

Report Summary - 1st January 2014 - 31st March 2014

Survey: The Imperial Hotel Guest Experience Survey

Status: **Launched**

Total Responses: 280

Created Time/Date: 11:21 25th Oct 2013

Filtered Responses: 191

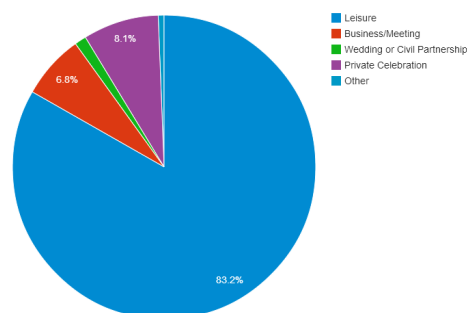
Modified Time/Date: 09:36 29th Mar 2014

Responses Excluded: 89

Question 1: Why did you stay with us?

Answers: Responses:

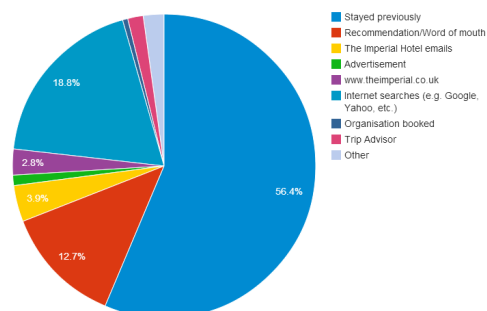
Leisure	134 / 83.2%
Business/Meeting	11 / 6.8%
Spa Break	0 / 0%
Wedding or Civil Partnership	2 / 1.2%
Private Celebration	13 / 8.1%
Other	1 / 0.6%
TOTAL CLICKS	161
TOTAL RESPONSES	161



Question 2: How did you hear about us?

Answers: Responses:

Stayed previously	102 / 56.4%
Recommendation/Word of mouth	23 / 12.7%
The Imperial Hotel emails	7 / 3.9%
Advertisement	2 / 1.1%
www.theimperial.co.uk	5 / 2.8%
Internet searches (e.g. Google, Yahoo, etc.)	34 / 18.8%
Magazine/newspaper article	0 / 0%
Organisation booked	1 / 0.6%
Social Media (e.g. Facebook, Twitter, etc)	0 / 0%
Trip Advisor	3 / 1.7%
Other	4 / 2.2%
TOTAL CLICKS	181
TOTAL RESPONSES	181



Question 3: How did you make your reservation?

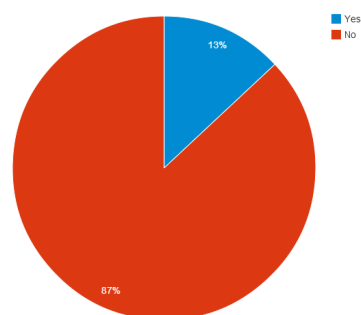
Answers: Responses:



Called direct	101 / 74.3%
Emailed direct	4 / 2.9%
www.theimperial.co.uk	30 / 22.1%
Other websites (e.g. booking.com, etc)	0 / 0%
Other	1 / 0.7%
TOTAL CLICKS	136
TOTAL RESPONSES	136

Question 4: Did you know that by booking directly via www.theimperial.co.uk or by phone, you get the best available rates and packages?

Answers:	Responses:
Yes	3 / 13%
No	20 / 87%
TOTAL CLICKS	23
TOTAL RESPONSES	23



Question 5: How would you rate...

	Excellent	Good	Fair	Poor	Very Poor	Total Responses	Not Answered
your overall experience at The Imperial Hotel?	115 / 69%	48 / 29%	4 / 2%	0 / 0%	0 / 0%	167	0

Question 6: How likely are you to...

	Definitely Yes	Yes	Maybe	No	Definitely Not	Total Responses	Not Answered
stay at The Imperial Hotel in the future?	111 / 66%	42 / 25%	14 / 8%	1 / 1%	0 / 0%	168	0
recommend The Imperial Hotel to your friends and/or colleagues?	99 / 64%	46 / 30%	8 / 5%	2 / 1%	0 / 0%	155	0

Question 7: How would you summarise your experience at The Imperial Hotel?

