

MYSTERY SHOPPER REPORT

AQUA VILLA

Professional evaluation of a luxury holiday villa

Avenida Álvaro Domecq, 41

Jerez de la Frontera (Cádiz), Spain

Evaluation period: 2–26 July 2026 | Stay: 24 days

Executive Summary

This report presents a comprehensive Mystery Shopper evaluation of Aqua Villa following an extended 24-day stay. The assessment covers the entire guest journey: booking, pre-arrival communication, arrival, access, first impressions, cleanliness, maintenance, equipment, comfort, functionality, safety, digital experience, assistance during the stay, check-out and value for money.

The overall assessment is exceptionally positive. Aqua Villa stands out as a benchmark luxury holiday accommodation in Jerez de la Frontera, combining a privileged location, exceptionally generous indoor and outdoor spaces, advanced technology, impeccable cleanliness, outstanding household equipment and a service approach focused on anticipating guests' needs.

OVERALL RATING 9.9/10

Key Findings

- An overall experience consistent with premium accommodation and approaching the standard expected of a five-star luxury hotel.
- Exceptional location on Avenida Álvaro Domecq, opposite the Feria del Caballo grounds and in one of the city's most representative areas.
- Outstanding cleanliness, condition and maintenance, with no incidents recorded during the stay.
- Exceptionally comprehensive technological and household equipment, with particular attention to longer stays.
- Outdoor area — garden, swimming pool, porch and Pool House — designed as a fully functional extension of the home.
- Fast, friendly, bilingual and highly effective assistance before and during the stay.
- Only minor observation: occasionally unstable Wi-Fi coverage around the outdoor pool area.

Contents

1. General Audit Information
 2. Booking Process
 3. Pre-arrival Communication and Welcome
 4. Arrival at the Property and Surroundings
 5. Access to the Property
 6. First Impression
 7. Cleanliness and Hygiene
 8. Property Maintenance
 9. Equipment and Services
 10. Comfort
 11. Functionality and Liveability
 12. Safety
 13. Digital Experience
 14. Assistance During the Stay
 15. Check-out
 16. Value for Money
 17. Comparison with Similar Holiday Rentals in Jerez
 18. Incidents
 19. Key Strengths
 20. Opportunities for Improvement
 21. Distinctive Details and Guest Care
- Professional Mystery Shopper Conclusion

1. General Audit Information

Accommodation	Aqua Villa
Location	Avenida Álvaro Domecq, 41, Jerez de la Frontera (Cádiz)
Property type	Luxury villa used as holiday accommodation
Stay period	2–26 July
Arrival	2 July, 14:15
Departure	26 July, 17:30
Duration	24 days
Occupancy	5 guests for 4 days; 4 guests for the remaining 20 days
Booking channel	Direct booking with the property
Amount paid	xxxxx €
Configuration	7 bedrooms and 5 full bathrooms with showers

Weather Conditions

The stay took place in very favourable weather conditions, with predominantly sunny, stable weather and no rainfall. This made it possible to make full use of the outdoor areas and ensured that weather conditions did not influence the evaluation.

2. Booking Process

The booking process was quick, efficient and transparent. From the first contact, the property provided all the information required to complete the booking without incident.

The contract was sent electronically, signed and returned through the booking platform. Payment was made by bank transfer, and the process was completed smoothly and securely.

Overall, the booking process conveyed professionalism, organisation and confidence from the very beginning of the guest experience.

SECTION SCORE

10/10

3. Pre-arrival Communication and Welcome Process

Communication was clear, consistent and effective. All enquiries were answered quickly, accurately and professionally, within less than one hour, in both Spanish and English. The information provided before arrival fully matched the reality experienced during the stay.

Reception and Guided Tour

On arrival, the guests were personally welcomed by the housekeeper, who provided a thorough guided tour. The explanation covered:

- General layout of the property and location of the bedrooms.
- Location of bed linen and towels.
- Use of the kitchen and ceramic hob.
- Operation of the motorised blinds.
- Indoor, outdoor and pool lighting.
- Use of the porch awnings.
- Available services and equipment.

