

Grand Traverse Resort & Spa Guest Survey (December 2011)



1. Resort Experience

	Excellent	Good	Average	Fair	Poor	Response Count
Quality of your stay	52.2% (72)	32.6% (45)	8.7% (12)	3.6% (5)	2.9% (4)	138
Staff attitude and friendliness	66.4% (91)	26.3% (36)	5.1% (7)	1.5% (2)	0.7% (1)	137
Price/Value of your stay	43.1% (59)	30.7% (42)	17.5% (24)	4.4% (6)	4.4% (6)	137
answered question						138
skipped question						0

2. Reservations Experience:

	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	70.6% (96)	24.3% (33)	4.4% (6)	0.7% (1)	0.0% (0)	136
Knowledgeable	66.9% (91)	26.5% (36)	3.7% (5)	1.5% (2)	1.5% (2)	136
Accuracy of reservation	68.4% (93)	25.0% (34)	3.7% (5)	0.7% (1)	2.2% (3)	136
Comments:						24
answered question						137
skipped question						1

3. Front Desk Experience:

	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	78.1% (107)	19.7% (27)	1.5% (2)	0.0% (0)	0.7% (1)	137
Knowledgeable	70.1% (94)	27.6% (37)	0.7% (1)	0.0% (0)	1.5% (2)	134
Efficient & Prompt	74.1% (100)	23.7% (32)	0.7% (1)	0.7% (1)	0.7% (1)	135

Comments: 23

answered question	137
skipped question	1

4. Bellman/Doorman/Valet:

	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	71.9% (82)	21.9% (25)	2.6% (3)	0.9% (1)	2.6% (3)	114
Knowledgeable	68.5% (76)	24.3% (27)	3.6% (4)	0.0% (0)	3.6% (4)	111
Efficient & Prompt	67.6% (73)	23.1% (25)	3.7% (4)	0.9% (1)	4.6% (5)	108

Comments: 24

answered question	117
skipped question	21

5. Guest Rooms:

	Excellent	Good	Average	Fair	Poor	Response Count
Cleanliness	57.0% (77)	26.7% (36)	8.1% (11)	2.2% (3)	5.9% (8)	135
Decor	44.8% (60)	36.6% (49)	11.9% (16)	6.0% (8)	0.7% (1)	134
Condition/quality	41.2% (54)	30.5% (40)	12.2% (16)	6.9% (9)	9.2% (12)	131
					Comments:	62
					answered question	135
					skipped question	3

6. Food & Beverage - Service:

	Excellent	Good	Average	Fair	Poor	Response Count
Sweetwater	50.9% (27)	34.0% (18)	9.4% (5)	1.9% (1)	3.8% (2)	53
Aerie	64.9% (24)	21.6% (8)	2.7% (1)	2.7% (1)	8.1% (3)	37
Jack's Lounge	52.1% (25)	35.4% (17)	6.3% (3)	2.1% (1)	4.2% (2)	48
Clubhouse Grille	55.6% (5)	33.3% (3)	11.1% (1)	0.0% (0)	0.0% (0)	9
Marketplace	60.7% (17)	28.6% (8)	7.1% (2)	0.0% (0)	3.6% (1)	28
Room Service	57.7% (15)	26.9% (7)	7.7% (2)	3.8% (1)	3.8% (1)	26
Banquet Function	63.3% (19)	23.3% (7)	10.0% (3)	0.0% (0)	3.3% (1)	30
					Comments:	40
					answered question	109
					skipped question	29

7. Spa Experience:

	Excellent	Good	Average	Fair	Poor	Response Count
Accuracy of reservations	81.8% (18)	9.1% (2)	9.1% (2)	0.0% (0)	0.0% (0)	22
Courteous	82.6% (19)	8.7% (2)	4.3% (1)	4.3% (1)	0.0% (0)	23
Knowledgeable	80.0% (16)	15.0% (3)	5.0% (1)	0.0% (0)	0.0% (0)	20
Quality of service treatment(s)	66.7% (14)	14.3% (3)	9.5% (2)	0.0% (0)	9.5% (2)	21

Comments: 39

answered question	24
skipped question	114

8. Recreational Activities:



	Excellent	Good	Average	Fair	Poor	Response Count
Golf/The Bear	71.4% (5)	14.3% (1)	14.3% (1)	0.0% (0)	0.0% (0)	7
Golf/Spruce Run	66.7% (4)	16.7% (1)	16.7% (1)	0.0% (0)	0.0% (0)	6
Golf/The Wolverine	66.7% (4)	16.7% (1)	16.7% (1)	0.0% (0)	0.0% (0)	6
Fitness	48.3% (14)	37.9% (11)	13.8% (4)	0.0% (0)	0.0% (0)	29
Tennis	83.3% (10)	8.3% (1)	8.3% (1)	0.0% (0)	0.0% (0)	12
Children's activities	31.3% (5)	37.5% (6)	12.5% (2)	6.3% (1)	12.5% (2)	16
Pool/water features	54.0% (34)	30.2% (19)	7.9% (5)	3.2% (2)	4.8% (3)	63
Retail Stores	60.9% (28)	23.9% (11)	13.0% (6)	2.2% (1)	0.0% (0)	46
Dylan's Candy Bar	67.4% (29)	18.6% (8)	7.0% (3)	2.3% (1)	4.7% (2)	43

Comments: 36

answered question 89

skipped question 49

9. When convenient, would you stay with us again?

		Response Percent	Response Count
Yes		87.0%	114
No		13.0%	17
		answered question	131
		skipped question	7