

London Hotel

SAMPLE VISITOR AUDIT REPORT

Date of visit: October 3, 2025

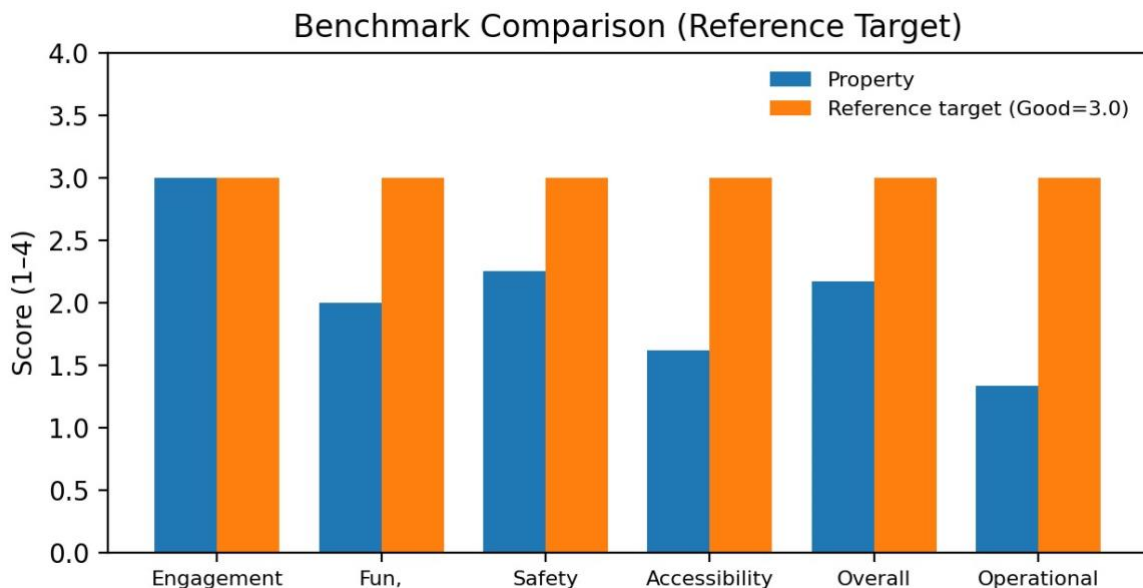
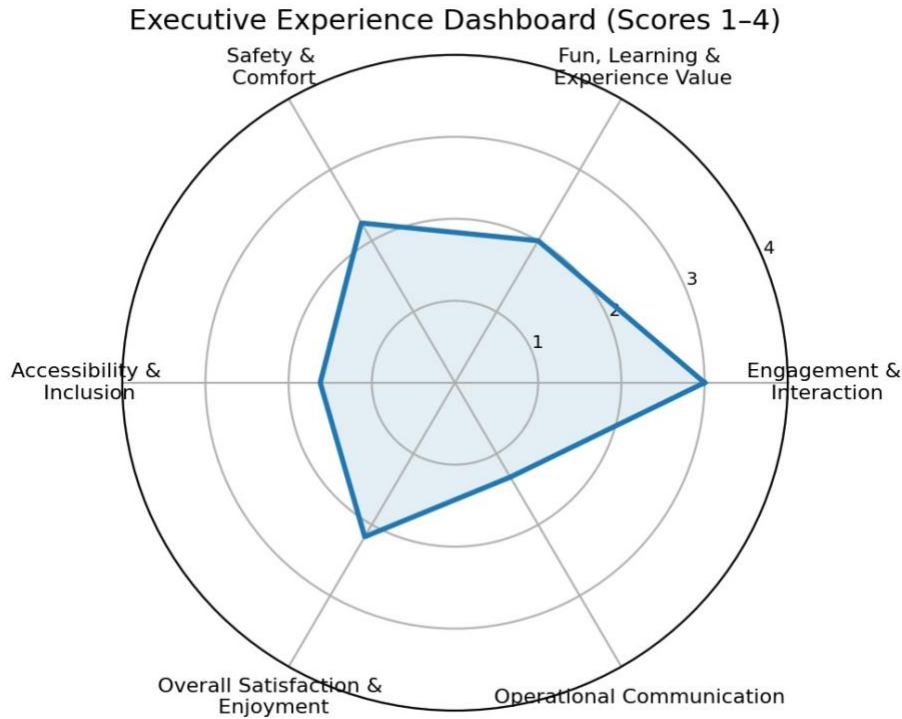
Audit Type: Visitor Experience Audit (In-Person), Child & Family Perspective

Auditor: Visitor Experience Audits LLC

Children: 8 and 10

Overall numeric score: 2.06 / 4.0 (1=Poor, 2=Fair, 3=Good, 4=Excellent)

Tier 1: Executive Dashboard



*Note: This sample report has been condensed for demonstration purposes. Actual client reports are customized to each organization and typically include additional observations, analysis, evidence, photographs, recommendations, and supporting documentation.

