

## Grand Traverse Resort & Spa Guest Survey (April)

| 1. Resort Experience            |                          |            |            |          |          |                |
|---------------------------------|--------------------------|------------|------------|----------|----------|----------------|
|                                 | Excellent                | Good       | Average    | Fair     | Poor     | Response Count |
| Quality of your stay            | <b>61.0% (111)</b>       | 24.7% (45) | 11.0% (20) | 2.2% (4) | 1.1% (2) | 182            |
| Staff attitude and friendliness | <b>67.6% (123)</b>       | 24.2% (44) | 5.5% (10)  | 1.1% (2) | 1.6% (3) | 182            |
| Price/Value of your stay        | <b>43.4% (76)</b>        | 34.9% (61) | 13.1% (23) | 4.6% (8) | 4.0% (7) | 175            |
|                                 | <i>answered question</i> |            |            |          |          | <b>182</b>     |
|                                 | <i>skipped question</i>  |            |            |          |          | <b>3</b>       |

| 2. Reservations Experience: |                          |            |          |          |          |                |
|-----------------------------|--------------------------|------------|----------|----------|----------|----------------|
|                             | Excellent                | Good       | Average  | Fair     | Poor     | Response Count |
| Courteous                   | <b>70.6% (120)</b>       | 24.7% (42) | 3.5% (6) | 0.0% (0) | 1.2% (2) | 170            |
| Knowledgeable               | <b>65.5% (110)</b>       | 28.0% (47) | 4.2% (7) | 1.8% (3) | 0.6% (1) | 168            |
| Accuracy of reservation     | <b>72.8% (123)</b>       | 18.9% (32) | 5.3% (9) | 0.6% (1) | 2.4% (4) | 169            |
|                             | Comments:                |            |          |          |          | 35             |
|                             | <i>answered question</i> |            |          |          |          | <b>170</b>     |
|                             | <i>skipped question</i>  |            |          |          |          | <b>15</b>      |

| 3. Front Desk Experience: |                    |            |           |          |          |                |
|---------------------------|--------------------|------------|-----------|----------|----------|----------------|
|                           | Excellent          | Good       | Average   | Fair     | Poor     | Response Count |
| Courteous                 | <b>74.3% (133)</b> | 16.8% (30) | 4.5% (8)  | 3.4% (6) | 1.1% (2) | 179            |
| Knowledgeable             | <b>69.8% (125)</b> | 20.1% (36) | 6.7% (12) | 1.7% (3) | 1.7% (3) | 179            |
| Efficient & Prompt        | <b>70.9% (127)</b> | 21.2% (38) | 4.5% (8)  | 1.7% (3) | 1.7% (3) | 179            |
| Comments:                 |                    |            |           |          |          | 25             |
| <b>answered question</b>  |                    |            |           |          |          | <b>179</b>     |
| <b>skipped question</b>   |                    |            |           |          |          | <b>6</b>       |

| 4. Bellman/Doorman/Valet: |                   |            |          |          |          |                |
|---------------------------|-------------------|------------|----------|----------|----------|----------------|
|                           | Excellent         | Good       | Average  | Fair     | Poor     | Response Count |
| Courteous                 | <b>76.2% (99)</b> | 18.5% (24) | 3.8% (5) | 0.0% (0) | 1.5% (2) | 130            |
| Knowledgeable             | <b>74.8% (92)</b> | 19.5% (24) | 4.1% (5) | 0.0% (0) | 1.6% (2) | 123            |
| Efficient & Prompt        | <b>74.4% (93)</b> | 19.2% (24) | 4.8% (6) | 0.0% (0) | 1.6% (2) | 125            |
| Comments:                 |                   |            |          |          |          | 53             |
| <b>answered question</b>  |                   |            |          |          |          | <b>130</b>     |
| <b>skipped question</b>   |                   |            |          |          |          | <b>55</b>      |

| 5. Guest Rooms:          |                    |            |            |          |          |                |
|--------------------------|--------------------|------------|------------|----------|----------|----------------|
|                          | Excellent          | Good       | Average    | Fair     | Poor     | Response Count |
| Cleanliness              | <b>59.4% (107)</b> | 28.3% (51) | 7.8% (14)  | 1.7% (3) | 2.8% (5) | 180            |
| Decor                    | <b>50.6% (91)</b>  | 30.6% (55) | 13.3% (24) | 3.9% (7) | 1.7% (3) | 180            |
| Condition/quality        | <b>49.2% (88)</b>  | 29.6% (53) | 12.8% (23) | 5.0% (9) | 3.4% (6) | 179            |
| Comments:                |                    |            |            |          |          | 45             |
| <b>answered question</b> |                    |            |            |          |          | <b>180</b>     |
| <b>skipped question</b>  |                    |            |            |          |          | <b>5</b>       |

