



Visit
Wales



Mystery Shopper?

Have you ever wondered what your guests **REALLY** think of your Hotel?
Do you wonder how things are going when **you're not there** to supervise?
Would you appreciate having a **"warts and all"** viewpoint, presented in a
constructive manner?

If you've answered **YES** to all the above, then we have a service that can help you!



Llywodraeth Cymru
Welsh Government



Our “Mystery Shopper” service can help give you the fresh perspective on your business that we feel can be helpful to you in improving your business long term.

Making a good impression on guests is vitally important, and anything that compromises that impression could cost you dearly. While you are busy with the day to day running of the hotel, you may not be aware of issues affecting your image in the eyes of guests.

More often than not, it's the small things that can make a big difference but if your focus is and has to be elsewhere, this is where this service can help...

...Open to all who currently participate in our Star quality grading scheme, and for a fee, we can send someone to stay

overnight incognito at your hotel, test and observe the way things are done and then, next morning provide you with a comprehensive verbal debrief, followed later by a written report.

You can opt to have a Mystery Shopper visit once a year, twice a year, or even every three months.

Please note that the Mystery Shopper visits do not replace your grading assessment.

Our mystery shopper can relay to you, for example, how easy it is to use your website to book accommodation; the kind of welcome received on arrival; the

efficiency of room service; the attentiveness and politeness or otherwise of staff; issues relating to guest security; or any matter that you suspect may be causing you to lose your guests to competitors.

This visit may highlight things you never thought of as relevant, but may well be of importance to your guests. We can also focus on particular areas of concern and can even adapt the process to your individual needs.

So, if you are keen to build up your business to be the best it can be, let us help you along the way by using our **Mystery Shopper** service!

Please complete the following and return to the address below with the appropriate fee:

Name of Establishment:

Address:

Telephone (incl code) for bookings:

Business e-mail:

Website address:

Name of Manager/Owner:

Are there any particular areas of concern of which our Mystery Shopper needs to be aware?

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FEES

1 Annual visit £110 + Dinner Bed and Breakfast standard rate (for 1 person)

2 Visits per year £200 + DBB Standard rate at each visit

4 Visits per year £360 + DBB Standard rate at each visit

METHODS OF PAYMENT

(Please do not include cash or payment for any other Visit Wales service)

I enclose cheque for £..... made out to Welsh Government, **OR**

I wish to pay by: Mastercard Visa Switch Solo *Please tick box*

Cardholder's Name:

Card Number: 3 Digit Security Code:

Start Date: Expiry Date:

Cardholder's Signature: Date:

Please return this completed portion to:

Visit Wales, Welsh Government, Rhodfa Padarn, Llanbadarn Fawr, Aberystwyth SY23 3UR

For Office use only

Date

Cheque No

Amount Paid

VW Ref Number