



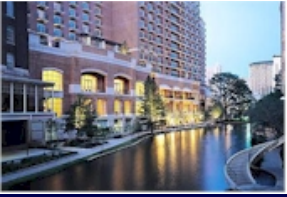
Todd  
Hollander  
Market  
Research

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*Sample Report*  
Hotel Guest Survey



# Background & Purpose

Hotel Name

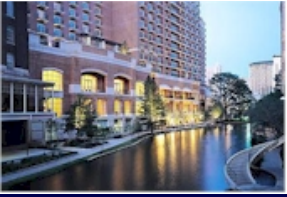
- [Hotel Name] is a highly successful upscale hotel located in [location].
- [Hotel Name] is dedicated to providing an unparalleled level of satisfaction to every guest on every visit.
- In order to measure the current level of guest satisfaction and identify ways to improve the guest experience, [Hotel Name] commissioned the marketing research firm of Todd Hollander Market Research to conduct a guest survey.



# Method

Hotel Name

- This research was conducted in September 2005 via an internet survey of recent [Hotel Name] guests.
- Survey invitations were sent via electronic mail to 10,000 potential respondents.
- The invitations contained a link to the survey on a secure external website.
- To increase participation, all respondents completing the survey were:
  - Offered a discounted package of a 2 night weekend stay at the [Hotel Name].
  - Eligible for a drawing to win a free 2 night stay at the hotel.
- A total of 2,500 guests completed the survey



# Executive Summary

Hotel Name

- Satisfaction with the [Hotel Name] is very high
  - 9 out of 10 guests are likely to revisit the hotel
  - Half say they definitely will return
  - 93% would recommend the hotel to others
- Satisfaction with all hotel food outlets is very high
  - 97% were satisfied with food and beverage experiences; 60% were delighted
  - More than half consider the food and beverages at the [Hotel Name] superior to other upscale hotels
- Satisfaction with food, beverages, and service at [Restaurant 1] is very high
  - 45% had dined at [Restaurant 1] on their last visit
  - 18% had visited [Restaurant 1] more than once on the last visit



# Recommended Actions

Hotel Name

1. Publicize survey results by:
  - Issuing a news release
  - Including key findings in follow-up email to survey participants
  - Posting key findings at each hotel food outlet
  - Including survey results on hotel website
2. Set goals for increasing visits and satisfaction, e.g.:
  - “Increase percentage of guests who visit [Restaurant 1] from 45% to 55%”
  - “Increase dinner visits at [Restaurant 1] from 22% to 35%”
3. Create strategies and tactics to achieve these goals
4. Repeat survey in 6 to 9 months to measure effectiveness in achieving goals

# Detailed Findings



# Respondent Profile

Hotel Name

A total of 2,500 guests completed the survey

## Gender

- Male 50%
- Female 50%

## Age

- 18-34 25%
- 35-49 25%
- 50-64 25%
- 65+ 25%



# Respondent Profile (cont'd)

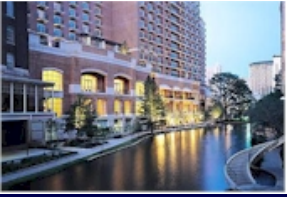
Hotel Name

## Marital Status

- Married 72%
- Single 20%
- Other 8%

## [Hotel Chain] Preferred Guest Program

- Member 72%
- Non-member 21%
- Don't Know 7%



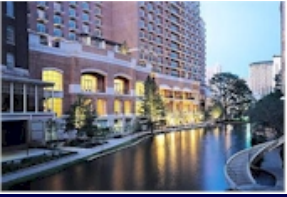
## Q.1 In the past year, how many times have you visited the [Hotel Name] Hotel?