TOTAL RESPONSES

156

Question 8: When you arrived

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Total Responses	Not Answered
The staff were friendly, welcoming and professional	127 / 77%	36 / 22%	1 / 1%	0 / 0%	1 / 1%	165	0
The ambience, design and interior decoration appealed to me	95 / 58%	61 / 37%	8 / 5%	0 / 0%	1 / 1%	165	0

Question 9: Do you have any other comments regarding your arrival and/or any pre arrival contact?

TOTAL RESPONSES

77

Question 10: In regards to your bedroom/suite

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Total Responses	Not Answered
The room was comfortable and well appointed	103 / 64%	53 / 33%	1 / 1%	4 / 2%	0 / 0%	161	0
There was a good selection of products in my bathroom	97 / 60%	62 / 39%	2 / 1%	0 / 0%	0 / 0%	161	0
The room was cleaned to a high standard	112 / 70%	43 / 27%	3 / 2%	3 / 2%	0 / 0%	161	0

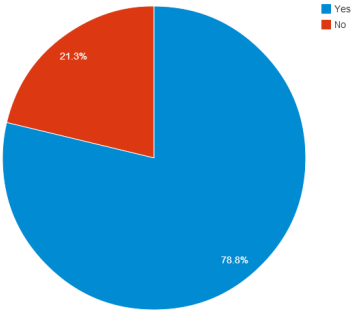
Question 11: Do you have any other comments regarding your bedroom/suite? Please start your comment with your room/suite number.

TOTAL RESPONSES

87

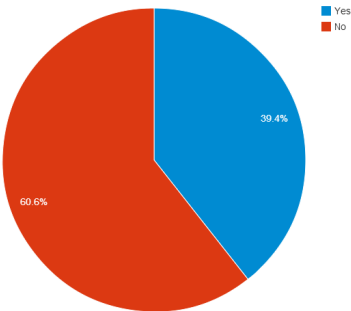
Question 12: Did you dine with us?

Answers:	Responses:
Yes	126 / 78.8%
No	34 / 21.2%
TOTAL CLICKS	160
TOTAL RESPONSES	160



Question 13: Did you visit Mint Condition, our fitness centre?

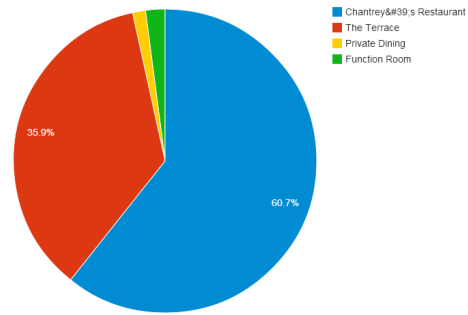
Answers:	Responses:
Yes	63 / 39.4%
No	97 / 60.6%
TOTAL CLICKS	160
TOTAL RESPONSES	160



Question 14: Where did you dine?

Answers: Responses:

Chantrey's Restaurant	88 / 60.7%
The Terrace	52 / 35.9%
Private Dining	2 / 1.4%
Function Room	3 / 2.1%
TOTAL CLICKS	145
TOTAL RESPONSES	145

**Question 15: In regards to your dining experience...**

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Total Responses	Not Answered
The food was excellent	81 / 64%	38 / 30%	6 / 5%	1 / 1%	1 / 1%	127	0
The service was friendly & professional	87 / 69%	34 / 27%	4 / 3%	2 / 2%	0 / 0%	127	0
The overall dining experience was exceptional	65 / 51%	37 / 29%	19 / 15%	6 / 5%	0 / 0%	127	0

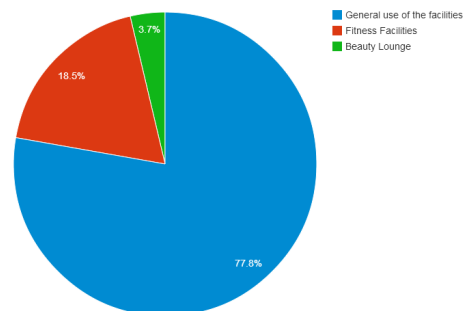
Question 16: Do you have any other comments regarding The Imperial Hotel as a dining venue?**TOTAL RESPONSES**

69

Question 17: Why did you visit Mint Condition?

