



The SAT Guest Experience Audit Toolkit

**Assess the complete guest journey and
turn evidence into improvements**

A practical guide with editable Word templates and an Excel workbook

Independent hotels, guesthouses and small accommodation groups

October 2026 edition | SAT.CY

How to use this toolkit

A useful guest experience audit explains what guests encounter, which promises are kept and what a manager should change. This toolkit gives you a repeatable method for reviewing the whole journey, from finding a room online to the message after departure. It combines an observation guide, a weighted scorecard and an action register. Use it for internal quality reviews or a properly authorised mystery guest visit. The results support management decisions; they are not an accreditation, safety inspection or substitute for specialist advice.

Begin with the guide, adapt the Word templates to your property, and enter your own figures or records in the highlighted Excel cells. Keep an untouched master copy. Use one currency and one reporting period consistently. The workbook starts with blank inputs; examples in the guide are illustrative and are not preloaded operating results.

Contents

01 Set the brief before the visit . . .	3
02 Review discovery and booking . . .	4
03 Observe arrival and first impressions . . .	5
04 Inspect the room as a guest . . .	6
05 Test food service and guest support . . .	7
06 Score consistently and show coverage . . .	8
07 Write evidence that managers can use . . .	9
08 Run the improvement cycle . . .	10
Worksheet and implementation plan . . .	11
References and responsible use . . .	12

Set the brief before the visit

Agree the property, dates, guest profile, booking channel and services to be tested. Write the guest promise in ordinary language: for example, a quiet coastal break with friendly help and a clean, comfortable room. Choose an ordinary trading period unless the purpose is specifically to test peak demand. A single stay is a sample of conditions, rather than proof of how every shift performs. Record occupancy and unusual events where management can provide them.

Decide who may see the report, who owns the evidence and how staff will be briefed afterwards. Obtain the operator's authority before testing restricted areas, staff-only processes or recorded calls. Do not create false emergencies or provoke unsafe behaviour. Set a sensible spending allowance and reimbursement rule before booking. Include an accessibility perspective when relevant, but describe only facilities actually checked and never claim specialist certification.

Build a visit schedule covering booking, arrival, bedroom, public areas, food, support and departure. Where a service is closed, mark it not assessed and explain why. The workbook excludes unscored criteria from the percentage, so the report must also state coverage. Agree a review date and identify the manager responsible for turning findings into actions.

PUT IT INTO PRACTICE

Choose one process to review this week. Record the evidence, responsible person and a realistic follow-up date in the editable templates.