Balanced executive overview

This Level 1 Snapshot found several strong, family-positive touches for a boutique property—notably a comfortable lounge/couch area, complimentary drinks and snacks that felt healthier than typical options, and a culturally distinctive in-room English tea offering that the children found exciting and memorable. These elements supported independent exploration and created clear “moments of delight.”

Primary opportunity areas were accessibility and operational communication: long, narrow staircases with heavy doors and no elevator made stroller navigation difficult, and the luggage room was not proactively communicated at check-in, causing the family to carry heavy luggage and a stroller upstairs unnecessarily. Comfort and trust were reduced by bathroom/shower cleanliness concerns (including visible cobwebs), uncertainty about whether thick extra blankets were cleaned, and limited child-inclusive content in the library area (adult-only selection, including some controversial titles). Transport to the airport was experienced as speeding, lacking luggage help, and feeling overpriced; lower-cost bus options nearby were not shared. Addressing these items can materially improve perceived value, safety confidence, and family likelihood to recommend.

Priority action summary

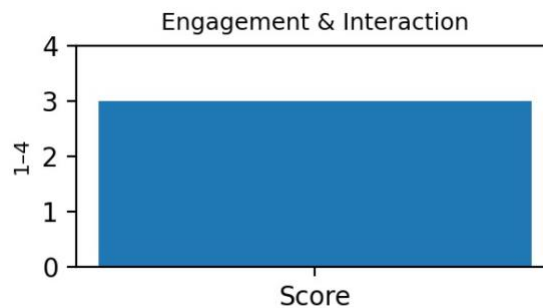
Area	Recommended fix	Impact
Access & safety on stairs	Anti-slip stair strips + improved night lighting	High
Check-in communication	Proactively mention luggage room + offer assistance for strollers/luggage	High
Cleanliness trust	Add duvet covers or cleaning tags/dates for extra blankets; tighten bathroom checks	High
Family inclusion	Label bookshelf sections (Kids/Teens/Adults), curate child-safe books + simple games	Medium
Transport experience	Driver safety/assistance standards + post bus/low-cost options for transparency	Medium

Tier 2: Detailed scorecard and visitor narrative

This section preserves the visitor's qualitative notes in plain language and pairs them with the Level 1 scorecard measurements.

1. Engagement and interaction

Measure	Observation notes (visitor voice)	Photo ref	Rating
Staff engagement with children	Basically no engagement—no speaking to them and no talking to them. Staff did direct us to sit in the restaurant while waiting, which was appreciated as alternative seating.	Lobby / restaurant seating	☒ Poor ☐ Fair ☐ Good ☐ Excellent
Peer interactions	No other children present during the visit.	N/A	Not scored (no peers)
Independent exploration	Children did a lot of independent exploration and found the bookshelf next to the couch and the free drinks/little snacks really amazing and fun.	Lounge/books help area	☐ Poor ☐ Fair ☐ Good ☒ Excellent
Child curiosity and participation	They were very curious about the English tea offered free in the room—loved it and found it unique.	In-room tea setup	☐ Poor ☐ Fair ☐ Good ☒ Excellent



