

FREE ASSET

Guest satisfaction survey template

These 15 questions cover the areas that matter most for vacation rental reviews. Mix rating scales with open-ended questions so you get both measurable data and specific suggestions.

Copy these into your PMS guest messaging, a Google Form, or whichever tool you use, and adjust the wording to match your brand.



Overall experience

1. On a scale of 1 to 10, how would you rate your overall stay?
2. Did the property match the photos and description in the listing?
3. What was the highlight of your stay?

Cleanliness

4. On a scale of 1 to 5, how would you rate the cleanliness of the property on arrival?
5. Were there any areas that needed attention during your stay?

Communication

6. On a scale of 1 to 5, how would you rate our responsiveness before and during your stay?
7. Did you receive all the information you needed before check-in (directions, entry instructions, house rules)?

Amenities & property condition

8. On a scale of 1 to 5, how satisfied were you with the amenities provided (kitchen, internet connection, linens, outdoor space)?
9. Was anything missing that you expected based on the listing?
10. Did all appliances and fixtures work properly?

Check-in and check-out

11. Was the check-in process straightforward? If not, what went wrong?
12. On a scale of 1 to 5, how easy was the check-out process?

Likelihood to recommend

13. On a scale of 0 to 10, how likely are you to recommend this property to a friend or colleague?
14. Would you book with us again? (Yes / No / Maybe)
15. What could we have done differently to earn a higher rating?

Track the numbers. Questions with a score give you quantifiable ratings you can follow over time. The open-ended questions give you the detail behind those numbers.

Keep it consistent. If you manage multiple listings, keep the core questions the same across properties so you can compare performance across your portfolio.