Hotel Name

### Number of visits (past year)

- One 68%
- Two 15%
- Three 7%
- Four 3%
- Five 2%
- Six or more 5%

One third had visited the hotel more than once in the past year

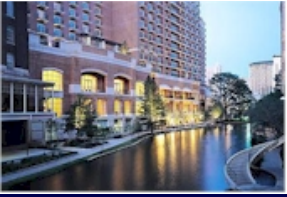


Hotel Name

## Q.2 How long ago did you last visit the [Hotel Name]?

### Recency of last visit

- Past 30 days 6%
- 31 - 60 days 20%
- 61 - 90 days 22%
- Over 90 days 53%



Hotel Name

## Q.3 How many nights did you stay on your last visit to the [Hotel Name]?

### Number of nights on last visit

- One 21%
- Two 36%
- Three 24%
- Four 11%
- Five 4%
- Six 2%
- Seven or more 2%

8 out of 10 stayed more than one night on their last visit



## Q.4 What is the main reason you selected the [Hotel Name] on your last visit?

Hotel Name

### Main reason for last visit

- Attending meeting at hotel 22%
- [Hotel Chain] Preferred Guest program 18%
- Preference for [Hotel Chain] brand 17%
- Previous experience 16%
- Recommendation from friend or relative 8%
- Special package rate 6%
- Other 13%



Hotel Name

## Q.5 How many times did you dine at each of the following food outlets on your last visit to the [Hotel Name]?

### Summary – Percentage of guests who visited each food outlet on most recent visit

- [Restaurant 1] 45%
- [Restaurant 2] 40%
- [Restaurant 3] 34%
- Room Service 42%
- Banquets 17%
- Pool Bar 10%

Nearly half had dined at [Restaurant 1] on their last visit



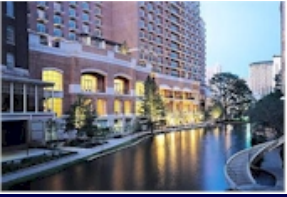
Hotel Name

## Q.5 How many times did you dine at each of the following food outlets on your last visit to the [Hotel Name]?

### [Restaurant 1]

- One 28%
- Two 12%
- Three 4%
- Four or more 2%
- None 55%

18% had visited [Restaurant 1] more than once on the last visit

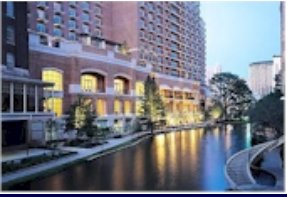


Hotel Name

Q.5 How many times did you dine at each of the following food outlets on your last visit to the [Hotel Name]?

[Restaurant 2]

- One 26%
- Two 10%
- Three 2%
- Four or more 1%
- None 60%

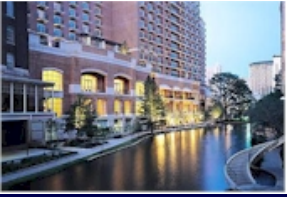


Hotel Name

Q.5 How many times did you dine at each of the following food outlets on your last visit to the [Hotel Name]?

[Restaurant 3]

- One 21%
- Two 9%
- Three 3%
- Four or more 1%
- None 66%

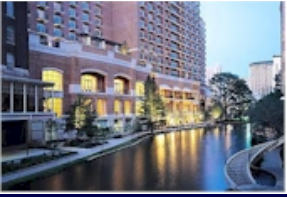


Hotel Name

Q.5 How many times did you dine at each of the following food outlets on your last visit to the [Hotel Name]?

### Room Service

- One 27%
- Two 11%
- Three 2%
- Four or more 3%
- None 58%



Hotel Name

Q.5 How many times did you dine at each of the following food outlets on your last visit to the [Hotel Name]?

## Banquets

- One 7%
- Two 4%
- Three 2%
- Four or more 4%
- None 83%

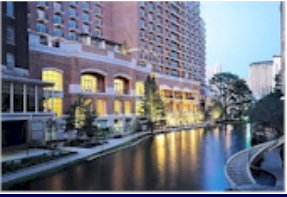


Hotel Name

Q.5 How many times did you dine at each of the following food outlets on your last visit to the [Hotel Name]?

## Pool Bar

- One 7%
- Two 2%
- Three 0%
- Four or more 1%
- None 90%



## Q.5 How many times did you dine at each of the following food outlets on your last visit to the [Hotel Name]?

Hotel Name

Summary	<u>0</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4+</u>
	%	%	%	%	%
• [Restaurant 1]	55	28	12	4	2
• [Restaurant 2]	60	26	10	2	1
• [Restaurant 3]	66	21	9	3	1
• Room Service	58	27	11	2	3
• Banquets	83	7	4	2	4
• Pool Bar	90	7	2	0	1



Hotel Name

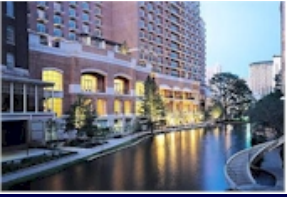
## Q.5B What is the main reason you did not dine at the [Restaurant 1] on your last visit to the [Hotel Name]?

