

Grand Traverse Resort & Spa Guest Survey (February)

1. Resort Experience						
	Excellent	Good	Average	Fair	Poor	Response Count
Quality of your stay	44.3% (139)	33.1% (104)	11.5% (36)	6.4% (20)	4.8% (15)	314
Staff attitude and friendliness	56.1% (176)	31.8% (100)	5.4% (17)	5.1% (16)	1.6% (5)	314
Price/Value of your stay	33.4% (105)	34.1% (107)	20.4% (64)	7.0% (22)	5.1% (16)	314
	<i>answered question</i>					314
	<i>skipped question</i>					5

2. Reservations Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	66.4% (198)	26.5% (79)	3.7% (11)	2.7% (8)	0.7% (2)	298
Knowledgeable	63.3% (188)	27.3% (81)	5.1% (15)	2.0% (6)	2.4% (7)	297
Accuracy of reservation	65.3% (194)	19.9% (59)	4.0% (12)	2.0% (6)	8.8% (26)	297
	Comments:					65
	<i>answered question</i>					298
	<i>skipped question</i>					21

3. Front Desk Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	65.9% (203)	25.6% (79)	4.2% (13)	2.9% (9)	1.3% (4)	308
Knowledgeable	62.1% (190)	25.2% (77)	5.9% (18)	3.3% (10)	3.6% (11)	306
Efficient & Prompt	59.2% (181)	25.8% (79)	6.9% (21)	1.3% (4)	6.9% (21)	306
Comments:						59
<i>answered question</i>						308
<i>skipped question</i>						11

4. Bellman/Doorman/Valet:						
	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	61.0% (147)	27.0% (65)	9.1% (22)	0.0% (0)	2.9% (7)	241
Knowledgeable	56.9% (132)	30.6% (71)	9.5% (22)	0.4% (1)	2.6% (6)	232
Efficient & Prompt	59.0% (138)	27.8% (65)	9.4% (22)	0.4% (1)	3.4% (8)	234
Comments:						55
<i>answered question</i>						241
<i>skipped question</i>						78

5. Guest Rooms:						
	Excellent	Good	Average	Fair	Poor	Response Count
Cleanliness	50.8% (155)	31.5% (96)	10.8% (33)	3.9% (12)	3.0% (9)	305
Decor	39.2% (120)	34.3% (105)	19.6% (60)	5.2% (16)	1.6% (5)	306
Condition/quality	36.6% (111)	33.3% (101)	15.5% (47)	7.3% (22)	7.3% (22)	303
Comments:						93
answered question						307
skipped question						12

6. Food & Beverage - Service:						
	Excellent	Good	Average	Fair	Poor	Response Count
Sweetwater	47.6% (70)	29.9% (44)	15.6% (23)	4.1% (6)	2.7% (4)	147
Aerie	64.6% (62)	16.7% (16)	8.3% (8)	5.2% (5)	5.2% (5)	96
Jack's Lounge	42.0% (47)	31.3% (35)	15.2% (17)	5.4% (6)	6.3% (7)	112
Clubhouse Grille	45.7% (16)	20.0% (7)	20.0% (7)	8.6% (3)	5.7% (2)	35
Marketplace	49.4% (40)	35.8% (29)	9.9% (8)	3.7% (3)	1.2% (1)	81
Room Service	48.4% (30)	30.6% (19)	11.3% (7)	4.8% (3)	4.8% (3)	62
Banquet Function	48.3% (29)	30.0% (18)	16.7% (10)	3.3% (2)	1.7% (1)	60
Comments:						77
answered question						257
skipped question						62

7. Spa Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Accuracy of reservations	71.4% (45)	15.9% (10)	6.3% (4)	1.6% (1)	4.8% (3)	63
Courteous	73.8% (48)	15.4% (10)	6.2% (4)	1.5% (1)	3.1% (2)	65
Knowledgeable	73.0% (46)	14.3% (9)	6.3% (4)	3.2% (2)	3.2% (2)	63
Quality of service treatment(s)	69.0% (40)	20.7% (12)	8.6% (5)	0.0% (0)	1.7% (1)	58
Comments:						69
answered question						66
skipped question						253

8. Recreational Activities:						
	Excellent	Good	Average	Fair	Poor	Response Count
Golf/The Bear	46.7% (7)	13.3% (2)	40.0% (6)	0.0% (0)	0.0% (0)	15
Golf/Spruce Run	46.7% (7)	13.3% (2)	40.0% (6)	0.0% (0)	0.0% (0)	15
Golf/The Wolverine	46.7% (7)	13.3% (2)	40.0% (6)	0.0% (0)	0.0% (0)	15
Fitness	35.6% (16)	35.6% (16)	28.9% (13)	0.0% (0)	0.0% (0)	45
Tennis	46.2% (12)	19.2% (5)	30.8% (8)	0.0% (0)	3.8% (1)	26
Children's activities	47.6% (20)	33.3% (14)	19.0% (8)	0.0% (0)	0.0% (0)	42
Pool/water features	44.6% (62)	33.1% (46)	15.1% (21)	2.9% (4)	4.3% (6)	139
Retail Stores	30.8% (28)	46.2% (42)	15.4% (14)	7.7% (7)	0.0% (0)	91
Comments:						78
answered question						173
skipped question						146