



Holiday Park Mystery Shop Report

Business: The Quiet Site

Date: April 2018

Background

As part of the Tourism Awards, Cumbria Tourism appoints independent individuals to undertake a mystery shop visit to the short-listed businesses. The same mystery shopper visits all the short listed businesses in the same category to ensure there is fair and consistent feedback to the judging panel. The judging panel will use the business entry form, any additional evidence supplied and the mystery shop report to help them make their final decision.

This mystery shop report provides a customer focused assessment tool that allows you to view, understand and evaluate your product and service from your customers' perspective. The customer experience is one of the most cost effective methods of differentiating yourself from the competition.

The mystery shopper has considered:

- How the service they received compared with the service they expected
- How your customer service compared to that of your competitors
- How much loyalty they felt towards you as a result of the final transaction
- How much they felt you valued them as a customer
- How much they felt they were treated like an individual

When it happened

The visit took place on a night during April 2018.

Who did the visits?

The visit was carried out by the mystery shopper her husband and their two children.

The health warning

We concede that this programme of mystery shopping may not accurately reflect the quality of your customer handling. This is a one-off visit and offers only a 'snapshot' of your hotels performance. Ideally, each hotel would be 'shopped' on an ongoing basis to offer more valid results.

If your performance is poor, it may be because we caught you during an unusually busy period, or maybe someone was off sick, or perhaps you are under-funded. All valid reasons, but the customer does not [and should not have to] account for this – all they want is an answer to their query, and all hotels should be looking to go beyond this on every occasion.

The criterion

Each individual element of criterion is scored out of five. The report that follows shows the score for your hotel. A summary score sheet is added at the end, along with a final percentage score and recommendations on areas for improvement.

The overall results

Overall, you scored 94%

Your score is summarised in the table below:

Criteria	Score 2018	% 2018
Planning the visit and arrival	33	
Initial welcome and check-in	23	
The Pitch	17	
Walk about and park environment	15	
Facilities	20	
Bonus points	3	
TOTAL	111	

Key

Number of points	Description
0 points	No response / unintelligible
1 point	Very poor
2 points	Poor
3 points	Good / average
4 points	Very good
5 points	Excellent

Business Name: The Quiet Site

Date: April 2018

1. Planning the visit and arrival

How you did:

Element	Score out of 5	Comment
Website	5	The website was easy to use and navigate. There is an online booking service. The site gave an overview of the site's facilities and had a useful handwritten park map. The initial home page introduced the area. There is an extremely useful section on the local area that is extremely informative and useful; even giving walks and ideas for 'rainy days'. Pricing was clear
Booking	4	The online booking system would only allow a minimum of 2 nights to be booked so I rang to see if I could book for 1 night only. Initially there was no answer so I left a message. My call was returned within 30 minutes. The lady that I spoke to was very friendly and polite. She initially said it was a two night minimum stay, I asked if they were busy which they were. Then she asked about the type of pitch we were looking for, fortunately, due to the existing bookings a one night stay could be accommodated. All booking details were taken efficiently, checking spellings of names. I asked a few questions about the site and hook up the lady was knowledgeable and reassuring.
Confirmation	5	I received confirmation within a few minutes of the phone call it contained all the correct relevant information as well as useful check-in /out times and map with link to google maps along with cancellation policy and T&Cs. There was also a useful check about all information being correct and how to get in touch if something was incorrect.
Ease of finding holiday park	5	The map/link that was included in the confirmation was extremely useful and facilitated plotting a route from home to the site meaning that if you followed the route proposed it was difficult to go wrong.

Exterior signage	5	As we approached the site was signposted off the main road (for campsites) and there was a further sign clearly designating the Quiet Site. The exterior signage was clear and also clearly showed to stop to check-in at reception.
Exterior presentation and first impression	5	The area was clean and tidy and welcoming. The various plants at the entrance created an attractive and welcoming environment. All of the buildings looked well maintained.
Parking at reception	4	There was an area for parking however not necessarily designated bays so it was a case of pulling up where you thought most appropriate and out of the way so you didn't block the entrance and exit.
Total Score	33	

2. Initial welcome and check-in

How you did:

Element	Score out of 5	Comment
Initial welcome	4	The initial welcome was friendly and polite
Staff presentation and friendliness	4	The gentleman that checked us in was friendly and professional, he was wearing a jacket with the Quiet Site embodied on it which other staff also wore and were appropriate and functional for the role. It also had the website on the rear reinforcing the website
Check-in process	5	It was a very smooth check-in process; very organised and they were ready for our arrival and knew which pitch we were designated to. They provided various information on pre-printed sheets that were easily on hand to give to guests.
Explanation of facilities	5	There was a clear explanation of the various facilities and a map was given detailing where the key facilities were located and when they were open and serving.
Route to pitch and ease of finding it	5	The gentleman provided a map identifying our pitch and locating /highlighting the facilities. Following check-in he walked up with me to the pitch and my husband

		followed in the van. He showed us directly to the plot and pointed out the electric hook up.
Total Score	23	

3. The Pitch

How you did:

Element	Score out of 5	Comment
Quality and presentation	5	The pitch itself was clean clear and tidy it was a mix of hard standing and grass.
Space and layout	4	The space and layout was a good size and accommodated our van and awning with a slight area in front of the awning to sit out.
Facilities on pitch	3	The pitch had an electric hook up, the site had wifi
View and location	5	The location was convenient for the facilities and had a very scenic view overlooking the fells and Ullswater; which could be seen over the top of the caravans in front. The layout of the pitches with each section being on a different level affords great views over the fells and lake for most pitches.
Total Score	17	

