



Report Summary - 1st December 2014 - 20th February 2015

Survey: Sopwell House Hotel Guest Experience Survey

Status: **Launched**

Total Responses: 2696

Created Time/Date: 05:11 15th Nov 2013

Filtered Responses: 88

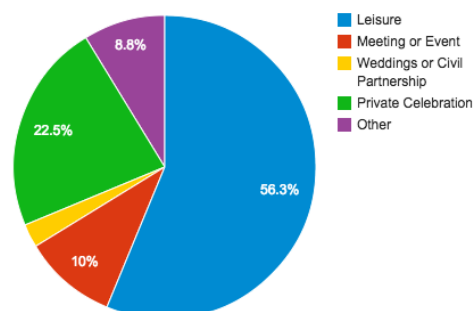
Modified Time/Date: 15:24 9th Dec 2014

Responses Excluded: 2608

Question 1: What was the reason for your stay?

Answers: Responses:

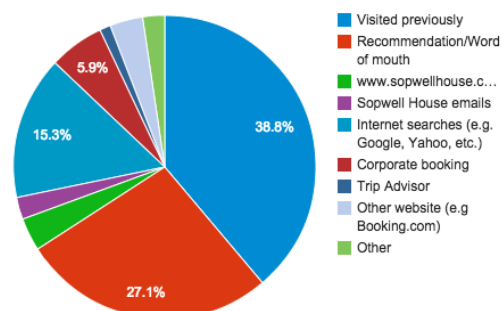
Leisure	45 / 56.2%
Meeting or Event	8 / 10%
Weddings or Civil Partnership	2 / 2.5%
Private Celebration	18 / 22.5%
Other	7 / 8.8%
TOTAL CLICKS	80
TOTAL RESPONSES	80



Question 2: How did you hear about us?

Answers: Responses:

Visited previously	33 / 38.8%
Recommendation/Word of mouth	23 / 27.1%
Magazine/newspaper article	0 / 0%
www.sopwellhouse.co.uk	3 / 3.5%
Sopwell House emails	2 / 2.4%
Internet searches (e.g. Google, Yahoo, etc.)	13 / 15.3%
Corporate booking	5 / 5.9%
Trip Advisor	1 / 1.2%
Social Media (e.g. Facebook, Twitter, etc)	0 / 0%
Sopwell House Sales Team	0 / 0%
Other website (e.g Booking.com)	3 / 3.5%
Other	2 / 2.4%
TOTAL CLICKS	85
TOTAL RESPONSES	85



Question 3: How did you make your reservation?

Answers: Responses:



Phoned direct	18 / 22.2%
Emailed direct	10 / 12.3%
www.sopwellhouse.co.uk	38 / 46.9%
Other website (e.g. Expedia)	8 / 9.9%
Agent	1 / 1.2%
Corporate booking	4 / 4.9%
Other	2 / 2.5%
TOTAL CLICKS	81
TOTAL RESPONSES	81

Question 4: How would you rate

	Excellent	Good	Fair	Poor	Very Poor	Total Responses	Not Answered
Your overall experience at Sopwell House?	47 / 62%	23 / 30%	3 / 4%	2 / 3%	1 / 1%	76	0

Question 5: How likely are you to

	Definitely Yes	Yes	Maybe	No	Definitely Not	N/A	Total Responses	Not Answered
Stay at Sopwell House in the future?	43 / 57%	22 / 29%	7 / 9%	2 / 3%	1 / 1%	0 / 0%	75	0
Recommend Sopwell House to your friends, family and/or colleagues?	38 / 54%	25 / 35%	5 / 7%	1 / 1%	2 / 3%	0 / 0%	71	0

Question 6: How would you summarise your experience at Sopwell House?

