



Website Report

Survey Title: Holiday Resort Unity Guest Survey

Responses By Question Analysis:

1. Arrival

	Excellent	Good	OK	Poor	No Experience	Response Total
Reception greeting	55.77% (846)	32.63% (495)	8.83% (134)	1.25% (19)	1.52% (23)	1517
Speed of check in	48.58% (737)	30.52% (463)	10.48% (159)	3.63% (55)	6.79% (103)	1517
Welcome pack content	36.78% (558)	36.72% (557)	13.78% (209)	2.31% (35)	10.42% (158)	1517
	Total Respondents					1517
	(skipped this question)					39

2. Accommodation (Lodges & Caravans)

	Excellent	Good	OK	Poor	No Experience	Response Total
Quality	55.87% (757)	25.61% (347)	5.68% (77)	1.18% (16)	11.66% (158)	1355
Cleanliness	57.72% (785)	23.75% (323)	5.44% (74)	2.13% (29)	10.96% (149)	1360
Equipment and furnishings	54.63% (744)	25.18% (343)	7.42% (101)	1.76% (24)	11.01% (150)	1362
Location	49.16% (670)	28.69% (391)	8% (109)	3.01% (41)	11.15% (152)	1363
Matched advertised description	47.42% (643)	27.58% (374)	6.19% (84)	2.29% (31)	16.52% (224)	1356
Service from wardens	51.4% (700)	18.87% (257)	3.74% (51)	0.66% (9)	25.33% (345)	1362
	Total Respondents					1371
	(skipped this question)					185

3. Amenities (Touring only)

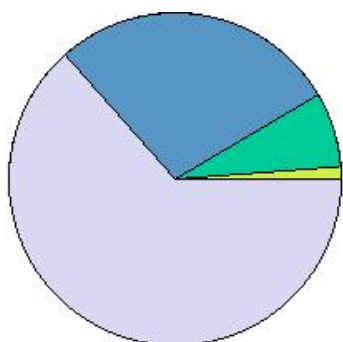
	Excellent	Good	OK	Poor	No Experience	Response Total
Toilets and showers cleanliness	22.9% (254)	6.94% (77)	2.25% (25)	0.54% (6)	67.36% (747)	1109
Standard of pitch	20.71% (228)	8.9% (98)	1.54% (17)	1% (11)	67.85% (747)	1101
Service from wardens	23.43% (258)	5.36% (59)	1.63% (18)	0.91% (10)	68.66% (756)	1101
	Total Respondents					1110
	(skipped this question)					446

4. Please rate our resort

	Excellent	Good	OK	Poor	No Experience	Response Total
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Arcade	15% (220)	28.36% (416)	16.97% (249)	1.84% (27)	37.83% (555)	1467
Bar service Dickies	10.33% (149)	12.75% (184)	3.47% (50)	0.69% (10)	72.77% (1050)	1443
Bar Service RJ's	26.3% (385)	28.42% (416)	9.56% (140)	1.78% (26)	33.95% (497)	1464
Bar Service Tavern	19.15% (279)	20.93% (305)	5.28% (77)	1.3% (19)	53.33% (777)	1457
Caravan Sales	3.44% (49)	3.79% (54)	1.19% (17)	0.07% (1)	91.51% (1304)	1425
Costcutter Supermarket	28.09% (414)	40.37% (595)	14.99% (221)	1.42% (21)	15.13% (223)	1474
Entertainment Dickies	7.41% (106)	8.67% (124)	4.41% (63)	0.91% (13)	78.6% (1124)	1430
Entertainment RJ's	22.47% (327)	21.58% (314)	11.75% (171)	4.6% (67)	39.59% (576)	1455
Entertainment Tavern	13.55% (196)	13.28% (192)	5.6% (81)	1.66% (24)	65.91% (953)	1446
Fishing Lake	4.13% (59)	5.46% (78)	2.45% (35)	1.05% (15)	86.91% (1242)	1429
Food service Dickies	5.19% (74)	5.68% (81)	1.82% (26)	0.56% (8)	86.74% (1236)	1425
Food Service RJ's	13.16% (189)	15.04% (216)	5.29% (76)	1.25% (18)	65.25% (937)	1436
Food Service Sarah's Pantry	7.85% (113)	8.96% (129)	4.93% (71)	2.85% (41)	75.4% (1085)	1439
Food Service Tavern	12.39% (178)	11% (158)	3.9% (56)	0.56% (8)	72.16% (1037)	1437
Food Service Treasure Takeaway	10.01% (143)	11.41% (163)	7.28% (104)	4.34% (62)	66.97% (957)	1429
Food Service Wimpy	4.15% (59)	6.61% (94)	4.5% (64)	2.18% (31)	82.57% (1175)	1423
Fun City	21.61% (312)	16.62% (240)	6.51% (94)	1.39% (20)	53.88% (778)	1444
Golf Course	5.22% (74)	3.53% (50)	1.62% (23)	0.49% (7)	89.14% (1264)	1418
Gym	2.05% (29)	2.19% (31)	1.48% (21)	0.21% (3)	94.07% (1332)	1416
Hire Centre	6.13% (87)	4.72% (67)	2.11% (30)	0.63% (9)	86.41% (1227)	1420
Horse Riding	4.66% (66)	2.61% (37)	1.13% (16)	0.28% (4)	91.32% (1294)	1417
Kids club - Piglet / Sallys trotters	8.79% (125)	6.47% (92)	3.02% (43)	1.48% (21)	80.24% (1141)	1422
Laundrettes	6.75% (96)	6.47% (92)	2.95% (42)	0.63% (9)	83.2% (1184)	1423
Play Area	17.13% (245)	14.2% (203)	5.31% (76)	0.84% (12)	62.52% (894)	1430
Splash Pool Complex	18.07% (260)	13.27% (191)	8.2% (118)	4.59% (66)	55.87% (804)	1439
Sun Bed	1.63% (23)	1.06% (15)	0.85% (12)	0.14% (2)	96.33% (1363)	1415
Unity Bowl	3.65% (52)	5.41% (77)	4.56% (65)	1.4% (20)	84.97% (1210)	1424
Total Respondents						1496
(skipped this question)						60

