



Guest Survey Analysis Report

Data Collection & Preparation

Ensures data integrity and readiness for analysis. Covers survey data retrieval, cleaning, and preparation.

Survey Start Date

Survey End Date


Total Number of Responses Collected

Response Rate (Percentage)

Survey Platform Used (e.g., SurveyMonkey, Qualtrics, In-House)

- ☐ SurveyMonkey
- ☐ Qualtrics
- ☐ In-House
- ☐ Other

Raw Survey Data File (CSV, Excel, etc.)

 Upload File

Description of Data Cleaning Steps Performed (e.g., handling missing values, removing duplicates)

Write something...

Data Anonymization Process

- ☐ Fully Anonymized
- ☐ Pseudonymized
- ☐ Not Applicable

Overall Satisfaction & Key Metrics

Focuses on core satisfaction scores and critical performance indicators.

Overall Satisfaction Score (Average)

Enter a number...

Net Promoter Score (NPS)

Enter a number...

Average Response Rate (%)

Enter a number...

Average Rating for 'Cleanliness'

Enter a number...

Average Rating for 'Staff Friendliness'

Enter a number...

Average Rating for 'Value for Money'

Enter a number...

Primary reason for dissatisfaction (if score < 3)

- ☐ Room Quality
- ☐ Service
- ☐ Amenities
- ☐ Value
- ☐ Other

Brief Summary of Key Satisfaction Drivers

Write something...

Detailed Feedback Analysis (Qualitative)

Examines open-ended comments and identifies recurring themes and sentiment.

Review overall sentiment expressed in open-ended comments (Positive, Negative, Neutral)

Write something...

Identify recurring themes/topics mentioned in guest comments (Select all that apply)

- ☐ Cleanliness
- ☐ Service Quality
- ☐ Food & Beverage
- ☐ Room Comfort
- ☐ Amenities
- ☐ Noise Levels
- ☐ Location
- ☐ Value for Money
- ☐ Other (Specify in LONG_TEXT)

Provide examples of representative guest comments illustrating common positive feedback.

Write something...

Provide examples of representative guest comments illustrating common negative feedback.

Write something...

Count of comments mentioning specific keywords (e.g., 'friendly', 'dirty', 'expensive')

Enter a number...

Summarize key insights and trends identified from the qualitative feedback.

Write something...

Specific Attribute/Area Performance

Analyzes performance across specific areas like cleanliness, service, amenities, etc.

Cleanliness Score (Average)

Enter a number...

Service Quality Score (Average)

Enter a number...

Food & Beverage Quality Score (Average - if applicable)

Enter a number...

Room Comfort Score (Average)

Enter a number...

Facilities & Amenities Score (Average)

Enter a number...

Key Themes from 'Cleanliness' Comments

Write something...

Key Themes from 'Service' Comments

Write something...

Which aspects of the room were mentioned most frequently? (Select all that apply)

- ☐ Bed Comfort
- ☐ Bathroom Cleanliness
- ☐ Noise Levels
- ☐ Room Size
- ☐ View

Demographic & Segment Analysis (If Applicable)

Identifies trends and differences in feedback based on guest demographics or segments (e.g., loyalty program tier, travel purpose).

Guest Origin (Country/Region)

- ☐ Domestic
- ☐ International

Purpose of Visit

- ☐ Business
- ☐ Leisure
- ☐ Conference/Event
- ☐ Family Vacation
- ☐ Other

Loyalty Program Tier (If Applicable)

- ☐ Not a Member
- ☐ Bronze
- ☐ Silver
- ☐ Gold
- ☐ Platinum

Age Range (Optional)

Enter a number...

Travel Party Size

- ☐ Solo
- ☐ Couple
- ☐ Family
- ☐ Group (3+)

Comparative Analysis (Optional)

Compares current survey results with previous periods or competitor benchmarks (if available).

Overall Satisfaction Score (Current Period)

Enter a number...

Overall Satisfaction Score (Previous Period)

Enter a number...

Change in Overall Satisfaction Score

Enter a number...

Net Promoter Score (NPS) - Current Period

Enter a number...

Net Promoter Score (NPS) - Previous Period

Enter a number...

Benchmark Data Source (If Applicable)

- ☐ Proprietary Benchmarking Data
- ☐ Industry Average Data (e.g., STR)
- ☐ Competitor Data (Specific Competitor)
- ☐ No Benchmark Data Used

Summary of Key Differences Observed Compared to Prior Period

Write something...

Recommendations & Actionable Insights

Translates findings into concrete actions and improvement strategies.

Summary of Top 3 Key Improvement Areas

Write something...

Categorize Recommendations (e.g., Operational, Training, Investment)

- ☐ Operational
- ☐ Training
- ☐ Investment
- ☐ Process Improvement
- ☐ Technology

Detailed Action Plan for Top Improvement Area #1 (Include Responsibility, Timeline, Resources)

Write something...

Detailed Action Plan for Top Improvement Area #2 (Include Responsibility, Timeline, Resources)

Write something...

Estimated ROI (Return on Investment) for Key Recommendations (Optional)

Enter a number...

Recommendation Priority (High, Medium, Low)

- ☐ High
- ☐ Medium
- ☐ Low

Potential Risks & Mitigation Strategies for Implementation

Write something...

Required Resources (e.g., Staff, Budget, Software)

Write something...

Report Presentation & Formatting

Ensures the report is clear, concise, and visually appealing for stakeholders.

Report Format (PDF, Word, PowerPoint)

- ☐ PDF
- ☐ Word (.docx)
- ☐ PowerPoint (.pptx)

Number of Pages (Estimate)

Enter a number...

Executive Summary Notes (Key takeaways for quick reference)

Write something...

Visualizations Included (Select all that apply)

- ☐ Bar Charts
- ☐ Pie Charts
- ☐ Line Graphs
- ☐ Heatmaps
- ☐ Word Cloud

Color Palette Adherence (Brand Guidelines)

- ☐ Yes - Compliant
- ☐ No - Requires Adjustment

Report Title

Write something...

Report Completion Date

Enter date...