SurveyNinja

# Hotel guest satisfaction survey

11 questions. About 3 min to answer.

## Arrival

**1. What was the main purpose of your stay?** Required

Choose one answer.

- ○ Vacation or leisure
- ○ Business
- ○ Visiting family or friends
- ○ A wedding, conference or other event
- ○ Just passing through
- ○ Other: _____

**2. How was your check-in?** Required

Choose one answer.

- ○ Quick and friendly
- ○ Fine
- ○ Slow
- ○ There was a problem with my booking or room

## The room and the staff

**3. How clean was your room?** Required

1 2 3 4 5

**4. How comfortable was your room?** Required

The bed, the quiet, the temperature.

1 2 3 4 5

**5. How would you rate our staff?** Required

1 2 3 4 5

## Services

**6. How was breakfast?** Required

Choose one answer.

- ○ Excellent
- ○ Good
- ○ Fair
- ○ Poor
- ○ I didn't have breakfast

**7. How was the Wi-Fi?** Required

Choose one answer.

- ○ Fast and reliable
- ○ Good enough
- ○ Slow or kept dropping
- ○ I couldn't connect
- ○ I didn't use it

**8. How would you rate the value for money?** Required

Choose one answer.

- ○ Excellent
- ○ Good
- ○ Fair
- ○ Poor

## Loyalty and reviews

**9. How likely are you to recommend [Hotel] to a friend or colleague?** Required

0 – Not at all likely, 10 – Extremely likely

| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|---|

0–6: What disappointed you during your stay?

7–8: What would have made it a 10?

9–10: What did you enjoy most about your stay?

**10. What one thing would make your next stay better?**

**11. Would you like to share your stay in a public review?** Required

If you say yes, we'll show you the link on the next screen. Choose one answer.

- ○ Yes
- ○ No

**Run it online for free**

Copy this template to SurveyNinja, send the link and the answers go into a ready report with charts.

surveyninja.io/templates/hotel-guest-survey

Survey template from SurveyNinja: surveyninja.io