The explanation was complete, well organised and friendly, allowing the guests to use the property independently from the outset.

Information and Signage

Virtually all switches, sockets, drawers, cupboards and everyday-use items were identified with explanatory labels. Two welcome manuals were available at the entrance — one in Spanish and one in English — covering house rules, practical information, Wi-Fi access, equipment, games, pool towels, sunscreen and general recommendations.

This level of organisation reduces the usual uncertainties on arrival and demonstrates guest-focused planning well above the standard commonly found in holiday rentals.

SECTION SCORE

10/10

4. Arrival at the Property and Surroundings

Location

Aqua Villa is located on Avenida Álvaro Domecq, one of Jerez de la Frontera's principal avenues and one of its most prestigious residential areas. Its position opposite the Feria del Caballo grounds provides an open, representative and very well-kept setting, with palm trees, mature landscaping, a cycle lane and wide pavements.

Safety and Lighting

The perceived level of safety is high. The area is established, residential and quiet, and is well lit at night.

Parking and Accessibility

The property has a private garage, and free on-street parking is usually available directly in front of the house. The exterior access points include lowered sections that facilitate movement for guests with reduced mobility or wheelchair users.

Façade and Identification

The façade is in excellent condition, with recent paintwork and no visible defects. House number 41 is easy to identify, and the entrance is equipped with a modern video intercom.

SECTION SCORE

10/10

5. Access to the Property

Pedestrian access is by physical key and garage access by remote control. Both systems operated correctly throughout the stay.

- Three complete sets of keys.
- Two garage-door remote controls.
- Effective access within a few seconds, limited only by the time required to open the door.

As a minor observation, the pedestrian lock requires finding the exact turning point during the first few uses. Once familiar with the mechanism, it is easy to operate. The safe was not used and the property does not have a lift; the stairs are comfortable and safe and did not affect the experience, as it was not necessary to use the upper floor.

SECTION SCORE

9.8/10

6. First Impression of the Accommodation

The first impression is fully consistent with high-end accommodation. From the moment of entry, the property conveys spaciousness, comfort, quality construction and a particularly welcoming atmosphere.

Ambience and Thermal Comfort

The air conditioning had been switched on before arrival and the temperature was very pleasant. The use of home fragrances created an immediate sense of cleanliness and wellbeing.

Cleanliness

All rooms were immaculate, orderly and fully prepared. No dust, dirt or unpleasant odours were observed.

Natural Light

Large windows overlooking the garden provide abundant natural light to the living room, kitchen and bedrooms for much of the day.

Décor

The style is contemporary, elegant, fresh and summery, with comfortable furniture, technology and state-of-the-art appliances.

Spaciousness

The indoor and outdoor spaces are exceptionally generous and allow large groups to stay together without feeling crowded.

Sound Insulation

Despite the location on a main avenue, no traffic noise or external disturbance was perceived.

SECTION SCORE**10/10****7. Cleanliness and Hygiene**

Overall cleanliness is one of Aqua Villa's greatest strengths. During the initial inspection and throughout the stay, meticulous care was observed in all evaluated areas.

7.1 Floors

The marble flooring was clean, polished and showed no signs of wear. No dust, stains, hair or accumulated dirt were found in corners or hard-to-reach areas. The overall scent was pleasant and consistent with recent cleaning.

7.2 Furniture

Furniture was free from dust, scratches, knocks and visible wear. Paintwork, surfaces and finishes were in outstanding condition.

7.3 Kitchen

The high-end oven with retractable door was clean inside and out. The microwave operated correctly and was in excellent hygienic condition. Both large-capacity refrigerators were clean inside and out, with all shelves present. The extractor hood was grease-free and fully operational. The Nespresso machine was clean and supplied with a selection of capsules. A complete range of utensils was available in perfect condition.

