

# Private Advisory

Invisible insights,  
exceptional  
standards.

# Table Of Contents



About us.	01
Our plans.	02
Highlights.	03
Get in touch.	04

# 01 About Us

With over 15 years of experience in auditing luxury hospitality resorts, we deliver tailored, comprehensive qualitative reports based on the metrics that you want to be measured. We visit your hotel as a ‘mystery shopper’ and complete a detailed audit on customer experience, food and beverage quality, environmental and cleanliness factors. Within 72 hours, we provide you with a detailed narrative report with photos based on a guest visit to your hotel. We provide rich, emotional feedback from the perspective of a guest, allowing you to truly understand what guests are experiencing.



# 02 Our Plans

All of our plans include a customer service, environment, and cleanliness audit for the hotel, pool and beach plus 2 food and beverage venues.

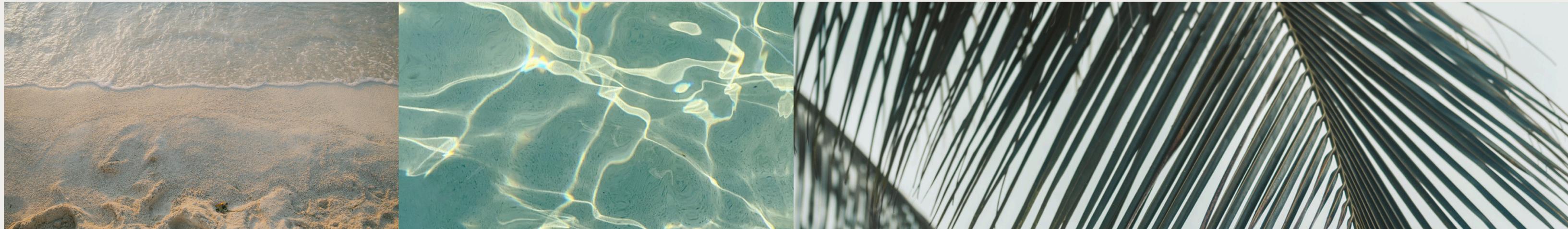
## 1. The Essential Plan

A comprehensive report focusing on key hospitality metrics.

This plan includes:

- Brand familiarity meeting before the assignment.
- A standard report framework for a 2-night stay. Everything from initial reservation to check-out.
- Detailed narrative report sent to you within 72 hours of check-out.
- Follow-up.

**From £1350 per evaluation.**



# 02 Our Plans

All of our plans include a customer service, environment, and cleanliness audit for the hotel, pool and beach plus 2 food and beverage venues.

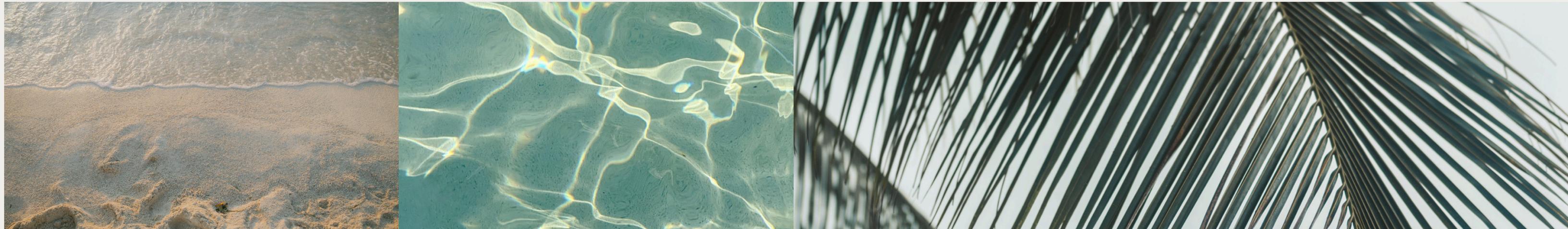
## 2. The Executive Plan

A completely tailored guest experience report ensuring the auditor focuses on the things that are important to your brand.

This plan includes:

- Brand familiarity meeting before the assignment.
- Audit personalisation session.
- A personalised report framework for a 2-night stay. Everything from initial reservation to check-out.
- Detailed narrative report sent to you within 72 hours of check-out.
- Actionable recommendations included within the report.
- Debrief call with a presentation of key patterns and themes.

**From £1750 per evaluation**



# 02 Our Plans

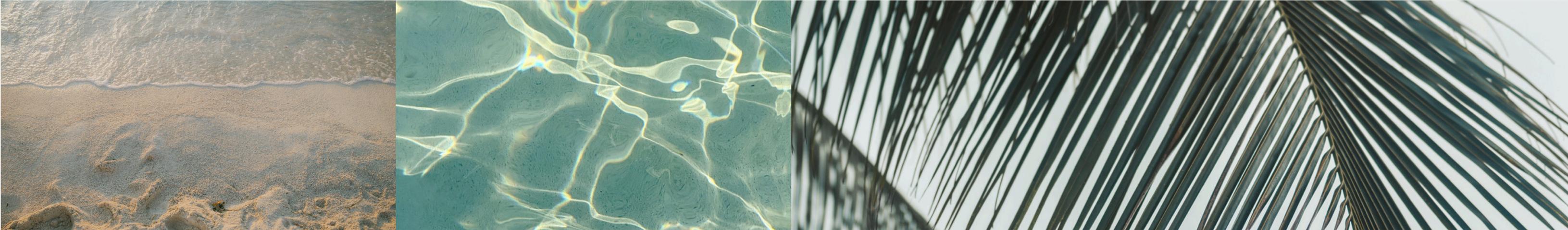
All of our plans include a customer service, environment, and cleanliness audit for the hotel, pool and beach plus 2 food and beverage venues.

