

Report Summary - 23rd June 2014

Survey: Sample Hotel Guest Experience Survey

Status: **Launched**

Created Time/Date: 10:25 18th Oct 2013

Modified Time/Date: 16:50 14th May 2014

Total Responses: 76

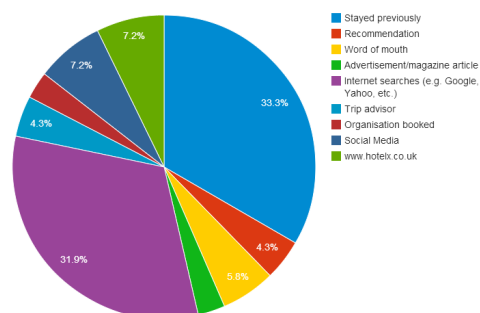
Filtered Responses: 0

Responses Excluded: 0

Question 1: How did you hear about us?

Answers: Responses:

Stayed previously	23 / 33.3%
Recommendation	3 / 4.3%
Word of mouth	4 / 5.8%
Advertisement/magazine article	2 / 2.9%
Internet searches (e.g. Google, Yahoo, etc.)	22 / 31.9%
Trip advisor	3 / 4.3%
Organisation booked	2 / 2.9%
Social Media	5 / 7.2%
www.hotelx.co.uk	5 / 7.2%
Other (please specify)	0 / 0%
TOTAL CLICKS	69
TOTAL RESPONSES	69



Question 2: How did you hear about us? - Text Analysis

Answers: Responses:

TOTAL CLICKS	0
TOTAL RESPONSES	0

Question 3: How did you hear about us? - Text Analysis

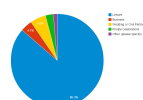
Answers: Responses:

TOTAL CLICKS	0
TOTAL RESPONSES	0

Question 4: Why did you stay with us?

Answers: Responses:

Leisure	63 / 86.3%
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Business	3 / 4.1%
Wedding or Civil Partnership	4 / 5.5%
Private Celebrations	2 / 2.7%
Other (please specify)	1 / 1.4%
TOTAL CLICKS	73
TOTAL RESPONSES	73

Question 5: How would you rate...

	Excellent	Good	Fair	Poor	Very Poor	Total Responses	Not Answered
your overall experience at Hotel X?	35 / 47%	27 / 36%	6 / 8%	1 / 1%	5 / 7%	74	0

Question 6: How likely are you to...

	Definitely Yes	Yes	Maybe	No	Definitely Not	Total Responses	Not Answered
stay at Hotel X in the future?	32 / 43%	18 / 24%	18 / 24%	1 / 1%	5 / 7%	74	0
recommend Hotel X to your friends and/or colleagues?	37 / 53%	19 / 27%	9 / 13%	0 / 0%	5 / 7%	70	0

Question 7: When you arrived

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Not Answered
The reception staff were efficient and made my arrival easy	34 / 49%	30 / 43%	6 / 9%	0 / 0%	0 / 0%	0 / 0%	70	0
The reception staff were friendly and professional	38 / 54%	27 / 38%	6 / 8%	0 / 0%	0 / 0%	0 / 0%	71	0
The ambience, design and interior decoration appealed to me	22 / 31%	35 / 50%	13 / 19%	0 / 0%	0 / 0%	0 / 0%	70	0
The atmosphere was warm and friendly	25 / 35%	33 / 46%	12 / 17%	1 / 1%	0 / 0%	0 / 0%	71	0

Question 8: Do you have any other comments regarding your arrival?

