

## Grand Traverse Resort & Spa Guest Survey (July)

1. Resort Experience						
	Excellent	Good	Average	Fair	Poor	Response Count
Quality of your stay	<b>42.9%</b> <b>(160)</b>	34.6% (129)	13.1% (49)	6.7% (25)	2.7% (10)	373
Staff attitude and friendliness	<b>57.2%</b> <b>(214)</b>	27.8% (104)	8.8% (33)	4.3% (16)	1.9% (7)	374
Price/Value of your stay	25.2% (94)	<b>31.6%</b> <b>(118)</b>	21.4% (80)	12.3% (46)	9.4% (35)	373
	<i>answered question</i>					<b>374</b>
	<i>skipped question</i>					<b>3</b>

2. Reservations Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	<b>63.1%</b> <b>(222)</b>	25.6% (90)	8.0% (28)	2.6% (9)	0.9% (3)	352
Knowledgeable	<b>55.4%</b> <b>(195)</b>	29.3% (103)	9.9% (35)	3.7% (13)	1.7% (6)	352
Accuracy of reservation	<b>58.2%</b> <b>(206)</b>	26.0% (92)	5.9% (21)	4.8% (17)	5.1% (18)	354
	Comments:					83
	<i>answered question</i>					<b>356</b>
	<i>skipped question</i>					<b>21</b>

3. Front Desk Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	<b>62.5%</b> <b>(228)</b>	26.3% (96)	4.9% (18)	3.6% (13)	2.7% (10)	365
Knowledgeable	<b>58.1%</b> <b>(212)</b>	26.6% (97)	8.5% (31)	3.3% (12)	3.6% (13)	365
Efficient & Prompt	<b>57.3%</b> <b>(207)</b>	26.6% (96)	7.5% (27)	5.0% (18)	3.6% (13)	361
Comments:						66
<b><i>answered question</i></b>						<b>366</b>
<b><i>skipped question</i></b>						<b>11</b>

4. Guest Rooms:						
	Excellent	Good	Average	Fair	Poor	Response Count
Cleanliness	<b>52.6%</b> <b>(191)</b>	30.6% (111)	8.5% (31)	6.3% (23)	1.9% (7)	363
Decor	<b>38.6%</b> <b>(140)</b>	28.9% (105)	20.9% (76)	9.4% (34)	2.2% (8)	363
Condition/quality	<b>35.5%</b> <b>(128)</b>	28.3% (102)	17.7% (64)	12.5% (45)	6.1% (22)	361
Comments:						154
<b><i>answered question</i></b>						<b>363</b>
<b><i>skipped question</i></b>						<b>14</b>

5. Food & Beverage - Overall Service:						
	Excellent	Good	Average	Fair	Poor	Response Count
Sweetwater	41.9% (70)	37.7% (63)	11.4% (19)	4.8% (8)	4.2% (7)	167
Aerie	58.4% (66)	25.7% (29)	12.4% (14)	0.0% (0)	3.5% (4)	113
Jack's Lounge	46.2% (43)	36.6% (34)	8.6% (8)	7.5% (7)	1.1% (1)	93
Clubhouse Grille	46.2% (42)	35.2% (32)	14.3% (13)	2.2% (2)	2.2% (2)	91
Marketplace	46.2% (54)	37.6% (44)	12.0% (14)	1.7% (2)	2.6% (3)	117
Room Service	47.6% (30)	25.4% (16)	12.7% (8)	1.6% (1)	12.7% (8)	63
Banquet Function	41.7% (30)	38.9% (28)	15.3% (11)	2.8% (2)	1.4% (1)	72
Comments:						99
<b>answered question</b>						<b>307</b>
<b>skipped question</b>						<b>70</b>

6. Spa Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Accuracy of reservations	67.2% (41)	19.7% (12)	11.5% (7)	0.0% (0)	1.6% (1)	61
Courteous	63.5% (40)	23.8% (15)	9.5% (6)	0.0% (0)	3.2% (2)	63
Knowledgeable	56.3% (36)	29.7% (19)	10.9% (7)	0.0% (0)	3.1% (2)	64
Quality of service treatment(s)	58.9% (33)	21.4% (12)	16.1% (9)	0.0% (0)	3.6% (2)	56
Comments:						95
<b>answered question</b>						<b>65</b>
<b>skipped question</b>						<b>312</b>

7. Recreational Activities:						
	Excellent	Good	Average	Fair	Poor	Response Count
Golf/The Bear	<b>69.4% (34)</b>	16.3% (8)	14.3% (7)	0.0% (0)	0.0% (0)	49
Golf/Spruce Run	<b>51.2% (21)</b>	29.3% (12)	17.1% (7)	2.4% (1)	0.0% (0)	41
Golf/The Wolverine	<b>54.7% (29)</b>	34.0% (18)	11.3% (6)	0.0% (0)	0.0% (0)	53
Fitness	<b>45.6% (31)</b>	27.9% (19)	14.7% (10)	2.9% (2)	8.8% (6)	68
Tennis	<b>53.6% (15)</b>	25.0% (7)	21.4% (6)	0.0% (0)	0.0% (0)	28
Children's activities	<b>34.2% (13)</b>	18.4% (7)	21.1% (8)	2.6% (1)	23.7% (9)	38
Pool/water features	<b>42.9% (78)</b>	34.1% (62)	12.6% (23)	3.3% (6)	7.1% (13)	182
Retail Stores	33.9% (39)	<b>44.3% (51)</b>	14.8% (17)	5.2% (6)	1.7% (2)	115
					Comments:	99
	<b>answered question</b>					<b>254</b>
	<b>skipped question</b>					<b>123</b>