TOTAL RESPONSES

65

Question 7: When you arrived

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Total Responses	Not Answered
There was plenty of parking spaces and clear directional signage	28 / 37%	36 / 47%	6 / 8%	5 / 7%	1 / 1%	76	0
The welcome that you received was warm and friendly	46 / 61%	26 / 35%	1 / 1%	1 / 1%	1 / 1%	75	0
Your check-in was efficient and smooth	49 / 66%	18 / 24%	4 / 5%	2 / 3%	1 / 1%	74	0

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

TOTAL RESPONSES

33

Question 9: In regards to your bedroom, suite or apartment

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Total Responses	Not Answered
The room was exceptionally clean	36 / 49%	32 / 43%	4 / 5%	2 / 3%	0 / 0%	74	0
The bed was extremely comfortable	39 / 53%	26 / 36%	4 / 5%	2 / 3%	2 / 3%	73	0
The room was well equipped	29 / 40%	30 / 41%	10 / 14%	3 / 4%	1 / 1%	73	0

Question 10: Do you have any other comments regarding your bedroom, suite or apartment? Please begin your comments with the room/suite/apartment number.

TOTAL RESPONSES

38

Question 11: Did you order room service?

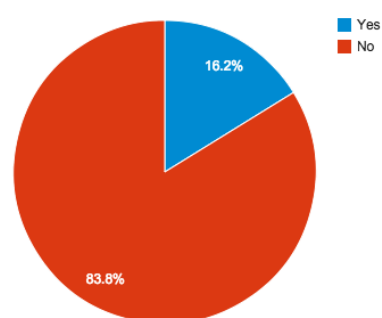
Answers: Responses:

Yes 12 / 16.2%

No 62 / 83.8%

TOTAL CLICKS 74

TOTAL RESPONSES 74



Question 12: Did you have breakfast at Sopwell House?

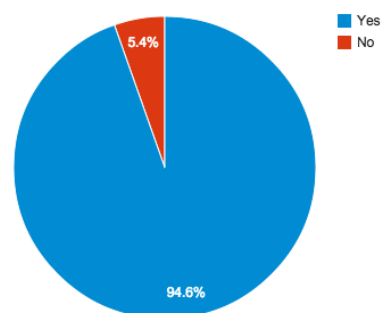
Answers: Responses:

Yes 70 / 94.6%

No 4 / 5.4%

TOTAL CLICKS 74

TOTAL RESPONSES 74



Question 13: Did you dine with us?

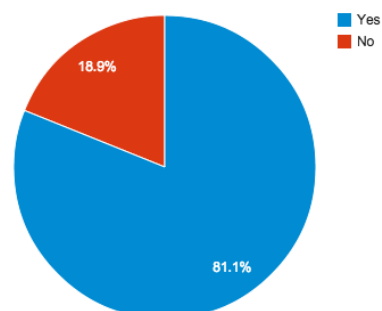
Answers: Responses:

Yes 60 / 81.1%

No 14 / 18.9%

TOTAL CLICKS 74

TOTAL RESPONSES 74

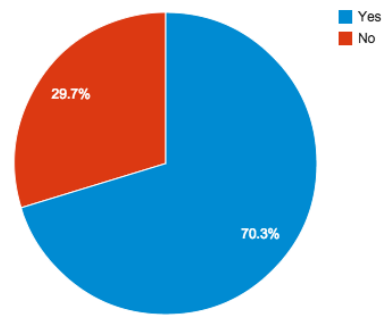


Question 14: Did you use the leisure facilities?

Answers: Responses:

Yes 52 / 70.3%

No 22 / 29.7%

TOTAL CLICKS 74**TOTAL RESPONSES** 74**Question 15: Room Service**

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total Responses	Not Answered
The menu had plenty of choice	2 / 17%	8 / 67%	1 / 8%	1 / 8%	0 / 0%	12	0
The prices represented good value for money	1 / 8%	5 / 42%	3 / 25%	2 / 17%	1 / 8%	12	0
The service was efficient and delivered with a smile	6 / 50%	5 / 42%	0 / 0%	0 / 0%	1 / 8%	12	0
The quality of food was very good	4 / 33%	6 / 50%	1 / 8%	0 / 0%	1 / 8%	12	0

Question 16: Do you have any other comments regarding room service at Sopwell House?**TOTAL RESPONSES**

10

Question 17: The breakfast experience

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total Responses	Not Answered
The menu had plenty of choice	34 / 49%	33 / 47%	2 / 3%	1 / 1%	0 / 0%	70	0
The prices represented good value for money	23 / 33%	29 / 42%	14 / 20%	2 / 3%	1 / 1%	69	0
The service was efficient and delivered with a smile	32 / 46%	28 / 41%	5 / 7%	4 / 6%	0 / 0%	69	0
The quality of food was very good	32 / 47%	32 / 47%	1 / 1%	3 / 4%	0 / 0%	68	0

Question 18: Do you have any other comments regarding breakfast at Sopwell House?**TOTAL RESPONSES**

32

Question 19: Where did you dine?

