

## Guest Experience Survey

### Report Summary - 1st November 2013 - 18th October 2014

Survey: The Arch Hotel Guest Experience Survey

Status: **Launched**

Total Responses: 1440

Created Time/Date: 06:57 25th Oct 2013

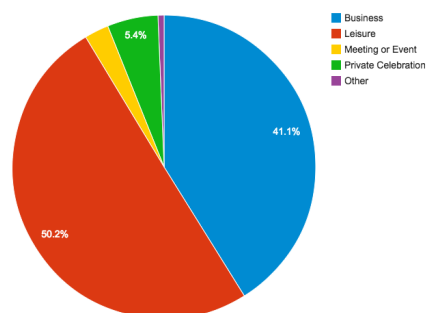
Filtered Responses: 490

Modified Time/Date: 05:28 14th Sep 2014

Responses Excluded: 950

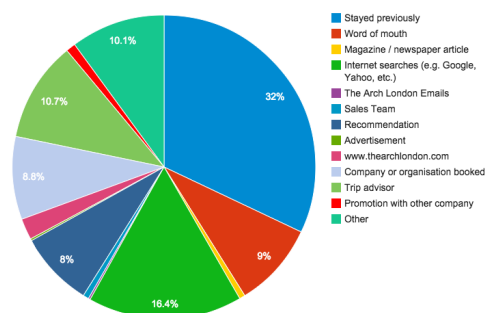
#### Question 1: Why did you stay with us?

Answers:	Responses:
Business	190 / 41.2%
Leisure	231 / 50.1%
Meeting or Event	12 / 2.6%
Private Celebration	25 / 5.4%
Other	3 / 0.7%
<b>TOTAL CLICKS</b>	461
<b>TOTAL RESPONSES</b>	461



#### Question 2: How did you hear about us?

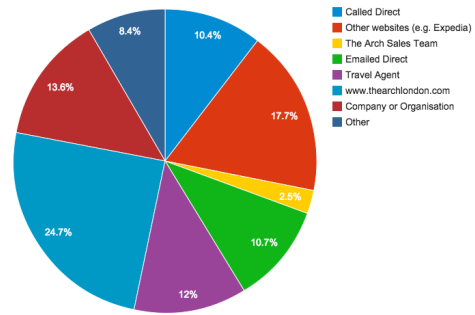
Answers:	Responses:
Stayed previously	156 / 32.1%
Word of mouth	44 / 9.1%
Magazine / newspaper article	3 / 0.6%
Internet searches (e.g. Google, Yahoo, etc.)	80 / 16.5%
The Arch London Emails	1 / 0.2%
Sales Team	3 / 0.6%
Social Media (e.g. Facebook, Twitter, etc)	0 / 0%
Recommendation	39 / 8%
Advertisement	1 / 0.2%
www.thearchlondon.com	11 / 2.3%
Company or organisation booked	43 / 8.8%
Trip advisor	52 / 10.7%
Promotion with other company	5 / 1%
Other	48 / 9.9%
<b>TOTAL CLICKS</b>	486
<b>TOTAL RESPONSES</b>	486



### Question 3: How did you make your reservation?

Answers: Responses:

Called Direct	46 / 10.5%
Other websites (e.g. Expedia)	78 / 17.7%
The Arch Sales Team	11 / 2.5%
Emailed Direct	47 / 10.7%
Travel Agent	53 / 12%
www.thearchlondon.com	109 / 24.8%
Company or Organisation	60 / 13.6%
Other	36 / 8.2%
<b>TOTAL CLICKS</b>	440
<b>TOTAL RESPONSES</b>	440



### Question 4: How would you rate...

	Excellent	Good	Fair	Poor	Very Poor	Total Responses	Not Answered
your overall experience at The Arch London?	332 / 79%	81 / 19%	7 / 2%	1 / 0%	0 / 0%	421	0

### Question 5: How likely are you to...

	Definitely Yes	Yes	Maybe	No	Definitely No	Total Responses	Not Answered
stay at The Arch London in the future?	291 / 69%	103 / 24%	21 / 5%	3 / 1%	3 / 1%	421	0
recommend The Arch London to your friends and/or colleagues?	289 / 72%	89 / 22%	21 / 5%	2 / 0%	3 / 1%	404	0

### Question 6: How would you summarise your experience at The Arch London?

**TOTAL RESPONSES**

339

### Question 7: When you arrived

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Not Answered
The staff were efficient and made my arrival easy	324 / 78%	84 / 20%	3 / 1%	3 / 1%	1 / 0%	0 / 0%	415	0
The staff were friendly and professional	334 / 81%	73 / 18%	3 / 1%	1 / 0%	1 / 0%	0 / 0%	412	0
The ambience, design and interior decoration appealed to me	301 / 73%	105 / 26%	5 / 1%	0 / 0%	0 / 0%	0 / 0%	411	0
The atmosphere was warm and friendly	304 / 74%	97 / 24%	9 / 2%	2 / 0%	0 / 0%	0 / 0%	412	0

