

Grand Traverse Resort & Spa Guest Survey (May)

1. Resort Experience						
	Excellent	Good	Average	Fair	Poor	Response Count
Quality of your stay	59.8% (177)	25.0% (74)	10.1% (30)	3.7% (11)	1.4% (4)	296
Staff attitude and friendliness	73.3% (217)	17.9% (53)	4.7% (14)	3.0% (9)	1.0% (3)	296
Price/Value of your stay	39.8% (117)	37.1% (109)	14.3% (42)	4.8% (14)	4.1% (12)	294
	<i>answered question</i>					296
	<i>skipped question</i>					3

2. Reservations Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	73.4% (210)	21.3% (61)	4.5% (13)	0.3% (1)	0.3% (1)	286
Knowledgeable	71.3% (204)	22.0% (63)	5.9% (17)	0.3% (1)	0.3% (1)	286
Accuracy of reservation	74.8% (214)	19.2% (55)	4.5% (13)	0.3% (1)	1.0% (3)	286
	Comments:					37
	<i>answered question</i>					289
	<i>skipped question</i>					10

3. Front Desk Experience:

	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	77.1% (226)	16.4% (48)	4.8% (14)	1.0% (3)	0.7% (2)	293
Knowledgeable	70.8% (206)	18.2% (53)	5.5% (16)	3.8% (11)	1.7% (5)	291
Efficient & Prompt	72.2% (210)	17.5% (51)	6.2% (18)	2.7% (8)	1.4% (4)	291
					Comments:	40
					answered question	293
					skipped question	6

4. Bellman/Doorman/Valet:

	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	71.9% (164)	20.6% (47)	5.7% (13)	0.4% (1)	1.3% (3)	228
Knowledgeable	71.2% (156)	19.2% (42)	7.8% (17)	0.5% (1)	1.4% (3)	219
Efficient & Prompt	72.0% (154)	18.7% (40)	7.5% (16)	0.5% (1)	1.4% (3)	214
					Comments:	65
					answered question	228
					skipped question	71

5. Guest Rooms:

	Excellent	Good	Average	Fair	Poor	Response Count
Cleanliness	57.8% (167)	26.3% (76)	10.4% (30)	2.4% (7)	3.1% (9)	289
Decor	47.4% (136)	33.1% (95)	11.8% (34)	6.3% (18)	1.4% (4)	287
Condition/quality	44.8% (129)	30.9% (89)	11.8% (34)	7.3% (21)	5.2% (15)	288
					Comments:	90
					answered question	290
					skipped question	9

6. Food & Beverage - Service:

	Excellent	Good	Average	Fair	Poor	Response Count
Sweetwater	57.5% (61)	30.2% (32)	8.5% (9)	1.9% (2)	1.9% (2)	106
Aerie	57.6% (38)	33.3% (22)	6.1% (4)	0.0% (0)	3.0% (2)	66
Jack's Lounge	58.6% (65)	26.1% (29)	10.8% (12)	2.7% (3)	1.8% (2)	111
Clubhouse Grille	49.0% (24)	32.7% (16)	14.3% (7)	2.0% (1)	2.0% (1)	49
Marketplace	48.7% (37)	35.5% (27)	9.2% (7)	3.9% (3)	2.6% (2)	76
Room Service	57.8% (26)	17.8% (8)	20.0% (9)	0.0% (0)	4.4% (2)	45
Banquet Function	62.8% (91)	26.9% (39)	6.2% (9)	2.1% (3)	2.1% (3)	145
					Comments:	64
					answered question	263
					skipped question	36



7. Spa Experience:

	Excellent	Good	Average	Fair	Poor	Response Count
Accuracy of reservations	68.0% (34)	22.0% (11)	6.0% (3)	0.0% (0)	4.0% (2)	50
Courteous	66.7% (34)	21.6% (11)	3.9% (2)	3.9% (2)	3.9% (2)	51
Knowledgeable	68.6% (35)	19.6% (10)	3.9% (2)	3.9% (2)	3.9% (2)	51
Quality of service treatment(s)	75.0% (36)	10.4% (5)	4.2% (2)	6.3% (3)	4.2% (2)	48
					Comments:	92
					answered question	52
					skipped question	247

8. Recreational Activities:

	Excellent	Good	Average	Fair	Poor	Response Count
Golf/The Bear	66.7% (14)	14.3% (3)	4.8% (1)	9.5% (2)	4.8% (1)	21
Golf/Spruce Run	42.9% (6)	28.6% (4)	14.3% (2)	7.1% (1)	7.1% (1)	14
Golf/The Wolverine	66.7% (16)	16.7% (4)	8.3% (2)	4.2% (1)	4.2% (1)	24
Fitness	37.2% (16)	37.2% (16)	16.3% (7)	7.0% (3)	2.3% (1)	43
Tennis	50.0% (8)	25.0% (4)	12.5% (2)	6.3% (1)	6.3% (1)	16
Children's activities	45.5% (5)	9.1% (1)	27.3% (3)	9.1% (1)	9.1% (1)	11
Pool/water features	62.7% (42)	23.9% (16)	9.0% (6)	3.0% (2)	1.5% (1)	67
Retail Stores	45.7% (43)	36.2% (34)	10.6% (10)	5.3% (5)	2.1% (2)	94
					Comments:	72
					answered question	150
					skipped question	149

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

		Response Percent	Response Count
Yes		87.9%	247
No		12.1%	34
<i>answered question</i>			281
<i>skipped question</i>			18