



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

Survey: The Capital Hotel Guest Experience Survey

Status: **Launched**

Created Time/Date: 13:47 6th Feb 2014

Modified Time/Date: 05:08 29th Mar 2014

Total Responses: 854

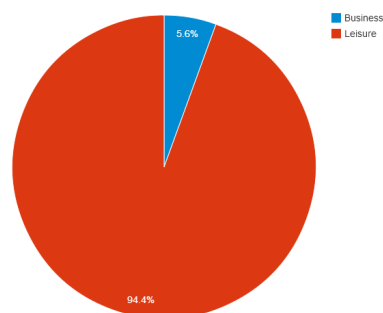
Filtered Responses: 22

Responses Excluded: 832

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

Answers: Responses:

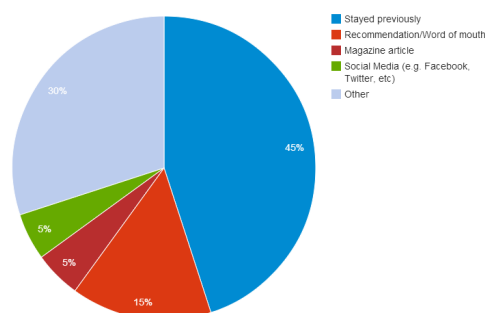
Business	1 / 5.6%
Leisure	17 / 94.4%
Meetings	0 / 0%
<b>TOTAL CLICKS</b>	18
<b>TOTAL RESPONSES</b>	18



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

Answers: Responses:

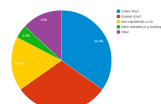
Stayed previously	9 / 45%
Recommendation/Word of mouth	3 / 15%
The Capital emails	0 / 0%
Advertisement	0 / 0%
www.capitalhotel.co.uk	0 / 0%
Internet searches (e.g. Google, Yahoo, etc.)	0 / 0%
Magazine article	1 / 5%
Organisation booked	0 / 0%
Social Media (e.g. Facebook, Twitter, etc)	1 / 5%
Trip advisor	0 / 0%
Other	6 / 30%
<b>TOTAL CLICKS</b>	20
<b>TOTAL RESPONSES</b>	20



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

Answers: Responses:

Called direct	8 / 34.8%
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Emailed direct	7 / 30.4%
www.capitalhotel.co.uk	4 / 17.4%
Other websites (e.g bookings.com)	1 / 4.3%
Other	3 / 13%
<b>TOTAL CLICKS</b>	23
<b>TOTAL RESPONSES</b>	23

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

	Excellent	Good	Fair	Poor	Very Poor	Total Responses	Not Answered
your overall experience at The Capital?	13 / 68%	5 / 26%	1 / 5%	0 / 0%	0 / 0%	19	0

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

	Definitely Yes	Yes	Maybe	No	Definitely Not	Total Responses	Not Answered
stay at The Capital in the future?	10 / 53%	7 / 37%	1 / 5%	1 / 5%	0 / 0%	19	0
recommend The Capital to your friends and/or colleagues?	10 / 62%	5 / 31%	0 / 0%	1 / 6%	0 / 0%	16	0

#### Question 6: When you arrived

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Not Answered
The reception staff were friendly, professional and made my arrival easy	16 / 89%	1 / 6%	1 / 6%	0 / 0%	0 / 0%	0 / 0%	18	0
The ambience, design and interior decoration appealed to me	12 / 67%	5 / 28%	0 / 0%	1 / 6%	0 / 0%	0 / 0%	18	0
I felt very welcome	14 / 78%	3 / 17%	1 / 6%	0 / 0%	0 / 0%	0 / 0%	18	0

#### Question 7: Do you have any other comments regarding your arrival and/or any pre arrival contact?

##### TOTAL RESPONSES

5

#### Question 8: In regards to your bedroom

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Not Answered
The design was appealing to my taste	9 / 50%	8 / 44%	1 / 6%	0 / 0%	0 / 0%	0 / 0%	18	0
The selection of products provided in my bathroom were of excellent quality	11 / 61%	6 / 33%	1 / 6%	0 / 0%	0 / 0%	0 / 0%	18	0
I was able to work comfortably in the room	3 / 17%	4 / 22%	4 / 22%	0 / 0%	0 / 0%	7 / 39%	18	0
I was able to access the Internet easily	8 / 44%	4 / 22%	1 / 6%	0 / 0%	0 / 0%	5 / 28%	18	0

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**Question 9:** Do you have any other comments regarding your bedroom?**TOTAL RESPONSES**8

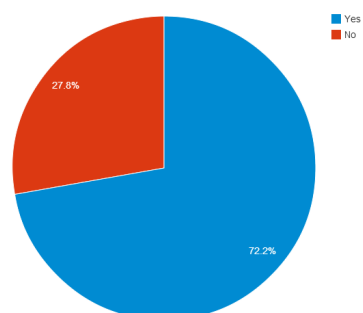
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**Question 10:** Did you have a drink at the bar or dine with us?

