



Report Summary - 1st October 2014 - 31st December 2014

Survey: The Devonshire Arms Hotel Guest Experience Survey

Status: **Launched**

Total Responses: 4557

Created Time/Date: 04:55 15th Nov 2013

Filtered Responses: 455

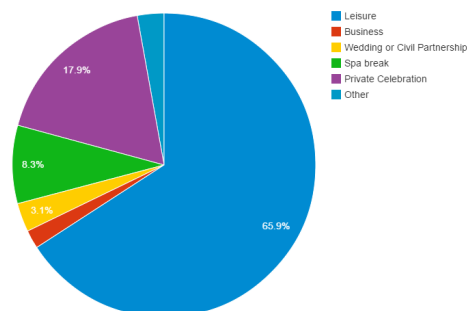
Modified Time/Date: 16:28 14th Jul 2014

Responses Excluded: 4102

Question 1: Why did you stay with us?

Answers: Responses:

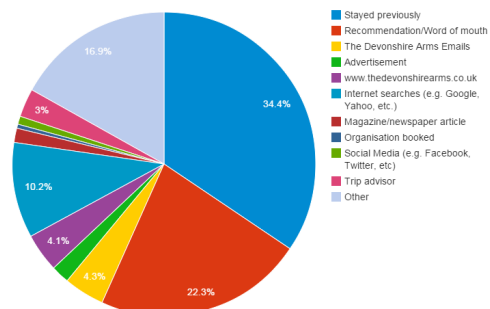
Leisure	301 / 65.9%
Business	9 / 2%
Wedding or Civil Partnership	14 / 3.1%
Spa break	38 / 8.3%
Private Celebration	82 / 17.9%
Other	13 / 2.8%
TOTAL CLICKS	457
TOTAL RESPONSES	457



Question 2: How did you hear about us?

Answers: Responses:

Stayed previously	159 / 34.4%
Recommendation/Word of mouth	103 / 22.3%
The Devonshire Arms Emails	20 / 4.3%
Advertisement	9 / 1.9%
www.thedevonshirearms.co.uk	19 / 4.1%
Internet searches (e.g. Google, Yahoo, etc.)	47 / 10.2%
Magazine/newspaper article	7 / 1.5%
Organisation booked	2 / 0.4%
Social Media (e.g. Facebook, Twitter, etc)	4 / 0.9%
Trip advisor	14 / 3%
Other	78 / 16.9%
TOTAL CLICKS	462
TOTAL RESPONSES	462



Question 3: How did you make your reservation?

Answers: Responses:



Called direct	242 / 65.4%
Emailed direct	33 / 8.9%
www.thedevonshirearms.co.uk	92 / 24.9%
Other websites (e.g. booking.com)	1 / 0.3%
Other	2 / 0.5%
TOTAL CLICKS	370
TOTAL RESPONSES	370

Question 4: How would you rate...

	Excellent	Good	Fair	Poor	Very Poor	Total Responses	Not Answered
your overall experience at The Devonshire Arms?	316 / 76%	86 / 21%	11 / 3%	1 / 0%	1 / 0%	415	0

Question 5: How likely are you to...

	Definitely Yes	Yes	Maybe	No	Definitely Not	Total Responses	Not Answered
stay at The Devonshire Arms in the future?	280 / 67%	84 / 20%	45 / 11%	6 / 1%	3 / 1%	418	0
recommend The Devonshire Arms your friends and/or colleagues?	292 / 74%	76 / 19%	22 / 6%	3 / 1%	2 / 1%	395	0

Question 6: How would you summarise your experience at The Devonshire Arms?

TOTAL RESPONSES

383

Question 7: When you arrived

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Not Answered
The staff were friendly, welcoming and professional	356 / 87%	52 / 13%	2 / 0%	1 / 0%	0 / 0%	0 / 0%	411	0
The ambience, design and interior decoration appealed to me	295 / 72%	100 / 25%	10 / 2%	2 / 0%	1 / 0%	0 / 0%	408	0
The atmosphere was warm and friendly	331 / 81%	71 / 17%	3 / 1%	3 / 1%	0 / 0%	0 / 0%	408	0

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

TOTAL RESPONSES

177

Question 9: In regards to your bedroom/suite

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Not Answered
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The design was appealing to my taste	225 / 56%	148 / 37%	21 / 5%	8 / 2%	2 / 0%	0 / 0%	404	0
I was able to access the Internet easily	169 / 42%	76 / 19%	27 / 7%	25 / 6%	5 / 1%	96 / 24%	398	0
I was very happy with my bedroom/suite	230 / 57%	129 / 32%	26 / 6%	15 / 4%	3 / 1%	0 / 0%	403	0

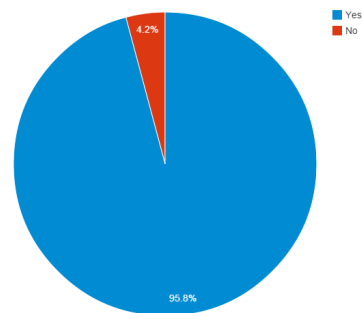
Question 10: Do you have any other comments regarding your bedroom/suite? Please start your comments with the room/suite name.

