

Grand Traverse Resort & Spa Guest Survey (November 2011)



1. Resort Experience

	Excellent	Good	Average	Fair	Poor	Response Count
Quality of your stay	58.6% (153)	31.8% (83)	7.3% (19)	1.5% (4)	0.8% (2)	261
Staff attitude and friendliness	73.6% (192)	22.6% (59)	3.4% (9)	0.4% (1)	0.0% (0)	261
Price/Value of your stay	53.5% (139)	31.9% (83)	8.8% (23)	4.2% (11)	1.5% (4)	260
answered question						261
skipped question						1

2. Reservations Experience:

	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	78.0% (199)	20.0% (51)	1.2% (3)	0.4% (1)	0.4% (1)	255
Knowledgeable	74.9% (191)	21.2% (54)	2.7% (7)	0.8% (2)	0.4% (1)	255
Accuracy of reservation	77.4% (199)	16.7% (43)	3.5% (9)	1.2% (3)	1.2% (3)	257
Comments:						35
answered question						257
skipped question						5

3. Front Desk Experience:

	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	80.8% (210)	17.7% (46)	1.2% (3)	0.4% (1)	0.0% (0)	260
Knowledgeable	78.6% (202)	21.0% (54)	0.4% (1)	0.0% (0)	0.0% (0)	257
Efficient & Prompt	81.0% (209)	17.8% (46)	0.4% (1)	0.4% (1)	0.4% (1)	258

Comments: 28

answered question 260

skipped question 2

4. Bellman/Doorman/Valet:

	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	71.7% (152)	21.7% (46)	5.2% (11)	0.0% (0)	1.4% (3)	212
Knowledgeable	70.9% (146)	20.9% (43)	6.8% (14)	0.0% (0)	1.5% (3)	206
Efficient & Prompt	71.2% (148)	21.6% (45)	5.3% (11)	0.5% (1)	1.4% (3)	208

Comments: 54

answered question 212

skipped question 50

5. Guest Rooms:

	Excellent	Good	Average	Fair	Poor	Response Count
Cleanliness	64.2% (165)	24.1% (62)	5.8% (15)	1.6% (4)	4.3% (11)	257
Decor	55.9% (143)	30.1% (77)	10.5% (27)	2.3% (6)	1.2% (3)	256
Condition/quality	54.1% (138)	25.5% (65)	11.8% (30)	5.1% (13)	3.5% (9)	255
					Comments:	77
					answered question	257
					skipped question	5

6. Food & Beverage - Overall Service:

	Excellent	Good	Average	Fair	Poor	Response Count
Sweetwater	51.6% (47)	28.6% (26)	12.1% (11)	3.3% (3)	4.4% (4)	91
Aerie	60.0% (36)	33.3% (20)	5.0% (3)	0.0% (0)	1.7% (1)	60
Jack's Lounge	52.2% (48)	33.7% (31)	6.5% (6)	5.4% (5)	2.2% (2)	92
Clubhouse Grille	63.6% (14)	31.8% (7)	4.5% (1)	0.0% (0)	0.0% (0)	22
Marketplace	50.0% (22)	36.4% (16)	9.1% (4)	4.5% (2)	0.0% (0)	44
Room Service	71.9% (23)	21.9% (7)	3.1% (1)	3.1% (1)	0.0% (0)	32
Banquet Function	67.0% (63)	25.5% (24)	5.3% (5)	2.1% (2)	0.0% (0)	94
					Comments:	56
					answered question	209
					skipped question	53

7. Spa Experience:

	Excellent	Good	Average	Fair	Poor	Response Count
Accuracy of reservations	78.9% (30)	10.5% (4)	5.3% (2)	2.6% (1)	2.6% (1)	38
Courteous	87.2% (34)	12.8% (5)	0.0% (0)	0.0% (0)	0.0% (0)	39
Knowledgeable	87.2% (34)	10.3% (4)	2.6% (1)	0.0% (0)	0.0% (0)	39
Quality of service treatment(s)	80.0% (28)	17.1% (6)	2.9% (1)	0.0% (0)	0.0% (0)	35

Comments: 65

answered question 40

skipped question 222

8. Recreational Activities:

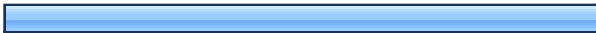

	Excellent	Good	Average	Fair	Poor	Response Count
Golf/The Bear	66.7% (4)	33.3% (2)	0.0% (0)	0.0% (0)	0.0% (0)	6
Golf/Spruce Run	66.7% (4)	33.3% (2)	0.0% (0)	0.0% (0)	0.0% (0)	6
Golf/The Wolverine	66.7% (4)	33.3% (2)	0.0% (0)	0.0% (0)	0.0% (0)	6
Fitness	62.9% (22)	34.3% (12)	2.9% (1)	0.0% (0)	0.0% (0)	35
Tennis	71.4% (5)	28.6% (2)	0.0% (0)	0.0% (0)	0.0% (0)	7
Children's activities	63.6% (7)	27.3% (3)	0.0% (0)	9.1% (1)	0.0% (0)	11
Pool/water features	68.8% (44)	21.9% (14)	4.7% (3)	1.6% (1)	3.1% (2)	64
Retail Stores	57.1% (44)	33.8% (26)	7.8% (6)	1.3% (1)	0.0% (0)	77

Comments: 55

answered question 123

skipped question 139

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

		Response Percent	Response Count
Yes		88.9%	225
No		11.1%	28
answered question			253
skipped question			9

10. If you'd like to receive a complimentary issue of our new lifestyle magazine, BAREFOOT, please complete the form below. We think you'll enjoy the 48-pages of interesting facts and feature stories.

		Response Percent	Response Count
Name:		100.0%	71
Company:		39.4%	28
Address:		100.0%	71
Address 2:		7.0%	5
City/Town:		100.0%	71
State:		98.6%	70
ZIP/Postal Code:		100.0%	71
Country:		80.3%	57
Email Address:		85.9%	61
Phone Number:		80.3%	57
answered question			71
skipped question			191