

Grand Traverse Resort & Spa Guest Survey (August)

| 1. Resort Experience | | | | | | |
|---------------------------------|--------------------------|--------------------|------------|------------|------------|----------------|
| | Excellent | Good | Average | Fair | Poor | Response Count |
| Quality of your stay | 35.4% (124) | 38.3% (134) | 18.0% (63) | 4.9% (17) | 3.4% (12) | 350 |
| Staff attitude and friendliness | 52.9% (185) | 31.1% (109) | 9.4% (33) | 4.3% (15) | 2.3% (8) | 350 |
| Price/Value of your stay | 24.4% (85) | 30.7% (107) | 20.3% (71) | 13.5% (47) | 11.2% (39) | 349 |
| | <i>answered question</i> | | | | | 351 |
| | <i>skipped question</i> | | | | | 2 |

| 2. Reservations Experience: | | | | | | |
|-----------------------------|--------------------------|-------------|-----------|-----------|----------|----------------|
| | Excellent | Good | Average | Fair | Poor | Response Count |
| Courteous | 58.2% (195) | 29.0% (97) | 8.7% (29) | 3.3% (11) | 0.9% (3) | 335 |
| Knowledgeable | 54.3% (182) | 31.6% (106) | 9.6% (32) | 2.7% (9) | 1.8% (6) | 335 |
| Accuracy of reservation | 57.3% (193) | 28.5% (96) | 7.7% (26) | 4.5% (15) | 2.1% (7) | 337 |
| | Comments: | | | | | 77 |
| | <i>answered question</i> | | | | | 342 |
| | <i>skipped question</i> | | | | | 11 |

| 3. Front Desk Experience: | | | | | | |
|---------------------------------|------------------------|------------|------------|-----------|-----------|----------------|
| | Excellent | Good | Average | Fair | Poor | Response Count |
| Courteous | 59.1% (202) | 26.6% (91) | 8.5% (29) | 3.5% (12) | 2.3% (8) | 342 |
| Knowledgeable | 55.3% (188) | 27.4% (93) | 10.6% (36) | 3.5% (12) | 3.2% (11) | 340 |
| Efficient & Prompt | 55.5% (187) | 28.5% (96) | 7.4% (25) | 3.9% (13) | 4.7% (16) | 337 |
| Comments: | | | | | | 69 |
| <i>answered question</i> | | | | | | 342 |
| <i>skipped question</i> | | | | | | 11 |

| 4. Guest Rooms: | | | | | | |
|---------------------------------|------------------------|-------------|------------|------------|-----------|----------------|
| | Excellent | Good | Average | Fair | Poor | Response Count |
| Cleanliness | 45.3% (156) | 32.3% (111) | 13.1% (45) | 4.1% (14) | 5.2% (18) | 344 |
| Decor | 33.9% (116) | 31.3% (107) | 21.3% (73) | 8.8% (30) | 4.7% (16) | 342 |
| Condition/quality | 29.7% (101) | 28.5% (97) | 19.7% (67) | 14.4% (49) | 7.6% (26) | 340 |
| Comments: | | | | | | 149 |
| <i>answered question</i> | | | | | | 344 |
| <i>skipped question</i> | | | | | | 9 |

| 5. Food & Beverage - Overall Service: | | | | | | |
|---------------------------------------|-------------------|------------|------------|----------|----------|----------------|
| | Excellent | Good | Average | Fair | Poor | Response Count |
| Sweetwater | 42.0% (58) | 34.8% (48) | 18.1% (25) | 3.6% (5) | 1.4% (2) | 138 |
| Aerie | 58.1% (61) | 22.9% (24) | 13.3% (14) | 3.8% (4) | 1.9% (2) | 105 |
| Jack's Lounge | 41.7% (45) | 35.2% (38) | 17.6% (19) | 0.9% (1) | 4.6% (5) | 108 |
| Clubhouse Grille | 46.8% (37) | 32.9% (26) | 19.0% (15) | 1.3% (1) | 0.0% (0) | 79 |
| Marketplace | 46.7% (49) | 40.0% (42) | 10.5% (11) | 1.9% (2) | 1.0% (1) | 105 |
| Room Service | 35.1% (20) | 33.3% (19) | 24.6% (14) | 1.8% (1) | 5.3% (3) | 57 |
| Banquet Function | 38.7% (36) | 37.6% (35) | 19.4% (18) | 3.2% (3) | 1.1% (1) | 93 |
| Comments: | | | | | | 92 |
| answered question | | | | | | 277 |
| skipped question | | | | | | 76 |

| 6. Spa Experience: | | | | | | |
|---------------------------------|-------------------|------------|-----------|----------|----------|----------------|
| | Excellent | Good | Average | Fair | Poor | Response Count |
| Accuracy of reservations | 69.4% (34) | 16.3% (8) | 10.2% (5) | 0.0% (0) | 4.1% (2) | 49 |
| Courteous | 70.2% (33) | 14.9% (7) | 12.8% (6) | 2.1% (1) | 0.0% (0) | 47 |
| Knowledgeable | 65.3% (32) | 18.4% (9) | 12.2% (6) | 2.0% (1) | 2.0% (1) | 49 |
| Quality of service treatment(s) | 66.7% (32) | 20.8% (10) | 12.5% (6) | 0.0% (0) | 0.0% (0) | 48 |
| Comments: | | | | | | 90 |
| answered question | | | | | | 50 |
| skipped question | | | | | | 303 |

| 7. Recreational Activities: | | | | | | |
|-----------------------------|-------------------|-------------------|------------|----------|--------------------------|----------------|
| | Excellent | Good | Average | Fair | Poor | Response Count |
| Golf/The Bear | 62.2% (28) | 26.7% (12) | 8.9% (4) | 0.0% (0) | 2.2% (1) | 45 |
| Golf/Spruce Run | 43.2% (16) | 35.1% (13) | 16.2% (6) | 2.7% (1) | 2.7% (1) | 37 |
| Golf/The Wolverine | 56.1% (23) | 29.3% (12) | 12.2% (5) | 0.0% (0) | 2.4% (1) | 41 |
| Fitness | 32.7% (18) | 43.6% (24) | 18.2% (10) | 1.8% (1) | 3.6% (2) | 55 |
| Tennis | 46.7% (14) | 26.7% (8) | 20.0% (6) | 0.0% (0) | 6.7% (2) | 30 |
| Children's activities | 42.3% (11) | 34.6% (9) | 15.4% (4) | 0.0% (0) | 7.7% (2) | 26 |
| Pool/water features | 38.9% (51) | 37.4% (49) | 13.0% (17) | 6.9% (9) | 3.8% (5) | 131 |
| Retail Stores | 30.9% (30) | 42.3% (41) | 21.6% (21) | 3.1% (3) | 2.1% (2) | 97 |
| | | | | | Comments: | 85 |
| | | | | | answered question | 210 |
| | | | | | skipped question | 143 |