

## **ROUND HEARTH LODGE AT STOWE** **WINTER, 2008-2009 GROUP CUSTOMER SURVEY**

**NATURE OF GROUP:**

Jr HS     HIGH SCHOOL     CHURCH     COLLEGE     FAMILY/ADULT

**SIZE OF GROUP:**

10 or fewer pp     11-19 pp     20-29pp     30-39pp     40-49pp     Larger (# pp's?\_\_\_)

**LENGTH OF STAY:**

1 Night     2 Nights     3 Nights     4 Nights     5 Nights     6 Nights

Did your trip involve either a Friday or Saturday evening stay?     Yes     No

**GROUP INFORMATION:**

**Group Leader:** \_\_\_\_\_ **Group Name:** \_\_\_\_\_

**Dates of Visit:** \_\_\_\_\_

**I.    ROUND HEARTH AT STOWE LODGE ❖ ACCOMMODATIONS & PROFESSIONAL STAFF****(1) ROUND HEARTH LODGE DIRECTOR OF OPERATIONS**

	EXCELLENT				POOR
Organization	5	4	3	2	1
Professionalism	5	4	3	2	1
Availability	5	4	3	2	1
Helpfulness	5	4	3	2	1
Friendliness	5	4	3	2	1
Knowledge	5	4	3	2	1
Follow-Through	5	4	3	2	1

Comments:

**(2) ROUND HEARTH SUPPORT STAFF ( Night Manager, Assistant Lodge Mgr, Housekeeping, Cook)**

	EXCELLENT				POOR
Professionalism	5	4	3	2	1
Availability	5	4	3	2	1
Helpfulness	5	4	3	2	1
Friendliness	5	4	3	2	1
Courtesy		5	4	3	2      1

Comments:

**(3) ROUND HEARTH SCHEDULED MEALS**

	EXCELLENT				POOR
Taste	5	4	3	2	1
Quality	5	4	3	2	1
Quantity	5	4	3	2	1
Served in timely manner	5	4	3	2	1

Comments:

(4) *APPROPRIATENESS OF ROUND HEARTH BUILDING FACILITIES FOR YOUTH GROUPS*

	EXCELLENT					POOR	
Bedrooms	5	4	3	2	1		
Dorm Baths	5	4	3	2	1		
Chaperone Wing/Suite Baths	5	4	3	2	1		
Public Bathrooms (1 <sup>st</sup> floor)	5	4	3	2	1		
Dining/Common Room	5	4	3	2	1		
Video Game & "Billiards" Room	5	4	3	2	1		
T.V. Room	5	4	3	2	1		
T.V. Room use for Group Mtgs	5	4	3	2	1		____N/A

Comments:

(5) *GENERAL CONDITION OF ROUND HEARTH BUILDING & FACILITIES (Baths, Bedrooms, ...)*

	EXCELLENT					POOR	
General Upkeep	5	4	3	2	1		
Cleanliness	5	4	3	2	1		

Comments:

(6) *ROUND HEARTH ON-SITE GROUP ACTIVITIES ♦ ENTERTAINMENT ♦ "EXTRA" FOOD*

	EXCELLENT					POOR	
52" Big Screen TV	5	4	3	2	1		
Video & Other Games	5	4	3	2	1		
Billiards Tables	5	4	3	2	1		
Outdoor Hot Tubs	5	4	3	2	1		
DJ Dance	5	4	3	2	1		____N/A
Board Games	5	4	3	2	1		____N/A
Nt of Arrival: Cocoa & Cookies	5	4	3	2	1		____N/A
Daily "Apres' Ski" Hot Cocoa	5	4	3	2	1		____N/A
Ben & Jerry's Ice Cream Treat	5	4	3	2	1		____N/A

Comments:

(7) *CO-EXISTENCE WITH OTHER GROUPS WHILE AT ROUND HEARTH AT STOWE*

If applicable, did sharing the Round Hearth Lodge with another group(s) make your trip . . .

\_\_\_\_ More Enjoyable

\_\_\_\_ No Impact

\_\_\_\_ Less Enjoyable

\_\_\_\_ We had "exclusive use" of the Round Hearth during our stay.

*Please share with us any positive comments or, alternatively, any concerns you had about the other groups with whom you shared the **Round Hearth at Stowe**:*

**II. R.H.TOURS BUS TRANSPORTATION (if applicable)**

(1) Which bus company (with whom we work) transported you to the **Round Hearth at Stowe**?

