

Grand Traverse Resort & Spa Guest Survey (October)

1. Resort Experience						
	Excellent	Good	Average	Fair	Poor	Response Count
Quality of your stay	46.8% (226)	36.4% (176)	10.6% (51)	3.9% (19)	2.3% (11)	483
Staff attitude and friendliness	64.2% (309)	25.2% (121)	5.8% (28)	3.5% (17)	1.2% (6)	481
Price/Value of your stay	29.0% (140)	40.5% (195)	15.6% (75)	8.3% (40)	6.6% (32)	482
<i>answered question</i>						483
<i>skipped question</i>						7

2. Reservations Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	68.1% (316)	25.4% (118)	4.7% (22)	0.9% (4)	0.9% (4)	464
Knowledgeable	67.3% (313)	24.9% (116)	5.6% (26)	1.3% (6)	0.9% (4)	465
Accuracy of reservation	68.5% (320)	21.2% (99)	4.5% (21)	1.9% (9)	3.9% (18)	467
Comments:						91
<i>answered question</i>						468
<i>skipped question</i>						22

3. Front Desk Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	70.6% (338)	20.7% (99)	5.0% (24)	1.7% (8)	2.1% (10)	479
Knowledgeable	67.9% (324)	22.4% (107)	4.8% (23)	2.7% (13)	2.1% (10)	477
Efficient & Prompt	69.3% (332)	20.9% (100)	6.1% (29)	1.5% (7)	2.3% (11)	479
Comments:						89
<i>answered question</i>						479
<i>skipped question</i>						11

4. Guest Rooms:						
	Excellent	Good	Average	Fair	Poor	Response Count
Cleanliness	55.5% (263)	29.7% (141)	8.4% (40)	3.6% (17)	2.7% (13)	474
Decor	45.8% (217)	34.0% (161)	14.8% (70)	4.0% (19)	1.5% (7)	474
Condition/quality	38.7% (182)	36.2% (170)	13.4% (63)	8.1% (38)	3.6% (17)	470
Comments:						187
<i>answered question</i>						476
<i>skipped question</i>						14

5. Food & Beverage - Overall Service:						
	Excellent	Good	Average	Fair	Poor	Response Count
Sweetwater	51.4% (108)	35.2% (74)	9.5% (20)	1.9% (4)	1.9% (4)	210
Aerie	66.2% (96)	16.6% (24)	9.7% (14)	3.4% (5)	4.1% (6)	145
Jack's Lounge	44.6% (78)	37.1% (65)	14.3% (25)	1.7% (3)	2.3% (4)	175
Clubhouse Grille	51.2% (21)	22.0% (9)	22.0% (9)	2.4% (1)	2.4% (1)	41
Marketplace	54.3% (70)	32.6% (42)	13.2% (17)	0.0% (0)	0.0% (0)	129
Room Service	45.7% (37)	27.2% (22)	21.0% (17)	2.5% (2)	3.7% (3)	81
Banquet Function	49.5% (95)	37.5% (72)	9.9% (19)	2.6% (5)	0.5% (1)	192
					Comments:	131
					answered question	419
					skipped question	71

6. Spa Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Accuracy of reservations	70.4% (38)	13.0% (7)	13.0% (7)	0.0% (0)	3.7% (2)	54
Courteous	74.5% (41)	10.9% (6)	12.7% (7)	1.8% (1)	0.0% (0)	55
Knowledgeable	72.7% (40)	14.5% (8)	10.9% (6)	0.0% (0)	1.8% (1)	55
Quality of service treatment(s)	68.6% (35)	13.7% (7)	13.7% (7)	0.0% (0)	3.9% (2)	51
					Comments:	143
					answered question	55
					skipped question	435

7. Recreational Activities:						
	Excellent	Good	Average	Fair	Poor	Response Count
Golf/The Bear	58.8% (10)	17.6% (3)	17.6% (3)	0.0% (0)	5.9% (1)	17
Golf/Spruce Run	53.8% (14)	30.8% (8)	15.4% (4)	0.0% (0)	0.0% (0)	26
Golf/The Wolverine	56.5% (13)	30.4% (7)	13.0% (3)	0.0% (0)	0.0% (0)	23
Fitness	50.0% (27)	33.3% (18)	11.1% (6)	1.9% (1)	3.7% (2)	54
Tennis	54.5% (6)	18.2% (2)	27.3% (3)	0.0% (0)	0.0% (0)	11
Children's activities	44.4% (4)	11.1% (1)	33.3% (3)	11.1% (1)	0.0% (0)	9
Pool/water features	44.4% (32)	34.7% (25)	4.2% (3)	9.7% (7)	6.9% (5)	72
Retail Stores	48.5% (47)	35.1% (34)	9.3% (9)	6.2% (6)	1.0% (1)	97
					Comments:	131
					<i>answered question</i>	184
					<i>skipped question</i>	306