5. Rate the overall cleanliness of the facilities.



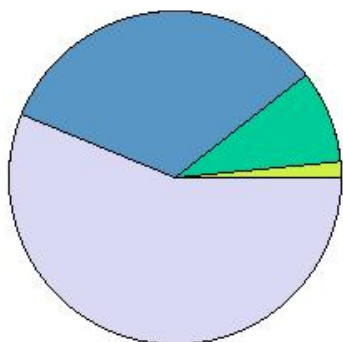
- Excellent
- Good
- OK
- Poor

	Response Total	Response Percent
Excellent	942	63%
Good	416	28%
OK	108	7%
Poor	18	1%
Total Respondents		1484
(skipped this question)		72

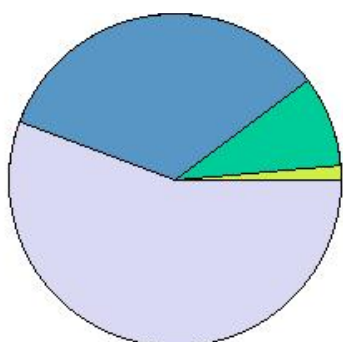
6. Rate the level of customer service you have experienced.

- Excellent
- Good
- OK
- Poor

	Response Total	Response Percent
Excellent	834	56%
Good	493	33%
OK	134	9%
Poor	23	2%
Total Respondents		1484
(skipped this question)		72



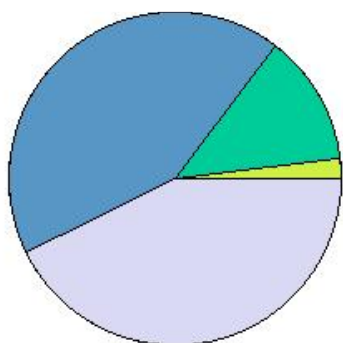
7. Rate the security and safety precautions on the park.



- Excellent
- Good
- OK
- Poor

	Response Total	Response Percent
Excellent	827	56%
Good	505	34%
OK	131	9%
Poor	21	1%
Total Respondents (skipped this question)	1484	72

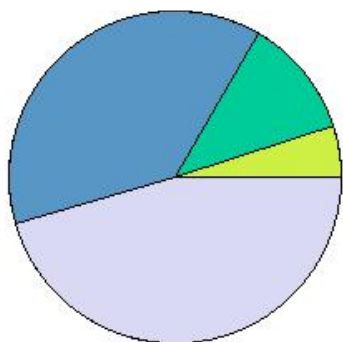
8. Rate our environmental & recycling practices.



- Excellent
- Good
- OK
- Poor

	Response Total	Response Percent
Excellent	634	43%
Good	632	43%
OK	189	13%
Poor	29	2%
Total Respondents (skipped this question)	1484	72

9. Rate overall value for money for this holiday

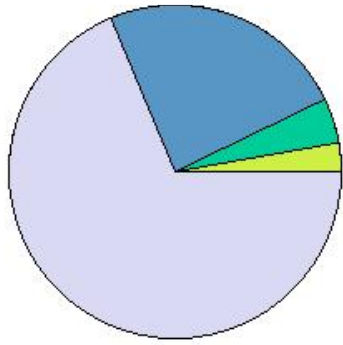


- Excellent
- Good
- OK
- Poor

	Response Total	Response Percent
Excellent	675	45%
Good	562	38%
OK	173	12%
Poor	74	5%
Total Respondents (skipped this question)	1484	72

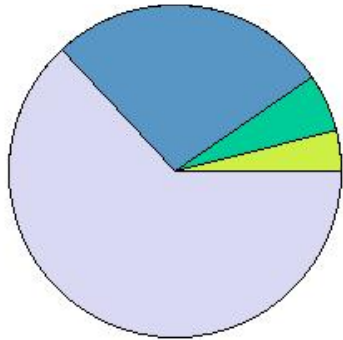
10. Would you recommend Holiday Resort Unity to your friends, family or colleagues?

Response Total	Response Percent
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Yes, definitely	988	69%
Yes, possibly	348	24%
No	63	4%
Don't Know	40	3%
Total Respondents	1439	
(skipped this question)	117	

11. Would you consider returning to Holiday Resort Unity at some time in the future?



	Response Total	Response Percent
Yes, definitely	906	63%
Yes, possibly	393	27%
No	81	6%
Don't Know	57	4%
Total Respondents	1437	
(skipped this question)	119	