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## Holiday Inn Maingate Guest Survey: May 1993

Dick Pope Sr. Institute for Tourism Studies

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EXECUTIVE SUMMARY

INTRODUCTION

**HOLIDAY INN MAINGATE GUEST SURVEY:**

Methodology and Sampling

Data Analysis

May 1993

Limitations

CONCLUSIONS

Demographic Profile of the Respondents

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TOURISM STUDIES***



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ORLANDO, FLORIDA***

***TO FACILITATE THE INDUSTRY AND PUBLIC BY PROVIDING...  
\* RESEARCH \* PROMOTION \* EDUCATION \*  
IN THE STATE OF FLORIDA***

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## EXECUTIVE SUMMARY

1. Almost one half of the respondents (49.2%) have previously visited Central Florida in the past. The majority of the respondents (94.2%) came to Central Florida for vacation. They traveled to Central Florida mainly as families or couples, and mainly arrived in by plane.
2. The median age of the respondents was between 40 and 49 years. Most of them were U.S. residents, representing 35 states. About one-quarter of the respondents were international tourists, mainly from Canada and Great Britain. Their total party size averaged 3.5 people. Respondents **who had previously stayed** at the Holiday Inn Maingate were in smaller party sizes than respondents who stayed at the hotel for the first time.
3. The majority of the respondents (88.1%) **have never stayed** at the Holiday Inn Maingate. The hotel guests participating in the survey stayed in Central Florida an average of 7.5 days, and at the Holiday Inn Maingate an average of 5.4 nights. **International visitors**, hotel guests who traveled as **families**, as well as those who traveled to Central Florida by **plane**, stayed significantly longer at the Holiday Inn Maingate.

In addition, hotel guests who made their reservations through a **travel agent** (51.5%) stayed significantly longer at the Holiday Inn Maingate than hotel guests who made their reservations by calling the **hotel directly** or through the **Holiday Inn nationwide toll-free number**.

4. A large proportion of the respondents (45.4%) decided to stay at the hotel because of its location. "Good value for the money" ranked second in importance, followed by travel agent recommendation.
5. While most of the respondents rated quite highly the hotel's areas, a large proportion agreed that the hotel's **lobby and gallery** and **Sprinkles** were in need of remodeling.

**Previous visitors** to Central Florida rated the hotel's public areas significantly higher than **first-time visitors**. Also, previous Florida visitors perceived the physical appearance of the lobby and gallery areas, Electric Mermaid Video Game Arcade, and Sprinkles Ice Cream Parlor to be better than respondents who were on their first visit to Florida.

Hotel guests who traveled as **couples** perceived the Tropic Isle restaurant and their guest room to have better "physical appearance" than hotel guests who traveled as **families**. **International visitors** rated the physical appearance of the lobby lower than **U.S. residents**.

6. Zucchini the Clown Show and the Dan and Cindy Show received a high rating from the guests.
7. The majority of the respondents (about 86%) ate at least once at one of the hotel's restaurants. Many respondents ate at the **Tropic Isle** for breakfast or dinner. Just over one third of the respondents ate dinner at Saucy's. When asked to rate their experience with the hotel restaurants, Tropic Isle appeared to be most favorable, followed by Saucy's, and Sprinkles.

Hotel guests who dined at the hotel at least once stayed longer compared to hotel guests who had never dined in any of the hotel's restaurants. Larger parties also appeared to have eaten more at the hotel's restaurants than smaller parties.

**International visitors** rated their experience in Tropic Isle's lower than **U.S. residents**. **Male respondents** rated their experience lower in Saucy's Pizza Parlor and Lounge than **female respondents**.

8. A large proportion of the respondents (about 48%) preferred Italian food in a new potential hotel restaurant, followed by seafood, an American Steak House, Chinese, Mexican, French and Indian.
9. An overwhelming majority of the hotel's guests recommended to convert Saucy's Pizza Parlor and Lounge into a more adult oriented restaurant.
10. Most of the respondents said that a free shuttle service to Disney attractions, proximity to Disney attractions, mini-kitchenette in all guest rooms, and free meals for children would influence their decision to stay at Holiday Maingate again.
11. In the event that a convenience store were to be opened at the hotel, most of the hotel guests suggested to include (descending order): freshly baked bakery items, freshly squeezed juices, fresh dairy products, coffee and tea, freshly made salads, ready-made sandwiches, microwaveable meals and baby products.
12. Hotel guests strongly agreed that a deli/bakery restaurant would be appropriate in place of the existing Sprinkles Ice Cream Parlor. Most of them recommended to include in this outlet (descending order): freshly baked bakery items, freshly squeezed juices, hot/cold deli sandwiches, freshly made salads, and hamburger/hot dogs and french fries.

