

Grand Traverse Resort & Spa Guest Survey (October 2011)



1. Resort Experience

	Excellent	Good	Average	Fair	Poor	Response Count
Quality of your stay	45.7% (283)	37.5% (232)	9.5% (59)	3.9% (24)	3.4% (21)	619
Staff attitude and friendliness	63.9% (395)	26.7% (165)	7.1% (44)	1.5% (9)	0.8% (5)	618
Price/Value of your stay	26.2% (161)	37.9% (233)	20.7% (127)	9.4% (58)	5.7% (35)	614
answered question						619
skipped question						6

2. Reservations Experience:

	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	69.4% (418)	25.4% (153)	4.7% (28)	0.3% (2)	0.2% (1)	602
Knowledgeable	65.7% (392)	27.3% (163)	5.7% (34)	1.2% (7)	0.2% (1)	597
Accuracy of reservation	66.1% (397)	26.3% (158)	4.0% (24)	2.5% (15)	1.2% (7)	601
Comments:						115
answered question						605
skipped question						20

3. Front Desk Experience:

	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	72.5% (443)	24.2% (148)	2.0% (12)	0.8% (5)	0.5% (3)	611
Knowledgeable	68.6% (417)	26.0% (158)	3.8% (23)	0.7% (4)	1.0% (6)	608
Efficient & Prompt	71.4% (434)	25.0% (152)	2.1% (13)	0.7% (4)	0.8% (5)	608

Comments: 81

answered question 611

skipped question 14

4. Bellman/Doorman/Valet:

	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	65.7% (293)	24.7% (110)	6.3% (28)	1.1% (5)	2.2% (10)	446
Knowledgeable	66.1% (283)	23.1% (99)	7.2% (31)	1.2% (5)	2.3% (10)	428
Efficient & Prompt	64.4% (278)	22.9% (99)	7.9% (34)	1.9% (8)	3.0% (13)	432

Comments: 174

answered question 448

skipped question 177

5. Guest Rooms:

	Excellent	Good	Average	Fair	Poor	Response Count
Cleanliness	47.8% (292)	29.3% (179)	10.3% (63)	7.4% (45)	5.2% (32)	611
Decor	37.5% (229)	31.5% (192)	18.4% (112)	7.9% (48)	4.8% (29)	610
Condition/quality	33.8% (206)	30.8% (188)	18.2% (111)	9.5% (58)	7.7% (47)	610
					Comments:	263
					answered question	611
					skipped question	14

6. Food & Beverage - Service:

	Excellent	Good	Average	Fair	Poor	Response Count
Sweetwater	44.7% (102)	34.6% (79)	12.3% (28)	3.9% (9)	4.4% (10)	228
Aerie	58.2% (85)	26.7% (39)	10.3% (15)	1.4% (2)	3.4% (5)	146
Jack's Lounge	42.8% (92)	33.0% (71)	14.4% (31)	6.0% (13)	3.7% (8)	215
Clubhouse Grille	47.2% (25)	30.2% (16)	17.0% (9)	3.8% (2)	1.9% (1)	53
Marketplace	45.7% (43)	39.4% (37)	9.6% (9)	1.1% (1)	4.3% (4)	94
Room Service	59.4% (60)	23.8% (24)	9.9% (10)	0.0% (0)	6.9% (7)	101
Banquet Function	53.9% (152)	29.4% (83)	10.3% (29)	5.0% (14)	1.4% (4)	282
					Comments:	183
					answered question	518
					skipped question	107

7. Spa Experience:

	Excellent	Good	Average	Fair	Poor	Response Count
Accuracy of reservations	63.4% (52)	23.2% (19)	11.0% (9)	1.2% (1)	1.2% (1)	82
Courteous	71.3% (62)	20.7% (18)	6.9% (6)	0.0% (0)	1.1% (1)	87
Knowledgeable	71.8% (61)	18.8% (16)	8.2% (7)	1.2% (1)	0.0% (0)	85
Quality of service treatment(s)	59.8% (49)	24.4% (20)	9.8% (8)	6.1% (5)	0.0% (0)	82

Comments: 187

answered question	89
skipped question	536

8. Recreational Activities:


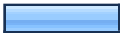
	Excellent	Good	Average	Fair	Poor	Response Count
Golf/The Bear	71.4% (25)	17.1% (6)	11.4% (4)	0.0% (0)	0.0% (0)	35
Golf/Spruce Run	53.3% (16)	30.0% (9)	16.7% (5)	0.0% (0)	0.0% (0)	30
Golf/The Wolverine	55.6% (15)	29.6% (8)	14.8% (4)	0.0% (0)	0.0% (0)	27
Fitness	46.7% (35)	45.3% (34)	6.7% (5)	0.0% (0)	1.3% (1)	75
Tennis	47.1% (8)	29.4% (5)	23.5% (4)	0.0% (0)	0.0% (0)	17
Children's activities	43.5% (10)	26.1% (6)	21.7% (5)	8.7% (2)	0.0% (0)	23
Pool/water features	51.4% (54)	30.5% (32)	10.5% (11)	2.9% (3)	4.8% (5)	105
Retail Stores	44.0% (66)	43.3% (65)	9.3% (14)	2.0% (3)	1.3% (2)	150
Dylan's Candy Bar	53.9% (69)	35.9% (46)	8.6% (11)	0.8% (1)	0.8% (1)	128

Comments: 153

answered question 266

skipped question 359

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

		Response Percent	Response Count
Yes		83.0%	483
No		17.0%	99
		answered question	582
		skipped question	43