### Question 8: Do you have any other comments regarding your arrival and/or any pre arrival contact?

**TOTAL RESPONSES**

**Question 9:** In regards to your bedroom/suite

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Not Answered
The room was exceptionally clean	269 / 65%	132 / 32%	10 / 2%	1 / 0%	0 / 0%	0 / 0%	412	0
The selection of products provided in my bathroom were of excellent quality	238 / 58%	145 / 35%	20 / 5%	4 / 1%	1 / 0%	4 / 1%	412	0
The bed was extremely comfortable	259 / 63%	133 / 32%	13 / 3%	4 / 1%	0 / 0%	1 / 0%	410	0
I was able to work comfortably in the room	150 / 37%	120 / 30%	38 / 9%	5 / 1%	4 / 1%	86 / 21%	403	0
I was able to access the internet easily	240 / 59%	104 / 26%	16 / 4%	5 / 1%	4 / 1%	36 / 9%	405	0
I was able to turn on sky TV and my internet radio easily	181 / 44%	128 / 31%	27 / 7%	18 / 4%	9 / 2%	47 / 11%	410	0
The temperature control was easy to use	189 / 46%	148 / 36%	34 / 8%	12 / 3%	6 / 1%	20 / 5%	409	0

**Question 10:** Do you have any other comments regarding your bedroom/suite? Please start your comments with the room/suite number.**TOTAL RESPONSES**

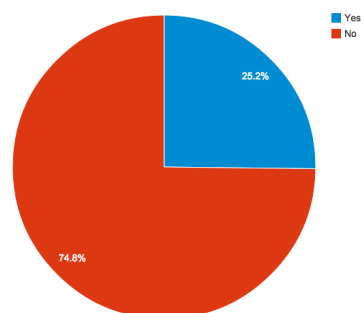
143

**Question 11:** Did you order room service?

Answers: Responses:

Yes 104 / 25.2%

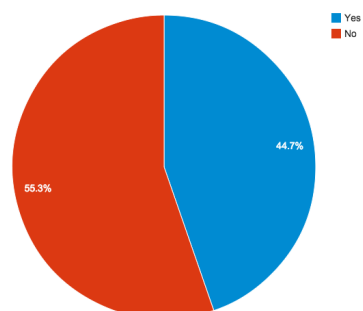
No 308 / 74.8%

**TOTAL CLICKS** 412**TOTAL RESPONSES** 412**Question 12:** Did you dine with us?

Answers: Responses:

Yes 185 / 44.8%

No 228 / 55.2%

**TOTAL CLICKS** 413**TOTAL RESPONSES** 413

**Question 13:** In regards to your Room Service, how would you rate...

	N/A	Excellent	Good	Fair	Poor	Very Poor	Total Responses	Not Answered
The order process	0 / 0%	74 / 71%	27 / 26%	3 / 3%	0 / 0%	0 / 0%	104	0
The speed of delivery	0 / 0%	75 / 72%	23 / 22%	3 / 3%	2 / 2%	1 / 1%	104	0
The choice of menu items	0 / 0%	42 / 40%	44 / 42%	17 / 16%	1 / 1%	0 / 0%	104	0
The food temperature	0 / 0%	57 / 55%	32 / 31%	12 / 12%	1 / 1%	1 / 1%	103	0

**Question 14:** Do you have any other comments regarding The Arch London room service?**TOTAL RESPONSES**

49

**Question 15:** In regards to the HUNter 486 Brasserie and/or Bar, how would you rate...

	Excellent	Good	Fair	Poor	Very Poor	Total Responses	Not Answered
The quality of service	124 / 68%	51 / 28%	6 / 3%	0 / 0%	1 / 1%	182	0
The quality of the food	101 / 56%	72 / 40%	8 / 4%	0 / 0%	0 / 0%	181	0
The presentation of the food	105 / 58%	72 / 40%	4 / 2%	0 / 0%	0 / 0%	181	0
The atmosphere of your dining experience	97 / 54%	72 / 40%	9 / 5%	2 / 1%	0 / 0%	180	0
Value for money	59 / 32%	93 / 51%	27 / 15%	3 / 2%	0 / 0%	182	0
Your overall dining experience	91 / 50%	83 / 46%	6 / 3%	1 / 1%	0 / 0%	181	0

**Question 16:** Do you have any other comments regarding The Arch London as a bar or dining venue?**TOTAL RESPONSES**

42

**Question 17:** For meetings or events

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Not Answered
The size and layout of the room worked well	0 / 0%	4 / 44%	1 / 11%	0 / 0%	0 / 0%	4 / 44%	9	0
The AV system was easy to use/control	0 / 0%	3 / 33%	1 / 11%	0 / 0%	0 / 0%	5 / 56%	9	0
We were able to access the internet easily	2 / 22%	1 / 11%	2 / 22%	0 / 0%	0 / 0%	4 / 44%	9	0
Refreshments were delivered as requested and on time	2 / 22%	2 / 22%	1 / 11%	0 / 0%	0 / 0%	4 / 44%	9	0
All our meeting/event requirements were met	2 / 22%	1 / 11%	0 / 0%	1 / 11%	0 / 0%	5 / 56%	9	0