13. Hotel guests strongly agreed that the "hotel's staff was warm and friendly" and that "the hotel should offer a supervised Children Activity Center." About three quarters of the respondents would more than likely take advantage of it.

**International visitors** were more prone to leave their children in a proposed hotel supervised children program than **U.S. residents**.

14. The majority of the respondents were either "very satisfied" or "satisfied" with their stay. Younger guests appeared to be more satisfied than older guests.

15. Hotel guests rated the appearance of their guest room and Sprinkles Ice Cream Parlor more favorably, perceived the hotel's staff to be warm and friendly, and who were younger in age were more likely to be satisfied with their stay at the Holiday Inn Maingate.

16. Analysis of open-ended comments revealed some complimentary comments about the staff, especially the guest services desk. Some areas of concern were raised with regard to the guest-room/bathroom, hotel restaurants, shuttle service to Disney attractions, and the swimming pool.

## I. INTRODUCTION

### Research Objectives

The primary goal of this study was to evaluate the current guest experiences at the Holiday Inn Maingate, and to assess the appeal of proposed changes in the hotel's public areas and guest rooms.

More specifically, the study's goals included the following:

1. Obtain a demographic profile of the hotel guests.
2. Obtain a profile of the hotel guests' travel behavior and current trip characteristics.
3. Assess guest awareness of the hotel's public areas and available services.
4. Assess guest utilization level and perceived importance of the hotel's public areas and available services.
5. Assess guests' appeal of the proposed changes in the hotel's public areas and guest rooms, and their perceived importance.

### Methodology and Sampling

A self-administered questionnaire was developed by the Dick Pope Sr. Institute for Tourism Studies. The questionnaire included questions pertaining to the objectives of this study, as well as additional pertinent items identified by the hotel management. The majority of the items in the questionnaire were structured. Several open-ended items were used to explore additional information and "other" categories not included in the structured questions.

The population sample consisted of Central Florida visitors during the months of March, April and May, 1993, who stayed at least two nights at the **Holiday Inn Maingate**. This screening was



done in order to ensure that the hotel residents had the opportunity to familiarize themselves with the property. The respondents were intercepted at the guest services desk, briefly pre-screened for the minimum two-night stay, and were asked to participate in the study. Data was collected from guests who stayed at the hotel between March 29, 1993 and May 3, 1993. A usable sample of 333 hotel guests was obtained.

### **Data Analysis**

Completed questionnaires were coded and the data was analyzed at the University of Central Florida. Frequency distributions were computed for all questions, as well as t-tests, one-way analysis of variance, and regression analysis for the predicting variables of hotel's satisfaction and future visitation. The statistically significant results are shown in the findings section of this report.

### Limitations

Several limitations in the research methodology are noted here. Since there was no control over who participated in the study, the results may have been biased by either favorable or unfavorable participants.

In addition, questions that relate to behavior intentions of the respondents may not necessarily yield actual behavior. For example, those respondents who reported an intention to stay at the **Holiday Inn Maingate** may not necessarily actually stay at the hotel in the future.

Finally, the findings represent the typical Central Florida visitor during the months of March, April and May, 1993, and consequently, may not represent the "typical" Central Florida visitor throughout the year.

## II. FINDINGS

### Demographic Profile of the Respondents

The median age of the respondents was between 40 and 49 years (Table 1), and their gender distribution was 40.6% males and 59.4% females (Table 2).

The majority of the respondents (95.5%) resided outside of Florida (Table 3). Most of them were U.S. residents, however, just under a quarter of the sample lived in foreign countries (Tables 4-5).

Zip code analysis of U.S. respondents' place of permanent residence is broken down by states and by U.S. Post Office metropolitan areas (Tables 5a-5b). It is interesting to note that the sample represented respondents from 35 states and Puerto Rico. International respondents came from 18 different countries (Table 5c).