4. Walk about and park environment

How you did:

Element	Score out of 5	Comment
Quality and presentation	5	The site was a mix of touring pitches, camping and pods. It was very clean and tidy with flower beds and grassy areas with newly planted trees. It is well laid out and the different levels of the pitches works exceptionally well so that all pitches where possible can benefit from the view. The views to the fells and Ullswater was spectacular and the site is clearly trying to ensure that it blends

		into the natural environment with the use of materials and grassed roofed hobbit holes.
Staff met during stay	5	All staff encountered were very friendly whilst sat outside the van a member of staff walked past she was very friendly and chatty. Staff in the shop were very friendly. The lady on the bar was very welcoming and took time to chat to us. We said it had gone cold out and said she would light the fire, which was a welcome gesture. She took time to talk to the children and make them feel welcome and also explained that food could be brought in from the catering van.
Location and surroundings	5	The location and surroundings were very beautiful amid the beautiful Ullswater valley. The site is very well tended and aesthetically it clearly tries hard to make sure it blends in with the local natural surroundings.
Total Score	15	

5. Facilities

How you did:

Element	Score out of 5	Comment
Toilets and showers	5	The toilets and showers were very clean and tidy and appeared to be checked regularly. When I first entered there was some shower essentials later someone had taken these. They were warm upon entering and adequate temperature for taking a shower and not being too cold. The underfloor heating ensured the floor was also comfortably warm. The showers were push button although on first attempt switched off very quickly within a few seconds so needed to be pushed a few times in order to keep them going and get a long enough shower particularly if hair washing. However, useful from a not wasting water perspective. There was a useful bench in the changing area of the shower and a number of handy hooks and were adequately sized for changing in.

		There was also a bath and a family bathroom very useful for families.
Waste collection/recycling	5	There was a large area for waste and recycling separated into bins.
Shop	5	There was a handy shop which for its size it was very well stocked with an array of useful items; from travel board games to fresh milk and camping essentials such as air beds and kettles.
Additional facilities	5	<p>The site offered an array of facilities including a washing up area laundrette and designated dog walking area as well as numerous other walks around the area contained in various leaflets. There was also an old style phone box with book and DVD library for guests to borrow.</p> <p>In terms of families, the site offered an excellent outdoor children's play area it was very well kept. There was also an indoor soft play area, with football table.</p> <p>The bar was cosy with roaring log fire perfect retreat when it had cooled off outside. The bar had various seating areas and was well thought out. There was a snooker table in a further room. Later that evening there was a singer in the bar.</p> <p>Whilst the bar did not serve food there was a useful catering van 'The Saucy Sausage' onsite serving food in the evening (which they were happy for you to take into the bar upon purchasing – as advised informatively by the lady on the bar) it also served breakfast.</p>
Total Score	20	

6. Bonus points

How you did:

Bonus points were awarded for:	Max of 3
Walking the guest to their pitch is great attention to detail it gives guests the option to ask further questions about their pitch or the facilities should they require when they get there and view it.	1
The telephone box library with DVDs and books is a great idea.	1
The array of facilities is excellent an excellent bar and a plethora of indoor and outdoor facilities for the children is great and there was a very useful tourist information area with large map of the area detailing an array of things to do.	1
Total	

7. Value for Money

	No Score
Cost of Accommodation (Pitch fee) The site is open all year round. We paid £25 per night for our pitch and the price varies depending on the time of year. All pitches are fully serviced. The fee includes 2 adults and up to four children (under 12). There are some minimum stay requirements.	
Cost of Extras (any supplements) Extra charges would be applicable for anyone over 12 years in addition to the 2 adults included above, dogs on leads (£1) and (extra) cars and gazebos were also chargeable as applicable	
If you were paying this bill would you consider it value for money and pay to stay again? The rate we paid was considered good value for money, however in peak season this rate does rise for a pitch up to a maximum of £44 per night and a minimum stay of 3 night is imposed over the summer and over August and Spring bank holiday this rises to a minimum of 5 nights stay. Therefore, in peak season this could get expensive for families.	

Overall Impression and Summary

First impressions were very good with staff welcoming and professional. The Quiet Site is set in a lovely area and it's clear that the owners have tried hard to ensure each pitch benefits from the spectacular view by stepping the pitches level by level, clearly well thought out and planned. All the buildings are aesthetically built and blend in with the surroundings.

The useful site map and walks leaflet as well as the guide to the area was extremely useful and helped to sell the area and a good asset to any stay – it was clear there was plenty to do in the area and could definitely provide encouragement to guests to visit one of the many attractions. Furthermore, I am sure it would provide further encouragement to guests to revisit the area and repeat business.

The toilets and showers were very clean and importantly warm!

The site provides an array of facilities for all guests young and old even providing entertainment at night on the night we stayed. There is a huge amount of attention to detail to the guest experience with lots of little touches. It is the sort of site that you would definitely revisit and recommend to family and friends without hesitation.

Key recommendations

The website when you click back to the 'home page' there is currently 'placeholder text' in position which needs to be updated.

It would be useful to include the WIFI code on the paperwork given or on an additional slip of paper for guests to take if required, for ease of remembering.

You may wish to consider looking into having a professionally designed map of the park that would reflect your branding which could be used on the website and given to guests on arrival.

Upon check-in it would be nice for a little 'small talk' asking how the journey was, or have you travelled far that sort of thing. Whilst the receptionist was friendly it was a little too efficient which took the edge off the friendliness and the welcome.