Answers: Responses:

The Restaurant 11 / 16.4%



The Brasserie	46 / 68.7%
The Cocktail Lounge	5 / 7.5%
The Conservatory	5 / 7.5%
TOTAL CLICKS	67
TOTAL RESPONSES	67

Question 20: How would you rate

	Excellent	Good	Fair	Poor	Very Poor	Total Responses	Not Answered
The quality of service	37 / 63%	13 / 22%	4 / 7%	5 / 8%	0 / 0%	59	0
The quality of the food	34 / 58%	16 / 27%	8 / 14%	1 / 2%	0 / 0%	59	0
The presentation of the food	29 / 49%	24 / 41%	6 / 10%	0 / 0%	0 / 0%	59	0
The atmosphere of your dining experience	29 / 49%	21 / 36%	8 / 14%	0 / 0%	1 / 2%	59	0
Value for money	22 / 37%	23 / 39%	10 / 17%	4 / 7%	0 / 0%	59	0
Your overall dining experience	30 / 52%	16 / 28%	9 / 16%	3 / 5%	0 / 0%	58	0

Question 21: Do you have any other comments regarding your dining experience at Sopwell House?

TOTAL RESPONSES

26

Question 22: For meetings or events

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Total Responses	Not Answered
The size and layout of the room worked well	0 / 0%	0 / 0%	0 / 0%	0 / 0%	0 / 0%	0	0
the AV system was easy to use/control	0 / 0%	0 / 0%	0 / 0%	0 / 0%	0 / 0%	0	0
We were able to access the internet easily	0 / 0%	0 / 0%	0 / 0%	0 / 0%	0 / 0%	0	0
refreshments were delivered as requested and on time	0 / 0%	0 / 0%	0 / 0%	0 / 0%	0 / 0%	0	0
All our meeting/event requirements were met	0 / 0%	0 / 0%	0 / 0%	0 / 0%	0 / 0%	0	0

Question 23: Do you have any other comments regarding Sopwell House as a venue for meetings or events?

TOTAL RESPONSES

0

Question 24: The leisure facilities

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Not Answered
The welcome that you received was warm and friendly	26 / 51%	18 / 35%	3 / 6%	1 / 2%	1 / 2%	2 / 4%	51	0
There was a good selection of spa treatments	18 / 38%	10 / 21%	4 / 8%	1 / 2%	1 / 2%	14 / 29%	48	0

The treatment was enjoyable and effective	24 / 47%	5 / 10%	3 / 6%	0 / 0%	3 / 6%	16 / 31%	51	0
The treatment prices offered good value for money	12 / 24%	13 / 26%	5 / 10%	0 / 0%	3 / 6%	17 / 34%	50	0
The gym had good level of equipment	9 / 19%	10 / 21%	7 / 15%	1 / 2%	1 / 2%	19 / 40%	47	0
The swimming pool was clean and well maintained	25 / 49%	17 / 33%	5 / 10%	0 / 0%	1 / 2%	3 / 6%	51	0

Question 25: Do you have any other comments regarding the leisure facilities at Sopwell House?

TOTAL RESPONSES

22

Question 26: 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	41 / 58%	28 / 39%	2 / 3%	0 / 0%	0 / 0%	71	0
Were attentive to my needs and went the extra mile in providing assistance	35 / 49%	27 / 38%	5 / 7%	1 / 1%	3 / 4%	71	0
Were knowledgeable about the hotel	32 / 44%	27 / 38%	10 / 14%	0 / 0%	3 / 4%	72	0
Were knowledgeable about the local area	20 / 29%	18 / 26%	28 / 41%	0 / 0%	3 / 4%	69	0

Question 27: Did you experience any service issues?