Table 2:

Gender of the Respondents

Gender	Percentage
1. Male	40.6
2. Female	59.4
Total	100.0

Table 1:

**Age Group of the Respondents**

	%
1. Under 19	0.6
2. 20-29	12.3
3. 30-39	36.7
4. 40-49	25.9
5. 50-59	13.3
6. 60-69	8.6
7. Over 70 years old	2.5
Total	100.0

**Median: 40 - 49 years**

Table 2:

**Gender of the Respondents**

	%
1. Male	40.6
2. Female	59.4
Total	100.0

Table 3:

**Respondents' Florida Residency Status**

	%
1. Tourists	95.5
2. Florida residents	4.5
Total	100.0

Table 4:

**Respondents' U.S. Residency Status**

	%
1. U.S. Resident	76.8
2. International Tourist	23.2
Total	100.0

Table 5:

**Respondents' Place of Permanent Residence**

	%
1. U.S.	76.8
2. Canada	7.6
3. Other foreign countries	15.6
Total	100.0

Table 5a:

**Respondents' State of Residence (U.S. respondents only)**

	%
New York	16.4
New Jersey	7.9
Illinois	7.9
Ohio	5.9
California	5.4
Florida	4.5
Massachusetts	4.0
Connecticut	4.0
Michigan	4.0
Pennsylvania	3.5
Indiana	3.0
Wisconsin	3.0
Virginia	2.5
Oklahoma	2.5
Texas	2.0
Iowa	2.0
Georgia	2.0
Alabama	2.0
Rhode Island	1.5
Arkansas	1.5
Utah	1.5
Oregon	1.5

Table 5a (continued):

**Respondents' State of Residence (U.S. respondents only)**

	%
Maryland	1.0
West Virginia	1.0
South Carolina	1.0
Minnesota	1.0
Missouri	1.0
Kansas	1.0
Colorado	1.0
Arizona	1.0
Washington	1.0
Maine	0.5
(Puerto Rico/Virgin Islands)	0.5
Vermont	0.5
Delaware	0.5
Tennessee	0.5
<b>Total</b>	<b>100.0</b>
Paterson NJ	0.5
Trenton NJ	1.0
South Jersey NJ	1.0
Trenton NJ	1.0
New Brunswick NJ	0.5
New York NY	1.5
Statens Island	0.5

Table 5b:

Respondents' Metropolitan Area of Residence (U.S. only)

	%
San Juan PR	0.5
Springfield MA	0.5
Worcester MA	1.0
Boston MA	1.0
Middlesex MA	1.0
Providence RI	2.0
Augusta ME	0.5
Burlington VT	0.5
Hartford CT	0.5
New Haven CT	1.0
Waterbury CT	1.0
Stamford CT	1.5
Newark NJ	1.5
Hackensack NJ	2.0
Jersey City	0.5
Paterson NJ	0.5
Summit NJ	1.0
South Jersey NJ	1.0
Trenton NJ	1.0
New Brunswick NJ	0.5
New York NY	1.5
Staten Island	0.5



Table 5b (continued):

**Respondents' Metropolitan Area of Residence (U.S. only)**

---

	%
Westchester NY	0.5
Bronx NY	1.5
Queens NY	1.5
Brooklyn NY	1.0
Long Island City NY	0.5
Flushing NY	2.5
Hicksville NY	1.0
Western Nassau NY	0.5
Albany NY	1.5
Poughkeepsie NY	0.5
Plattsburgh NY	2.0
Syracuse NY	0.5
Binghamton NY	1.0
Buffalo NY	0.5
Pittsburgh PA	0.5
Philadelphia PA	1.5
Southeastern PA	0.5
Lancaster PA	0.5
Lehigh City PA	0.5
Wilmington DE	0.5
Cumberland MD	0.5
Easton MD	0.5

---

Table 5b (continued):

**Respondents' Metropolitan Area of Residence (U.S. only)**

---

	%
Arlington VA	0.5
Newport News VA	0.5
Richmond VA	0.5
Norfolk VA	0.5
Roanoke VA	0.5
Huntington WV	0.5
Parkersburg WV	0.5
Greenville SC	1.0
Atlanta GA	0.5
Athens GA	0.5
Augusta GA	0.5
Macon GA	0.5
Jacksonville FL	0.5
Miami FL	0.5
Ft. Lauderdale FL	1.0
Lakeland FL	0.5
Fort Meyers FL	1.0
West Palm Beach FL	1.0
Montgomery AL	0.5
Mobile AL	0.5
Birmingham AL	1.0
Nashville TN	0.5

---

Table 5b (continued):