| 6. Food & Beverage - Service: |                   |                   |           |          |          |                |
|-------------------------------|-------------------|-------------------|-----------|----------|----------|----------------|
|                               | Excellent         | Good              | Average   | Fair     | Poor     | Response Count |
| Sweetwater                    | <b>53.6% (37)</b> | 33.3% (23)        | 10.1% (7) | 0.0% (0) | 2.9% (2) | 69             |
| Aerie                         | <b>70.2% (33)</b> | 23.4% (11)        | 2.1% (1)  | 2.1% (1) | 2.1% (1) | 47             |
| Jack's Lounge                 | <b>53.6% (37)</b> | 36.2% (25)        | 4.3% (3)  | 4.3% (3) | 1.4% (1) | 69             |
| Clubhouse Grille              | 23.1% (3)         | <b>69.2% (9)</b>  | 0.0% (0)  | 7.7% (1) | 0.0% (0) | 13             |
| Marketplace                   | <b>60.0% (21)</b> | 22.9% (8)         | 8.6% (3)  | 0.0% (0) | 8.6% (3) | 35             |
| Room Service                  | 39.1% (9)         | <b>52.2% (12)</b> | 4.3% (1)  | 4.3% (1) | 0.0% (0) | 23             |
| Banquet Function              | <b>57.1% (36)</b> | 34.9% (22)        | 4.8% (3)  | 3.2% (2) | 0.0% (0) | 63             |
| Comments:                     |                   |                   |           |          |          | 44             |
| <b>answered question</b>      |                   |                   |           |          |          | <b>148</b>     |
| <b>skipped question</b>       |                   |                   |           |          |          | <b>37</b>      |

| 7. Spa Experience:              |                   |           |           |          |          |                |
|---------------------------------|-------------------|-----------|-----------|----------|----------|----------------|
|                                 | Excellent         | Good      | Average   | Fair     | Poor     | Response Count |
| Accuracy of reservations        | <b>74.1% (20)</b> | 18.5% (5) | 3.7% (1)  | 0.0% (0) | 3.7% (1) | 27             |
| Courteous                       | <b>64.3% (18)</b> | 25.0% (7) | 10.7% (3) | 0.0% (0) | 0.0% (0) | 28             |
| Knowledgeable                   | <b>59.3% (16)</b> | 29.6% (8) | 11.1% (3) | 0.0% (0) | 0.0% (0) | 27             |
| Quality of service treatment(s) | <b>53.8% (14)</b> | 30.8% (8) | 11.5% (3) | 0.0% (0) | 3.8% (1) | 26             |
| Comments:                       |                   |           |           |          |          | 53             |
| <b>answered question</b>        |                   |           |           |          |          | <b>30</b>      |
| <b>skipped question</b>         |                   |           |           |          |          | <b>155</b>     |

| 8. Recreational Activities: |                  |                   |           |           |           |                |
|-----------------------------|------------------|-------------------|-----------|-----------|-----------|----------------|
|                             | Excellent        | Good              | Average   | Fair      | Poor      | Response Count |
| Golf/The Bear               | <b>55.6% (5)</b> | 44.4% (4)         | 0.0% (0)  | 0.0% (0)  | 0.0% (0)  | 9              |
| Golf/Spruce Run             | 33.3% (2)        | <b>66.7% (4)</b>  | 0.0% (0)  | 0.0% (0)  | 0.0% (0)  | 6              |
| Golf/The Wolverine          | 20.0% (1)        | <b>80.0% (4)</b>  | 0.0% (0)  | 0.0% (0)  | 0.0% (0)  | 5              |
| Fitness                     | 34.8% (8)        | <b>39.1% (9)</b>  | 13.0% (3) | 13.0% (3) | 0.0% (0)  | 23             |
| Tennis                      | <b>46.7% (7)</b> | 33.3% (5)         | 0.0% (0)  | 6.7% (1)  | 13.3% (2) | 15             |
| Children's activities       | 14.3% (2)        | <b>42.9% (6)</b>  | 28.6% (4) | 14.3% (2) | 0.0% (0)  | 14             |
| Pool/water features         | 36.6% (26)       | <b>43.7% (31)</b> | 9.9% (7)  | 4.2% (3)  | 5.6% (4)  | 71             |
| Retail Stores               | 35.3% (18)       | <b>47.1% (24)</b> | 9.8% (5)  | 2.0% (1)  | 5.9% (3)  | 51             |
| Comments:                   |                  |                   |           |           |           | 54             |
| <b>answered question</b>    |                  |                   |           |           |           | <b>96</b>      |
| <b>skipped question</b>     |                  |                   |           |           |           | <b>89</b>      |