Answers: Responses:

General use of the facilities	42 / 77.8%
Fitness Facilities	10 / 18.5%
Treatment	0 / 0%
Beauty Lounge	2 / 3.7%
TOTAL CLICKS	54
TOTAL RESPONSES	54

**Question 18: In regards to Mint Condition**

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Not Answered
The staff were friendly and professional	31 / 50%	21 / 34%	5 / 8%	0 / 0%	0 / 0%	5 / 8%	62	0
The facilities were of a high standard	23 / 38%	23 / 38%	9 / 15%	3 / 5%	0 / 0%	2 / 3%	60	0
The quality of the treatments were of a high standard	7 / 16%	6 / 14%	5 / 11%	0 / 0%	0 / 0%	26 / 59%	44	0
The overall experience at Mint Condition was exceptional	14 / 23%	22 / 37%	19 / 32%	3 / 5%	0 / 0%	2 / 3%	60	0

Question 19: Do you have any other comments regarding Mint Condition at The Imperial Hotel?**TOTAL RESPONSES**30

Question 20: For business

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Total Responses	Not Answered
There was appropriate meeting support material in the room (e.g. flip charts, pens, etc.)	1 / 17%	2 / 33%	3 / 50%	0 / 0%	0 / 0%	6	0
We were able to access the internet easily	3 / 43%	2 / 29%	2 / 29%	0 / 0%	0 / 0%	7	0
Refreshments were delivered as requested	1 / 17%	2 / 33%	3 / 50%	0 / 0%	0 / 0%	6	0
Our business meeting requirements were met	1 / 17%	2 / 33%	3 / 50%	0 / 0%	0 / 0%	6	0

Question 21: Do you have any other comments regarding The Imperial Hotel as a business venue?**TOTAL RESPONSES**2

Question 22: The members of the team

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Total Responses	Not Answered
Were polite and courteous at all times	120 / 76%	34 / 22%	3 / 2%	0 / 0%	1 / 1%	158	0
Were attentive to my needs	111 / 71%	36 / 23%	8 / 5%	1 / 1%	1 / 1%	157	0
Made me feel well looked after	109 / 69%	38 / 24%	9 / 6%	1 / 1%	1 / 1%	158	0

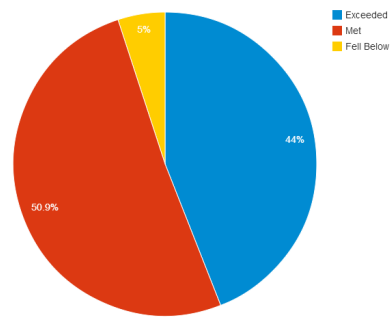
Question 23: Was there any particular member of the team you would like to acknowledge and why?**TOTAL RESPONSES**72

Question 24: When you were leaving

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Total Responses	Not Answered
The Departure was easy and straight forward	126 / 80%	30 / 19%	1 / 1%	1 / 1%	0 / 0%	158	0
The final account was accurate	120 / 76%	30 / 19%	3 / 2%	3 / 2%	1 / 1%	157	0

Question 25: How did your experience with us meet with your expectations?

Answers:	Responses:
Exceeded	70 / 44%
Met	81 / 50.9%
Fell Below	8 / 5%
TOTAL CLICKS	159
TOTAL RESPONSES	159



Question 26: Was there anything else that we could have done to enhance your overall experience?