**Question 18:** Do you have any other comments regarding The Arch London as a venue for meetings or events?**TOTAL RESPONSES**

2

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**Question 19: The members of the team**

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Not Answered
Were polite and courteous at all times	332 / 81%	71 / 17%	4 / 1%	2 / 0%	1 / 0%	0 / 0%	410	0
Were attentive to my needs	312 / 76%	80 / 20%	8 / 2%	6 / 1%	1 / 0%	2 / 0%	409	0
Made me feel welcome	322 / 80%	70 / 17%	8 / 2%	3 / 1%	2 / 0%	0 / 0%	405	0

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**Question 20: Was there any particular member of the team you would like to acknowledge and why?****TOTAL RESPONSES**128

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**Question 21: When you were leaving**

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Not Answered
Departure was easy and straight forward	308 / 76%	92 / 23%	2 / 0%	2 / 0%	2 / 0%	0 / 0%	406	0
The final account was easy to understand and accurate	290 / 72%	93 / 23%	5 / 1%	2 / 0%	1 / 0%	10 / 2%	401	0
The team helped me with my bags and transport arrangements	292 / 73%	57 / 14%	14 / 3%	4 / 1%	1 / 0%	33 / 8%	401	0

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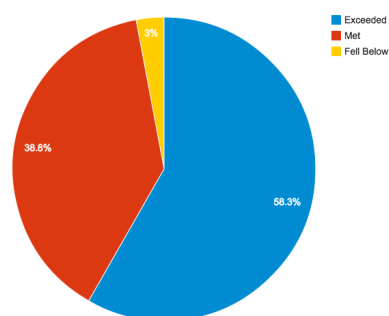
**Question 22: How did your experience with us meet with your expectations?**

Answers: Responses:

Exceeded 235 / 58.2%

Met 157 / 38.9%

Fell Below 12 / 3%

**TOTAL CLICKS** 404**TOTAL RESPONSES** 404**Question 23: Was there anything else that we could have done to enhance your overall experience?****TOTAL RESPONSES**114

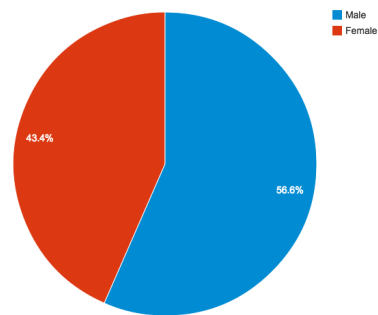
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**Question 24: Do you have any further comments?****TOTAL RESPONSES**105

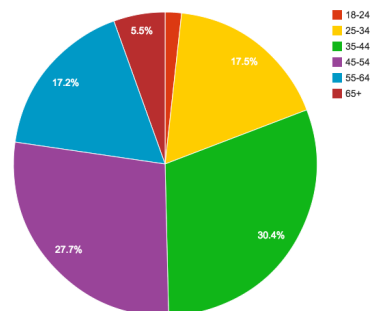
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**Question 25: What is your gender?**

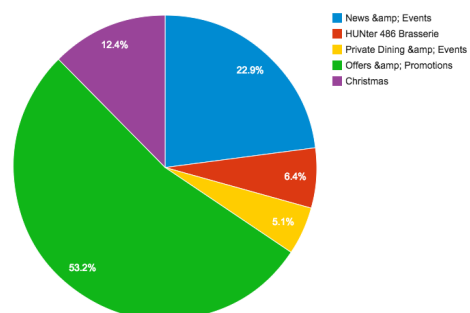
Answers:	Responses:
Male	224 / 56.7%
Female	171 / 43.3%
<b>TOTAL CLICKS</b>	395
<b>TOTAL RESPONSES</b>	395

**Question 26: Which of the following ranges includes your age?**

Answers:	Responses:
Under 18	0 / 0%
18-24	7 / 1.8%
25-34	70 / 17.5%
35-44	122 / 30.5%
45-54	111 / 27.8%
55-64	68 / 17%
65+	22 / 5.5%
<b>TOTAL CLICKS</b>	400
<b>TOTAL RESPONSES</b>	400

**Question 27: Please complete the following (just in case we need to contact you regarding your comments, not for marketing purposes):****Question 28: Would you like to receive any further information from The Arch London regarding?**

Answers:	Responses:
News & Events	72 / 22.9%
HUNter 486 Brasserie	20 / 6.4%
Private Dining & Events	16 / 5.1%
Offers & Promotions	167 / 53.2%
Christmas	39 / 12.4%
<b>TOTAL CLICKS</b>	314
<b>TOTAL RESPONSES</b>	314

**Question 29: If you do not want us to publish your review online (including Triptease)...**

Answers:	Responses:
... please select the box	0 / 0%
<b>TOTAL CLICKS</b>	0