TOTAL RESPONSES

186

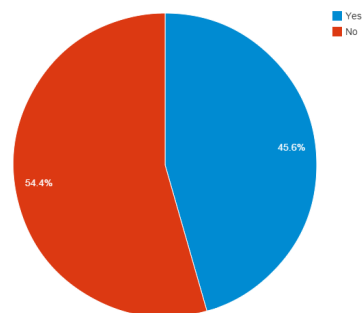
Question 11: Did you dine with us?

Answers:	Responses:
Yes	391 / 95.8%
No	17 / 4.2%
TOTAL CLICKS	408
TOTAL RESPONSES	408



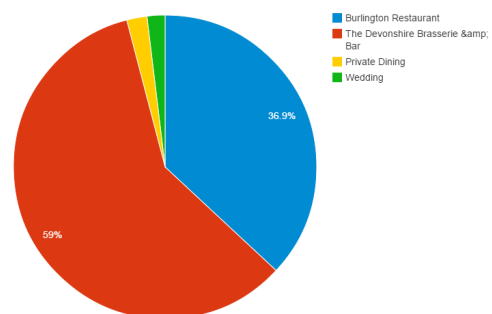
Question 12: Did you use the spa facilities?

Answers:	Responses:
Yes	169 / 45.6%
No	202 / 54.4%
TOTAL CLICKS	371
TOTAL RESPONSES	371



Question 13: Where did you dine?

Answers:	Responses:
Burlington Restaurant	154 / 36.9%
The Devonshire Brasserie & Bar	246 / 59%
Private Dining	9 / 2.2%
Wedding	8 / 1.9%
TOTAL CLICKS	417
TOTAL RESPONSES	417



Question 14: How would you rate...

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Total Responses	Not Answered
The food was excellent	248 / 64%	105 / 27%	20 / 5%	10 / 3%	3 / 1%	386	0
The service was friendly & professional	263 / 68%	108 / 28%	10 / 3%	5 / 1%	0 / 0%	386	0
The overall dining experience was excellent	235 / 61%	104 / 27%	25 / 7%	17 / 4%	3 / 1%	384	0

Question 15: Do you have any other comments regarding The Devonshire Arms as a dining venue?**TOTAL RESPONSES**

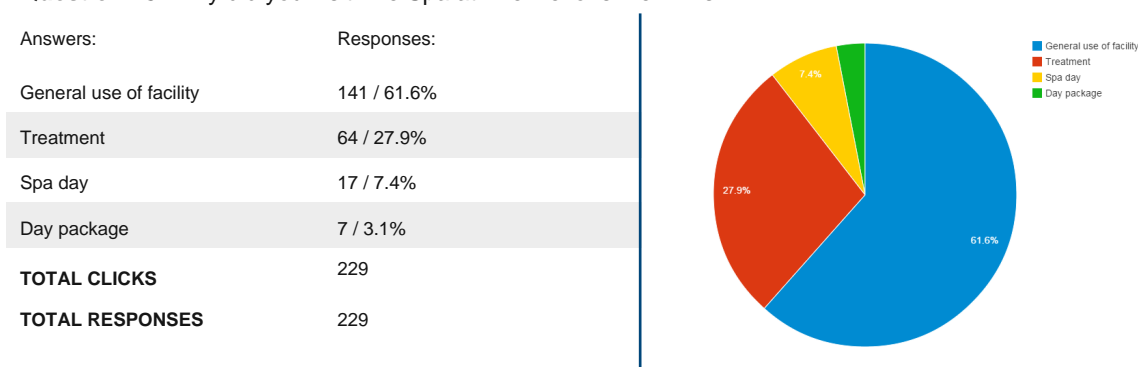
192

Question 16: For business

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Not Answered
We were able to access the internet easily	1 / 12%	4 / 50%	1 / 12%	1 / 12%	0 / 0%	1 / 12%	8	0
The business facilities were very good	0 / 0%	2 / 25%	2 / 25%	0 / 0%	0 / 0%	4 / 50%	8	0
Our business meeting requirements were met	0 / 0%	2 / 25%	1 / 12%	0 / 0%	0 / 0%	5 / 62%	8	0

Question 17: Do you have any other comments regarding The Devonshire Arms Hotel & Spa as a business venue?**TOTAL RESPONSES**

4

Question 18: Why did you visit The Spa at The Devonshire Arms?**Question 19:** In regards to The Spa at The Devonshire Arms

	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	N/A	Total Responses	Not Answered
The facilities were of a high standard	93 / 47%	84 / 43%	12 / 6%	4 / 2%	3 / 2%	1 / 1%	197	0
The quality of the treatments were of a high standard	62 / 34%	25 / 14%	17 / 9%	3 / 2%	2 / 1%	74 / 40%	183	0

Question 20: Do you have any other comments regarding The Spa at The Devonshire Arms?

