

Grand Traverse Resort & Spa Guest Survey (January)

1. Resort Experience						
	Excellent	Good	Average	Fair	Poor	Response Count
Quality of your stay	48.3% (69)	33.6% (48)	9.1% (13)	7.0% (10)	2.1% (3)	143
Staff attitude and friendliness	65.5% (93)	28.2% (40)	4.9% (7)	0.0% (0)	1.4% (2)	142
Price/Value of your stay	36.9% (52)	37.6% (53)	14.9% (21)	7.1% (10)	3.5% (5)	141
	<i>answered question</i>					143
	<i>skipped question</i>					1

2. Reservations Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	69.4% (93)	23.1% (31)	6.0% (8)	0.7% (1)	0.7% (1)	134
Knowledgeable	69.4% (93)	23.9% (32)	6.0% (8)	0.0% (0)	0.7% (1)	134
Accuracy of reservation	70.1% (94)	21.6% (29)	6.0% (8)	0.7% (1)	1.5% (2)	134
	Comments:					29
	<i>answered question</i>					136
	<i>skipped question</i>					8

3. Front Desk Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	73.6% (103)	22.1% (31)	3.6% (5)	0.7% (1)	0.0% (0)	140
Knowledgeable	70.7% (99)	24.3% (34)	2.9% (4)	1.4% (2)	0.7% (1)	140
Efficient & Prompt	72.1% (101)	22.9% (32)	2.1% (3)	2.9% (4)	0.0% (0)	140
Comments:						18
answered question						140
skipped question						4

4. Guest Rooms:						
	Excellent	Good	Average	Fair	Poor	Response Count
Cleanliness	52.2% (72)	31.2% (43)	10.9% (15)	2.9% (4)	2.9% (4)	138
Decor	46.4% (64)	32.6% (45)	15.9% (22)	5.1% (7)	0.0% (0)	138
Condition/quality	39.9% (55)	31.2% (43)	15.2% (21)	11.6% (16)	2.2% (3)	138
Comments:						56
answered question						138
skipped question						6

5. Food & Beverage - Service:						
	Excellent	Good	Average	Fair	Poor	Response Count
Sweetwater	42.4% (28)	45.5% (30)	9.1% (6)	1.5% (1)	1.5% (1)	66
Aerie	65.7% (23)	28.6% (10)	5.7% (2)	0.0% (0)	0.0% (0)	35
Jack's Lounge	46.5% (20)	25.6% (11)	16.3% (7)	7.0% (3)	4.7% (2)	43
Clubhouse Grille	50.0% (5)	30.0% (3)	20.0% (2)	0.0% (0)	0.0% (0)	10
Marketplace	44.8% (13)	37.9% (11)	17.2% (5)	0.0% (0)	0.0% (0)	29
Room Service	57.7% (15)	26.9% (7)	11.5% (3)	0.0% (0)	3.8% (1)	26
Banquet Function	70.0% (14)	20.0% (4)	5.0% (1)	0.0% (0)	5.0% (1)	20
Comments:						40
answered question						112
skipped question						32

6. Food & Beverage - Quality of Food:						
	Excellent	Good	Average	Fair	Poor	Response Count
Sweetwater	35.8% (24)	40.3% (27)	13.4% (9)	1.5% (1)	9.0% (6)	67
Aerie	75.8% (25)	15.2% (5)	6.1% (2)	0.0% (0)	3.0% (1)	33
Jack's Lounge	38.9% (14)	33.3% (12)	16.7% (6)	5.6% (2)	5.6% (2)	36
Clubhouse Grille	50.0% (4)	25.0% (2)	12.5% (1)	0.0% (0)	12.5% (1)	8
Marketplace	51.9% (14)	29.6% (8)	14.8% (4)	0.0% (0)	3.7% (1)	27
Room Service	48.0% (12)	32.0% (8)	8.0% (2)	4.0% (1)	8.0% (2)	25
Banquet Function	55.6% (10)	33.3% (6)	0.0% (0)	5.6% (1)	5.6% (1)	18
Comments:						27
answered question						109
skipped question						35

7. Spa Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Accuracy of reservations	51.7% (15)	31.0% (9)	13.8% (4)	0.0% (0)	3.4% (1)	29
Courteous	53.1% (17)	37.5% (12)	6.3% (2)	0.0% (0)	3.1% (1)	32
Knowledgeable	53.3% (16)	36.7% (11)	6.7% (2)	3.3% (1)	0.0% (0)	30
Quality of service treatment(s)	48.3% (14)	41.4% (12)	6.9% (2)	3.4% (1)	0.0% (0)	29
Comments:						40
answered question						32
skipped question						112

8. Recreational Activities:						
	Excellent	Good	Average	Fair	Poor	Response Count
Golf/The Bear	33.3% (1)	66.7% (2)	0.0% (0)	0.0% (0)	0.0% (0)	3
Golf/Spruce Run	33.3% (1)	66.7% (2)	0.0% (0)	0.0% (0)	0.0% (0)	3
Golf/The Wolverine	25.0% (1)	75.0% (3)	0.0% (0)	0.0% (0)	0.0% (0)	4
Fitness	40.9% (9)	54.5% (12)	4.5% (1)	0.0% (0)	0.0% (0)	22
Tennis	57.1% (4)	42.9% (3)	0.0% (0)	0.0% (0)	0.0% (0)	7
Children's activities	57.1% (4)	28.6% (2)	14.3% (1)	0.0% (0)	0.0% (0)	7
Pool/water features	41.7% (25)	45.0% (27)	3.3% (2)	3.3% (2)	6.7% (4)	60
Retail Stores	38.2% (13)	38.2% (13)	20.6% (7)	2.9% (1)	0.0% (0)	34
Comments:						37
answered question						70
skipped question						74