TOTAL RESPONSES

64

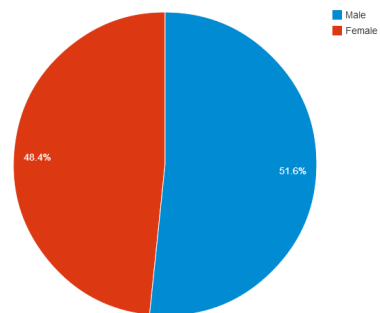
Question 27: Do you have any further comments?

TOTAL RESPONSES

71

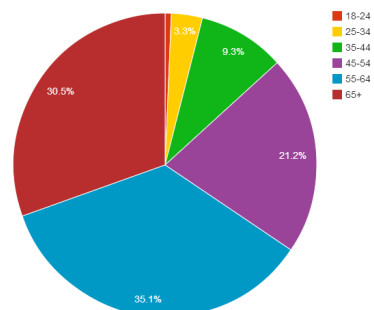
Question 28: What is your gender?

Answers:	Responses:
Male	79 / 51.6%
Female	74 / 48.4%
TOTAL CLICKS	153
TOTAL RESPONSES	153



Question 29: Which of the following ranges includes your age?

Answers:	Responses:
Under 18	0 / 0%
18-24	1 / 0.7%
25-34	5 / 3.3%
35-44	14 / 9.3%
45-54	32 / 21.2%
55-64	53 / 35.1%
65+	46 / 30.5%
TOTAL CLICKS	151
TOTAL RESPONSES	151



Question 30: Would you like to receive any further information from The Imperial Hotel regarding?

Answers:	Responses:
Beauty Lounge and Treatment Offers	14 / 7.9%
Breaks and Offers	100 / 56.2%
Conference and Meeting Offers	0 / 0%
Golf and Golf Breaks	8 / 4.5%
Imperial Newsletter	30 / 16.9%
Wedding Offers	1 / 0.6%
Christmas	25 / 14%
TOTAL CLICKS	178
TOTAL RESPONSES	178

Question 31: Please complete the following (optional):

Result Set:	Response ID:	Guest Name::	Room Number::	Departure date::	Email Address::
1	91	J.Andrews	420	27 /12/2013	
2	92	Dr N Russell, Ms P.L. Blanc	301	27 December 2013	normanrussell02@gmail.com
3	94	Andrew webber	535 (I think)	30/12/13	Leprechaun201@hotmail.com
4	96	Barry Clark	412	02.01.2014	bc@smallcroft.co.uk
5	97	Mr and mrs B Armstrong	311	December 30 th	Summer.strong@ google mail.com
6	100	David Lee	317	31/12/2013	leo18@clara.co.uk
7	101	Mr/Mrs Hill	327	29.12.13	
8	103	Mr L Ward	420	2/1/14	llolmar@btinternet.com
9	104	Canon Professor Anthony C. Thiselton, D.D., FBA	212	31st December 2013	thiselton@ntlworld.com
10	105	Del Phoenix	325	1 January 2014	delphoenix@ymail.com
11	109	Mr & Mrs G Jones	310	28 December 2013	lleifior@dircon.co.uk
12	111	Mrs Joyce Roberts	215	29th December 2013	joycemroberts@btinternet.com
13	114	R e dudson			
14	115	R E DUDson	315	02-01-2014	mary.dudson@talktalk.net
15	116	Janet slack	517	1/01/14	E.slack3@ntlworld.com
16	117	Geoffrey Cutts	319	30/12/2013	geoffreycutts@yahoo.co.uk
17	119	Janet Varley	534	28/12/2013	alanandjanet@hotmail.co.uk
18	122	Dorothy and David Riley	222	1 st jan 2014	
19	123	Mr C P & Mrs K L Dimmick	210	2nd January 2014	chris@dimicksaccountancy.co.uk
20	125	Chris & Christine Tudge	526	28 Dec 2013	ctudge843@btinternet.com
21	126	Chris & Sylvia Skelhorne	311	2nd January 2014	chris.skelhorne@btinternet.com
22	127	Mrs P.J. Ashton	127	29/12/13	21robinsoncourt@gmail.com
23	128	Acton	317		Carolindr@jj.eclipse.co.uk
24	129	mr g and mrs p whittle	327	03/01/2014	pambarson@talktalk.net
25	130	Robert Jackson	211 and 308	31st Dec 2013	rsj.pam@btinternet.com
26	131	CLAIRE LESTOUOIT	308	30/12/2013	clairelest@yahoo.com