**Respondents' Metropolitan Area of Residence (U.S. only)**

	%
Akron OH	1.0
Youngstown OH	0.5
Mansfield OH	0.5
Cincinnati OH	0.5
Lima OH	1.0
Cleveland OH	1.0
Columbus OH	1.5
Indianapolis IN	0.5
Fort Wayne IN	0.5
Kokomo IN	0.5
South Bend IN	1.0
Detroit MI	0.5
Flint MI	0.5
Kalamazoo MI	0.5
Traverse City MI	0.5
Gaylord MI	0.5
Royal Oak MI	1.5
Des Moines IA	0.5
Waterloo IA	0.5
Sioux City IA	1.0
Milwaukee WI	1.5
Madison WI	0.5

Table 5b (continued):

**Respondents' Metropolitan Area of Residence (U.S. only)**

---

	%
La Cross WI	0.5
Oshkosh WI	0.5
Minneapolis MN	1.0
Chicago IL	1.5
St. Louis IL	0.5
North Suburban IL	3.0
South Suburban IL	2.0
Peoria IL	1.0
St. Louis MO	0.5
Kansas City MO	0.5
Kansas City KS	1.0
Little Rock AR	0.5
Fort Smith AR	1.0
Tulsa OK	2.5
Houston TX	0.5
San Antonio TX	0.5
El Paso TX	1.0
Colorado Springs CO	0.5
Montrose CO	0.5
Salt Lake City UT	1.5
Phoenix AZ	0.5
Globe AZ	0.5

---

Table 5b (continued):

**Respondents' Metropolitan Area of Residence (U.S. only)**

	%
Bakersfield CA	0.5
San Mateo CA	0.5
Oakland CA	0.5
Glendale CA	1.5
Sacramento CA	2.0
Redding CA	0.5
Eugene OR	0.5
Medford OR	0.5
Klamath Falls OR	0.5
Portland OR	0.5
Everett WA	0.5
<b>Total</b>	<b>100.0</b>

New Zealand

Philippines

Singapore

Sri Lanka

Switzerland

Turkey

Total

Central Florida Table 5c: Travel Behavior

**Foreign Respondents' Country of Permanent Residence**

	%
Canada	7.6
United Kingdom	7.0
Australia	2.8
Israel	1.6
Bahamas	0.3
Belgium	0.3
Germany	0.3
Iceland	0.3
India	0.3
Jamaica	0.3
Japan	0.3
Macau	0.3
New Zealand	0.3
Philippines	0.3
Singapore	0.3
Sri Lanka	0.3
Switzerland	0.3
Turkey	0.3
<b>Total</b>	<b>23.2</b>

### Central Florida Vacation Travel Behavior

Almost one half of the respondents (49.2%) have visited Central Florida in the past (Table 6). The hotel guests traveled to Central Florida mainly as families (63.3%) and couples (23.2%). They also came as individual travelers (7.0%), in groups of couples (3.4%), or in tour groups (3.1%) (Table 7).

Most of the respondents arrived in Central Florida by plane (73.2%) or private car (20.7%). Others traveled by rental car (4.0%), recreational vehicle (0.9%), or tour bus (0.3%). Amtrak rail service was also mentioned as "other" source of transportation (0.9%) (Table 8).

The majority of the respondents came to Central Florida for vacation (94.2%). Others came to visit friends and relatives (1.5%), on business (0.9%), or to attend a convention (0.9%). Some respondents also mentioned honeymoon and music contest (2.4%) (Table 9).

Respondents stayed in Central Florida between 2 and 21 days with an average of 7.5 days and a median of 7 days (Table 10). **Holiday Inn Maingate** guests were in parties averaging 3.5 people, and a median of 3 people (Table 11a). On average, there were 2.3 adults in the traveling party (Table 11b). Those respondents who had teenagers or children accompany them, had an average of 1.3 teens and 1.7 children (Tables 11c-11d).

Table 6:

**Visiting Experience with Central Florida<sup>(a)</sup>**

	%
1. Yes	49.2
2. No	50.8
Total	100.0

Note: <sup>(a)</sup> "Is this your first visit to Central Florida (Orlando, Walt Disney World area, Kissimmee), or were you here before?"