### Main reason for not dining at [Restaurant 1]

(base = those who did not dine at [Restaurant 1])

- Wanted to dine outside the hotel 49%
- Did not have time 23%
- Attended a conference with pre-arranged meals 16%
- Did not know it was there 7%
- Other 5%

Half of those who did not dine at [Restaurant 1] preferred to dine outside of the hotel



## Q.6 On your last visit to the [Hotel Name], for which meals did you dine at each of the following hotel food outlets?

Hotel Name

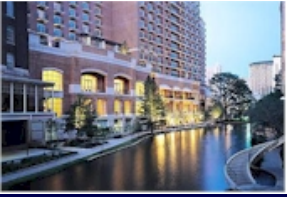
### [Restaurant 1]

(base = those who dined at [Restaurant 1])

- Breakfast 48%
- Lunch 40%
- Dinner 22%
- Late night 4%

[Restaurant 1] was visited more for breakfast and lunch than for dinner

Note: Percentages add to more than 100% because some guests dined at this location for more than one meal.



## Q.6 On your last visit to the [Hotel Name], for which meals did you dine at each of the following hotel food outlets?

Hotel Name

### [Restaurant 2]

(base = those who dined at [Restaurant 2])

- Breakfast 79%
- Lunch 15%
- Dinner 2%
- Late night 9%

Breakfast was the preferred meal at the café

Note: Percentages add to more than 100% because some guests dined at this location for more than one meal.



Q.6 On your last visit to the [Hotel Name], for which meals did you dine at each of the following hotel food outlets?

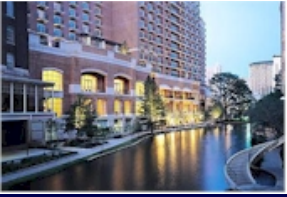
Hotel Name

### [Restaurant 3]

(base = those who dined at [Restaurant 3])

- Breakfast 3%
- Lunch 11%
- Dinner 26%
- Late night 65%

Note: Percentages add to more than 100% because some guests dined at this location for more than one meal.



Q.6 On your last visit to the [Hotel Name], for which meals did you dine at each of the following hotel food outlets?

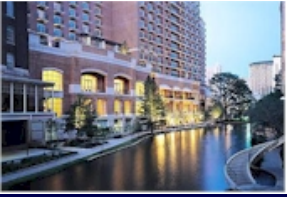
Hotel Name

## Room Service

(base = those who dined in room)

- Breakfast 45%
- Lunch 11%
- Dinner 35%
- Late night 35%

Note: Percentages add to more than 100% because some guests dined at this location for more than one meal.



Q.6 On your last visit to the [Hotel Name], for which meals did you dine at each of the following hotel food outlets?

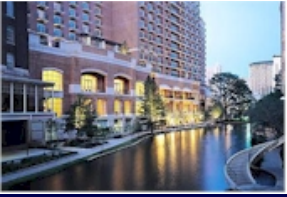
Hotel Name

## Banquets

(base = those who dined at banquets )

- Breakfast 39%
- Lunch 64%
- Dinner 52%
- Late night 6%

Note: Percentages add to more than 100% because some guests dined at this location for more than one meal.



Q.6 On your last visit to the [Hotel Name], for which meals did you dine at each of the following hotel food outlets?

Hotel Name

## Pool Bar

(base = those who dined at Pool Bar)

- Breakfast 8%
- Lunch 66%
- Dinner 8%
- Late night 22%

Note: Percentages add to more than 100% because some guests dined at this location for more than one meal.

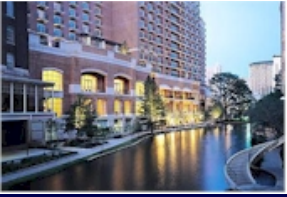


Q.6 On your last visit to the [Hotel Name],  
for which meals did you dine at each of the  
following hotel food outlets?

