

Hotel F&B Guest Experience Audit Checklist

27 checks across six touchpoints. Walk it as a guest would, at the times each thing actually happens — doing it from the office at 10am is how these stay invisible.

Arrival

■ Is any F&B; outlet mentioned at check-in, with a reason to visit tonight?	
■ Can a guest make a dinner reservation at the moment of check-in?	
■ Is there anything visible in the room showing what can be ordered?	
■ Do the opening hours in the welcome material match reality?	

Pool and beach

■ Can a guest order without standing up? Sit on a lounge and check.	
■ Is there a service rotation, and what is the actual interval?	
■ Is the menu suited to the setting — cold, quick, one-handed?	
■ Can a guest with no wallet pay? Room charge, tab, or nothing?	
■ At 3pm: count guests, then count drinks in hand. Write both down.	

Restaurant

■ Is the current service's menu on the table, or is breakfast still showing at dinner?	
■ Is there an anchor item near the top of each section?	
■ Are prices in a right-hand column, or nested in the descriptions?	
■ Within two minutes, is a drink offered as a choice rather than a yes/no question?	
■ Does a main course leave the pass without a side being suggested?	
■ Is dessert offered as an assumption, or as a question?	
■ At the check-back, is a specific dish named?	

Breakfast

■ Is anything on the table showing what can be bought in addition?	
■ Is coffee served, or self-serve from an urn?	
■ Does the person seating guests make any offer at all?	
■ Is tonight's dinner or an evening activity mentioned?	

In room

■ Is the room service menu visible without opening a drawer or folder?	
■ What delivery time is promised — and is it true at 9pm?	

■ Are charges stacked on top of the menu price?	
■ Is there any option at all after the kitchen closes?	

Golden hour and evening

■ Where are guests in the hour before sunset, and is anything served there?	
■ Is any outlet closing while guests are still present and spending?	
■ Are guests leaving the property in the evening? Ask three where they are going.	

Score it on revenue, not service

For each item, do not ask whether it was done politely. Ask what it would be worth per day if it were fixed, and multiply by 365. That reframing turns a checklist into a priority list.

Then sort by revenue impact against effort. The top of that list is almost always operational — a menu that does not exist, an hour that is not staffed, a payment method not offered. Fix those before anything needing capital.

This is the public short version of the 298-point framework our assessors use on site. Free to use, copy and print. If you would rather someone did this properly, as an ordinary guest — optimacx.co/guest-experience