7.4 Bathrooms

The recently finished bathrooms had clean grout, shower screens free of water marks, sanitised sanitary ware, gleaming basins and limescale-free taps. Towels were clean, freshly laundered and ready for use.

7.5 Bedrooms

Mattresses and pillows were in impeccable hygienic condition and offered a high level of comfort. Bed linen was clean, dry, ironed and correctly fitted. Wardrobes were empty, dust-free and equipped with a varied selection of hangers.

SECTION SCORE**10/10**

8. Property Maintenance

The overall standard of maintenance is outstanding. No operational faults were identified in the systems evaluated.

8.1 Electrical Installation

Modern sockets and switches with smooth operation. The lighting system offers direct and indirect light as well as different intensity levels, allowing the atmosphere to be adapted to different uses.

8.2 Blinds and Automation

Automatic blinds with individual controls in the bedrooms and a centralised system for raising or lowering all blinds simultaneously, improving convenience, light control, insulation and security.

8.3 Windows and Joinery

Recent windows with several opening positions, easy closures and no looseness or deterioration.

8.4 Doors, Paintwork and Finishes

White internal doors in good condition. Paintwork was immaculate overall, predominantly white, with a grey living-room wall and green kitchen. No damp, cracks or deterioration were observed; bathroom sealants were in good condition.

8.5 Appliances

All appliances inspected operated correctly and were maintained to a standard consistent with the category of the accommodation.

8.6 Plumbing and Taps

No leaks, drips or pressure problems were found. Taps offered both direct and aerated water flow.

8.7 Climate Control

Effective air conditioning, with different units allowing the whole house or individual areas to be cooled. Heating was not used and was therefore not evaluated.

8.8 Television and Entertainment

Apple TV and platforms such as Netflix operated correctly and added value during an extended stay.

8.9 Wi-Fi Network

Coverage was stable indoors, in bedrooms, common areas and the garden. There was occasional loss of connection around the pool, without affecting normal use inside the property.

SECTION SCORE	10/10
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9. Equipment and Available Services

The level of equipment significantly exceeds the usual standards of a holiday rental and approaches the service expected in a five-star luxury hotel.

9.1 Laundry

- New-generation ironing system.
- Large-format, high-capacity washing machine.
- Modern and efficient tumble dryer.

9.2 Kitchen and Small Appliances

- Large-capacity toaster.
- Nespresso coffee machine.
- Air-fryer.
- Two dishwashers: one in the main kitchen and one in the Pool House.
- Two fridges: one in the kitchen and one in the pantry. Both American doors, with high capacity.
- Oven with retractable door and under is a built-in food warmer drawer
- Microwave

9.3 Cleaning Products and Consumables

Cleaning products, an ample supply of toilet paper, dishwasher detergent and coffee capsules were available for guests. The quantity observed was more than sufficient for the needs of the stay.

9.4 Welcome Experience

The welcome gift box was carefully presented and included a bottle of wine, olives, pâté, toast crackers, olive oil and other products representative of the local gastronomy.

9.5 Bathroom Amenities

- Body wash, shampoo and conditioner.
- Hand soap.
- Toothbrush and toothpaste.
- Cotton buds and individual soaps.

9.6 Kitchenware

No shortages were identified: the property provides sufficient utensils and kitchenware for everyday use and for a wide range of cooking.

SECTION SCORE

10/10

10. Comfort

The level of comfort is exceptional and is well suited to both short and extended stays.

10.1 Sleep Quality

The main bed stands out for its generous dimensions, height and superior comfort. The mattresses in the double room, the bedroom with walk-in wardrobe and the single room were equally comfortable. All guests agreed on the quality and well-balanced firmness of the pillows.

10.2 Living Area

The sofa is spacious and comfortable. The chaise longue offers excellent relaxation and enhances the leisure experience in the living room.

10.3 Climate Control

Zoned temperature control allows the temperature to be adapted to the needs of each area and maintains a comfortable environment at all times.

10.4 Lighting

The combination of direct, indirect and dimmable lighting makes it possible to create different atmospheres depending on the time of day and activity.

