

Grand Traverse Resort & Spa Guest Survey (June)

1. Resort Experience						
	Excellent	Good	Average	Fair	Poor	Response Count
Quality of your stay	49.2% (164)	34.5% (115)	9.3% (31)	4.2% (14)	2.7% (9)	333
Staff attitude and friendliness	66.8% (223)	25.4% (85)	5.7% (19)	0.6% (2)	1.5% (5)	334
Price/Value of your stay	27.6% (92)	36.3% (121)	20.4% (68)	10.2% (34)	5.4% (18)	333
	<i>answered question</i>					335
	<i>skipped question</i>					4

2. Reservations Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	64.2% (201)	27.8% (87)	5.4% (17)	2.2% (7)	0.3% (1)	313
Knowledgeable	60.2% (189)	29.6% (93)	6.4% (20)	1.9% (6)	1.9% (6)	314
Accuracy of reservation	66.5% (210)	24.1% (76)	6.6% (21)	1.9% (6)	0.9% (3)	316
	Comments:					66
	<i>answered question</i>					318
	<i>skipped question</i>					21

3. Front Desk Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	69.2% (225)	24.0% (78)	4.0% (13)	1.5% (5)	1.2% (4)	325
Knowledgeable	63.5% (205)	25.7% (83)	5.6% (18)	1.5% (5)	3.7% (12)	323
Efficient & Prompt	65.8% (212)	23.3% (75)	5.3% (17)	3.4% (11)	2.2% (7)	322
Comments:						51
<i>answered question</i>						325
<i>skipped question</i>						14

4. Guest Rooms:						
	Excellent	Good	Average	Fair	Poor	Response Count
Cleanliness	51.7% (166)	34.9% (112)	8.4% (27)	3.4% (11)	1.6% (5)	321
Decor	40.1% (128)	38.9% (124)	14.1% (45)	6.0% (19)	0.9% (3)	319
Condition/quality	38.6% (123)	32.3% (103)	16.0% (51)	9.4% (30)	3.8% (12)	319
Comments:						119
<i>answered question</i>						321
<i>skipped question</i>						18

5. Concierge Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Courteous	63.2% (146)	30.3% (70)	5.2% (12)	0.9% (2)	0.4% (1)	231
Knowledgeable	62.6% (144)	29.6% (68)	6.1% (14)	1.3% (3)	0.4% (1)	230
Efficient & Prompt	63.3% (143)	28.3% (64)	6.6% (15)	1.3% (3)	0.4% (1)	226
Comments:						75
answered question						231
skipped question						108

6. Food & Beverage - Overall Service:						
	Excellent	Good	Average	Fair	Poor	Response Count
Sweetwater	48.3% (69)	32.9% (47)	11.2% (16)	4.9% (7)	2.8% (4)	143
Aerie	64.2% (70)	23.9% (26)	7.3% (8)	1.8% (2)	2.8% (3)	109
Jack's Lounge	51.5% (53)	37.9% (39)	5.8% (6)	3.9% (4)	1.0% (1)	103
Clubhouse Grille	41.5% (22)	39.6% (21)	13.2% (7)	1.9% (1)	3.8% (2)	53
Marketplace	45.8% (33)	40.3% (29)	9.7% (7)	1.4% (1)	2.8% (2)	72
Room Service	58.7% (27)	32.6% (15)	8.7% (4)	0.0% (0)	0.0% (0)	46
Banquet Function	47.8% (64)	40.3% (54)	9.0% (12)	1.5% (2)	1.5% (2)	134
Comments:						66
answered question						294
skipped question						45

7. Spa Experience:						
	Excellent	Good	Average	Fair	Poor	Response Count
Accuracy of reservations	66.0% (35)	24.5% (13)	5.7% (3)	3.8% (2)	0.0% (0)	53
Courteous	64.8% (35)	27.8% (15)	7.4% (4)	0.0% (0)	0.0% (0)	54
Knowledgeable	66.0% (35)	26.4% (14)	5.7% (3)	1.9% (1)	0.0% (0)	53
Quality of service treatment(s)	56.9% (29)	29.4% (15)	9.8% (5)	3.9% (2)	0.0% (0)	51
Comments:						82
answered question						54
skipped question						285

8. Recreational Activities:						
	Excellent	Good	Average	Fair	Poor	Response Count
Golf/The Bear	57.4% (31)	31.5% (17)	7.4% (4)	0.0% (0)	3.7% (2)	54
Golf/Spruce Run	53.1% (17)	34.4% (11)	6.3% (2)	3.1% (1)	3.1% (1)	32
Golf/The Wolverine	55.9% (19)	35.3% (12)	2.9% (1)	2.9% (1)	2.9% (1)	34
Fitness	42.6% (20)	36.2% (17)	14.9% (7)	2.1% (1)	4.3% (2)	47
Tennis	50.0% (5)	40.0% (4)	10.0% (1)	0.0% (0)	0.0% (0)	10
Children's activities	57.1% (8)	28.6% (4)	14.3% (2)	0.0% (0)	0.0% (0)	14
Pool/water features	42.5% (45)	36.8% (39)	14.2% (15)	5.7% (6)	0.9% (1)	106
Retail Stores	39.7% (31)	42.3% (33)	11.5% (9)	3.8% (3)	2.6% (2)	78
Comments:						86
answered question						189
skipped question						150