

# HOTEL SATISFACTION STATUS REPORT

Month of July 2018

Category	Response Rate	Satisfaction Score	Monthly Change	Diff. from Avg.
Overall Experience	Sufficiently large	93.8	+6.3	+0.9
Quality for Price	Sufficiently large	94.8	+6.3	+1.6
Breakfast	Sufficiently large	91.9	+4.1	+0.7
Staff	Sufficiently large	91.9	+4.1	+0.7
Building	Sufficiently large	76.8	+3.9	+1
Reservations	Sufficiently large	95.2	+3.5	+0.9
Guest Room	Sufficiently large	88.5	+0.6	-0.3

## Statistics for July 2018

<b>73</b>	Survey responses
<b>81%</b>	Room in working order
<b>30%</b>	Change something about the room
<b>53%</b>	First-time customer
<b>77%</b>	Positive Satisfaction Ratings

## Comments from July 2018

Room comments: 3 guests requested more lighting and 2 requested more outlets.

Parking comments: 11 guests reported that the route to the hotel is confusing and needs more signage.

Overall comments: 3 guests reported nice staff and 5 said their stay was overall a good experience.

Report generated on Wednesday, August 01, 2018 by the Reitz Union Assessment Team

Satisfaction score: An aggregate satisfaction index based on all survey ratings for the category, on a scale of 0-100.

Monthly Change: The difference in satisfaction score between the current and previous month. N/A means the previous month had no data.

Diff. from Avg.: The difference in satisfaction score from the current month to the average of all months in the current fiscal year.

Positive satisfaction ratings: The percent of all ratings that are 'Somewhat Satisfied' or 'Extremely Satisfied.'