Table 7:

**Traveling Party Composition to Central Florida**

	%
Family	63.3
Couple	23.2
Single person	7.0
Group of couples	3.4
Member of an escorted tour group	3.1
Total	100.0



Table 8:

**Mode of Transportation to Central Florida**

	%
Plane	73.2
Private car	20.7
Rental car	4.0
Recreational Vehicle	0.9
Tour bus	0.3
Other	0.9
Total	100.0

Table 9:

**Primary Purpose of Central Florida Visit**

	%
Vacation	94.2
Visit friends or relatives	1.5
Business	0.9
Conference or convention	0.9
Other purposes	2.4
Total	100.0

Mean: 7.5 days      Standard Deviation: 3.9 days

Median: 7.0 days

Table 10:

**Length of Central Florida Vacation (days)**

---

	%
2	0.9
3	4.0
4	7.7
5	19.9
6	12.0
7	21.5
8	10.7
9	1.8
10	5.8
11	0.9
12	3.1
13	0.3
14	7.1
15	1.8
16	0.6
18	0.3
19	0.6
20	0.3
21	0.6
Total	100.0

---

**Mean: 7.5 days      Standard Deviation: 3.5 days**

**Median: 7.0 days**

Table 11a:

**Total Number of People in Traveling Party**

	%
1	2.6
2	31.6
3	21.2
4	24.1
5	10.7
6	4.9
7	3.3
8	0.7
9	0.3
10	0.7
Total	100.0

**Mean: 3.5 people    Standard Deviation: 1.6 people**

**Median: 3.0 people**

Table 11b:

**Number of Teens (13-19 years old) in Traveling Party**

	%
1	72.5
2	25.5
3	2.0
Total	100.0

**Mean: 1.3 teens    Standard Deviation: 0.6 teens**

**Median: 1.0 teens**

Table 11b:

**Number of Adults (over 18) in Traveling Party**

	%
1	11.5
2	67.5
3	9.5
4	7.1
5	2.0
6	1.0
7	0.3
9	0.7
10	0.3
Total	100.0

**Mean: 2.3 adults      Standard Deviation: 1.2 adults**

**Median: 2.0 adults**

Table 11c:

**Number of Teens (13-18 years old) in Traveling Party**

	%
1	72.5
2	25.5
4	2.0
Total	100.0

**Mean: 1.3 teens      Standard Deviation: 0.6 teens**

**Median: 1.0 teens**

Guest Experience: Table 11d: Holiday Inn Maingate

**1. Number of Children (12 years and under) in Traveling Party**

	%
1	42.6
2	42.1
3	15.3
Total	100.0

**Mean: 1.7 children**      **Standard Deviation: 0.7 children**

**Median: 2.0**

The open-ended "other category indicated that reservations were also made through walk-ins, Holiday Club International, Welcome Stations, or through tour packages (16.3%) (Table 14).

A large proportion of the respondents (46.4%) decided to stay at the hotel because of its location. "Good value for the money" ranked second in importance (31.1%), followed by travel agent recommendation (30.8%), part of a package tour (19.8%), recommendation of friends and relatives (14.9%), and reservations through the Holiday Inn toll-free phone number (11.9%). Other reasons included: previous stay at the hotel (10.4%), advertisements (5.8%), and driving by (0.9%) (Table 15).

Table 12:

Previous Stay at the Holiday Inn Maingate<sup>(a)</sup>

	%
1. No	58.2
2. Yes	11.9
Total	100.0

Notes: <sup>(a)</sup> "Is this your first visit to Holiday Inn Maingate or have you been here before?"

## Guest Experience at the Holiday Inn Maingate

### 1. Vacation Travel Behavior:

The majority of the respondents (88.1%) have never stayed at **Holiday Inn Maingate** (Table 12). They stayed at the Hotel an average of 5.4 nights and a median of 5.0 nights (Table 13). A large proportion of the respondents (51.5%) booked made their reservation through their travel agent. Reservations were also made through the Holiday Inn toll-free phone number (18.4%), by contacting hotel directly (8.3%), through their employer (3.7%), by mail/fax (1.8%). The open-ended "other category indicated that reservations were also made through walk-ins, Holiday Club International, Welcome Stations, or through tour package (16.3%) (Table 14).

A large proportion of the respondents (45.4%) decided to stay at the hotel because of its location. "Good value for the money" ranked second in importance (31.1%), followed by travel agent recommendation (30.8%), part of a package tour (19.8%), recommendation of friends and relatives (14.9%), and reservations through the Holiday Inn toll-free phone number (11.9%). Other reasons included: previous stay at the hotel (10.4%), advertisements (5.8%), and driving by (0.9%) (Table 15).

Table 12:

### **Previous Stay at the Holiday Inn Maingate<sup>(a)</sup>**

	%
1. No	88.1
2. Yes	11.9
Total	100.0

Note: <sup>(a)</sup> "Is this your first visit to Holiday Inn Maingate or were you here before?"

