



# THE Pineapple

★ ★ ★ EXPERIENCE ★ ★ ★

## Hotel Self Evaluation



An exceptional experience defines the success of your business.

By anticipating the needs of your clientele, you will elevate the experience and strengthen your brand.

### CORE VALUES

YES NO COMMENTS:

Who is your target customer?

How would you describe the feeling and atmosphere of your hotel? Does it fit your target audience and branding?

 

What would you say are the details that make the best customer experience?

### ONLINE PRESENCE

YES NO COMMENTS:

Do you have an active website with photos of rooms/suites and amenities?

 

Is your online booking tool easy to use, offering rate types and room types?

 

Do you have a social media presence with regular posting and interaction? (e.g. Facebook, Instagram, Yelp, Google...)

 

### BOOKING PROCESS

YES NO COMMENTS:

How long does it take to complete an online booking?

 

If a guest calls in to make a reservation, is the phone system easy to navigate?

 

How long does a guest stay on hold when phoning in a reservation?

 

Is the reservation associate courteous and professional?

**BOOKING PROCESS**      **YES**   **NO**   **COMMENTS:**

Is the reservation associate knowledgeable?

 

**STAFFING/STANDARD OF EXCELLENCE**   **YES**   **NO**   **COMMENTS:**

Is your staff engaged with the guests?

 

Do you provide a training program with a training manual for reference?

 

Do you provide additional guest experience training?

 

Do you provide incentive for excellence in guest experience?

 

What is intentionally implemented for guest experience?

 

**UPON GUEST ARRIVAL:**      **YES**   **NO**   **COMMENTS:**

Is your exterior appearance well maintained, free of clutter, and clean?

 

Is your interior appearance well maintained, free of clutter, and clean?

 

Are luggage trolleys readily available for use?

 

Is check-in parking easily accessible, clearly marked and ample?

 

How is a guest greeted upon arrival?

 

Are complimentary snacks or drinks available?

GUEST ROOM:	YES	NO	COMMENTS:
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Is the corridor to the rooms well lit, floor clean and walls in good shape?	<input type="checkbox"/>	<input type="checkbox"/>	<div style="border: 1px solid black; height: 30px;"></div>
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Does the room have a pleasant aroma?	<input type="checkbox"/>	<input type="checkbox"/>	<div style="border: 1px solid black; height: 30px;"></div>
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Is the carpet clean and free from damage?	<input type="checkbox"/>	<input type="checkbox"/>	<div style="border: 1px solid black; height: 30px;"></div>
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Are the walls and trim clean with reasonable wear?	<input type="checkbox"/>	<input type="checkbox"/>	<div style="border: 1px solid black; height: 30px;"></div>
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Is the bathroom (including floor and walls, toilet, shower, sink and vanity) clean and free from damage and mold?	<input type="checkbox"/>	<input type="checkbox"/>	<div style="border: 1px solid black; height: 30px;"></div>
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Are there adequate toiletries for a traveler without their own?	<input type="checkbox"/>	<input type="checkbox"/>	<div style="border: 1px solid black; height: 30px;"></div>
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Is the coffee station well stocked and clean between each traveler?	<input type="checkbox"/>	<input type="checkbox"/>	<div style="border: 1px solid black; height: 30px;"></div>
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Does the TV offer a clean and sanitized remote with ample channels for the business traveler/family?	<input type="checkbox"/>	<input type="checkbox"/>	<div style="border: 1px solid black; height: 30px;"></div>
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If the hotel specializes in family clientele, do you offer conveniences for a family?	<input type="checkbox"/>	<input type="checkbox"/>	<div style="border: 1px solid black; height: 30px;"></div>
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- Refrigerator and microwave?
- Utensils
- Ample towels
- Pack n play available with sheets?
- Bed rails available?
- Baby appliances available?
- Order in dining options?
- Welcome bags?
- Ample trash receptacles?

GUEST ROOM:	YES	NO	COMMENTS:
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If the hotel specializes in business clientele, do you offer conveniences for a business traveler?	<input type="checkbox"/>	<input type="checkbox"/>	
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- Desk or laptop table?
- Ample outlets and usb port?
- Free wifi?
- Order in dining options?
- Welcome bags?

FACILITY	YES	NO	COMMENTS:
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Is the pool area clean, stocked with towels and life vests?	<input type="checkbox"/>	<input type="checkbox"/>	
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Is the restroom near the pool area clean?	<input type="checkbox"/>	<input type="checkbox"/>	
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Is the fitness room clean and free of odor? Well stocked with towels and water? Include a variety of weights, cardio and floor exercise equipment? TV?	<input type="checkbox"/>	<input type="checkbox"/>	
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Does the breakfast area include a wide variety of foods? Healthy options such as fruit, yogurt and lean options? Do you accommodate dietary restrictions? Was this area well maintained with ample trash receptacles?	<input type="checkbox"/>	<input type="checkbox"/>	
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Are there conversational areas in the lobby and other seating areas? How is the furniture maintained? How is the carpet and wall art?	<input type="checkbox"/>	<input type="checkbox"/>	
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Were the amenities easily accessible by wheelchair or stroller?	<input type="checkbox"/>	<input type="checkbox"/>	
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**FACILITY** YES NO COMMENTS:

Would a single parent or traveler feel safe in this hotel and parking lot?  YES  NO

**EVENT SPACE** YES NO COMMENTS:

Are the event spaces clearly marked?  YES  NO

Is there a standard set or boardroom table?  YES  NO

Is the carpet clean and in good shape?  YES  NO

Is media equipment provided?  YES  NO

Is there a good location for a banquet, breakout rooms, conference rooms, etc?  YES  NO

**GUEST ENGAGEMENT** YES NO COMMENTS:

How do you follow up with your guests post-stay?  YES  NO

Do you have a loyalty program?  YES  NO

Do you send a survey or are guest experience comments collected and reviewed?  YES  NO