

1. What was the purpose of your stay?

- Work
- Tourism
- Other

2. Were you satisfied with the reception you received upon arrival?

- Satisfied
- Unsatisfied
- Very unsatisfied

In the previous question, you indicated that you found the reception team's welcome very unsatisfactory on your last visit. Could you specify why?

What must a
**hotel customer
satisfaction survey**
include? _____

3. Give your previous experience a rating from 1 to 5 (1 = worst, 5 = best) on a future visit.

4. How do you rate your overall satisfaction with your stay at our hotel during your last visit?

- 1
- 2
- 3

Thank you for your feedback

**Its structure will depend on the services offered in each establishment.
However, a survey follows a general template that can be modified or improved as needed:**

PERSONAL INFORMATION:

If your survey isn't anonymous, include a field in which respondents can provide their personal information. If they happened to be on a business trip, provide a field where they can list the name of their company. If they agree to be contacted or receive discounts on future stays, ask respondents for their phone number or email address.

HOW DID THE CUSTOMER LEARN ABOUT THE ESTABLISHMENT:

Ask respondents if they have been to the establishment before or came based on someone's recommendation. Ask how they learn about your hotel. Was it thanks to a guide, a magazine, an Internet site, your website, a travel agency or by some other means? The goal is to determine whether word of mouth is working, to check whether people are recommending your establishment and to pinpoint which communication tools were successful and which need to be tweaked.

PURPOSE OF STAY:

Was it a business trip? A vacation? These questions make it possible to identify the type of clientele that frequents your establishment so you can customize your service offer accordingly.

PERSONNEL:

Find out if your employees and colleagues were friendly, pleasant, approachable, etc. The goal is to evaluate the quality of service provided.

ROOMS:

Were rooms sufficiently clean? Pleasant? Comfortable? Was room maintenance well done? Did room service meet expectations? Identify any points that need to be improved or changed to keep customers satisfied.

BREAKFAST:

Learn whether you are offering enough variety at breakfast to keep your customers happy or if you offer new products?

RESTAURANT:

Ask whether the choice of dishes on the menu was satisfactory, the products were meet expectations, the food was properly cooked, the food quality was acceptable, the meals are good, the service was friendly and/or the wait time was acceptable.

ADDITIONAL SERVICES:

Learn whether services, such as the hotel's Jacuzzi, pool and common areas, met expectations.

OVERALL:

Evaluate overall satisfaction regarding ambiance, décor, quality/price ratio, cleanliness, etc. These indicators make it possible to quickly know whether an establishment will be recommended or not.

COMMENTS:

You won't be able to cover everything in your survey. That's why it's a good idea to provide an open-ended question so your customers can express themselves.

CHECK-IN:

Ask whether customers were well received upon arrival, whether check-in was fast and efficient, whether the ambiance was friendly, etc.

CHECK-OUT:

Ask questions regarding check-out efficiency and the accuracy of information.

REFERENCES :

<https://www.dragnsurvey.com>
<https://www.getcloudcherry.com>