Table 13:

Length of Stay at the Holiday Inn Maingate (nights)

---

	%
1 through travel agent	0.9
2 Holiday Inn toll-free number	5.2
3 contacted the hotel directly	12.2
4 through company or organization	22.9
5 mail/fax	21.0
6 other	11.0
7 total	15.9
8	3.7
9	1.2
10	0.9
11	0.9
12	0.3
14	3.0
16	0.3
19	0.3
21	0.3
Total	100.0

---

**Mean: 5.4 nights      Standard Deviation: 2.7 nights**

**Median: 5.0 nights**

Table 14:

**Method of Booking Reservation for the Holiday Inn Maingate**

---

	%
Through travel agent	51.5
Holiday Inn toll-free number	18.4
Contacted the hotel directly	8.3
Through company or organization	3.7
By mail/fax	1.8
Other	16.3
Total	100.0

---

Have stayed at this hotel before	10.4
Advertisements	5.8
Saw the hotel while driving by	0.9
Other	9.1

---

Total percentages exceed 100% due to multiple responses.

(3) "What or who influenced your decision to stay at this Holiday Inn?"



Travel party composition Table 15: travel, and source of

**Source of Influence to Stay at the Holiday Inn Maingate<sup>(a)</sup>**

	%
Location of the hotel	45.4
Good value for money	31.1
Travel agent	30.8
Part of a package tour	19.8
Recommendations of friends and relatives	14.9
Reservations through Holiday Inn toll-free telephone number	11.9
Have stayed at this hotel before	10.4
Advertisements	5.8
Saw the hotel while driving by	0.9
Other	9.1

**Note:** Total percentages exceed 100% due to multiple responses.

**(a)** "What or who influenced your decision to stay at this Holiday Inn?"

Impact of Source of Reservations:

Hotel guests who made their reservations through a travel agent stayed significantly longer at the Holiday Inn Maingate (an average of 6.1 nights) than hotel guests who made their reservations by calling the hotel directly (an average of 4.5 nights) or through the Holiday Inn nationwide toll-free number (an average of 4.4 nights).

Travel party composition, mode of travel, and source of reservation had an impact on the average length of stay of the hotel's guests. One-way analysis of variance and t-tests revealed the following:

Impact of Party Composition:

Hotel guests who traveled as **families** stayed longer at the hotel (an average of 5.9 nights) than **couples** or **singles** who stayed an average of 5 and 4.4 nights, respectively.

Impact of Mode of Transportation to Central Florida:

Hotel guests who traveled to Central Florida by **plane** stayed at the Holiday Inn Maingate an average of 5.9 nights, compared to hotel guests who traveled to Central Florida by **private car** who stayed at the hotel an average of 4.5 nights. Hotel guests who traveled to Central Florida by **private car** had more children in their party (average of 2 children) than hotel guests who traveled to Central Florida by **plane** (average of 1.6 children).

Impact of Source of Reservations:

Hotel guests who made their reservations through a **travel agent** stayed significantly longer at the Holiday Inn Maingate (an average of 6.1 nights) than hotel guests who made their reservations by **calling the hotel directly** (an average of 4.5 nights) or through the **Holiday Inn nationwide toll-free number** (an average of 4.4 nights).

Impact of Previous Stay at the Hotel:

Respondents who **had previously stayed** at the Holiday Inn Maingate were in smaller party sizes (an average of 3.3 people) than respondents **who stayed at the hotel for the first time** (an average of 4.9 people).

Impact of Residency Status:

**International visitors** took a longer Central Florida vacation (average of 10.4 days) than **U.S. residents** (average of 7 days). International visitors also stayed at the Holiday Inn Maingate longer (average of 7.2 nights) than U.S. residents (average of 4.9 nights).

of Physical Appearance of the Various Hotel's Areas

	Mean	SD
1. Electric Herald Video Games Arcade	4.0	0.9
2. Tropic Isle Restaurant	4.0	0.9
3. Guest Room	4.0	0.9
4. Lobby and Gallery	4.0	1.0
5. Saucy's Pizza Parlor and Lounge	3.8	1.0
6. Sprinkles Ice Cream Parlor	3.8	1.1

Scale: 1-----2-----3-----4-----5  
Poor Poor Excellent

Notes: SD-Standard Deviation



Table 17:

Areas in Need of Remodeling

	%
Hotel's lobby and gallery	46.3
Sprinkles Ice Cream Parlor	43.8
Saucy's Pizza Parlor	20.4
Tropic Isle Restaurant	20.4
Electric Mermaid Video Arcade	14.8

Note: Total percentages exceed 100% due to multiple responses.