Result Set:	Response ID:	Answers:
1	8	We think your special breaks are very good value for money and the food is excellent. The only problem on the second night was that we could not get a table until quite late - I think the earliest we were offered was 8.30pm. We wanted to eat earlier than this and the receptionist was very helpful in suggesting alternative possibilities nearby. We will definitely come again.
2	10	None
3	18	There was a good sence of organised skills used. The staff looked smart and approachable, with a smile. Everything was explained clearly about our stay.
4	22	We did not have any heating in the room and the TV didnt work,it was soon sorted and we came back from York to a lovely warm room.As usual all the staff are friendly and helpfull.
5	23	I would like to thank Jane Bloggs for all her kind attention shown to us on our stay at Hotel X. Nothing was too much trouble for her, and we all feel sure Jane will go forward and become a real credit to your Hotel. Thank you Jane, we will see you again, I am sure .
6	31	Fab location, good hotel best thing about the hotel is the staff. Your staff could not do enough for us... Very much appreciated. I have telephone recently to discuss further offers and the way in whihc your staff operate is without doubt FIRST CLASS. I would love to book again when traveling to the area...
7	36	We all had a problem with the snow when we came, especially parking the car and getting to reception on foot. BUT

we we pleased that we managed to get there and enjoy.

8	38	No Porter available to carry bags which would have helped as I am slightly disabled
9	52	Had to ask on check in of dinner/breakfast times, check out times etc
10	54	We thoroughly enjoyed our visit to Hotel X and were greeted with a warm welcome in reception.
11	57	very smooth check in.
12	58	no
13	59	Disappointment - internet images gave impression accommodation would have more character - instead it was little more than could be expected from a Travel Lodge with pleasant dining room and grounds. Felt very misled.
14	83	test
15	84	test
16	93	Test

TOTAL RESPONSES

16

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 design was appealing to my taste	11 / 16%	33 / 47%	24 / 34%	1 / 1%	1 / 1%	0 / 0%	70	0
Everything I needed was easy to find	16 / 23%	45 / 64%	9 / 13%	0 / 0%	0 / 0%	0 / 0%	70	0
The selection of products provided in my bathroom were of excellent quality	12 / 17%	32 / 46%	23 / 33%	1 / 1%	1 / 1%	0 / 0%	69	0
The room was cleaned to a high standard	21 / 30%	44 / 63%	5 / 7%	0 / 0%	0 / 0%	0 / 0%	70	0
The room felt safe and secure	27 / 39%	37 / 53%	6 / 9%	0 / 0%	0 / 0%	0 / 0%	70	0
The bed was extremely comfortable	13 / 18%	40 / 56%	13 / 18%	1 / 1%	4 / 6%	0 / 0%	71	0
I was able to work comfortably in the room	6 / 9%	15 / 23%	10 / 15%	1 / 2%	0 / 0%	33 / 51%	65	0
I was able to access the Internet easily	7 / 11%	6 / 9%	9 / 14%	4 / 6%	0 / 0%	38 / 59%	64	0

Question 10: Do you have any other comments regarding your bedroom/suite?

Result Set: Response ID: Answers:

1	1	It was not hotel standard, more I would say for a student or conference participant. It was stark not homely
2	6	Hair conditioner would be nice
3	7	A little on the small side but ok for a short stay
4	8	See comments on previous page
5	10	None
6	17	clean and functional but not particularly stylish
7	20	would book twin room next time, double bed not comfortable
8	22	There was no heating and the TV didnt work,both problems soon sorted.The bed was very hard and uncomfortable.
9	26	The internet was a tad patchy but not the worst i've experienced at a hotel
10	27	nice view
11	28	A fridge would have been welcome. A lovely gift of champagne was provided but no ice bucket.
12	30	the furniture is very basic and executive rooms are much better but still basic
13	32	The corridors and bedrooms could do with a facelift

14	36	no
15	38	Bedside lights were very poor for reading in bed
16	42	We felt that the room lacked character. Decor was somewhat bland.
17	49	We have stayed with you twice both on a travel zoo deal, we have sampled both the executive room and the standard, both were equally clean and comfortable, as you would expect the executive was bigger and had better toiletries, but I would be happy to stay in either.
18	56	Very small & bed was very small.
19	57	It was functional.
20	58	no
21	59	Room had no character and small.
22	65	didn't like the double bed, will book a twin room next time
23	69	The spa shower flooded the room And we had to use towels and bathrobe to mop up
24	83	test
25	84	test

TOTAL RESPONSES

25

Question 11: Do you have any other comments regarding your bedroom/suite? - Text Analysis

