

HOSPITALITY GUEST EXPERIENCE AUDIT TEMPLATE

Guest Experience Audit Checklist

Audit reservation, arrival, check-in, room experience, guest requests, amenities, complaint recovery, checkout, departure, feedback, corrective actions, and recurring journey trends.

PROPERTY / AREA

AUDIT DATE / SHIFT

JOURNEY SAMPLE

AUDITOR / APPROVER

1. Audit setup, guest-journey scope, standards, sampling, and ownership

- 1 Confirm the property, audit date and shift, guest-journey stages included, auditor, duty manager, department owners, and final approver.

GUEST EXPERIENCE

Meets standard

Needs attention

Service failure

N/A

Execution tip: Audit the whole journey, not only one department.

- 2 Define the audit sample across reservation or pre-arrival, arrival, front desk, guest room, requests, public areas, amenities, service recovery, checkout, and departure.

CRITICAL

GUEST EXPERIENCE

Meets standard

Needs attention

Service failure

N/A

Execution tip: Use current service and privacy standards.

- 3 Verify current service standards, brand expectations, guest communication guidance, accessibility practices, privacy rules, complaint procedures, and property-specific experience standards are available.

GUEST EXPERIENCE

Meets standard

Needs attention

Service failure

N/A

Execution tip: Recent complaints help target audit sampling.

- 4 Review recent guest feedback, complaint themes, online review trends, service-recovery cases, repeat room issues, delayed requests, billing disputes, and unresolved corrective actions.

CRITICAL

GUEST EXPERIENCE

Meets standard

Needs attention

Service failure

N/A

Execution tip: Include different guest types in the sample.

- 5 Identify guest segments or stay types that need representative sampling, such as business, leisure, family, group, loyalty, VIP, long-stay, or guests using accessible services.

GUEST EXPERIENCE

Meets standard

Needs attention

Service failure

N/A

Execution tip: Look for active issues affecting current guests.

- 6 Record the starting guest-experience status, high-risk touchpoints, active guest-impact issues, priority areas for observation, and representative evidence before corrective action.

GUEST EXPERIENCE

Meets standard

Needs attention

Service failure

N/A

Execution tip: Capture the starting condition before corrections.

2. Pre-arrival, reservation accuracy, confirmation, communication, and expectation setting

- 7 Verify reservation details are accurate, including guest name, dates, room type, occupancy, rate or package, inclusions, special requests, and approved preferences. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Reservation accuracy sets the expectation for the whole stay.

- 8 Check confirmation messages clearly communicate the property, dates, room or package details, arrival information, cancellation terms, contact options, and any important service limitations. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Confirmations should reduce uncertainty, not create it.

- 9 Confirm approved guest preferences and special requests are visible to the teams responsible for delivery without unnecessary exposure of private information. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Protect personal preferences from unnecessary exposure.

- 10 Review whether pre-arrival questions, transport requests, early-arrival requests, accessibility needs, celebration arrangements, or other guest contacts receive timely and useful responses. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Pre-arrival responsiveness shapes arrival confidence.

- 11 Check changes, upgrades, package inclusions, maintenance limitations, facility closures, or other material stay-impacting information are communicated before arrival when appropriate. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Communicate known service limitations early.

- 12 Escalate reservation or pre-arrival failures likely to cause a major arrival problem, unavailable promised service, accessibility barrier, privacy concern, or immediate guest dissatisfaction. GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Major promise failures should be escalated before arrival.

3. Arrival, entrance, valet, bell service, first impression, and wayfinding

- 13** Inspect the arrival route, entrance, driveway, drop-off, parking or valet area, luggage handling points, and lobby approach for cleanliness, order, safety, and clear presentation. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: First impressions begin before the front desk.

- 14** Observe whether arriving guests are acknowledged promptly and receive appropriate assistance with doors, luggage, directions, parking, transport, or accessibility needs. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Prompt acknowledgement matters even when service takes time.

- 15** Check entrance and lobby signage, wayfinding, queue direction, elevators, reception visibility, and key destination information are easy for a first-time guest to understand. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Wayfinding should make sense to a first-time guest.

- 16** Verify bell, valet, porter, doorman, security, and lobby teams communicate professionally and coordinate guest handoffs without repeated questioning or confusion. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Smooth handoffs prevent repeated questions.

- 17** Confirm peak-arrival periods are managed with visible staffing, queue awareness, luggage control, and clear communication when waiting cannot be avoided. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Peak arrival needs visible queue ownership.

- 18** Escalate arrival conditions that create significant delay, lost luggage risk, poor accessibility, guest safety concerns, or an obviously unmanaged first impression. GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Arrival failures can damage the stay before check-in.

