

Satisfaction

Time Period: Last Full 12 Months (11/1/22-10/31/23) | Reporting Date: Response Date



	Last Full 12 Months (11/1/22-10/31/23)													Same Period Year Ago	
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Total	Benchmark	Difference
# of responses	39	55	56	76	80	66	77	45	68	50	59	46	717	756	-39
Primary Metric															
Intent to Recommend (Property)	33.3	52.7 ○	53.6 ○	50.0 ○	48.8 ○	59.1 ○	66.2 ○	73.3 ○	61.8 ○	64.0 ○	71.2 ○	63.0 ○	58.2	58.9	-0.7
Loyalty															
Elite Appreciation	🔴 52.6	🔴 63.6	64.3 ○	58.1 ○	69.2 ○	74.2 ○	74.2 ○	🔴 66.7	80.0	🔴 75.0	84.6	🔴 76.5	69.6	62.9	+6.7
Additional Questions															
Cleanliness	51.4	55.6 ○	61.1 ○	55.4 ○	53.8 ○	60.3 ○	70.7 ○	70.5 ○	69.2 ○	75.0 ○	76.3 ○	57.1 ↓	63.1	63.2	-0.1
Staff Service	57.1	64.8 ○	67.3 ○	62.0 ○	59.7 ○	68.3 ○	78.9 ○	72.7 ○	73.8 ○	81.2 ○	82.8 ○	68.3 ○	69.9	70.7	-0.8
Food and Beverage	34.4	47.9 ○	54.0 ○	36.5 ○	44.9 ○	38.2 ○	58.0 ↑	52.5 ○	50.0 ○	62.5 ○	64.2 ○	42.9 ↓	48.9	44.2	+4.8
Maintenance and Upkeep	34.3	48.1 ○	52.7 ○	45.9 ○	46.8 ○	51.6 ○	62.7 ○	65.9 ○	57.8 ○	58.3 ○	65.5 ○	60.5 ○	54.3	55.4	-1.2
Design and Décor	40.0	46.2 ○	58.2 ○	42.5 ○	34.6 ○	46.8 ○	57.3 ○	65.9 ○	60.0 ○	60.4 ○	61.0 ○	42.9 ○	51.0	55.7	-4.7
Amenities/Services															
F&B: Service	53.8	66.7 ○	65.0 ○	59.5 ○	61.8 ○	65.0 ○	69.0 ○	66.7 ○	58.1 ○	90.6	78.6	63.3 ○	66.5	64.8	+1.7
F&B: Quality of Food	37.9	50.0 ○	43.2 ○	43.1 ○	45.6 ○	50.0 ○	62.1 ○	55.2 ○	50.0 ○	63.6 ○	64.3 ○	40.6 ↓	50.7	39.0	+11.7
Fitness Center Satisfaction	🔴 12.5	🔴 64.7	🔴 42.9	🔴 55.6	🔴 46.2	🔴 58.8	🔴 41.2	🔴 85.7	🔴 50.0	🔴 40.0	🔴 92.3	🔴 58.3	53.8	55.6	-1.8
Brand Questions															
SHS: Puts you at ease	34.3	52.0 ○	55.6 ○	43.8 ○	44.0 ○	57.4 ○	64.0 ○	64.3 ○	66.2 ○	59.6 ○	67.2 ○	55.0 ○	55.6	57.3	-1.7

○ 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:	-