10.5 Sound Insulation

Sound insulation is outstanding: no traffic noise was perceived despite the property's location on a main avenue.

SECTION SCORE

10/10

11. Functionality and Liveability

Aqua Villa is designed for comfortable living over extended periods. The overall feeling was one of connection, wellbeing and being at home, to the point that guests developed a genuine attachment to the property by the end of the stay.

11.1 Layout

The main floor allows all everyday activities to take place without needing to use the upper floor, where there is another spacious lounge, two double bedrooms and one full bathroom. The main floor includes: the principal bedroom with large walk-in wardrobe and bathroom, a second bedroom with walk-in wardrobe and bathroom, two double bedrooms with a nearby bathroom, living room and kitchen. The dining room and study, which includes a double sofa bed, can remain available as additional rooms.

11.2 Creative Area

The creative space, supplied with paper, notebooks, Posca markers, pencils, colouring materials and watercolours, adds personality and offers an experience rarely found in the holiday-rental market.

11.3 Luggage and Storage

The generous dimensions allow suitcases to be opened without obstructing circulation. Bedrooms provide sufficient wardrobes, drawers and hangers to keep clothing organised during longer stays.

11.4 Work and Connectivity

There are ample power sockets and several suitable places to work, including the terrace table, pool area and kitchen table. Indoor Wi-Fi is stable and suitable for professional use.

SECTION SCORE

10/10

12. Safety

The property offers a high level of safety, privacy and preparedness for possible incidents.

12.1 Prevention

- Fire extinguisher in the entrance hall.
- Fire extinguisher in the laundry room.
- Fire extinguisher in the garage.
- Fire extinguisher on the first floor.
- Smoke detector.
- Fully equipped first-aid kit in the kitchen.

The operation of the smoke detectors and the presence of autonomous emergency lighting were not specifically tested.

12.2 Locks and Privacy

Independent locks are provided on the main entrance door, the kitchen door leading to the garden and the laundry door leading to the patio. Independent street access and separation of the outdoor spaces provide a high degree of privacy.

SECTION SCORE

9.5/10

13. Digital Experience and Connectivity

The digital infrastructure is appropriate for the category of the property. The connection allowed normal work and use of online services. The Smart TV and Netflix operated without incident. Bilingual information folders and QR codes for Wi-Fi and review information make the experience intuitive.

The only minor opportunity for improvement would be to strengthen the Wi-Fi signal around the outdoor pool area to ensure completely consistent coverage.

SECTION SCORE

9.5/10

14. Assistance During the Stay

Assistance was excellent. Guests had access to an on-site support person staying in the lower-ground-floor area, as well as direct contact with the property whenever required. Responses were fast, friendly, courteous, effective and solution-oriented, creating a constant sense of hospitality.

SECTION SCORE**10/10**

15. Check-out Process

The check-out process was simple, convenient and well organised. Instructions were clear. Although guests were told that the property did not need to be left completely clean, they left it tidy and gathered the bed linen and towels. The farewell was warm and professional, and feedback on the experience was subsequently requested.

SECTION SCORE**10/10**

16. Value for Money

Value for money is excellent. The location, dimensions, finishes, technological equipment, cleanliness, maintenance, service and included details fully justify the amount paid. The final perception is that the value received exceeds initial expectations.

Repeat Stay and Recommendation

The intention to return is unequivocally positive. The property has been recommended to others for its comfort, homely atmosphere, level of service and overall quality.

SECTION SCORE**10/10**

Score Summary

Area evaluated	Score
Booking process	10/10
Communication and welcome	10/10
Location and exterior access	10/10
Access to the property	9.8/10
First impression	10/10
Cleanliness	10/10
Maintenance	10/10
Equipment	10/10
Comfort	10/10
Functionality	10/10
Safety	9.5/10
Digital experience	9.5/10
Assistance during the stay	10/10
Check-out	10/10
Value for money	10/10
OVERALL RATING	9.9/10

17. Comparison with Similar Holiday Rentals in Jerez

Aqua Villa occupies a clearly differentiated position within the local market. It is not simply a large property, but a superior tourism product that brings together location, design, technology, services and guest experience.