4. Front desk, check-in, identity handling, room assignment, and welcome quality

- 19 Observe whether front-desk staff greet the guest professionally, establish the purpose of the interaction quickly, and explain any unavoidable waiting time. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Acknowledge the guest before focusing on the system.

- 20 Verify check-in information, room assignment, rate or package details, deposit or payment handling, key issuance, and guest-facing explanations are accurate and consistent. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Accuracy is more important than rushing the transaction.

- 21 Check identity, payment, room-number, and guest-detail handling protects privacy and avoids unnecessary disclosure within hearing or view of other guests. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Protect room numbers and personal details.

- 22 Confirm staff explain essential stay information such as breakfast or inclusions, Wi-Fi, checkout time, key facilities, service contacts, and any property-specific guidance without overwhelming the guest. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Keep essential information concise and useful.

- 23 Verify approved preferences, loyalty recognition, accessible-room needs, children or family setup, VIP arrangements, and other valid personalization are delivered accurately where applicable. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Personalization should be accurate, not intrusive.

- 24 Escalate incorrect room assignment, payment or rate conflict, privacy failure, accessibility mismatch, unavailable promised service, or unresolved check-in issue that materially affects the stay. GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Major check-in failures need manager ownership.

5. Guest-room arrival, comfort, cleanliness, functionality, and in-stay experience

- 25 Sample occupied or recently released rooms to verify the guest arrives to a clean, fresh, correctly presented room consistent with the booked room type and property standard. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Audit the room from the arriving guest's perspective.

- 26 Check bed and linen, bathroom, temperature, lighting, odor, noise, furniture, locks, curtains, amenities, guest equipment, and essential room functions support a comfortable stay. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Comfort includes noise, temperature, odor, and function.

- 27 Verify approved guest requests or room-specific arrangements are present, accurate, and positioned appropriately without exposing private guest information. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Special setup should match the approved request exactly.

- 28 Review whether room defects reported during the stay are acknowledged, assigned, communicated, corrected, or supported with an alternative solution within the property's expected timeframe. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Track room defects through actual resolution.

- 29 Check housekeeping, maintenance, minibar, room service, and other in-room service visits respect guest privacy, do-not-disturb status, belongings, timing preferences, and professional conduct. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Respect privacy during every in-room service visit.

- 30 Escalate room conditions that create serious cleanliness, security, accessibility, plumbing, electrical, HVAC, pest, or essential-function problems for an occupied or arriving guest. GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Serious room defects may require immediate relocation or restriction.

6. Guest requests, concierge, communication channels, responsiveness, and follow-through

- 31** Test or review guest requests received through phone, front desk, messaging, app, concierge, housekeeping, engineering, or other supported channels for timely acknowledgement. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Acknowledgement is the first response-time measure.

- 32** Verify requests are recorded accurately with room or guest reference, request type, owner, priority, expected completion time, and any required follow-up. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Record the original request accurately.

- 33** Check guests receive realistic updates when a request cannot be completed immediately rather than being left without information. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Update guests when the timeline changes.

- 34** Confirm handoffs between departments preserve the original request so guests are not required to repeat the same details multiple times. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Cross-department handoffs should be invisible to the guest.

- 35** Verify completed requests are closed only after delivery or service confirmation where the property standard requires it, especially for high-impact or delayed requests. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Close high-impact requests after confirming delivery.

- 36** Escalate lost, repeatedly delayed, misrouted, privacy-sensitive, accessibility-related, or high-impact guest requests that remain unresolved. GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Lost or privacy-sensitive requests need escalation.

7. Public areas, amenities, facilities, cleanliness, comfort, and service availability

- 37** Inspect guest-facing public areas such as lobby, corridors, elevators, lounges, business areas, terraces, and waiting spaces for cleanliness, comfort, lighting, temperature, noise, and presentation. **CRITICAL** **GUEST EXPERIENCE**

Meets standard Needs attention Service failure N/A

Execution tip: Public spaces are part of the guest experience, not only housekeeping.

- 38** Check advertised guest amenities and facilities are available during stated hours or that closures, restrictions, reservations, or alternatives are communicated clearly. **CRITICAL** **GUEST EXPERIENCE**

Meets standard Needs attention Service failure N/A

Execution tip: Advertised facilities should match actual availability.

- 39** Verify seating, signage, wayfinding, guest restrooms, drinking-water points, charging access, luggage areas, and other common conveniences are usable and well maintained where provided. **CRITICAL** **GUEST EXPERIENCE**

Meets standard Needs attention Service failure N/A

Execution tip: Small conveniences influence perceived service quality.

