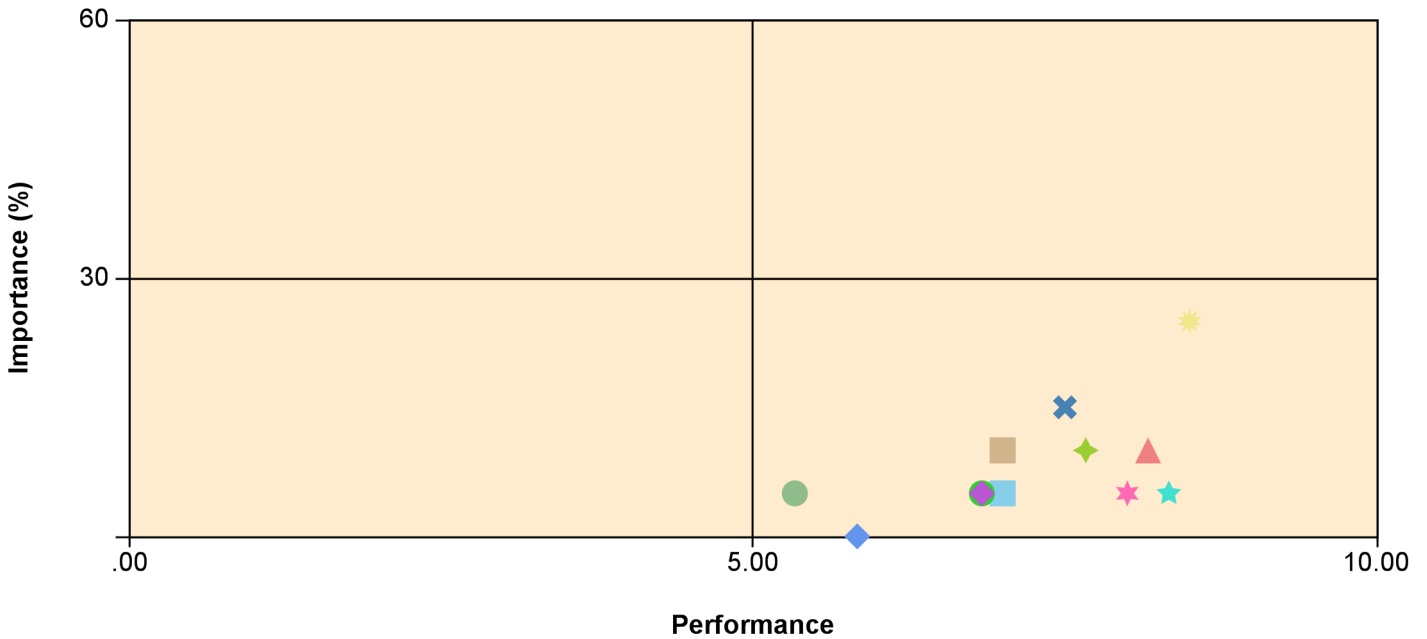


| | |
|--|---|
| BACKGROUND | |
| Venue | All states,All Regions,Bendigo Accommodation |
| Number of Visits Contributing to this audit | 2 |
| Auditor's Market Segment | ACCOMMODATION |

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