

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

1. Resort Experience						
	Excellent	Good	Average	Fair	Poor	Response Count
Quality of your stay	<b>53.9% (83)</b>	28.6% (44)	13.0% (20)	3.9% (6)	0.6% (1)	154
Staff attitude and friendliness	<b>66.9% (103)</b>	25.3% (39)	5.8% (9)	1.3% (2)	0.6% (1)	154
Price/Value of your stay	<b>38.2% (58)</b>	32.9% (50)	17.8% (27)	7.9% (12)	3.3% (5)	152
	<i>answered question</i>					<b>154</b>
	<i>skipped question</i>					<b>1</b>

2. Reservations Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	<b>76.0% (114)</b>	21.3% (32)	2.7% (4)	0.0% (0)	0.0% (0)	150
Knowledgeable	<b>72.2% (109)</b>	23.2% (35)	2.0% (3)	2.0% (3)	0.7% (1)	151
Accuracy of reservation	<b>77.5% (117)</b>	12.6% (19)	4.0% (6)	4.0% (6)	2.0% (3)	151
	Comments:					21
	<i>answered question</i>					<b>151</b>
	<i>skipped question</i>					<b>4</b>

3. Front Desk Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	<b>76.5% (117)</b>	17.0% (26)	4.6% (7)	1.3% (2)	0.7% (1)	153
Knowledgeable	<b>71.7% (109)</b>	20.4% (31)	4.6% (7)	0.7% (1)	2.6% (4)	152
Efficient & Prompt	<b>73.0% (111)</b>	19.1% (29)	4.6% (7)	2.0% (3)	1.3% (2)	152
Comments:						21
<b>answered question</b>						<b>153</b>
<b>skipped question</b>						<b>2</b>

4. Guest Rooms:						
	Excellent	Good	Average	Fair	Poor	Response Count
Cleanliness	<b>62.1% (95)</b>	24.8% (38)	5.2% (8)	4.6% (7)	3.3% (5)	153
Decor	<b>54.2% (83)</b>	32.0% (49)	9.8% (15)	2.6% (4)	1.3% (2)	153
Condition/quality	<b>49.0% (75)</b>	26.8% (41)	15.0% (23)	5.2% (8)	3.9% (6)	153
Comments:						48
<b>answered question</b>						<b>153</b>
<b>skipped question</b>						<b>2</b>

5. Food & Beverage - Overall Service:						
	Excellent	Good	Average	Fair	Poor	Response Count
Sweetwater	55.7% (39)	30.0% (21)	8.6% (6)	1.4% (1)	4.3% (3)	70
Aerie	64.3% (18)	28.6% (8)	7.1% (2)	0.0% (0)	0.0% (0)	28
Jack's Lounge	44.6% (29)	43.1% (28)	9.2% (6)	1.5% (1)	1.5% (1)	65
Clubhouse Grille	42.9% (3)	42.9% (3)	14.3% (1)	0.0% (0)	0.0% (0)	7
Marketplace	53.8% (28)	38.5% (20)	3.8% (2)	1.9% (1)	1.9% (1)	52
Room Service	55.6% (10)	22.2% (4)	5.6% (1)	5.6% (1)	11.1% (2)	18
Banquet Function	43.8% (14)	34.4% (11)	21.9% (7)	0.0% (0)	0.0% (0)	32
					Comments:	33
	<b>answered question</b>					<b>125</b>
	<b>skipped question</b>					<b>30</b>

6. Spa Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Accuracy of reservations	81.8% (18)	4.5% (1)	0.0% (0)	9.1% (2)	4.5% (1)	22
Courteous	83.3% (20)	8.3% (2)	0.0% (0)	4.2% (1)	4.2% (1)	24
Knowledgeable	82.6% (19)	8.7% (2)	0.0% (0)	4.3% (1)	4.3% (1)	23
Quality of service treatment(s)	76.2% (16)	9.5% (2)	4.8% (1)	4.8% (1)	4.8% (1)	21
					Comments:	41
	<b>answered question</b>					<b>24</b>
	<b>skipped question</b>					<b>131</b>

7. Recreational Activities:						
	Excellent	Good	Average	Fair	Poor	Response Count
Golf/The Bear	<b>100.0% (2)</b>	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	2
Golf/Spruce Run	<b>50.0% (3)</b>	16.7% (1)	33.3% (2)	0.0% (0)	0.0% (0)	6
Golf/The Wolverine	<b>100.0% (2)</b>	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	2
Fitness	<b>47.4% (9)</b>	42.1% (8)	0.0% (0)	10.5% (2)	0.0% (0)	19
Tennis	<b>100.0% (4)</b>	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	4
Children's activities	<b>57.1% (4)</b>	14.3% (1)	14.3% (1)	14.3% (1)	0.0% (0)	7
Pool/water features	<b>50.0% (20)</b>	37.5% (15)	10.0% (4)	2.5% (1)	0.0% (0)	40
Retail Stores	41.2% (14)	<b>50.0% (17)</b>	5.9% (2)	2.9% (1)	0.0% (0)	34
					Comments:	35
	<b>answered question</b>					<b>72</b>
	<b>skipped question</b>					<b>83</b>