- 40** Observe whether pool, gym, spa, recreation, business-center, or other facility teams acknowledge guests, explain rules or access requirements, and maintain an orderly environment. **CRITICAL** **GUEST EXPERIENCE**

Meets standard Needs attention Service failure N/A

Execution tip: Facility teams need the same service standards as front office.

- 41** Check accessibility routes, lifts, ramps, doors, guest-use controls, seating, and other provided accessibility features are unobstructed and practically usable. **CRITICAL** **GUEST EXPERIENCE**

Meets standard Needs attention Service failure N/A

Execution tip: Accessibility must work in practice, not only exist on paper.

- 42** Escalate facility failures, major cleanliness issues, accessibility barriers, unsafe conditions, or advertised-service outages that materially affect current guests. **GUEST EXPERIENCE**

Meets standard Needs attention Service failure N/A

Execution tip: Major facility failures should have clear alternatives and communication.

8. Complaint handling, empathy, service recovery, escalation, and guest-impact control

- 43 Verify complaints are acknowledged promptly and the staff member demonstrates attentive listening, respectful language, and clear ownership of the next step. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Listen before offering a solution.

- 44 Check the complaint is recorded accurately with the guest concern, impact, location or service involved, desired outcome where appropriate, owner, priority, and promised follow-up. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Record the guest impact, not only the defect.

- 45 Confirm staff use approved empowerment or escalation routes for compensation, replacement, room move, maintenance response, apology, manager contact, or other recovery action. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Use clear empowerment and escalation rules.

- 46 Verify serious complaints involving safety, security, discrimination, harassment, privacy, accessibility, health, major service failure, or significant financial impact reach the appropriate manager immediately. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Sensitive complaints need immediate management handling.

- 47 Check the guest receives a clear update or confirmation after recovery action rather than the internal task being closed without guest-facing follow-through. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Follow up with the guest after recovery.

- 48 Review repeat complaints to determine whether root causes and process improvements are being addressed instead of relying on repeated goodwill gestures alone. GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Recurring complaints require process correction, not repeated compensation.

9. Checkout, billing accuracy, departure, luggage, transport, and final impression

- 49 Observe whether checkout is easy to access, adequately staffed for peak periods, and handled with professional acknowledgement and efficient queue management. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Peak checkout needs proactive queue management.

- 50 Verify folio, room charges, taxes, deposits, package inclusions, credits, minibar or other postings, payment method, and receipt are accurate before final settlement. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Billing accuracy protects the final impression.

- 51 Check billing questions or disputes are handled clearly and escalated promptly when front-line staff cannot resolve them. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Resolve disputes before the guest leaves where possible.

- 52 Confirm key return, luggage storage, porter support, parking or valet retrieval, transport assistance, invoice delivery, and departure requests are coordinated smoothly where provided. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Coordinate luggage, valet, and transport as one departure flow.

- 53 Verify staff close the interaction courteously, acknowledge the stay, invite feedback appropriately, and avoid pressuring guests for positive ratings. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Invite feedback without pressuring the guest.

- 54 Escalate unresolved billing, luggage, transport, privacy, payment, or departure failures that could leave the guest with a significant negative final impression. GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: A poor departure can outweigh earlier good service.

10. Feedback, loyalty, trend review, corrective actions, management follow-up, and sign-off

- 55 Review guest feedback from surveys, direct comments, complaints, service-recovery cases, online reviews, internal logs, and operational observations for recurring themes. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Use multiple feedback sources to avoid one-sided conclusions.

- 56 Separate isolated preferences from repeated operational failures so corrective effort is focused on issues the property can control and improve. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Focus corrective action on controllable patterns.

- 57 Assign material findings an owner, priority, due date, required corrective action, evidence standard, and follow-up or re-audit requirement. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Every material finding needs one accountable owner.

- 58 Trend guest-experience performance by journey stage, department, shift, room type, request category, complaint cause, recovery time, repeat issue, and closure performance. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Trend by journey stage to locate weak handoffs.

- 59 Verify recurring problems lead to changes in staffing, process, maintenance, training, communication, service design, or management controls rather than only individual reminders. **CRITICAL** GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Repeated issues need process-level changes.

- 60 Record the final audit result, unresolved guest-impact risks, corrective-action status, next review date, duty manager, department owners, auditor, approver, date, time, and sign-off. GUEST EXPERIENCE

Meets standard Needs attention Service failure N/A

Execution tip: Final sign-off should show what remains unresolved.

RUN THIS CHECKLIST DIGITALLY

Turn guest-experience gaps into accountable recovery and consistent service improvement

Capture journey stages, service gaps, owners, recovery evidence, follow-up, and recurring trends in Taotics.

Try Guest Experience Audits in Taotics