

Guest Survey Report 2011

The total number of guests' places taken in 2011 was 679. This number includes returnees and guests staying for two and three weeks, plus the guests that took advantage of the mini breaks at Butlins in Minehead in September and October.

The current total of Guest Surveys returned stands at 124, a slight increase in numbers compared to the 2010 season.

We will continue to promote the importance of our guests providing us with feedback so we can give them an unforgettable holiday experience. There is also the added option of being able to complete the survey online, via our website. Trevanion House hopes that this will aid the increase of surveys received each season.

Below is a table listing previous yearly totals.

Year	2007	2008	2009	2010	2011
Total	98	148	123	116	127

Guests are prompted during their Welcome Meeting and on Departure from Trevanion House about filling in and returning the surveys.

Of the surveys we had returned, exactly 102 were returned by guests who had previously holidayed with us and the remaining 25 were from guests who had visited for the first time.

Within the first section of the guests survey, we ask the guests to rate the bedrooms, the staff, the lounges, dining room, outings, opportunity for choice, food and the souvenirs available to buy.

The table below highlights the findings from the 2011 Guest Survey.

	Happy 😊	Neutral 😐	Unhappy ☹️	Total
Bedrooms	112	11	4	127
Staff	121	3	1	125
Lounges	113	8	5	126
Dining Room	118	6	2	126
Outings	115	8	3	126
Choice	113	11	1	125
Food	114	10	3	127
Souvenirs	93	19	5	117

Some of the guests left out specific categories, this is reflected in the totals. Souvenirs being the most effected however, this can be explained by returning guests who do not wish to purchase any more souvenirs.

Although the surveys received are from a low percentage of guests, the above findings do provide us with some important information.

Largely the results indicate a positive response, however the weaker areas will be looked into and improvements made for the forthcoming season of 2012.

In the next section of the survey we ask “What did you think of the arrival and check-in procedure?”

Over one hundred guests gave positive feedback on the arrivals procedure. There was just one negative remark however this was an issue with travel arrangements.

Mostly the comments were of a nature of, it was good to see the staff and meet up with friends they had met on previous holidays. Along with a warm welcome and well needed refreshments after travelling.

The next question asked is, “What part of the holiday did you enjoy the most?”

The majority answering this listed the individual outings and attractions visited as the best part of their holiday, Paradise Park, Eden Project and the Steam Train to mention but a few. Overall the guests enjoy getting out and about and exploring what Cornwall has to offer.

There was also positive feedback where guests had holidayed at Trevanion House on a feature week where there was a Theatre visit, a day at the Royal Cornwall Show and many comments regarding Christmas.

This was followed closely by :

- meeting up with friends they had met on a previous holiday
- making new friends,
- the helpful staff .

The evening entertainment was mentioned in several surveys, Trevanion House tries to cater for all, but if a guest does not wish to participate in the stated entertainment there are other options available.

We also ask “What part of the holiday did you enjoy the least?”

Altogether there were a few negative points raised, those stated included many non-Trevanion specific occurrences, such as bad weather and wishing their holiday could have been longer. Other remarks were more on a personal level, as in not enjoying one day in particular or an attraction was not what they had expected.

Included into our survey is an empty box for our guests to make additional comments if desired. We receive many ideas which help us evaluate and determine what changes or advances we can make, this assisting us in ensuring we continue to provide a holiday experience that fulfills our guests' expectations.

Summary

Results of the 2011 Guest Survey feedback have helped us highlight areas we aim to improve and develop for the 2011 season.

- As a result of comments made in the 2010 the meal choice that was introduced for dinner has been a great success in all area's. The guest feedback has been positive. There are two options for the Starter, Main and Dessert. Guests with dietary requirements are also offered a choice of two options.
- Last years 20th Birthday celebrations, were enjoyed by guests and staff alike. The main event was the all day party on the 19th July. The hotel was teaming with neighbours, visitors from local businesses, staff members and the guests that were holidaying that week. The Screech Owl Sanctuary brought two of their birds to the hotel and there was music, food and fun to be had all day from local groups and ending with Robbies Disco. The complimentary souvenir bags were a big hit with the guests especially for those shopping trips.
- Last year Trevanion House ventured into offering mini-breaks, there was an 80's weekend in September at Butlins, Minehead where the guests were treated to the hottest weekend of the year. All enjoyed the facilities on offer, swimming, arcades and exploring the local area. The night life was lively, with the guests all dressing accordingly for the big event on the Saturday night. This was then followed in October by a 70's weekend. Trevanion House intends to expand on these breaks, including long weekends in the city involving the chance to watch a show.
- As with every season we update our trip selection, ensuring we keep up to date with one-off events around Cornwall, Devon and Somerset, as well as the standard attractions, giving our guests as much choice as possible.
- Managers regard the continual uplift to rooms, fixtures and fittings as a matter always to be kept under review.
- The various departments within the running of Trevanion House are committed to working closely together to ensure we deliver what the guests really want, 'communication' being key to improvement.
- The results of this survey will be displayed for all our staff to view, thus assuring all staff have access to up-to-date general guests' opinion and underlining the need for us to maintain the same high standards as of previous seasons. In addition it will be posted on our website so as guests, potential guests and holiday organisers can read.