27	133	Pete Hilton	422	30 dec 2013	Petereh57@hotmail.com
28	136	Mrs J Marks		28 December 2013	janetmarks11@btinternet.com
29	139	Andrew Pickstock	519	1/1/14	apickstock@aol.com
30	141	Barry Ward	522	2nd Jan 2014	barry@wardshome.co.uk
31	142	Wilkins	116	30.12.2013	cawilkins99@yahoo.co.uk
32	143	John Ireland	120	07 January 2014	johnjireland@hotmail.co.uk
33	144	Janet Smith	511	27/12/13	allansmith1@ntlworld.com
34	145	Dave Thomas	526	31/12/2013	LeslThom5@aol.com
35	147	Sue Parker	224	5/1/14	sue.parker84@yahoo.co.uk
36	149	Nesta Williams	420	04.01.14	Williamsnesta@yahoo.co.uk
37	150	Thirlby	317	4 Jan	tricia.thir@btinternet.com
38	152	Burt	319	2nd January 2014	sherylhurt2000@yahoo.co.uk
39	153	Robinson	315	7th January 2014	Geoff.hill.robinson@btinternet.com
40	155	Ruth Norbury	307	4th Jan 2014	ruthcraig51@hotmail.com
41	156	E E Tomlinson	223	1/1/14	
42	158	Gerald Lapington	532	29.12.13	gerald.lapington@sky.com
43	161	gareth cheesman	308	8 Jan 2014	
44	162	David Valentine	215	9th January 2014	davidvalentine@live.co.uk
45	164	Mary Lavin /Joan Bleackley	315	9/01/14	marylavin@btinternet.com
46	165	DEREK MATTHEWS	310	9-1-14	derekmatthews@talktalk.net
47	166	Mr and Mrs Thomson	419	28/12/13	christinevampire@live.co.uk
48	169	Howard Dutton	418	9th Jan	down2earth@fsmail.net
49	170	Jocelyn Eglin	220	28th December 2013	jeglin@hotmail.com
50	172	Mrs Doughty		4/1/14	
51	176	Audrey Nicholson	308	17/1/2014	audreyandtim@hotmail.com
52	178	Martin Hewitt		2.1.14	martinhewitt@hotmail.com
53	179	p young	420	19th jan	frank.young4@ntlworld.com
54	180	TIM STEVENS			
55	181	Maureen brandon	221	15th january2014	Maureen.brandon@hotmail.com
56	182	Mrs J Davies			williscroft@aol.com
57	183	Oakley	319	19th jan	Michaeloakley9@gmail.com
58	184	SANDRA MCGUIRE	509	19.1.14	sandra.mcguire66@btinternet.com
59	185	Sally dean	315	18/01/2014	Physiosally@aol.com
60	187	MrMrs.F.Carman	120	28-12-2013	anne.carman@btinternet.com
61	189	carol bishop	419	19.1	c.bishop142@btinternet.com
62	191	Newall	218	27 Jan 2014	martin7327@gmail.com
63	192	Mr Crawford	208	26th January 2014	andycrawford@fsmail.net
64	193	Caroline Maidlow	211	25/1/14	csm@shspost.co.uk

