

Satisfaction

Time Period: Current Year - Month Split (2023 YTD) | Reporting Date: Response Date



	Current Year - Month Split (2023 YTD)												Same Period Year Ago	
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Total	Benchmark	Difference
# of responses	60	58	72	52	68	56	43	49	40	43	Low sample size < 25	545	591	-46
Primary Metric														
Intent to Recommend (Property)	81.7	82.8 Not Significant	76.4 Not Significant	73.1 Not Significant	72.1 Not Significant	82.1 Not Significant	76.7 Not Significant	83.7 Not Significant	82.5 Not Significant	81.4 Not Significant	Low sample size < 25	75.0	78.9	+0.4
Loyalty														
Elite Appreciation	73.7	73.2 Not Significant	69.8 Not Significant	83.3 Not Significant	78.8 Not Significant	85.7	Low sample size < 25	Low sample size < 25	Low sample size < 25	Low sample size < 25	**	76.4	79.3	-2.9
Additional Questions														
Cleanliness	82.8	87.3 Not Significant	84.3 Not Significant	78.8 Not Significant	85.1 Not Significant	80.4 Not Significant	75.0 Not Significant	82.6 Not Significant	84.2 Not Significant	78.0 Not Significant	Low sample size < 25	100.0	82.3	-3.1
Staff Service	84.5	85.2 Not Significant	88.2 Not Significant	82.7 Not Significant	86.6 Not Significant	83.9 Not Significant	79.5 Not Significant	83.0 Not Significant	86.8 Not Significant	78.0 Not Significant	Low sample size < 25	100.0	84.3	-3.5
Food and Beverage	66.0	53.3 Not Significant	61.7 Not Significant	54.2 Not Significant	55.7 Not Significant	53.8 Not Significant	67.6 Not Significant	56.1 Not Significant	50.0 Not Significant	60.5 Not Significant	Low sample size < 25	33.3	57.7	-4.7
Maintenance and Upkeep	77.6	75.9 Not Significant	76.5 Not Significant	67.3 Not Significant	80.3 Not Significant	78.6 Not Significant	76.9 Not Significant	76.6 Not Significant	78.9 Not Significant	72.5 Not Significant	Low sample size < 25	100.0	76.4	-4.5
Design and Décor	70.2	67.9 Not Significant	70.0 Not Significant	65.4 Not Significant	71.2 Not Significant	67.9 Not Significant	67.5 Not Significant	61.7 Not Significant	75.7 Not Significant	63.4 Not Significant	Low sample size < 25	66.7	68.2	-4.9
Amenities/Services														
F&B: Service	67.9	87.1	77.3	84.6 Not Significant	86.7 Not Significant	79.5 Not Significant	76.7 Not Significant	92.0	Low sample size < 25	89.3	Low sample size < 25	66.7	81.6	+4.4
F&B: Quality of Food	50.0	64.3 Not Significant	70.3 Not Significant	66.7 Not Significant	69.7 Not Significant	48.4 Not Significant	76.0 Significant Increase	Low sample size < 25	Low sample size < 25	72.0 Not Significant	Low sample size < 25	50.0	63.7	0.0
Fitness Center Satisfaction	Low sample size < 25	Low sample size < 25	Low sample size < 25	Low sample size < 25	Low sample size < 25	Low sample size < 25	Low sample size < 25	Low sample size < 25	Low sample size < 25	Low sample size < 25	**	60.5	70.0	-9.5
Brand Questions														
CY: Successfully achieve purpose of stay	78.9	83.0 Not Significant	73.5 Not Significant	80.0 Not Significant	80.6 Not Significant	80.0 Not Significant	78.0 Not Significant	82.6 Not Significant	75.0 Not Significant	75.6 Not Significant	Low sample size < 25	66.7	78.7	-4.9

Low sample size < 25 | Significant Increase | Significant Decrease | Not Significant

SIGNIFICANCE TESTING	Positive Negative Not-significant	Significance Level:	5%	Min. Sample Size:	1
		Comparison:	Adjacent column (left)	Min. Absolute Difference:	-