Answers: Responses:

Amenities 2 / 15.4%

WiFi Improvement 1 / 7.7%

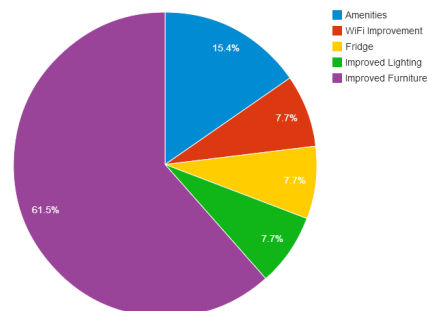
Fridge 1 / 7.7%

Improved Lighting 1 / 7.7%

Improved Furniture 8 / 61.5%

TOTAL CLICKS 13

TOTAL RESPONSES 13



Question 12: Did you dine with us?

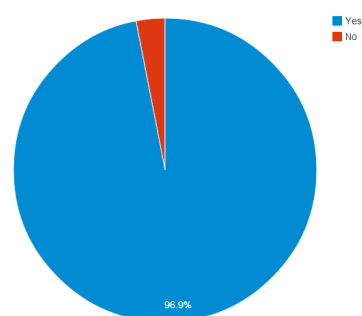
Answers: Responses:

Yes 63 / 96.9%

No 2 / 3.1%

TOTAL CLICKS 65

TOTAL RESPONSES 65



Question 13: Where did you dine?

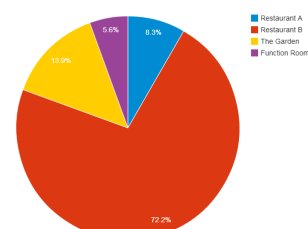
Answers: Responses:

Restaurant A 3 / 8.3%

Restaurant B 26 / 72.2%

The Garden 5 / 13.9%

Private Dining 0 / 0%



Function Room	2 / 5.6%
Wedding	0 / 0%
TOTAL CLICKS	36
TOTAL RESPONSES	36

Question 14: How would you rate...

	Excellent	Good	Fair	Poor	Very Poor	Total Responses	Not Answered
The quality of the food	29 / 48%	27 / 45%	3 / 5%	1 / 2%	0 / 0%	60	0
The presentation of the food	27 / 46%	27 / 46%	4 / 7%	1 / 2%	0 / 0%	59	0
The atmosphere of your dining experience	19 / 32%	31 / 52%	8 / 13%	1 / 2%	1 / 2%	60	0
Your overall dining experience	22 / 37%	32 / 53%	4 / 7%	2 / 3%	0 / 0%	60	0

Question 15: Do you have any other comments regarding Hotel X as a dining venue?

Result Set: Response ID: Answers:

1	3	Staff excellent and very helpful
2	6	If there aren't many people in the restaurant it lacks atmosphere and is rather impersonal.
3	7	Felt very comfortable and inviting, food very good
4	8	As commented on a previous page we had difficulty in eating early I think because of a coach party and because of this on the second night decided to eat elsewhere - a pity as we had been looking forward to another of your excellent meals.
5	10	No
6	13	I would like to see more variety for meat (like steak) without having to pay extra, as I feel the price reflects steak as been standard, not extra.
7	17	good service , nice choices on the menu, lovely decor
8	18	The bar service was quite slow, as there was one bar staff serving.
9	22	The food at evening meal and breakfast is as always fantastic and the staff help make it so .
10	26	Food was good but basic
11	31	Fab place to eat again enhanced by your staff....
12	36	no
13	49	We dined in the bar on the first evening and were a little disappointed, as the previous time we had stayed we found the bar food better than the restaurant, it was not as well presented than before. On the other hand the restaurant food was excellent we thoroughly enjoyed the 3 courses we had. All very well presented, we also passed comment to the maitre de, and asked whether you had a new chef! One thing that would make it better for us would be the introduction of table cloths in the restaurant for the evening meal.
14	52	Excellent food and menu choice, excellent service from James Hindle very professional, friendly and knowledgeable of the hotel and menu
15	54	A meal was part of our package. We were not disappointed the food was good and wholesome.
16	55	both myself and my mother suffered food poisoning , which we believe could have been from the brown sauce which was on top of the breakfast food heated serving area. this could have been very dangerous for myself as i was 8 weeks pregnant. I did receive medical attention for this.
17	56	It felt more like a canteen than a hotel restaurant.
18	65	food and presentation very good.
19	68	Employee a full time chef, NOT an agency chef. It was all too obvious that the chef on duty on the night we ate in the restaurant was neither very skilled or interested in the meals he prepared. Very poor in all respects. Whilst on the other hand Breakfast was one of the best hotel breakfasts we have ever had and we have had many! We love our food and love eating out so it is major consideration when booking a hotel - even more so in your case as there are no other options nearby in walking distance. (We love our wine also!)
20	69	Not much effort for a birthday two balloons on a piece of ribbon
21	83	test