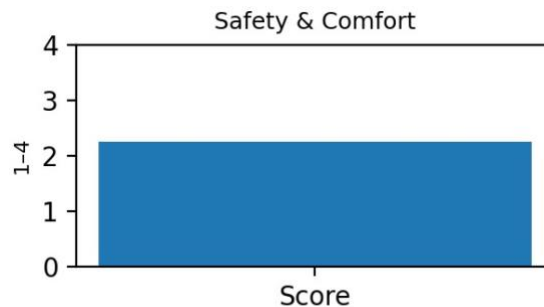
2. Fun, learning, and experience value

Measure	Observation notes (visitor voice)	Photo ref	Rating
Enjoyment and happiness	Overall good, but the bathroom made them uncomfortable (looked like cobwebs) and something felt wrong with the shower.	Bathroom/shower area	☐ Poor ☐ Fair ☒ Good ☐ Excellent
Interactive elements	Bookshelf was a nice interactive feature, but it had no children's books. Kids still liked the couch/bookshelf area and the free drinks/snacks.	Bookshelf + snack/drink station	☐ Poor ☒ Fair ☐ Good ☐ Excellent
Cognitive / sensory stimulation	Not much in-room stimulation—no TV; bookshelf lacked books for them; no playground or structured activity.	Guest room	☒ Poor ☐ Fair ☐ Good ☐ Excellent
Age appropriateness	Fair—understandable for a boutique hotel, but limited family-focused options.	N/A	☐ Poor ☒ Fair ☐ Good ☐ Excellent



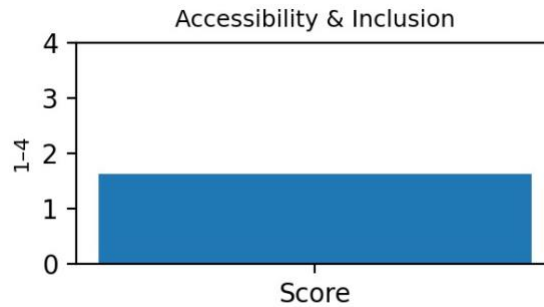
3. Safety and comfort

Measure	Observation notes (visitor voice)	Photo ref	Rating
Physical safety	Window opened really wide and there was no screen. Stairs felt steep and narrow, which felt somewhat unsafe (especially with luggage/stroller).	Stairs + window	☐ Poor ☒ Fair ☐ Good ☐ Excellent
Emotional safety	It didn't seem like a lot of people around or anything happening—generally calm.	Lobby/quiet areas	☐ Poor ☐ Fair ☒ Good ☐ Excellent
Comfort	Some discomfort due to cleanliness/shower area and small room; beds were quite uncomfortable.	Room / bedding	☐ Poor ☒ Fair ☐ Good ☐ Excellent
Supervision	Measure intent: whether the environment/services support safe child presence without extra parent effort. Here, children explored independently; staff did not provide child-specific guidance or check-ins (parent supervision carried the load).	N/A	☐ Poor ☒ Fair ☐ Good ☐ Excellent



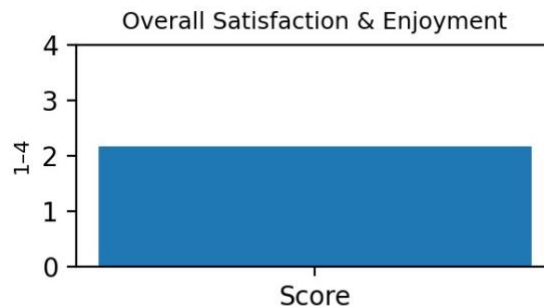
4. Accessibility and inclusion

Measure	Observation notes (visitor voice)	Photo ref	Rating
Mobility access	Poor for stroller use: no elevator and a lot of stairs. Several doors from stairs to room were very heavy and lacked automatic opening. No clear stroller storage; we had to improvise and ask to store it in the luggage room.	Stairs/doors; luggage room	☒ Poor ☐ Fair ☐ Good ☐ Excellent
Signage and communication	Signs about drinks/snacks and where rooms are located were clear. Some breakfast/airport transport info was extremely detailed (felt like overcommunication).	Signage examples	☐ Poor ☒ Fair ☒ Good ☐ Excellent
Dietary or medical accommodations	Ingredients not listed; menus not readily available; menus felt kind of dirty. Likely workable if asked, but not proactive.	Menu condition	☐ Poor ☒ Fair ☐ Good ☐ Excellent
Inclusive play and activities	No inclusive play available and no activities for kids.	N/A	☒ Poor ☐ Fair ☐ Good ☐ Excellent



5. Overall satisfaction and enjoyment

Measure	Observation notes (visitor voice)	Photo ref	Rating
Happiness level	Good overall for the children.	N/A	☐ Poor ☐ Fair ☒ Good ☐ Excellent
Engagement with activities	Fair due to limited options (main engagement came from lounge/refreshments/tea).	Lounge area	☐ Poor ☒ Fair ☐ Good ☐ Excellent
Sense of inclusion	Between poor and fair—no child-focused materials or inclusive activities.	N/A	☒ Poor ☒ Fair ☐ Good ☐ Excellent
Favorite moments	Finding the tea in the room, free water in the room, and exploring the couch/bookshelf area with drinks/snacks.	Tea + beverage station	Qualitative (not scored)