Answers: Responses:

Yes 13 / 72.2%

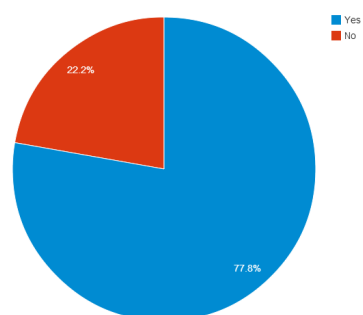
No 5 / 27.8%

**TOTAL CLICKS** 18**TOTAL RESPONSES** 18**Question 11:** Did you have breakfast with us?

Answers: Responses:

Yes 14 / 77.8%

No 4 / 22.2%

**TOTAL CLICKS** 18**TOTAL RESPONSES** 18**Question 12:** Where did you dine?

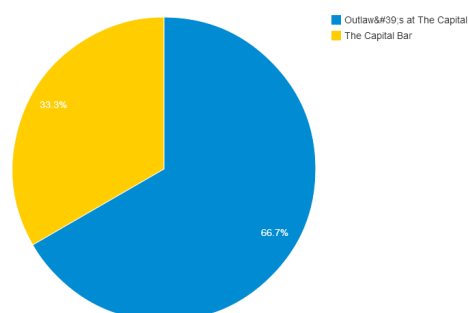
Answers: Responses:

Outlaw's at The Capital 4 / 66.7%

The Metro 0 / 0%

The Capital Bar 2 / 33.3%

Private Dining 0 / 0%

**TOTAL CLICKS** 6**TOTAL RESPONSES** 6**Question 13:** How would you rate...

	Excellent	Good	Fair	Poor	Very Poor	N/A	Total Responses	Not Answered
The bar staff service	10 / 77%	3 / 23%	0 / 0%	0 / 0%	0 / 0%	0 / 0%	13	0
The quality of the food	6 / 50%	5 / 42%	0 / 0%	0 / 0%	0 / 0%	1 / 8%	12	0
The quality of service	8 / 67%	4 / 33%	0 / 0%	0 / 0%	0 / 0%	0 / 0%	12	0

Your overall dining experience	7 / 58%	4 / 33%	0 / 0%	0 / 0%	0 / 0%	1 / 8%	12	0
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**Question 14:** Do you have any other comments regarding your bar or dining experience at The Capital?

**TOTAL RESPONSES**

5

**Question 15:** For meetings

	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%	0 / 0%	0 / 0%	0 / 0%	0 / 0%	0 / 0%	0	0
There was appropriate support material in the room (e.g. flip charts, pens, etc.)	0 / 0%	0 / 0%	0 / 0%	0 / 0%	0 / 0%	0 / 0%	0	0
The AV system met our requirements	0 / 0%	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%	0	0
Refreshments were delivered as requested	0 / 0%	0 / 0%	0 / 0%	0 / 0%	0 / 0%	0 / 0%	0	0
Our meeting or event requirements were met	0 / 0%	0 / 0%	0 / 0%	0 / 0%	0 / 0%	0 / 0%	0	0

**Question 16:** Do you have any other comments regarding The Capital as a venue for meetings?

**TOTAL RESPONSES**

0

**Question 17:** 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	17 / 94%	0 / 0%	1 / 6%	0 / 0%	0 / 0%	0 / 0%	18	0
Were attentive to my needs	15 / 83%	2 / 11%	1 / 6%	0 / 0%	0 / 0%	0 / 0%	18	0
Made me feel welcome	16 / 89%	1 / 6%	1 / 6%	0 / 0%	0 / 0%	0 / 0%	18	0

**Question 18:** Was there any particular member of the team you would like to acknowledge and why?

**TOTAL RESPONSES**

5

**Question 19:** 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	12 / 71%	4 / 24%	0 / 0%	1 / 6%	0 / 0%	0 / 0%	17	0

The final account was easy to understand	12 / 75%	3 / 19%	0 / 0%	1 / 6%	0 / 0%	0 / 0%	16	0
Any errors were quickly resolved	5 / 33%	1 / 7%	2 / 13%	0 / 0%	0 / 0%	7 / 47%	15	0

#### Question 20: How did your experience with us meet with your expectations?

Answers: Responses:

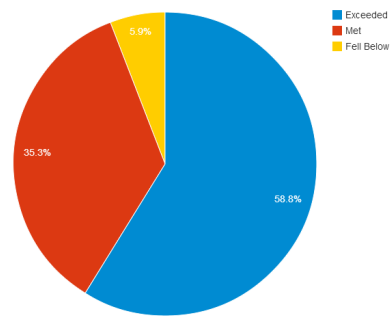
Exceeded 10 / 58.8%

Met 6 / 35.3%

Fell Below 1 / 5.9%

**TOTAL CLICKS** 17

**TOTAL RESPONSES** 17



#### Question 21: Was there anything else that we could have done to enhance your overall experience?

**TOTAL RESPONSES**

6

#### Question 22: Do you have any further comments?

**TOTAL RESPONSES**

4

#### Question 23: What is your gender?

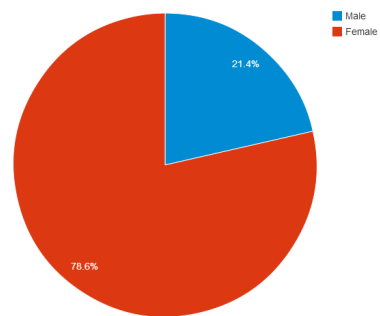
Answers: Responses:

