

Sampling of typical responses to the recent Customer Survey:

Customer Response #258

How might we improve your stay?

Response: There are screens and monitors everywhere we go. We are trying to get away from work and our normal lives.

Customer Response #276

I call the concierge and she gives me a few options for dinner but does not say she will book the reservation for me. She just gives me the options and says to call her back when I make a decision and abruptly hangs up.

Customer # 284

I went to the tennis shop and there were almost no tennis clothes, especially in my size. I had not planned on playing tennis, but when I approached the tennis shop manager and asked if I could just borrow a racket for the day, he told me my only option was to buy one.

Customer #287

From the moment I arrived, I feel like I am on my own and there is no one who is going to help me. This is supposed to be a top-notch resort. Someone really needs to up the service quotient.

How did you hear about us? For the four customers above they answered thusly:

Social media: 3-X

Friends/family: 0

Magazine ad: 1-X