

Grand Traverse Resort & Spa Guest Survey (December)

1. Resort Experience						
	Excellent	Good	Average	Fair	Poor	Response Count
Quality of your stay	53.4% (141)	31.4% (83)	9.8% (26)	4.2% (11)	1.1% (3)	264
Staff attitude and friendliness	65.9% (174)	24.6% (65)	5.7% (15)	3.0% (8)	0.8% (2)	264
Price/Value of your stay	41.1% (108)	37.6% (99)	12.5% (33)	6.5% (17)	2.3% (6)	263
	<i>answered question</i>					264
	<i>skipped question</i>					2

2. Reservations Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	68.8% (176)	26.6% (68)	3.9% (10)	0.8% (2)	0.0% (0)	256
Knowledgeable	67.5% (172)	25.5% (65)	5.5% (14)	1.2% (3)	0.4% (1)	255
Accuracy of reservation	72.7% (184)	20.6% (52)	3.2% (8)	1.2% (3)	2.4% (6)	253
	Comments:					43
	<i>answered question</i>					257
	<i>skipped question</i>					9

3. Front Desk Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	73.5% (191)	20.4% (53)	3.5% (9)	2.3% (6)	0.4% (1)	260
Knowledgeable	69.8% (180)	22.1% (57)	4.7% (12)	0.8% (2)	2.7% (7)	258
Efficient & Prompt	71.7% (185)	21.3% (55)	4.3% (11)	1.6% (4)	1.2% (3)	258
Comments:						37
<i>answered question</i>						260
<i>skipped question</i>						6

4. Guest Rooms:						
	Excellent	Good	Average	Fair	Poor	Response Count
Cleanliness	62.1% (162)	25.7% (67)	8.4% (22)	0.8% (2)	3.1% (8)	261
Decor	52.9% (138)	28.4% (74)	13.4% (35)	3.8% (10)	1.5% (4)	261
Condition/quality	43.3% (113)	32.6% (85)	10.0% (26)	10.0% (26)	4.2% (11)	261
Comments:						105
<i>answered question</i>						261
<i>skipped question</i>						5

5. Food & Beverage - Service:						
	Excellent	Good	Average	Fair	Poor	Response Count
Sweetwater	55.3% (63)	33.3% (38)	7.9% (9)	1.8% (2)	1.8% (2)	114
Aerie	66.2% (47)	18.3% (13)	5.6% (4)	1.4% (1)	8.5% (6)	71
Jack's Lounge	48.5% (47)	33.0% (32)	12.4% (12)	4.1% (4)	2.1% (2)	97
Clubhouse Grille	63.6% (14)	13.6% (3)	18.2% (4)	0.0% (0)	4.5% (1)	22
Marketplace	50.6% (44)	35.6% (31)	11.5% (10)	1.1% (1)	1.1% (1)	87
Room Service	52.2% (24)	30.4% (14)	13.0% (6)	0.0% (0)	4.3% (2)	46
Banquet Function	60.2% (59)	28.6% (28)	6.1% (6)	4.1% (4)	1.0% (1)	98
Comments:						61
answered question						220
skipped question						46

6. Spa Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Accuracy of reservations	75.7% (28)	18.9% (7)	5.4% (2)	0.0% (0)	0.0% (0)	37
Courteous	72.5% (29)	27.5% (11)	0.0% (0)	0.0% (0)	0.0% (0)	40
Knowledgeable	70.0% (28)	27.5% (11)	0.0% (0)	2.5% (1)	0.0% (0)	40
Quality of service treatment(s)	64.9% (24)	29.7% (11)	2.7% (1)	0.0% (0)	2.7% (1)	37
Comments:						74
answered question						41
skipped question						225

7. Recreational Activities:						
	Excellent	Good	Average	Fair	Poor	Response Count
Golf/The Bear	40.0% (2)	20.0% (1)	20.0% (1)	0.0% (0)	20.0% (1)	5
Golf/Spruce Run	40.0% (2)	20.0% (1)	20.0% (1)	0.0% (0)	20.0% (1)	5
Golf/The Wolverine	40.0% (2)	20.0% (1)	20.0% (1)	0.0% (0)	20.0% (1)	5
Fitness	53.2% (25)	29.8% (14)	10.6% (5)	4.3% (2)	2.1% (1)	47
Tennis	56.3% (9)	31.3% (5)	6.3% (1)	0.0% (0)	6.3% (1)	16
Children's activities	55.6% (10)	11.1% (2)	22.2% (4)	0.0% (0)	11.1% (2)	18
Pool/water features	36.5% (31)	31.8% (27)	14.1% (12)	4.7% (4)	12.9% (11)	85
Retail Stores	37.0% (27)	39.7% (29)	15.1% (11)	2.7% (2)	5.5% (4)	73
					Comments:	75
	answered question					137
	skipped question					129