Hotel Name

## Summary

	Breakfast	Lunch	Dinner	Late Night
	%	%	%	%
• [Restaurant 1]	48	40	22	4
• [Restaurant 2]	79	15	2	9
• [Restaurant 3]	3	11	26	65
• Room Service	45	11	35	35
• Banquets	39	64	52	6
• Pool Bar	8	66	8	22



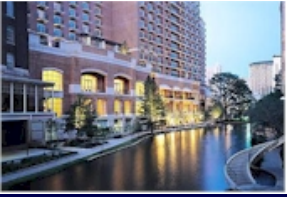
Hotel Name

Q.7 On your last visit to the [Hotel Name],  
how satisfied were you with each of the  
following hotel food outlets?

## [Restaurant 1]

(base = those who dined at [Restaurant 1])

- Extremely satisfied 56%
- Somewhat satisfied 39%
- Somewhat dissatisfied 2%
- Extremely dissatisfied 3%



Hotel Name

Q.7 On your last visit to the [Hotel Name],  
how satisfied were you with each of the  
following hotel food outlets?

## [Restaurant 2]

(base = those who dined at [Restaurant 2])

- Extremely satisfied 55%
- Somewhat satisfied 43%
- Somewhat dissatisfied 2%
- Extremely dissatisfied 1%



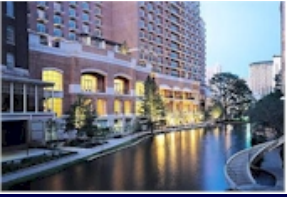
Hotel Name

Q.7 On your last visit to the [Hotel Name],  
how satisfied were you with each of the  
following hotel food outlets?

## [Restaurant 3]

(base = those who dined at [Restaurant 3])

- Extremely satisfied 58%
- Somewhat satisfied 38%
- Somewhat dissatisfied 2%
- Extremely dissatisfied 2%



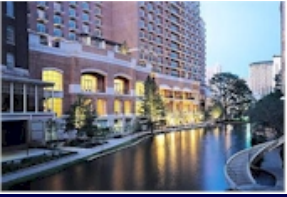
Hotel Name

Q.7 On your last visit to the [Hotel Name],  
how satisfied were you with each of the  
following hotel food outlets?

## Room Service

(base = those who dined in room)

- Extremely satisfied 62%
- Somewhat satisfied 33%
- Somewhat dissatisfied 4%
- Extremely dissatisfied 1%



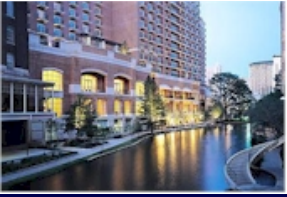
Hotel Name

Q.7 On your last visit to the [Hotel Name],  
how satisfied were you with each of the  
following hotel food outlets?

## Banquets

(base = those who dined in banquets)

- Extremely satisfied 65%
- Somewhat satisfied 32%
- Somewhat dissatisfied 2%
- Extremely dissatisfied 1%



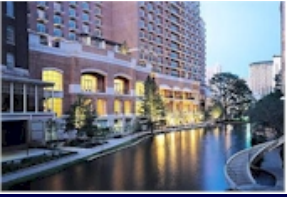
Hotel Name

Q.7 On your last visit to the [Hotel Name],  
how satisfied were you with each of the  
following hotel food outlets?

## Pool Bar

(base = those who dined at the Pool Bar)

- Extremely satisfied 46%
- Somewhat satisfied 49%
- Somewhat dissatisfied 3%
- Extremely dissatisfied 1%



## Q.7 On your last visit to the [Hotel Name], how satisfied were you with each of the following hotel food outlets?

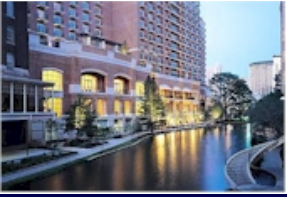
Hotel Name

### Summary

- [Restaurant 1]
- [Restaurant 2]
- [Restaurant 3]
- Room Service
- Banquets
- Pool Bar

