

# Grand Traverse Resort & Spa Guest Survey (September 2011)



## 1. Resort Experience

	Excellent	Good	Average	Fair	Poor	Response Count
Quality of your stay	<b>45.4% (192)</b>	37.4% (158)	9.9% (42)	4.5% (19)	2.8% (12)	423
Staff attitude and friendliness	<b>63.6% (269)</b>	29.8% (126)	3.8% (16)	2.4% (10)	0.5% (2)	423
Price/Value of your stay	25.8% (109)	<b>39.3% (166)</b>	18.2% (77)	8.8% (37)	7.8% (33)	422
<b>answered question</b>						<b>423</b>
<b>skipped question</b>						<b>9</b>

## 2. Reservations Experience:

	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	<b>69.2% (283)</b>	25.9% (106)	3.4% (14)	1.2% (5)	0.2% (1)	409
Knowledgeable	<b>63.8% (261)</b>	28.6% (117)	4.9% (20)	1.5% (6)	1.2% (5)	409
Accuracy of reservation	<b>67.1% (277)</b>	22.8% (94)	4.6% (19)	2.2% (9)	3.4% (14)	413
<b>Comments:</b>						<b>89</b>
<b>answered question</b>						<b>414</b>
<b>skipped question</b>						<b>18</b>

### 3. Front Desk Experience:

	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	<b>74.7% (313)</b>	24.1% (101)	0.7% (3)	0.5% (2)	0.0% (0)	419
Knowledgeable	<b>67.3% (280)</b>	28.6% (119)	2.4% (10)	1.0% (4)	0.7% (3)	416
Efficient & Prompt	<b>71.2% (296)</b>	25.2% (105)	1.9% (8)	1.0% (4)	0.7% (3)	416

Comments: 46

answered question 419

skipped question 13

### 4. Bellman/Doorman/Valet:

	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	<b>70.0% (219)</b>	19.8% (62)	7.7% (24)	0.6% (2)	1.9% (6)	313
Knowledgeable	<b>65.5% (199)</b>	23.0% (70)	8.9% (27)	0.3% (1)	2.3% (7)	304
Efficient & Prompt	<b>67.2% (205)</b>	20.7% (63)	8.9% (27)	0.7% (2)	2.6% (8)	305

Comments: 117

answered question 314

skipped question 118

## 5. Guest Rooms:

	Excellent	Good	Average	Fair	Poor	Response Count
Cleanliness	<b>48.6% (204)</b>	30.5% (128)	10.0% (42)	5.0% (21)	6.0% (25)	420
Decor	<b>38.3% (161)</b>	31.7% (133)	16.4% (69)	8.8% (37)	4.8% (20)	420
Condition/quality	<b>32.4% (135)</b>	29.7% (124)	18.9% (79)	10.3% (43)	8.6% (36)	417
					Comments:	176
					<b>answered question</b>	<b>420</b>
					<b>skipped question</b>	<b>12</b>

## 6. Food & Beverage - Service:

	Excellent	Good	Average	Fair	Poor	Response Count
Sweetwater	<b>44.1% (78)</b>	35.0% (62)	14.1% (25)	5.1% (9)	1.7% (3)	177
Aerie	<b>62.4% (88)</b>	22.7% (32)	11.3% (16)	1.4% (2)	2.1% (3)	141
Jack's Lounge	<b>45.0% (68)</b>	33.1% (50)	17.2% (26)	1.3% (2)	3.3% (5)	151
Clubhouse Grille	36.4% (24)	<b>37.9% (25)</b>	22.7% (15)	3.0% (2)	0.0% (0)	66
Marketplace	<b>38.4% (33)</b>	<b>38.4% (33)</b>	22.1% (19)	0.0% (0)	1.2% (1)	86
Room Service	<b>47.3% (26)</b>	21.8% (12)	23.6% (13)	1.8% (1)	5.5% (3)	55
Banquet Function	<b>51.3% (79)</b>	37.7% (58)	9.1% (14)	1.9% (3)	0.0% (0)	154
					Comments:	106
					<b>answered question</b>	<b>361</b>
					<b>skipped question</b>	<b>71</b>

## 7. Spa Experience:

	Excellent	Good	Average	Fair	Poor	Response Count
Accuracy of reservations	<b>75.6% (59)</b>	10.3% (8)	12.8% (10)	0.0% (0)	1.3% (1)	78
Courteous	<b>70.6% (60)</b>	17.6% (15)	10.6% (9)	0.0% (0)	1.2% (1)	85
Knowledgeable	<b>63.9% (53)</b>	22.9% (19)	12.0% (10)	1.2% (1)	0.0% (0)	83
Quality of service treatment(s)	<b>53.2% (42)</b>	26.6% (21)	17.7% (14)	0.0% (0)	2.5% (2)	79

Comments: 136

<b>answered question</b>	<b>86</b>
<b>skipped question</b>	<b>346</b>

## 8. Recreational Activities:


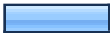
	Excellent	Good	Average	Fair	Poor	Response Count
Golf/The Bear	71.1% (32)	17.8% (8)	11.1% (5)	0.0% (0)	0.0% (0)	45
Golf/Spruce Run	58.5% (24)	31.7% (13)	9.8% (4)	0.0% (0)	0.0% (0)	41
Golf/The Wolverine	71.7% (43)	16.7% (10)	8.3% (5)	1.7% (1)	1.7% (1)	60
Fitness	47.5% (28)	33.9% (20)	15.3% (9)	1.7% (1)	1.7% (1)	59
Tennis	53.3% (8)	13.3% (2)	33.3% (5)	0.0% (0)	0.0% (0)	15
Children's activities	11.1% (2)	55.6% (10)	27.8% (5)	5.6% (1)	0.0% (0)	18
Pool/water features	46.7% (42)	44.4% (40)	7.8% (7)	1.1% (1)	0.0% (0)	90
Retail Stores	38.2% (39)	45.1% (46)	11.8% (12)	3.9% (4)	1.0% (1)	102
Dylan's Candy Bar	45.1% (41)	39.6% (36)	12.1% (11)	1.1% (1)	2.2% (2)	91

Comments: 127

answered question 230

skipped question 202

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

		Response Percent	Response Count
Yes		84.8%	339
No		15.3%	61
		answered question	400
		skipped question	32