

## Guest Survey Report 2008

The total number of guest places taken in 2008 was 640. This number includes returnees and guests staying for two and three weeks.

The current total number of guest surveys returned to date stands at 148. Although this is still a small proportion in comparison to the number of guest places taken, it is an increase on previous seasons.

We will continue to promote the importance of our guest's providing us with feedback, and hope that the option of being able to fill the survey out online via the Trevanion House website, will increase the numbers of surveys that we receive each season.

Below is a table listing previous yearly totals.

Year	2004	2005	2006	2007	2008
<b>Total</b>	<b>117</b>	<b>95</b>	<b>131</b>	<b>98</b>	<b>148</b>

Of the surveys we had returned, 111 were completed by guests who had previously visited Trevanion House and the remaining 36 were filled out by guests holidaying with us for the first time.

Within the first section of the guest survey, we ask the guest to rate the bedrooms, the staff, lounges, dining room, outings, opportunity for choice, food and souvenirs to buy. There are three ratings to help mark each category.

The table below highlights the findings from the 2008 guest survey.

	☺ Happy	☹ Neutral	☠ Unhappy	Total
<b>Bedrooms</b>	132	13	1	146
<b>Staff</b>	138	8	0	146
<b>Lounges</b>	132	14	0	146
<b>Dining Room</b>	136	10	0	146
<b>Outings</b>	139	6	1	146
<b>Choice</b>	134	11	1	146
<b>Food</b>	126	19	1	146
<b>Souvenirs</b>	120	24	2	146

*We received two surveys that did not include ratings for the above categories*

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

Largely the results indicate a positive response, but opinions displaying weaker areas will be looked into and improvements made once more for 2009. .

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

Some interesting comments were gathered as a result and again the statements made were increasingly positive.

The survey report from 2007 states that comments were made about the check in procedure being too long.

The improvements we made for 2008 have been recognised by our holidaying guests, this year we received no negative comments, instead there are several positive comments, one stating “We found the procedure relaxed and well managed.”

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

The majority answering this listed that the outings and attractions visited were the part of the holiday they enjoyed the most.

Other frequently mentioned statements included how much they had appreciated getting to know other people, making new friends and the friendly helpful staff.

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 the bad weather and wishing their holiday could have been for longer.

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

### **Summary**

Results of the 2008 guest survey feedback have helped us highlight areas we aim to improve and develop for the 2009 season.

- Continual uplift to rooms, fixtures and fittings
- In 2008 we offered a much wider range of souvenirs than we had done in previous seasons and we kept our prices as low as possible. We will endeavour to continue doing so, adding additional items to the current range that we stock.
- Our newly appointed Catering Supervisor will be working closely with our Chefs to ensure we continue to deliver a well balanced menu. They will be taking into account all feedback received and aim to offer what our holidaying guests really want.
- As with each new season we update our trip selection, ensuring we keep up-to-date with the many attractions Cornwall has to offer, thus assuring Trevanion House continues to accommodate as much choice as possible.
- The 2008 guest survey analysis will be displayed for all our staff to view, thus assuring all staff have access to up to date general guest opinion and underlining the need for us all to

keep meeting the same high standards as of previous seasons.

- 2009 will see enhancements to our evening entertainment programme. Our new advanced Bingo, Karaoke and Film assortment will no doubt whet the appetite of our new and returning guests.
- A larger Pool table and other new games equipment are to be purchased for the start of the new season.
- Annual reviewing of the guest survey form will help us decide if any changes are needed, we want to ensure that we continue to ask the right questions enabling us to get the most from the feedback our guests provide.

Melanie Kerr  
Holiday Manager