A series of statistical techniques called one-way analysis of variance and t-tests were conducted in order to test whether there were any significant differences between respondents' of various socioeconomic and travel profile characteristics regarding their perception of the physical appearance of the various hotel's areas. Statistically significant differences were found as follows:

Impact of Party Composition:

The perception of physical appearance varied with the composition of the guests' travel party. For example, hotel guests who traveled as **couples** perceived the Tropic Isle's physical appearance to be better (Mean=4.3, on a scale of "1" to "5") than hotel guests who traveled as **families** (mean=3.9, on a scale of "1" to "5").

Similar differences were also found with regard to the perception of the physical appearance of the guest room. Hotel guests who traveled as **couples** perceived the guest room's physical appearance to be better (Mean=4.2, on a scale of "1" to "5") than hotel guests who traveled as **families** (Mean=3.8, on a scale of "1" to "5").

#### Impact of Mode of Travel to Central Florida:

Mode of transportation to Central Florida had an impact on guests' perceptions with regard to the physical appearance of the various hotel areas, in particular the restaurants, lobby, and guest rooms.

Hotel guests who traveled to Central Florida by **private car** perceived Tropic Isle's physical appearance to be better (mean=4.3, on a scale of "1" to "5") than hotel guests who traveled to Central Florida by **plane** (mean=4.0, on a scale of "1" to "5").

Likewise, hotel guests who traveled to Central Florida by **private car** perceived Sprinkles' physical appearance to be better (mean=4.1, on a scale of "1" to "5") than hotel guests who traveled to Central Florida by **plane** (mean=3.4, on a scale of "1" to "5").

Finally, hotel guests who traveled to Central Florida by **private car** also perceived Saucy's Pizza Parlor and Lounge's physical appearance to be better (mean=4.2, on a scale of "1" to "5") than hotel guests who traveled to Central Florida by **plane** (mean=3.3, on a scale of "1" to "5").

As far as the hotel lobby was concerned, respondents who traveled to Central Florida by **private car** perceived the lobby area's physical appearance to be better (mean=4.4, on a scale of "1" to "5") than respondents who traveled to Central Florida by **plane** (mean=3.7, on a scale of "1" to "5").

Finally, the biggest gap between **private car** and **plane** travelers was with regard to their perception of the guest room. Hotel guests who arrived in Central Florida by **private car** perceived the guest room's physical appearance to be better (mean=4.2, on a scale of "1" to "5") than hotel guests who arrived by **plane** (mean=3.0, on a scale of "1" to "5").

#### Impact of Previous Visits to Central Florida:

**Previous visitors** to Central Florida rated the hotel's public areas significantly higher than **first-time visitors**. A series of t-tests revealed that previous Florida visitors perceived the physical appearance of the lobby & gallery areas, Electric Mermaid video game arcade, and Sprinkles Ice Cream Parlor to be better (means=4.1, 4.1, and 3.7, respectively, on a scale of "1" to "5") than respondents who were on their first visit to Central Florida (means=3.8, 3.8, and 3.4, respectively, on a scale of "1" to "5").

#### Impact of Residency Status:

**International visitors** rated the physical appearance of the lobby lower (mean=3.5, on a scale of "1" to "5") than **U.S. residents** (mean=4.1, on a scale of "1" to "5").

### 3. Perception of Children's Shows:

Respondents were asked to rate the children's shows in the hotel on a scale from "1" to "5" where "1" indicated a "poor" rating and "5" indicated an "excellent" rating.

Both Zucchini the Clown and the Dean and Cindy Shows were rated 4.1, on a scale of "1" to "5". We may conclude that these shows were well received by the hotel's respondents (Table 18).

Table 18:

#### **Perception of the Hotel Children's Shows**

	Mean	SD
1. Zucchini the Clown Show (Gallery)	4.1	0.9
2. The Dean and Cindy Show (Saucy's)	4.1	0.8

**Scale:** 1-----2-----3-----4-----5  
PoorExcellent

**Note:** SD=Standard Deviation



The rating of experience with the children's shows varied with the respondents' mode of transportation to Central Florida. One-way analysis of variance revealed that hotel guests who traveled to Central Florida by **private car** perceived Zucchini the Clown Show to be much better (mean=4.5, on a scale of "1" to "5") than respondents who traveled to Central Florida by **plane** (mean=4.0, on a scale of "1" to "5").

