

# Grand Traverse Resort & Spa Guest Survey (June)

1. Resort Experience						
	Excellent	Good	Average	Fair	Poor	Response Count
Quality of your stay	<b>50.4% (129)</b>	34.4% (88)	11.3% (29)	2.3% (6)	1.6% (4)	256
Staff attitude and friendliness	<b>67.3% (171)</b>	24.0% (61)	6.7% (17)	1.2% (3)	0.8% (2)	254
Price/Value of your stay	<b>35.8% (91)</b>	34.3% (87)	19.7% (50)	6.7% (17)	3.5% (9)	254
<i>answered question</i>						<b>256</b>
<i>skipped question</i>						<b>4</b>

2. Reservations Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	<b>63.9% (156)</b>	29.5% (72)	3.7% (9)	2.5% (6)	0.4% (1)	244
Knowledgeable	<b>60.4% (148)</b>	31.0% (76)	7.3% (18)	0.8% (2)	0.4% (1)	245
Accuracy of reservation	<b>65.4% (159)</b>	24.7% (60)	4.5% (11)	1.6% (4)	3.7% (9)	243
Comments:						42
<i>answered question</i>						<b>246</b>
<i>skipped question</i>						<b>14</b>

### 3. Front Desk Experience:

	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	<b>71.0% (179)</b>	21.8% (55)	4.8% (12)	0.8% (2)	1.6% (4)	252
Knowledgeable	<b>67.7% (170)</b>	22.3% (56)	6.8% (17)	1.6% (4)	1.6% (4)	251
Efficient & Prompt	<b>67.9% (171)</b>	22.6% (57)	4.4% (11)	2.0% (5)	3.2% (8)	252
					Comments:	33
					<b>answered question</b>	<b>252</b>
					<b>skipped question</b>	<b>8</b>

### 4. Bellman/Doorman/Valet:

	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	<b>68.7% (149)</b>	21.7% (47)	6.5% (14)	2.8% (6)	0.5% (1)	217
Knowledgeable	<b>62.4% (131)</b>	26.7% (56)	8.6% (18)	2.4% (5)	0.0% (0)	210
Efficient & Prompt	<b>65.2% (137)</b>	22.4% (47)	8.6% (18)	2.9% (6)	1.0% (2)	210
					Comments:	41
					<b>answered question</b>	<b>217</b>
					<b>skipped question</b>	<b>43</b>

## 5. Guest Rooms:

	Excellent	Good	Average	Fair	Poor	Response Count
Cleanliness	<b>53.8% (135)</b>	30.3% (76)	10.4% (26)	2.0% (5)	3.6% (9)	251
Decor	<b>45.6% (115)</b>	26.2% (66)	20.6% (52)	5.6% (14)	2.0% (5)	252
Condition/quality	<b>41.8% (105)</b>	31.9% (80)	14.7% (37)	6.0% (15)	5.6% (14)	251
					Comments:	89
					<b>answered question</b>	<b>252</b>
					<b>skipped question</b>	<b>8</b>

## 6. Food & Beverage - Service:

	Excellent	Good	Average	Fair	Poor	Response Count
Sweetwater	<b>52.2% (59)</b>	31.9% (36)	14.2% (16)	0.9% (1)	0.9% (1)	113
Aerie	<b>60.7% (54)</b>	19.1% (17)	14.6% (13)	2.2% (2)	3.4% (3)	89
Jack's Lounge	<b>48.2% (40)</b>	30.1% (25)	15.7% (13)	2.4% (2)	3.6% (3)	83
Clubhouse Grille	<b>47.4% (27)</b>	29.8% (17)	19.3% (11)	1.8% (1)	1.8% (1)	57
Marketplace	<b>39.7% (27)</b>	<b>39.7% (27)</b>	14.7% (10)	4.4% (3)	1.5% (1)	68
Room Service	<b>46.7% (14)</b>	16.7% (5)	23.3% (7)	10.0% (3)	3.3% (1)	30
Banquet Function	<b>57.6% (53)</b>	25.0% (23)	12.0% (11)	4.3% (4)	1.1% (1)	92
					Comments:	51
					<b>answered question</b>	<b>224</b>
					<b>skipped question</b>	<b>36</b>



## 7. Spa Experience:

	Excellent	Good	Average	Fair	Poor	Response Count
Accuracy of reservations	<b>73.9% (34)</b>	15.2% (7)	8.7% (4)	2.2% (1)	0.0% (0)	46
Courteous	<b>73.5% (36)</b>	8.2% (4)	12.2% (6)	2.0% (1)	4.1% (2)	49
Knowledgeable	<b>68.8% (33)</b>	14.6% (7)	14.6% (7)	2.1% (1)	0.0% (0)	48
Quality of service treatment(s)	<b>52.2% (24)</b>	23.9% (11)	17.4% (8)	0.0% (0)	6.5% (3)	46
					Comments:	52
					<b>answered question</b>	<b>49</b>
					<b>skipped question</b>	<b>211</b>

## 8. Recreational Activities:

	Excellent	Good	Average	Fair	Poor	Response Count
Golf/The Bear	<b>63.3% (31)</b>	26.5% (13)	8.2% (4)	2.0% (1)	0.0% (0)	49
Golf/Spruce Run	<b>63.4% (26)</b>	24.4% (10)	9.8% (4)	2.4% (1)	0.0% (0)	41
Golf/The Wolverine	<b>66.0% (33)</b>	22.0% (11)	8.0% (4)	2.0% (1)	2.0% (1)	50
Fitness	37.8% (17)	<b>44.4% (20)</b>	8.9% (4)	4.4% (2)	4.4% (2)	45
Tennis	<b>25.0% (3)</b>	<b>25.0% (3)</b>	<b>25.0% (3)</b>	16.7% (2)	8.3% (1)	12
Children's activities	9.5% (2)	<b>57.1% (12)</b>	23.8% (5)	9.5% (2)	0.0% (0)	21
Pool/water features	37.5% (33)	<b>38.6% (34)</b>	18.2% (16)	2.3% (2)	3.4% (3)	88
Retail Stores	35.8% (24)	<b>40.3% (27)</b>	20.9% (14)	3.0% (2)	0.0% (0)	67
					Comments:	51
					<b>answered question</b>	<b>174</b>
					<b>skipped question</b>	<b>86</b>

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

		Response Percent	Response Count
Yes		85.7%	210
No		14.3%	35
<i>answered question</i>			245
<i>skipped question</i>			15