Top 5 operational observations (visitor notes)

- 1 Hotel transport van was speeding the whole time, did not help with the luggage, felt a bit rude, and was overpriced for the value.
- 2 Transportation transparency: it would have helped to mention nearby bus options / stops for cheaper transport (even if not strictly required).
- 3 Blankets: very thick extra blankets with no duvet cover and no visible cleanliness note; guests may assume they are not freshly washed and avoid using them.
- 4 Accessibility: long/narrow stairs and heavy doors made stroller use difficult, especially for a child with mobility issues. 5
Family inclusion & cleanliness cues: no books for kids in the library area; some concerns about cleanliness around free drinks/snacks.

Quick wins and repair suggestions

- **Stair safety:** add anti-slip tread strips (or clear grip tape) and improve stair lighting for evening navigation.

- **Cleanliness trust:** provide duvet covers on thick blankets or attach a simple tag stating “Cleaned on ____” (or “Freshly laundered”).
- **Check-in communication:** proactively mention the luggage room and offer help storing strollers/luggage; this is a major accessibility signal even without ramps.
- **Library & inclusion:** label shelves by audience (Kids/Teens/Adults) and curate child-appropriate titles; review/rotate out controversial titles with racist undertones; add a few simple children’s games (cards/UNO/small board games).
- **Menus & dietary clarity:** keep menus clean and make ingredient/allergen info easy to access on request or via a small insert/QR code.
- **Transport experience:** set a safe-driving standard; require luggage assistance; provide a small “Getting to the airport” sheet listing private transfer and nearby bus/train options with typical costs.

Optional quantitative tools and scoring evidence

These tools increase objectivity and help leadership prioritize fixes with measurable impact.

Visible safety hazards checklist (sample entries)

Area / item	Hazard observed?	Severity (1–5)	Notes
Stairs / landings	Yes	3	Steep and narrow; recommend anti-slip treads + lighting.
Windows	Yes	2	Wide opening, no screen; add safety messaging/limiters where feasible.
Heavy doors	Yes	2	Difficult while managing stroller/luggage; consider soft-close/adjustments.
Bathroom/shower	Yes	2	Cleanliness cues reduced comfort; tighten inspection checklist.

Time-to-completion metrics (sample)

Task	Observed time	Notes
Child locating restroom	~3 minutes	Would benefit from simpler directional cues for families.
First meaningful engagement point	~5 minutes	Engagement occurred when discovering tea/drinks/snacks.
Stroller + luggage route to room	High effort	Multiple stairs + heavy doors; luggage room not communicated.

Engagement scoring per station (sample)

Station / activity	Engagement score (1–5)	Notes
Tea / in-room English tea	5	Highly novel and memorable; strong engagement.
Lounge: couch + drinks/snacks	4	Positive engagement; consider kids’ books/games to reach 5.
Bookshelf content (current)	2	No children’s books; some controversial adult titles.

Accessibility & inclusion scoring (sample)

Area	Score (1–5)	Notes
Stroller navigation	1	No elevator; stairs + heavy doors.
Communication of accommodations	1	Luggage room not communicated at check-in.

Inclusive child offerings	1	No kids' books/games/activities.
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Scoring methodology

Ratings use a 1–4 scale (Poor=1, Fair=2, Good=3, Excellent=4). Section scores are the average of measure-level ratings within that section. The overall score is the mean of all section scores shown in the dashboard. “Reference target” benchmarks in this sample are set at 3.0 (Good) to reflect an achievable performance goal for boutique properties.

ROI impact projection (scenario-based)

If accessibility communication and stair usability improvements move Accessibility & Operational Communication from ~1.5–1.75 to ~2.8–3.0, the property can expect (a) stronger online review sentiment from families, (b) fewer service recovery events, and (c) higher likelihood of repeat stays. A practical near-term ROI pathway is reduced complaints/time spent handling issues and improved conversion for family bookings that depend on stroller/child mobility feasibility.

Risk exposure and liability framing

Key risk exposures observed were steep/narrow stairs, low-visibility stair navigation at night, and high-effort luggage/stroller transport when accommodations are not communicated. Low-cost controls (anti-slip treads, lighting, and proactive luggage room disclosure) reduce slip/fall and strain-injury risk while improving perceived duty of care.

****Note: This sample report has been condensed for demonstration purposes and does not reflect the full content of a completed Visitor Experience Audit.***