TOTAL RESPONSES

21

Question 16: As a conference and events venue

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Total Responses	Not Answered
The size and layout of the meeting room worked well	1 / 50%	1 / 50%	0 / 0%	0 / 0%	0 / 0%	2	0
There was appropriate meeting support material in the room (e.g. flip charts, pens, etc.)	1 / 50%	1 / 50%	0 / 0%	0 / 0%	0 / 0%	2	0
The AV system met our meeting requirements	0 / 0%	1 / 50%	1 / 50%	0 / 0%	0 / 0%	2	0
We were able to access the internet easily	0 / 0%	1 / 50%	0 / 0%	0 / 0%	1 / 50%	2	0
Refreshments were delivered as requested	0 / 0%	1 / 100%	0 / 0%	0 / 0%	0 / 0%	1	0
Our conference expectations were met	0 / 0%	2 / 100%	0 / 0%	0 / 0%	0 / 0%	2	0

Question 17: Do you have any other comments regarding Hotel X as a conference or events venue?

Result Set: Response ID: Answers:

1 67 Internet connection was poor!

TOTAL RESPONSES

1

Question 18: 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	34 / 52%	28 / 43%	2 / 3%	1 / 2%	0 / 0%	0 / 0%	65	0
Were attentive to my needs	33 / 50%	25 / 38%	7 / 11%	1 / 2%	0 / 0%	0 / 0%	66	0
Made me feel very much 'at home'	29 / 44%	25 / 38%	11 / 17%	1 / 2%	0 / 0%	0 / 0%	66	0

Question 19: Was there any particular member of the team you would like to acknowledge and why?

Result Set: Response ID: Answers:

1	2	The restaurant manager seemed very efficient and attentive to all.
2	8	Sorry I can't remember any individual names but I found all the staff friendly and helpful
3	10	No
4	13	The staff are very friendly and very helpful
5	15	Reception did not provide our wake up call nor did we receive our morning paper on this occasion
6	22	All really good.
7	23	Jane Bloggs, please see previous comments
8	26	I really appreciated the help and effort they put into setting up the room, especially with the av system
9	31	you are so lucky to have such dedicated employees.....
10	36	sorry too long ago
11	42	The reception staff were very welcoming and helpful.

12	54	Dinning room staff
13	59	Waitress was rather offhand.
14	83	test
TOTAL RESPONSES		
14		

Question 20: 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	32 / 51%	28 / 44%	3 / 5%	0 / 0%	0 / 0%	0 / 0%	63	0
The final account was easy to understand	33 / 53%	25 / 40%	1 / 2%	0 / 0%	0 / 0%	3 / 5%	62	0
Any errors were quickly resolved	7 / 12%	8 / 14%	3 / 5%	1 / 2%	0 / 0%	40 / 68%	59	0

Question 21: How did your experience with us meet with your expectations?

Answers: Responses:

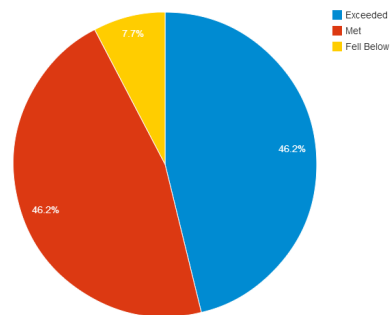
Exceeded 30 / 46.2%

Met 30 / 46.2%

Fell Below 5 / 7.7%

TOTAL CLICKS 65

TOTAL RESPONSES 65



Question 22: Was there anything else that we could have done to enhance your overall experience?