Extremely Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Extremely Dissatisfied
%	%	%	%
56	39	2	3
55	43	2	1
58	38	2	2
62	33	4	1
65	32	2	1
46	49	3	1

Satisfaction with all food outlets is very high



Hotel Name

**Q.8** Thinking about the food and beverages at the [Restaurant 1], how would you rate:

## Variety of menu selections

(base = those who dined at [Restaurant 1])

- Excellent 29%
- Good 51%
- Average 16%
- Below average 3%
- Poor 1%



Hotel Name

## Q.8 Thinking about the food and beverages at the [Restaurant 1], how would you rate:

### Taste of Food

(base = those who dined at [Restaurant 1])

- Excellent 44%
- Good 46%
- Average 8%
- Below average 1%
- Poor 1%



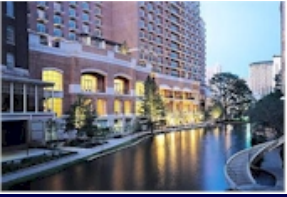
Hotel Name

## Q.8 Thinking about the food and beverages at the [Restaurant 1], how would you rate:

### Quality of Food

(base = those who dined at [Restaurant 1])

- Excellent 44%
- Good 46%
- Average 8%
- Below average 1%
- Poor 0%



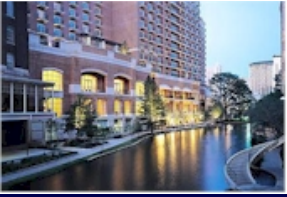
## Q.8 Thinking about the food and beverages at the [Restaurant 1], how would you rate:

Hotel Name

### Temperature of Food

(base = those who dined at [Restaurant 1])

- Excellent 38%
- Good 52%
- Average 9%
- Below average 1%
- Poor 0%



## Q.8 Thinking about the food and beverages at the [Restaurant 1], how would you rate:

Hotel Name

### Quality of Beverages

(base = those who dined at [Restaurant 1])

- Excellent 39%
- Good 48%
- Average 12%
- Below average 1%
- Poor 0%



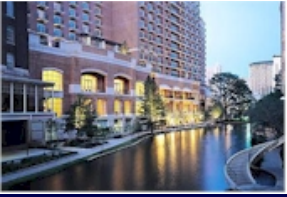
Hotel Name

**Q.8** Thinking about the food and beverages at the [Restaurant 1], how would you rate:

## Value for the Money

(base = those who dined at [Restaurant 1])

- Excellent 20%
- Good 45%
- Average 30%
- Below average 3%
- Poor 1%

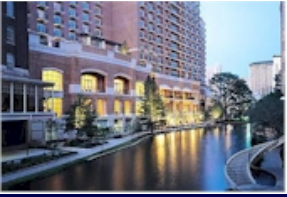


# Summary: [Restaurant 1] Food Ratings

Hotel Name

Attribute	Excellent	Good
• Variety of menu selections	29%	51%
• Taste of food	44%	46%
• Quality of food	44%	46%
• Temperature of food	38%	52%
• Quality of beverages	39%	48%
• Value for the money	20%	45%

Satisfaction with the food and beverages at [Restaurant 1] is very high



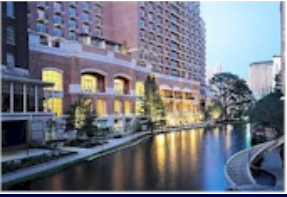
Hotel Name

## Q.9 Thinking about the service at [Restaurant 1], how would you rate:

### Promptness

(base = those who dined at [Restaurant 1])

- Excellent 42%
- Good 43%
- Average 10%
- Below average 3%
- Poor 1%



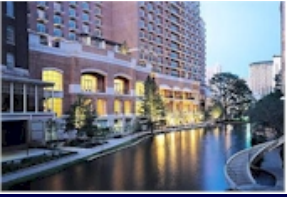
Hotel Name

## Q.9 Thinking about the service at [Restaurant 1], how would you rate:

### Attentiveness/Availability

(base = those who dined at [Restaurant 1])