## 3. The Strategic Plan

An Executive Plan visit completed at your resort plus a 2-night visit to one of your competitors.

Guest experience insights across the two resorts, will allow you to compare similar metrics to truly understand what guests are experiencing in relation to your competitors.

**From £2450 per evaluation**



# 03 Highlights

## Example reports

This mystery guest assessment was conducted by Private Advisory to evaluate guest experience delivery against specific client standards.

This report provides excerpts from the telephone reservation process and a pool visit. It is designed to show you the standard of qualitative data you will receive from Private Advisory.

Details have been changed for privacy.

Observations focus on service tone, professionalism, personalisation, environmental presentation and emotional impact. Further reports can be provided on request.



## Excerpt from pool evaluation

On 20th February 2026 at 10:30am, I entered The Retreat Main Pool area from the main entrance that was only accessible by a gate with a safety lock. I noticed the pool area was well-maintained with lush green foliage and well-maintained plants surrounding the pool fence. The bright flowers and green leaves complemented the azure colour of the pool. I observed two large safety signs in the area confirming that there was not a lifeguard on duty and two large safety flotation rings that were free from maintenance issues.

The tiled floor surrounding the pool appeared to have been recently cleaned and was free from debris. All 42 available loungers were free from soiled towels and contained plump green and white striped lounge cushions that looked comfortable and inviting. Each lounge looked uniform, tidy and contained a small table and parasol for every 2 beds. I noticed one of the cushions on the pool lounge next to the pool entrance contained a large water-mark stain that needed attention.

The pool water looked clean and was free from floating debris. Inside the pool, the tiles, grouting and sealant were in perfect condition. I noticed two built-in speakers next to the pool were playing relaxed, beach-style house music that created an upbeat and sophisticated atmosphere.

In the distance at the pool bar, I observed a male staff member interacting with guests who were sat at the bar.

I was greeted immediately by a female staff member with a warm and genuine smile. She greeted me with “Good morning, welcome to The Retreat Main Pool, my name is Viha, how can I assist you this morning?” The staff member wore a clean, pressed, navy blue, branded polo shirt, cream shorts, white trainers and socks. She had shoulder-length short, straight, dark-brown hair that was tidily tucked into a ponytail. She looked professional and appropriately dressed for the pool area. I noticed Viha was not wearing a name badge unlike other staff members I had observed.

I explained that I was looking for 2 pool beds for the day. I looked around the area and appeared uncertain to provide an opportunity for Viha to support me. She replied with “I can certainly help with that, is this your first time to the pool or do you have your favourite spot?” She smiled at me and I appreciated this humorous interaction. I replied and stated it was my first time.

Viha responded, “Well, welcome for your first time, you’ll soon feel right at home, I have the perfect spot for the both of you. It gets the sun all day but also has a nice sea breeze to cool you down. I’ll also open the parasol for you if you would like. She gestured at two, clean sun loungers near the hot tub...



# Excerpt from phone reservation

On 2nd February 2026 at 7:31pm, I called the hotel directly from the number that was listed on the website +447740 369 199. An automated message opened the call after ringing 2 times and I selected 1 for the reservations department. After 3 rings, the call was answered by a staff member who had a friendly and upbeat tone. She answered with “Good evening, This is Dyrah speaking from The Retreat, how may I assist you this evening?” The opening to the call appeared clear, professional and the staff member seemed keen to help.

I explained that I had looked online at two different room types - the Junior and King Suite with pool but that I was not sure about the difference in price. I appeared hesitant when naming the rooms to provide an opportunity for the staff member to assist. Dyrah waited until I had finished and replied with “Certainly, I can support you with this and help clarify the room types, before I do this, may I ask your name and contact number in case the line becomes disconnected?” I appreciated the request for the phone number and name. This made the call feel personalised and that Dyrah cared about supporting me with my request.

I provided my name and phone number and Dyrah accurately repeated the number back to me to confirm she had recorded it correctly. She confirmed “Ok, Miss Johannason, now that we have your details, let’s get back to helping you with your request. You were interested in the Junior Villa Suite with pool and the King Villa Suite with pool and wanted to know the difference between the two, is that correct?” Dyrah appeared to have noted down my original request and had matched them to the correctly named room types. This active listening, personalisation and accuracy was appreciated and my impression of The Retreat brand started to build from this point.



# 04 Contact Us

We pride ourselves on being discreet so you won't find us on socials.

We have strict privacy rules and do not share any details of your evaluation with competitors.

**Contact us for an introductory evaluation.**

## Contact

+44 7740 369199

## Email

[info@privateadvisory.net](mailto:info@privateadvisory.net)

## Website

[www.privateadvisory.net](http://www.privateadvisory.net)