Result Set: Response ID: Answers:

1 2 Perhaps in the future a Health Suite and spa with small pool could be added.

2 10 No

3 22 Better quality beds.

4 26 checkout was slow and busy - seemed understaffed

5 36 nothing

6 40 BAR STAFF WERE BELOW STANDARD SET BY OTHERS IN MY OPINION. NOT ATTENTIVE AND VERY SLOW TO SERVE

7 42 Parking was a problem because there was a wedding reception and cars had parked thoughtlessly. I had a long walk from my car to the hotel entrance.

8 43 no

9 51 no

10 58 no

TOTAL RESPONSES

10

Question 23: Do you have any further comments?

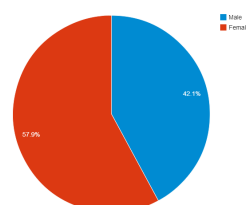
Result Set:	Response ID:	Answers:
1	1	We had to depart quickly as my husband got ill.
2	3	Most enjoyable stay, thank you
3	10	I would recommend Hotel X to my friends.
4	13	We stay at Hotel X on a regular basis, it is well located, staff very friendly and helpful, restaurant is a bit dated, Restaurant B is very well decorated, but again I feel it does not warrant extra money to eat there.
5	15	Tribute nights would be better on a saturday night so more people can attend them
6	17	stayed three times now and will be again, always a pleasure
7	22	The hotel seemed to be caught out with no heating any where and it was unseasonably cold and wet outside .
8	26	Overall, a good experience no real complaints. Thanks to the staff that helped out
9	36	sorry
10	43	a brilliant visit staff were great food was amazing will be coming back soon
11	51	no
12	53	could do with a fresh lick of paint
13	54	We would strongly recommend a vist, althoughset in the Countryside it is convenient to many places.
14	55	did any other guest report food poisoning over that weekend ?
15	58	no
16	66	Enjoyed walking in the gardens. The pride of britain offer was excellent value for money. Food was excellent, without being pretentious. A very enjoyable short break.
17	69	We went for the spa experience on a late booking And the flood spolt it
TOTAL RESPONSES		
17		

Question 24: It is very important to us to minimise our impact on the environment. Do you have any ideas or changes we could make so that we can be greener as a business?

Result Set:	Response ID:	Answers:
1	2	No
2	10	No
3	22	No.
4	31	Better temperature controls within the badroom. The room was very hot so we opened the windows but could the heating was on !!!! Couldn't turn it off...
5	34	Keep the good offers that people can afford
6	36	none
7	42	A courtesy to the City Centre as the location of the hotel is not particularly sustainable in terms of public transport.
8	43	no
9	51	no
10	58	no
TOTAL RESPONSES		
10		

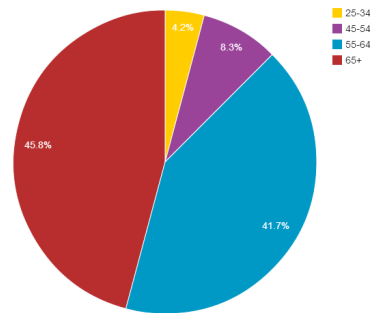
Question 25: What is your gender?