Male 3 / 21.4%

Female 11 / 78.6%

**TOTAL CLICKS** 14

**TOTAL RESPONSES** 14



#### Question 24: Which of the following ranges includes your age?

Answers: Responses:

Under 18 0 / 0%

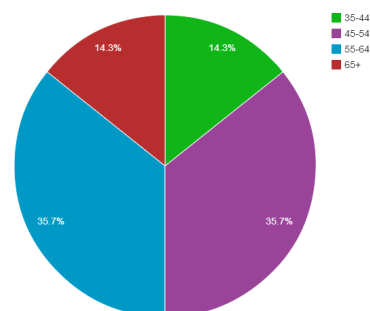
18-24 0 / 0%

25-34 0 / 0%

35-44 2 / 14.3%

45-54 5 / 35.7%

55-64 5 / 35.7%



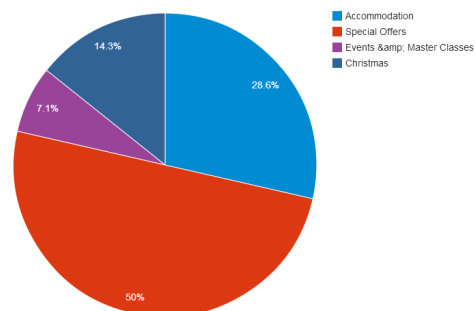
65+	2 / 14.3%
<b>TOTAL CLICKS</b>	14
<b>TOTAL RESPONSES</b>	14

**Question 25:** \*Please complete the following (just in case we need to make contact):\*

Result Set:	Response ID:	Guest Name::	Room number::	Arrival date::	Email address::	Departure date::	Mobile No::	Email address (repeat)::
1	833	Sandra Stubbs	273	27th Dec	stubbs.s@btinternet.com	29th Dec	07831217066	stubbs.s@btinternet.com
2	834	greg shaw	321					
3	835	KATSIROUM PAS	256	30 DEC	NKATSIROUM PAS@GMAIL.COM	1 JAN	0030 6944741373	NKATSIROUM PAS@GMAIL.COM
4	837	Obertelli		31.12.13	Nicciobertelli@hotmail.com	01.1.14	07786261681	Nicciobertelli@hotmail.com
5	839	Alexandra Knight			alexandraknight@gmail.com			alexandraknight@gmail.com
6	840	Richard Robotham	626	4th Jan 2014	richard@rhodopsin.co.uk	5th Jan 2014	0797908455	richard@rhodopsin.co.uk
7	841	J.A.P. Eikelenboom	264-266	02-01-2014	jap.eikelenboom@gmail.com	05-01-2014	0031646055358	jap.eikelenboom@gmail.com
8	842	Janet james	262	3 January	Ajames999@aol.com	4 January	07905281666	Ajames999@aol.com
9	843	Susanne Nielsen			sni@spies.dk			sni@spies.dk
10	845	Belinda Butcher	can't remember	10/1/14	belinda_woodhill@btinternet.com	11/1/14		belinda_woodhill@btinternet.com
11	847	Mr and Mrs Mathewson	221	14/1/14	Katy.mathewson@talk21.com	16/1/14	07545267066	Katy.mathewson@talk21.com
12	848	Peter Mahoney		1st Jan 2014	pjmah@icloud.com	14th Jan 2014		pjmah@icloud.com
13	850	lisa mills	233	18/1	lisa.mills17@btinternet.com	19/1	07665258403	lisa.mills17@btinternet.com
14	851	Mrs Kathryn Elvy	263	18/01/14	wallace.elvy@gmail.com	20/01/14	07971025554	wallace.elvy@gmail.com
15	854	Judy Jeffrey	266	20/1	judyjeffrey@hotmail.com	22/1	07971043012	judyjeffrey@hotmail.com

**Question 26:** Would you like to receive any further information from The Capital regarding?

Answers:	Responses:
Accommodation	4 / 28.6%
Special Offers	7 / 50%
Restaurants & Bar	0 / 0%
Meetings & Private Dining	0 / 0%
Events & Master Classes	1 / 7.1%
The Levin Hotel	0 / 0%
Serviced Apartments	0 / 0%
Christmas	2 / 14.3%
<b>TOTAL CLICKS</b>	14
<b>TOTAL RESPONSES</b>	14



**Question 27:** If you do not want us to publish your review online...

Answers:	Responses:
... please select the box	8 / 100%
<b>TOTAL CLICKS</b>	8
<b>TOTAL RESPONSES</b>	8