- \_\_\_\_\_ NONE, WE ARRANGED OUR OWN TRANSPORTATION.
- |                                 |                            |                               |
|---------------------------------|----------------------------|-------------------------------|
| _____ Affordable Bus Co.        | _____ Bianco Tours, Inc    | _____ Birnie Bus Lines        |
| _____ Coach USA-West NY         | _____ Dattco Bus Company   | _____ Gino Bus (Canada)       |
| _____ Kelley Transit            | _____ Lenzer Coach         | _____ Ritchie Bus Lines       |
| _____ Saddle River              | _____ SMD Bus              | _____ Susquehanna Coach Lines |
| _____ Trentway Wager (Canada)   | _____ Woodlawn Coach Lines | _____ Wills Bus (Canada)      |
| _____ Local Shuttle (Percy Bus) | _____ Other: _____         |                               |

(1-A) If you arranged your own Highway Coach Transportation, would you recommend them to us for service to our other groups? \_\_\_\_\_ YES \_\_\_\_\_ NO IF YES, Co. Name: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_  
Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

(2) Please rate your bus transportation experience on each of the following criteria:

	EXCELLENT			POOR	
Driver's Professionalism	5	4	3	2	1
Timeliness of Arrival	5	4	3	2	1
Professionalism of "en Route" Service	5	4	3	2	1
Quality of Bus & Equipment	5	4	3	2	1
Specific Quality of VCR Equipment	5	4	3	2	1
Overall Transportation Experience	5	4	3	2	1

(3) Would you use our Transportation service again in the future? \_\_\_\_\_ Yes \_\_\_\_\_ No

**General Comments regarding Bus Transportation Service:**

**III. SKIING & RIDING EXPERIENCE AT STOWE MOUNTAIN RESORT**

(1) Please rate your skiing experience for each of the following criteria:

	EXCELLENT			POOR	
Trail Snow Conditions	5	4	3	2	1
Variety of Terrain	5	4	3	2	1
Quality of Lifts	5	4	3	2	1
Quality of Cafeteria Food	5	4	3	2	1
<b><u>Mountain Staff</u></b> Professionalism	5	4	3	2	1
Availability	5	4	3	2	1
<b><u>Equip. Rentals</u></b> Price	5	4	3	2	1
Quality	5	4	3	2	1
Ease of Obtaining	5	4	3	2	1
<b><u>Ski/Ride School</u></b> Professionalism	5	4	3	2	1
Ability of Teachers	5	4	3	2	1
Price of Lessons	5	4	3	2	1

❖ **Overall Ski & Ride Experience at Stowe Mountain Resort**

Overall Experience "on the hill"	5	4	3	2	1
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Comments:

**IV. OVERALL PERCEPTION OF YOUR SKI & RIDE VACATION TO ROUND HEARTH and STOWE**

(1) Please rate for us your overall satisfaction or dissatisfaction with your group vacation at Stowe:

	EXCELLENT			POOR	
Convenience of complete Vacation Package Service	5	4	3	2	1
Location	5	4	3	2	1
Price	5	4	3	2	1
Appropriateness of the Round Hearth Lodge & its facilities	5	4	3	2	1
<u>Comments</u>					

(2) What is/was YOUR one major reason for choosing to come to the Round Hearth?

**V. GROUP ORIENTATION by LODGE MANAGEMENT upon your ARRIVAL at the ROUND HEARTH**

We take great pride in our efforts to orient you to our building and our management philosophy prior to your arrival at Stowe. We also work diligently at planning your "On-Site" orientation by Lodge Management upon your arrival. Often this is actually begun on your bus (if you traveled via bus) and continues inside with rooming assignments and other organizational issues. Please rate our performance:

Overall Preparedness & Professionalism	5	4	3	2	1
Effectiveness/Completeness of Orientation & "House Rules" Speech	5	4	3	2	1

Comments

**VI. PLANS for ROUND HEARTH BUILDING IMPROVEMENTS for UPCOMING WINTER SEASONS**

Each year, we plan building improvements designed to make our groups' visits more comfortable and enjoyable. Over the years, we have upgraded our bathrooms, bedrooms & bedding, Chaperone Wing facilities, and much more to help provide you and your groups a more comfortable, safe & fun experience.

**WHAT BUILDING IMPROVEMENTS WOULD YOU LIKE TO SEE IN THE FUTURE?**

**VII. LET US KNOW YOUR PLANS FOR NEXT WINTER!**

At this time, do you plan . . .

\_\_\_\_\_ to return to the Round Hearth at Stowe next year?

◆ Should we confirm dates at this time? \_\_\_\_\_

◆ If so, what is your preferred choice of dates? \_\_\_\_\_

\_\_\_\_\_ to go elsewhere for your group ski vacation?

◆ Why?: \_\_\_\_\_

◆ Where will you go?: \_\_\_\_\_

\_\_\_\_\_ to make a decision at some later date?

◆ When do you anticipate making a decision? \_\_\_\_\_

**VIII. PLEASE TELL US: WHAT IS THE ONE MOST IMPORTANT THOUGHT THAT YOU WANT TO SHARE WITH US CONCERNING YOUR SKI & RIDE VACATION TO THE ROUND HEARTH and/or STOWE?**

(Please feel free to use a separate sheet of paper!). Thank you!