65	197	Heather Sykes	522	26/01/14	Heather.sykes@btinternet.com
66	198	J Horner	315	28.1.14	jeff.horner@sky.com
67	200	MRS J Edwards	212	26th january	candyjan40@yahoo.co.uk
68	201	Derek Passey	319	27/01/2014	derek.a.passey@btinternet.com
69	203	John Fisher	315	26 January 2014	linkyjohn@o2.co.uk
70	205	Rob Shearer	301	January 26th	robsheareruk@yahoo.co.uk
71	208	Cedric Jones	212	16.01.2014	
72	209	doug butterill	212	28.01.14	dougbutterill@hotmail.co.uk
73	210	kat stav	17	2.1.14	kat.stav62@gmail.com
74	211	Angeloff	310	31/1/14	angeloff@btinternet.com
75	218	claire draycott	318	4/2/14	clairedraycott@talktalk.net
76	219	Michael Birchall	211	2nd February 2014	mike.fmr@btconnect.com
77	220	Molloy	426&431	2/2/2014	Andrew.molloy@rocketmail.com
78	221	Paul Hartshorn	506	02/02;2014	paul.hartshorn@baesystems.com
79	222	Stuart Collins	315	02.02.2014	stuart.collins@molsoncoors.com
80	223	G Campbell	329	01FEB14	Gerryxjr@hotmail.com
81	224	richard ferley	422	2/2/14	ferle2d@yahoo.co.uk
82	225	white	517	2nd Feb 14	n.white3@btinternet.com
83	226	Del Roberts-Jones	509	2/2/14	del@cyflymen.co.uk
84	228	Kate Gaunt	311	03/02/2014	kate@dgworkwear.co.uk
85	231	mr d n evans	434	3 /2 /2014	dave.margevans@googlemail.com
86	232	Sandy Helm	520	2/02/14	sandy4070@hotmail.co.uk
87	234	Linda Knight	502	4 feb 14	linda.knight@nice-pak.co.uk
88	241	Stephenhalstead	308	7/2/14	stephenhalstead@btinternet.com
89	242	Mr. Mather	319		mike.a.m@talktalk.net
90	244	Edric Broom	310	5 February	edricbroom@btinternet.com
91	246	Linda Rodriguez	432	14 02 2014	LindaR887@googlemail.com
92	249	j varnava	314	14.2.14	kathygoodstadt@yahoo.co.uk
93	250				david.bird@bcs.org
94	251	Robert Barrett	425	14 Feb 2014	robertpackhorse@aol.com
95	255	Elliott dix	505	16th February 2014	Coven1987@aol.com
96	256	David McCarthy	217	18th February 2014	davidmccarthy@btinternet.com
97	257	steven adcott	114	17/02/14	
98	258	Robert Jackson	419	16/02/14	rpjackson@tesco.net
99	260	Liz Armstrong	No 311	15.02.2014	lizmikearmstrong@virginmedia.com
100	261	Paul Breakwell	308	18th February 2014	paul_breakwell@sandwell.gov.uk
101	262	P fleet	402	16/2/2014	
102	264	Mr Allatt	418	16/02/14	allattcooling@hotmail.co.uk
103	265	Lucy chidley	511	16th feb	lucychidley@hotmail.com

104	269	David Livesey	215	14/02/2014	d_w_livesey@hotmail.com
105	270	Mark Buttery	221	16/02/2014	mark@mpeng.co.uk
106	272	turgoose	212	16th feb 2014	donald.turgoose1@ntl.co.uk
107	275	Louise richardson	301	16/02/14	Louise.richardson72@gmail.com
108	276	David Gotliffe	101	16 February 2014	davidgotliffe@hotmail.com
109	278	Mr & Mrs Clifford Bailey	329	15 Feb 2014	cliffeirlys.bailey@tesco.net
110	279	Mr&mrs troupe			sharonatroupe@gmail.com
111	280	peter howe	206/207 and 421	24/02/2014	peterhowe1@hotmail.co.uk
112	282	Simpson	512	16th February 2014	msimpson@harper-adams.ac.uk
113	283	alison stevenson	317	15/2/14	alijohn57@googlemail.com
114	284	Munro	312	16th feb	Suziemunro@btinternet.com

Question 32: If you do not want us to publish your review online...

Answers:

... please select the box

TOTAL CLICKS

TOTAL RESPONSES

Responses:

51 / 100%

51

51