- Excellent 45%
- Good 42%
- Average 8%
- Below average 3%
- Poor 1%

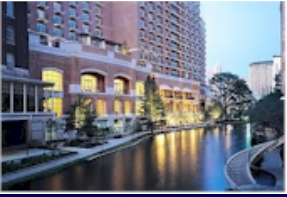


Hotel Name

## Q.9 Thinking about the service at [Restaurant 1], how would you rate:

### Knowledge of food & beverages (base = those who dined at [Restaurant 1])

- Excellent 43%
- Good 45%
- Average 9%
- Below average 1%
- Poor 1%



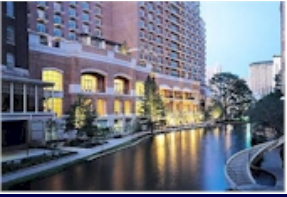
Hotel Name

## Q.9 Thinking about the service at [Restaurant 1], how would you rate:

### Friendliness

(base = those who dined at [Restaurant 1])

- Excellent 56%
- Good 35%
- Average 7%
- Below average 1%
- Poor 0%



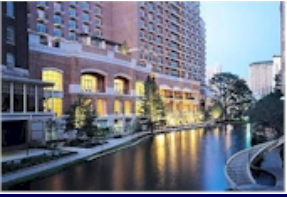
Hotel Name

## Q.9 Thinking about the service at [Restaurant 1], how would you rate:

### Professionalism

(base = those who dined at [Restaurant 1])

- Excellent 55%
- Good 37%
- Average 7%
- Below average 1%
- Poor 1%



# Summary: [Restaurant 1] Service Ratings

Hotel Name

Attribute	Excellent	Good
• Promptness	42%	43%
• Attentiveness/availability	45%	42%
• Knowledge of food/beverages	43%	45%
• Friendliness	56%	35%
• Professionalism	55%	37%

Satisfaction with the service at [Restaurant 1] is very high



Hotel Name

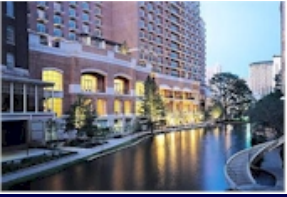
## Q.10 Overall, how satisfied were you with the food and beverage experience at the [Hotel Name] Hotel?

### Overall food & beverage satisfaction

(base = those who dined anywhere at the hotel)

- Extremely satisfied 60%
- Somewhat satisfied 37%
- Somewhat dissatisfied 2%
- Extremely dissatisfied 1%

97% of guests were satisfied with their food and beverage experiences; 60% were delighted



Hotel Name

## Q.12 Compared to other upscale hotels, are the food and beverage experiences at the [Hotel Name]...

(base = those who dined anywhere at the hotel)

- Much better 20%
- A little better 35%
- About the same 40%
- A little worse 4%
- Much worse 1%

More than half consider the food and beverages at the [Hotel Name] superior to other upscale hotels



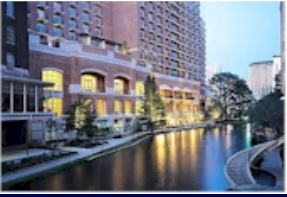
Hotel Name

## Q.13 When selecting a hotel like the [Hotel Name], how important is the hotel's food and beverage service?

(base = all respondents)

- Extremely important 24%
- Somewhat important 58%
- Somewhat unimportant 17%
- Extremely unimportant 1%

8 out of 10 guests consider food and beverage offerings an important consideration in selecting a hotel



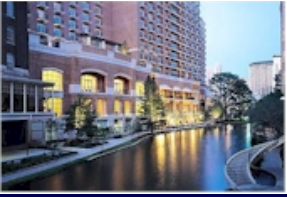
Hotel Name

## Q.14 How likely are you to stay at the [Hotel Name] again?

(base = all respondents)

- Definitely will 51%
- Probably will 38%
- Might or might not 10%
- Probably will not 1%
- Definitely will not 0%

9 out of 10 guests are likely to revisit the hotel; half say they definitely will return



## Q.15 How likely are you to recommend the [Hotel Name] Hotel to others?

Hotel Name

(base = all respondents)

- Definitely will 65%
- Probably will 28%
- Might or might not 5%
- Probably will not 1%
- Definitely will not 1%

93% of guests would recommend the hotel to others