

Grand Traverse Resort & Spa Guest Survey (September)

1. Resort Experience						
	Excellent	Good	Average	Fair	Poor	Response Count
Quality of your stay	46.5% (173)	33.3% (124)	12.9% (48)	2.7% (10)	4.6% (17)	372
Staff attitude and friendliness	63.7% (237)	22.3% (83)	9.4% (35)	3.5% (13)	1.1% (4)	372
Price/Value of your stay	25.3% (94)	37.9% (141)	17.7% (66)	11.3% (42)	7.8% (29)	372
	<i>answered question</i>					372
	<i>skipped question</i>					5

2. Reservations Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	63.9% (228)	28.0% (100)	5.6% (20)	1.1% (4)	1.4% (5)	357
Knowledgeable	61.2% (218)	28.9% (103)	7.0% (25)	1.4% (5)	1.4% (5)	356
Accuracy of reservation	64.5% (231)	23.7% (85)	3.6% (13)	3.4% (12)	4.7% (17)	358
	Comments:					68
	<i>answered question</i>					360
	<i>skipped question</i>					17

3. Front Desk Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	67.3% (249)	25.9% (96)	3.8% (14)	1.1% (4)	1.9% (7)	370
Knowledgeable	62.7% (230)	27.5% (101)	7.1% (26)	1.1% (4)	1.6% (6)	367
Efficient & Prompt	63.7% (233)	25.4% (93)	7.1% (26)	1.9% (7)	1.9% (7)	366
Comments:						59
answered question						370
skipped question						7

4. Guest Rooms:						
	Excellent	Good	Average	Fair	Poor	Response Count
Cleanliness	50.3% (185)	33.7% (124)	7.1% (26)	4.3% (16)	4.6% (17)	368
Decor	40.6% (149)	33.2% (122)	17.2% (63)	6.5% (24)	2.5% (9)	367
Condition/quality	38.4% (140)	28.8% (105)	16.2% (59)	8.8% (32)	7.9% (29)	365
Comments:						140
answered question						368
skipped question						9

5. Food & Beverage - Overall Service:						
	Excellent	Good	Average	Fair	Poor	Response Count
Sweetwater	43.3% (65)	41.3% (62)	10.7% (16)	4.0% (6)	0.7% (1)	150
Aerie	62.0% (75)	24.8% (30)	6.6% (8)	2.5% (3)	4.1% (5)	121
Jack's Lounge	45.7% (63)	35.5% (49)	13.0% (18)	3.6% (5)	2.2% (3)	138
Clubhouse Grille	45.3% (29)	39.1% (25)	10.9% (7)	1.6% (1)	3.1% (2)	64
Marketplace	40.0% (42)	45.7% (48)	9.5% (10)	2.9% (3)	1.9% (2)	105
Room Service	36.7% (22)	48.3% (29)	11.7% (7)	1.7% (1)	1.7% (1)	60
Banquet Function	51.8% (72)	33.8% (47)	10.1% (14)	2.2% (3)	2.2% (3)	139
Comments:						81
answered question						309
skipped question						68

6. Spa Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Accuracy of reservations	76.7% (46)	13.3% (8)	5.0% (3)	0.0% (0)	5.0% (3)	60
Courteous	77.8% (49)	11.1% (7)	6.3% (4)	1.6% (1)	3.2% (2)	63
Knowledgeable	72.6% (45)	17.7% (11)	3.2% (2)	3.2% (2)	3.2% (2)	62
Quality of service treatment(s)	65.5% (38)	22.4% (13)	3.4% (2)	5.2% (3)	3.4% (2)	58
Comments:						103
answered question						63
skipped question						314

7. Recreational Activities:						
	Excellent	Good	Average	Fair	Poor	Response Count
Golf/The Bear	54.5% (24)	25.0% (11)	11.4% (5)	0.0% (0)	9.1% (4)	44
Golf/Spruce Run	60.4% (32)	28.3% (15)	3.8% (2)	1.9% (1)	5.7% (3)	53
Golf/The Wolverine	71.1% (32)	17.8% (8)	4.4% (2)	2.2% (1)	4.4% (2)	45
Fitness	44.4% (28)	33.3% (21)	9.5% (6)	3.2% (2)	9.5% (6)	63
Tennis	47.1% (8)	23.5% (4)	11.8% (2)	5.9% (1)	11.8% (2)	17
Children's activities	43.8% (7)	31.3% (5)	18.8% (3)	0.0% (0)	6.3% (1)	16
Pool/water features	43.5% (40)	33.7% (31)	12.0% (11)	4.3% (4)	6.5% (6)	92
Retail Stores	40.4% (38)	42.6% (40)	11.7% (11)	1.1% (1)	4.3% (4)	94
					Comments:	96
	answered question					211
	skipped question					166