TOTAL RESPONSES

77

Question 21: 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	331 / 82%	66 / 16%	5 / 1%	0 / 0%	0 / 0%	0 / 0%	402	0
Were attentive to my needs	312 / 78%	71 / 18%	12 / 3%	3 / 1%	0 / 0%	1 / 0%	399	0
Made me feel well looked after	315 / 79%	75 / 19%	8 / 2%	1 / 0%	0 / 0%	1 / 0%	400	0

Question 22: Was there any particular member of the team you would like to acknowledge and why?

TOTAL RESPONSES

154

Question 23: 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	306 / 77%	86 / 22%	2 / 1%	3 / 1%	2 / 1%	0 / 0%	399	0
The final account was easy to understand and accurate	267 / 67%	95 / 24%	12 / 3%	17 / 4%	5 / 1%	1 / 0%	397	0
You were sad to leave	241 / 62%	97 / 25%	40 / 10%	5 / 1%	2 / 1%	6 / 2%	391	0

Question 24: How did your experience with us meet with your expectations?

Answers: Responses:

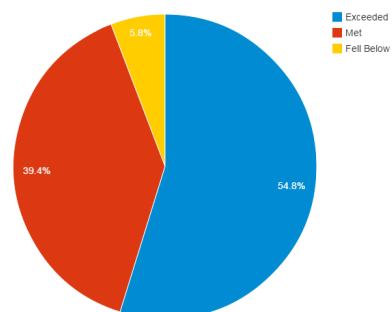
Exceeded 217 / 54.8%

Met 156 / 39.4%

Fell Below 23 / 5.8%

TOTAL CLICKS 396

TOTAL RESPONSES 396



Question 25: Was there anything else that we could have done to enhance your overall experience?

TOTAL RESPONSES

136

Question 26: Do you have any further comments?

TOTAL RESPONSES

147

Question 27: 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?

TOTAL RESPONSES

80

Question 28: What is your gender?

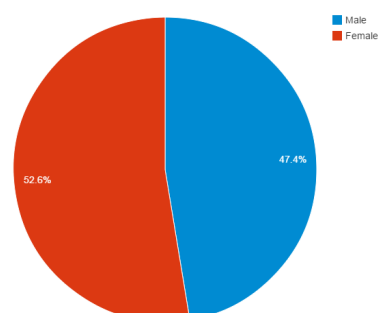
Answers: Responses:

Male 182 / 47.4%

Female 202 / 52.6%

TOTAL CLICKS 384

TOTAL RESPONSES 384



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

Answers: Responses:

Under 18 0 / 0%

18-24 5 / 1.3%

25-34 30 / 7.7%

35-44 63 / 16.2%

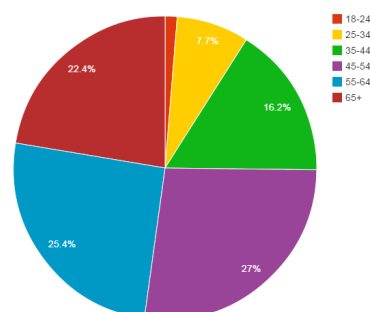
45-54 105 / 27%

55-64 99 / 25.4%

65+ 87 / 22.4%

TOTAL CLICKS 389

TOTAL RESPONSES 389



Question 30: Would you like to receive any further information from The Devonshire Arms Hotel & Spa regarding?

Answers: Responses:

Accommodation 160 / 27%

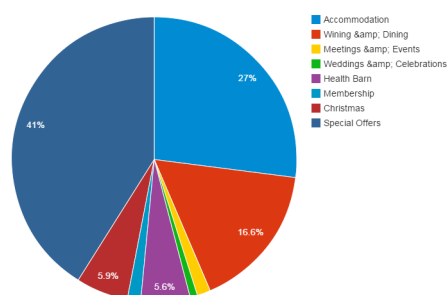
Wining & Dining 98 / 16.6%

Meetings & Events 9 / 1.5%

Weddings & Celebrations 5 / 0.8%

Health Barn 33 / 5.6%

Membership 9 / 1.5%



Christmas	35 / 5.9%
Special Offers	243 / 41%
TOTAL CLICKS	592
TOTAL RESPONSES	592

Question 31: Please complete the following (just in case we need to contact you regarding your comments, not for marketing purposes):

Question 32: If you do not want us to publish your review online (including Crisp White Sheets)...

Answers:	Responses:
... please select the box	153 / 100%
TOTAL CLICKS	153
TOTAL RESPONSES	153