Answers:	Responses:
Male	24 / 42.1%
Female	33 / 57.9%
TOTAL CLICKS	57
TOTAL RESPONSES	57



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

Answers:	Responses:
Under 18	0 / 0%
18-24	0 / 0%
25-34	1 / 4.2%
35-44	0 / 0%
45-54	2 / 8.3%
55-64	10 / 41.7%
65+	11 / 45.8%
TOTAL CLICKS	24
TOTAL RESPONSES	24



Question 27: Please complete the following (optional):

Result Set:	Response ID:	Guest name::	Room number::	Arrival date::	Departure date::	Mobile No::	Email address::	Email address (repeat)::
1	2	John Craven	57	29/01/14	02/02/14		john@craven.com	john@craven.com
2	5	Jilly Armstrong	90	21/01/14	27/01/14		jilly@arm.com	jilly@arm.com
3	6	Tara Adams	Tara Adams	19/02/14	22/02/14		tara@adam.com	tara@adam.com
4	12	Bob Wilson	45	19/02/14	25/02/14		bob@wilson.com	bob@wilson.com
5	18	Ali Walker	Ali Walker	02/01/14	10/01/14		ali@walker.com	ali@walker.com
6	20	Emma Smith	1	03/01/14	09/01/14		emma@smit.h.com	emma@smit.h.com
7	25	Harry Selfridge	3	27/02/14	28/02/14		harry@selfridge.com	harry@selfridge.com
8	26	John Berry	2	05/01/14	10/01/14		John@berry.com	John@berry.com
9	31	Liz Parker	76	20/02/14	28/02/14		liz@park.com	liz@park.com
10	33	Michael Savage	6	05/02/14	07/02/14			
11	39	Agnus Towler	56	25/01/14	29/01/14		agnus@towler.com	agnus@towler.com
12	44	Lucy Brand	4	22/02/14	24/02/14			lucy@brand.com
13	45	Katie Marsh	56	28/02/14	03/02/14	12/01/14	katie@marsh.com	katie@marsh.com
14	46	Olivia Jones	465	15/02/14	23/02/14		olivia@jones.com	olivia@jones.com
15	53	Bill Murray	36	19/02/14	23/02/14		bill@murray.com	bill@murray.com
16	55	Linda Berry	104	27/02/14	28/02/14		linda@berry.com	linda@berry.com
17	56	Lilly Allen	6	23/02/14	24/02/14			
18	57	Clare Deakon	6	25/02/14	27/02/14		clare@deak.com	clare@deak.com
19	58	Lucy Woods	45	07/02/14	12/02/14		lucy@woods.com	lucy@woods.com
20	64	Sam Arnold	56	03/02/14	06/02/14			

21	65	Zac Larsen	51	23/02/14	23/02/14		
22	66	Sarah Lewis	Sarah Lewis	30/01/14	31/01/14	sarah@lewis.com	
23	67	Jan Taylor	89	05/02/14	10/02/14	jan@taylor.com	jan@taylor.com
24	69	Paul Parker	3	19/01/14	23/01/14	paul@parker.com	paul@parker.com
25	83	Peter EVans	34	29/01/14	02/02/14	Peter@evans.com	Peter@evans.com
26	84	Tim Price	78	04/03/14	05/03/14	Time@price.com	Time@price.com
27	90	Jack Jones	4	02/03/14	03/03/14	jack@jones.com	jack@jones.com
28	93	John Smith		6 February 2014	7 February 2014	john@february.com	john@february.com
29	94	Adam Smith	27	01/03/14	02/03/14	adam@smith.com	adam@smith.com

Question 28: Would you like to receive any further information from Hotel X regarding?

Answers: Responses:

Accommodation 37 / 55.2%

Dining 14 / 20.9%

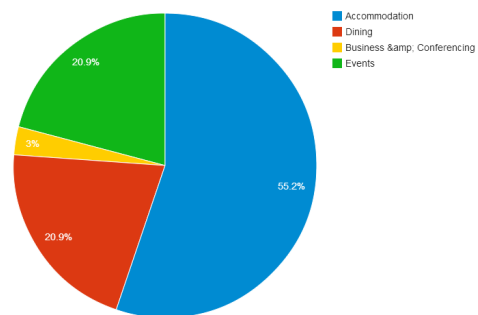
Business & Conferencing 2 / 3%

Events 14 / 20.9%

Weddings 0 / 0%

TOTAL CLICKS 67

TOTAL RESPONSES 67



Question 29: If you do not want us to publish your review online...

Answers: Responses:

... please select the box 14 / 100%

TOTAL CLICKS 14

TOTAL RESPONSES 14

