

CONFIDENTIAL AUDIT · SPECIMEN (FICTIONAL DATA)

An independent luxury hotel

CATEGORY Boutique Hotel · Resort REGION Major U.S. leisure market

VISIT Two-night stay, king room · unannounced

EVALUATOR Principal Evaluator (former hotel GM; luxury rooms background)

80 / 100

Overall guest-experience score on the LUXE Method — technical execution, emotional hospitality, and the commercial layer, weighted.

The Scorecard

LUXE DIMENSIONS

Logistics		86
Understanding		68
eXecution		85
Emotion		71

SUB-SCORES

Technical		87
Emotional		70
Commercial		64
Brand		84
Risk / Recovery		66

TOP STRENGTHS

- The room was immaculate, generous, and beautifully maintained — a genuine sense of place.
- Housekeeping was precise and discreet; evening turndown was the most thoughtful touch of the stay.
- Public spaces and grounds were impeccably kept throughout.
- Breakfast service was warm, unhurried, and generous on both mornings.

CRITICAL FAILURES

- The stretch between booking and arrival was silent — no pre-arrival contact of any kind.
- A returning guest, with an occasion noted in the reservation, was not recognized at check-in.
- A reported room issue was corrected efficiently but without any gesture of recovery.
- No upgrade, late checkout, or amenity was offered, though the property had availability.

Critical Issues

HIGH

The pre-arrival window was left to chance

From confirmation to arrival, the property made no contact — no welcome, no preference inquiry, no arrival logistics. The most valuable hours for setting the relationship passed unused, and the guest arrived a stranger.

HIGH

Recognition failed at check-in

The reservation flagged a returning guest and a quiet celebration. Neither was acknowledged at the desk or in the room. The single moment most likely to earn loyalty was missed entirely.

MEDIUM

Recovery was procedural, not personal

A reported issue with the room was resolved promptly and correctly — but as a work order, not a hospitality moment. Efficient is not the same as gracious.

Guest-Journey Timeline

Booking

Reservation & Confirmation

Direct booking confirmed instantly. Clear, correct, courteous — and entirely transactional.

T-48h

Pre-Arrival

No contact of any kind. No preference inquiry, arrival-time check, or welcome note.

Day 1 · 3:55p

Arrival & Check-In

Valet and bell staff were genuinely gracious. At the desk, returning-guest status and the noted occasion went unmentioned.

Day 1 · 4:20p

The Room

Immaculate, generous, beautifully maintained. No welcome amenity or personal note on arrival.

Day 1 · 9:30p

Turndown

Flawless and discreet; ice replenished, lighting set. The single most personal touch of the stay.

Day 2 · 8:40a

Housekeeping & Recovery

A slow-draining tub was reported; engineering resolved it within the hour — correctly, with no follow-up gesture.

Day 2 · 9:10a

Breakfast

Warm, well-paced, and generous. Among the strongest moments of the visit.

Day 3 · 10:30a

Departure

Check-out was accurate and quick. No late-checkout offer; no invitation to return.

Touchpoint Evaluation

Arrival & Recognition

68

The operational choreography of arrival was excellent; the human intelligence behind it was absent. A returning guest with a noted occasion was processed efficiently and welcomed warmly — but generically. The property knew who was coming and did nothing with what it knew.

OBSERVATIONS

- No pre-arrival contact between confirmation and check-in.
- Returning-guest and occasion flags in the reservation were never operationalized.
- Valet and bell service were prompt and genuinely gracious.
- No welcome amenity, note, or room personalization on arrival.

RECOMMENDATIONS

- Institute a pre-arrival outreach standard — preferences, arrival window, occasion — 48–72 hours out.
- Build a daily arrivals brief from reservation notes for the front desk and housekeeping.
- Tie a simple, sincere in-room welcome to every flagged guest and occasion.

Reservation under [REDACTED], room [REDACTED], rate [REDACTED] per night.

Room & Housekeeping

86

The physical product is the property's clear strength. The room was immaculate and generous on arrival, daily housekeeping was precise and discreet, and evening turndown was the most considered touch of the stay. The one fault lay not in the work but in the recovery: a reported issue was fixed correctly and impersonally.

OBSERVATIONS

- Room presentation, linens, and maintenance were faultless on arrival.
- Daily housekeeping and turndown were timely, discreet, and complete.
- A reported plumbing issue was resolved within the hour.
- The resolution came with no follow-up call, note, or gesture.

RECOMMENDATIONS

- Adopt a recovery standard: every reported issue closes with a personal follow-up and a small gesture.
- Empower front-line staff to make recovery decisions without manager escalation.
- Log issues to the guest profile so recovery carries into the next stay.

Food & Beverage

72

Breakfast was a genuine high point — warm, well-paced, and generous on both mornings. But the wider food-and-beverage opportunity of a two-night stay went largely unoffered: no in-room dining suggestion, no reservation made on the guest's behalf, no evening recommendation. A strong product, passively sold.

OBSERVATIONS

- Breakfast service was attentive and unhurried on both mornings.
- In-room dining was available but never mentioned or merchandised.
- No dinner reservation or local recommendation was offered at check-in.
- Minibar and amenity offerings were presented without context.

RECOMMENDATIONS

- Add a dining touch to check-in: offer to make a reservation or suggest the evening.
- Merchandise in-room dining tastefully in the room and at turndown.
- Brief the front desk on daily food-and-beverage highlights to convert naturally.

Revenue Leakage

Unsold room-category upgrade at check-in (per night)	\$120–\$280
Unoffered late checkout, spa, and cabana add-ons	\$90–\$240
Unconverted in-room and evening dining	\$60–\$110
Missed direct-booking loyalty capture	High lifetime value

Thirty-Day Action Plan

DAYS 1–7	Launch a pre-arrival outreach standard — preferences, arrival window, occasion — for every booking. Owner — Director of Rooms
DAYS 1–14	Institute a daily arrivals brief and a recognition protocol drawn from reservation notes. Owner — Front Office Manager
DAYS 14–30	Adopt a service-recovery standard and a check-in upgrade and amenity offer. Owner — General Manager

This specimen uses fictional data. Live reports are delivered under NDA to a named recipient, with evaluator identity protected and evidence redacted as required.