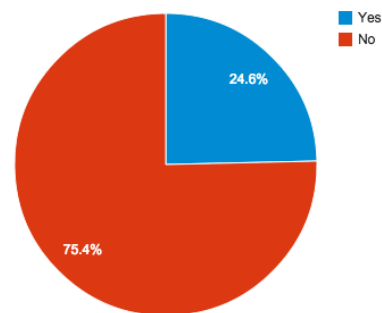
Answers: Responses:

Yes 17 / 24.6%

No 52 / 75.4%

TOTAL CLICKS 69

TOTAL RESPONSES 69



Question 28: If yes, can you please let us know what they were?

TOTAL RESPONSES

16

Question 29: Were there any members of staff that you would like to acknowledge and if so why?

TOTAL RESPONSES

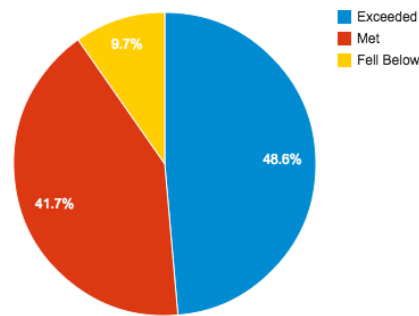
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Question 30: On departure

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Total Responses	Not Answered
Your check-out was easy and straight forward	45 / 62%	21 / 29%	4 / 6%	2 / 3%	0 / 0%	72	0
The final account was easy to understand and accurate	47 / 64%	21 / 29%	4 / 5%	1 / 1%	0 / 0%	73	0
You were offered help with your bags and transport arrangements	34 / 49%	17 / 24%	10 / 14%	6 / 9%	3 / 4%	70	0

Question 31: How did your experience with us compare with your expectations?

Answers:	Responses:
Exceeded	35 / 48.6%
Met	30 / 41.7%
Fell Below	7 / 9.7%
TOTAL CLICKS	72
TOTAL RESPONSES	72

**Question 32: Was there anything else that we could have done to enhance your overall experience?****TOTAL RESPONSES**

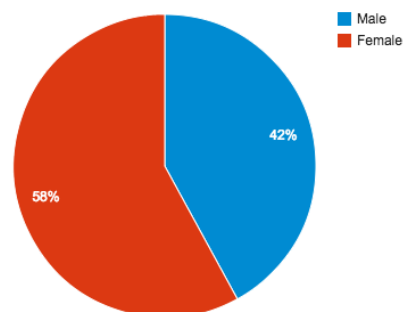
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Question 33: Do you have any further comments?**TOTAL RESPONSES**

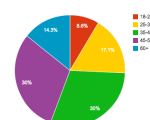
17

Question 34: What is your gender?

Answers:	Responses:
Male	29 / 42%
Female	40 / 58%
TOTAL CLICKS	69
TOTAL RESPONSES	69

**Question 35: Please select your age range**

Answers:	Responses:
Under 18	0 / 0%
18-24	6 / 8.6%

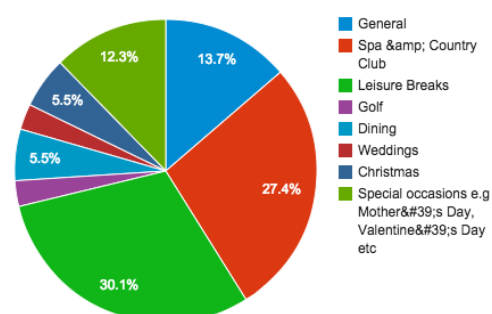


25-34	12 / 17.1%
35-44	21 / 30%
45-59	21 / 30%
60+	10 / 14.3%
TOTAL CLICKS	70
TOTAL RESPONSES	70

Question 36: Please complete the following (if you would also like to receive a response if appropriate):

Question 37: Would you like to receive any information and offers via email regarding?

Answers:	Responses:
General	10 / 13.7%
Spa & Country Club	20 / 27.4%
Meetings & Events	0 / 0%
Leisure Breaks	22 / 30.1%
Golf	2 / 2.7%
Dining	4 / 5.5%
Weddings	2 / 2.7%
Christmas	4 / 5.5%
Special occasions e.g Mother's Day, Valentine's Day etc	9 / 12.3%
TOTAL CLICKS	73
TOTAL RESPONSES	73



Question 38: If you do not want us to publish your review online

Answers:	Responses:
Please select the box	24 / 100%
TOTAL CLICKS	24
TOTAL RESPONSES	24