17.1 Location

Avenida Álvaro Domecq and the position opposite the entrance to the Feria del Caballo grounds provide prestige, centrality, ease of access and proximity to key points of interest. It is difficult to find an equivalent location in terms of prominence and convenience.

17.2 Value for Money

The price is supported by the property's dimensions, finishes, number of bedrooms and bathrooms, technology, personalised service, maintenance, amenities and overall experience.

17.3 Equipment and Technology

State-of-the-art appliances, automated systems, advanced audiovisual equipment, zoned climate control, and a fully equipped kitchen and kitchenware place the property above the market average.

17.4 Décor and Atmosphere

The style combines freshness, elegance, comfort and a homely feel. The property conveys the character of a high-end private residence rather than temporary accommodation.

17.5 Cleanliness and Overall Experience

Cleanliness, condition, approachable service, privacy and exclusivity combine to create an exceptional experience.

SECTION SCORE

10/10

18. Incidents Identified

During the 24-day stay, no incidents occurred in relation to maintenance, cleanliness, equipment, communication, operation of facilities or guest assistance. The experience proceeded without interruption or corrective intervention.

INCIDENTS RECORDED 0

19. Key Strengths of the Accommodation

Privileged Location

Representative, accessible and safe residential area opposite one of Jerez's most emblematic venues.

Space and Layout

Exceptional indoor and outdoor dimensions, with different environments and comfortable circulation even at high occupancy.

Garden, Pool and Pool House

Clean pool, well-kept garden, porch, bathroom, shower, refrigerator and outdoor dishwasher allow a large part of everyday life to take place without entering the main house.

Direct Vehicle Access

The sliding garage door makes it easy to bring in shopping or luggage, reducing walking and effort.

Exterior Maintenance

Regular gardening and pool care ensure that the property maintains a consistently well-kept appearance.

Hospitality

Drinks in the refrigerators, a box of local products, amenities and consumables demonstrate a clear ability to anticipate guests' needs.

20. Opportunities for Improvement

Following an extended stay and a comprehensive evaluation, no significant opportunities for improvement were identified. The level of planning, care and attention to detail is exceptional, and all elements assessed are consistent with a high-end tourism product.

As the only minor technical recommendation, strengthening Wi-Fi coverage around the outdoor pool area could be considered. This observation did not significantly affect the enjoyment or functionality of the accommodation.

21. Distinctive Details and Guest Care

Aqua Villa stands out for its ability to anticipate guests' needs. The refrigerators contained drinks; bathrooms were supplied with comprehensive amenities; and the house provided consumables, creative materials, games, sunscreen and a welcome box featuring local products.

These details create a positive emotional experience and turn the accommodation into a welcoming space where guests feel cared for, comfortable and genuinely at home.

Professional Mystery Shopper Conclusion

Following a 24-day stay, the overall evaluation of Aqua Villa is exceptionally positive. The accommodation sits at a clearly superior level within the Jerez de la Frontera tourism market, combining the characteristics of a luxury private residence with services and attention approaching those of a top-tier hotel.

Distinctive Factors

- Exceptional location in one of Jerez's most prestigious and representative areas.
- Architectural quality, generous dimensions and indoor and outdoor spaces designed for enjoyment throughout the stay.
- First-class technological and household equipment, with no significant shortcomings.
- Impeccable cleanliness and maintenance throughout the stay.
- Personalised assistance, hospitality and a consistent focus on guest wellbeing.

Aqua Villa not only meets the standards expected of luxury accommodation, but significantly exceeds the usual expectations. The final impression is of a unique place to stay in Jerez, where guests can feel at home while enjoying an exclusive, high-end experience.

FINAL OVERALL RATING 9.9/10

RECOMMENDATION: HIGHLY RECOMMENDED ACCOMMODATION