	7.50	15.0
Overall quality of check-in / arrival	7.67	10.0
Overall quality of amenities	8.33	5.0
Overall quality of presentation	8.00	5.0
Overall quality of accommodation	8.50	25.0
Overall quality of room service	7.00	10.0
Overall quality of departure	5.33	5.0
Overall quality of regional knowledge	5.83	0.0

Audit Report Performance Matrix



■ Overall quality of planning enquiry booking	★ Overall quality of amenities
● Overall quality of collateral brochures	★ Overall quality of presentation
◆ Overall quality of collateral website	★ Overall quality of accommodation
▲ Overall quality of access / signage / parking	■ Overall quality of room service
× Overall quality of first impression	● Overall quality of departure
◆ Overall quality of check-in / arrival	◆ Overall quality of regional knowledge

PERFORMANCE	SCORE(%)
Average for PLANNING ENQUIRY BOOKING	70.0%
Average for COLLATERAL BROCHURES	100.0%
Average for COLLATERAL WEBSITE	100.0%
Average for ACCESS / SIGNAGE / PARKING	75.0%
Average for FIRST IMPRESSIONS	100.0%
Average for CHECK-IN / ARRIVAL	80.0%
Average for PRESENTATION	75.0%
Average for ACCOMMODATION	90.0%
Average for AMENITIES	87.5%
Average for ROOM SERVICE	81.3%
Average for REGIONAL KNOWLEDGE	50.0%
Average for DEPARTURE	78.6%
Average for SUMMARY	62.5%
Average for the whole audit	87.6%

PLANNING ENQUIRY BOOKING	Auditor's Assessment
Was the "venue" clearly identified	100.00%
Did the person identify himself/herself	100.00%
Was the person willing and helpful	100.00%
Did the person freely offer information on the venue	50.00%
Did the person encourage you to book or visit	50.00%
Did the person offer to send you materials	50.00%
Did the person refer you to their website	50.00%
Where you advised about: access	50.00%
Where you advised about: parking	50.00%
Did the person leave you feeling positive about your forthcoming visit	100.00%
Average for PLANNING ENQUIRY BOOKING	70.00%
COLLATERAL BROCHURES	Auditor's Assessment
Were you satisfied with the brochure supplied	100.00%
Was the brochure received within 5 working days	100.00%
Were you able to follow the brochure layout easily	100.00%
Was the brochure design appealing	100.00%
Was the brochure accurate / up to date	100.00%
Did the brochure answer all of your questions	100.00%
Did the brochure encourage you to visit	100.00%
Average for COLLATERAL BROCHURES	100.00%
COLLATERAL WEBSITE	Auditor's Assessment
Was the website easy to locate	100.00%
Did the website download easily	100.00%
Was the website easy to navigate	100.00%
Did the website contain all the information you needed	100.00%
Was the website up to date	100.00%
Were you satisfied with the website	100.00%
Average for COLLATERAL WEBSITE	100.00%
ACCESS / SIGNAGE / PARKING	Auditor's Assessment
Was adequate directional signage in place	50.00%
Were the entrances clearly visible	100.00%
Were the roads / pathways well maintained	100.00%
Was the parking adequate for the volume type of traffic	50.00%
Average for ACCESS / SIGNAGE / PARKING	75.00%
FIRST IMPRESSIONS	Auditor's Assessment
Was the external appearance appealing	100.00%
Were the premises appropriate to its surroundings	100.00%
Was the entrance clean / tidy	100.00%
Were you acknowledged within an appropriate timeframe	100.00%
Average for FIRST IMPRESSIONS	100.00%
CHECK-IN / ARRIVAL	Auditor's Assessment
Was the service prompt	50.00%

Were the staff suitably presented	50.00%
Were the staff easily distinguished from the customers	50.00%
Were you greeted with: a pleasant smile	100.00%
Were you greeted with: warm eye contact	100.00%
Were you greeted with: a spoken greeting	100.00%
Was your check-in handled with a minimum of fuss	100.00%
Did you feel welcome / relaxed	100.00%
Were you given adequate orientation information	100.00%
Were you given advice of how to maximise your stay	50.00%
Average for CHECK-IN / ARRIVAL	80.00%
PRESENTATION	Auditor's Assessment
Was there sufficient directional signage	100.00%
Were "No Access" areas clearly signed	100.00%
Were all signs professionally written	100.00%
Were all areas clean	100.00%
Were all areas well presented / inviting	50.00%
Was the facility appropriately lit	50.00%
Were there sufficient clean rubbish bins	50.00%
Were there adequate messages about water conservation displayed	50.00%
Was the premises pram and wheelchair friendly	50.00%
Did you feel a sense of security	100.00%
Average for PRESENTATION	75.00%
ACCOMMODATION	Auditor's Assessment
Were you escorted to your room / given adequate directions	100.00%
Was the room well decorated	100.00%
Was the room adequately sized	100.00%
Was the room clean	100.00%
Was the room neat / tidy	100.00%
Did the room have adequate heating	50.00%
Did the room have adequate cooling	50.00%
Did the room have adequate ventilation	100.00%
Was the linen clean	100.00%
Was the linen in good condition	100.00%
Were there additional pillows available	100.00%
Were there additional blankets available	100.00%
Was there suitable storage for clothes and cases	100.00%
Was the mattress satisfactory	100.00%
Were the pillows satisfactory	50.00%
Was there a service directory available to assist you to maximise your visit	100.00%
Was all of the equipment in good working order	100.00%
Did all of the equipment have instructions	50.00%
Were tea / coffee / milk well stocked	100.00%
Was the minibar well stocked	100.00%
Average for ACCOMMODATION	90.00%
AMENITIES	Auditor's Assessment
Was the bathroom hygienically clean	100.00%

Was the bathroom well serviced	100.00%
Were the toilets dual flush	100.00%
Were the showers fitted with waterwise showerheads	50.00%
Average for AMENITIES	87.50%
ROOM SERVICE	Auditor's Assessment
Were you advised that room service was available	50.00%
Was the room service menu clear and easily read	50.00%
Were there sufficient directions about placing an order	50.00%
Were you satisfied with the breakfast menu choices	100.00%
Was breakfast delivered at the requested time	100.00%
Were you politely advised of your breakfast	100.00%
Were you satisfied with your breakfast quality	100.00%
Were you satisfied with the breakfast quantity	100.00%
Average for ROOM SERVICE	81.25%
REGIONAL KNOWLEDGE	Auditor's Assessment
Did the staff member actively promote the region to you	50.00%
Did the staff member display a good knowledge of local product	50.00%
Did the staff member confidently relay their product knowledge	50.00%
Were you offered brochures and / or directions	50.00%
Average for REGIONAL KNOWLEDGE	50.00%
DEPARTURE	Auditor's Assessment
Was your feedback encouraged	50.00%
Did a member of staff enquire about your visit	50.00%
Was anything said or done to encourage your return	50.00%
Were you offered a pleasant parting comment	100.00%
Was the exit clearly signed	100.00%
Was your account processed efficiently	100.00%
Were you issued with a tax receipt	100.00%
Average for DEPARTURE	78.57%
SUMMARY	Auditor's Assessment
Were your expectations met	50.00%
Does it represent value for money	100.00%
Would you recommend this to others	50.00%
Would you come back again	50.00%
Average for SUMMARY	62.50%
Total Score for the Audit	Auditor's Assessment
Average for the whole audit	87.57%

Some final Comments

Negative comments about this visit(s)

Positive comments about this visit(s)

How can the experience be improved