#### Previous Visits to Florida:

A t-test revealed that **previous Florida visitors** rated the Zucchini Clown Show significantly higher (mean=4.4, on scale of "1" to "5") than respondents who were on their **first visit to Florida** (mean=3.9, on scale of "1" to "5").

#### 4. Perception of Hotel's Restaurants:

A majority of the respondents (86.2%) have eaten at least once at one of the hotel's restaurants (Table 19). Many respondents ate at the Tropic Isle for breakfast or dinner (Table 20). About one third of the respondents (36.1%) ate dinner at Saucy's.

Respondents were also asked to rate their experience with each of these restaurants on a scale from "1" to "5", where "1" indicated a "poor" rating and "5" indicated an "excellent" rating. The findings revealed that the most favorite restaurant was Tropic Isle with a mean of 4.0, on a scale from "1" to "5". Saucy's Pizza Parlor followed with a mean of 3.9, on a scale from "1" to "5," and Sprinkles Ice Cream Parlor (mean=3.4 on a scale from "1" to "5") (Table 21).

When respondents were asked to indicate which ethnic foods they would prefer in a potential new hotel restaurant, a large proportion of the respondents (47.9%) preferred Italian food. Seafood ranked second (45.0%), followed by an American Steak House (43.0%), Chinese (36.8%), Mexican (31.6%), French (7.5%) and Indian (3.3%) (Table 22).

Finally, an overwhelming majority of the guests recommended to convert Saucy's Pizza Parlor and Lounge into a more adult oriented restaurant (mean=3.6, on a scale from "1" to "5").

Table 19:

**Dining Experience at the Hotel**

	%
1. No	13.8
2. Yes	86.2
Total	100.0

Table 20:

**Experience with Hotel's Restaurants**

	%
1. Tropic Isle (breakfast)	78.9
2. Tropic Isle (dinner)	52.5
3. Saucy's Pizza Parlor (dinner)	36.1
4. Sprinkles Ice Cream Parlor (breakfast)	13.9
5. Sprinkles Ice Cream Parlor (lunch)	28.9
6. Sprinkles Ice Cream Parlor (dinner)	13.2

Note: Total percentages exceed 100% due to multiple responses.

Table 21:

**Restaurant Experience Rating**

---

	Mean	SD
1. Tropic Isle	4.0	1.0
2. Saucy's Pizza Parlor and Lounge	3.9	1.0
3. Sprinkles Ice Cream Parlor	3.4	1.2

---

**Scale:** 1-----2-----3-----4-----5  
PoorExcellent

Note: SD=Standard Deviation

Table 22:

**Ethnic Foods Preferred in a Potential Hotel Restaurant**

---

	%
Italian	47.9
Seafood	45.0
American Steak house	43.0
Chinese	36.8
Mexican	31.6
French	7.5
Indian	5.2
Other	3.3

---

Note: Total percentages exceed 100% due to multiple responses.

Mode of transportation, total number of nights stayed at the hotel, party size, residency status, and gender had an impact on guests' dining habits and the variation in perception with regard to the hotel's restaurants. One-way analysis revealed the following:

Mode of Transportation to Central Florida:

The rating of experience with the hotel's restaurant varied with mode of transportation to Central Florida. For example, hotel guests who traveled to Central Florida by **private car** perceived Sprinkles Ice Cream Parlor to be much better (Mean=4.0, on a scale of "1" to "5") than respondents who traveled to Central Florida by **plane** (Mean=3.0, on a scale of "1" to "5").

Number of nights:

The findings revealed an inverse relationships between length of stay and dining experience in any of the hotel restaurants. More specifically, a t-test confirmed that hotel guests who **dined** at the hotel at least once stayed an average of 5.6 nights compared to hotel guests who **had never dined** in any of the hotel's restaurants and stayed an average of 4.5 nights.

Number of people in traveling party:

Larger parties appeared to have eaten more at the hotel's restaurants than smaller parties. A t-test revealed that those respondents who **had dined** at the hotel at least once had an average party size of 4.9 people compared to those respondents who **had never dined** at any of the hotel's restaurants that had a party size of 4.2 people.

Residency Status:

**International visitors** rated lower their experience in Tropic Isle's (mean=3.7, on a scale of "1" to "5") than **U.S. residents** (mean=4.0, on a scale of "1" to "5").

Also, **international visitors** recommended more favorably to convert Saucy's Pizza Parlor and Lounge into a more adult oriented restaurant (mean=3.9, on a scale of "1" to "5") than **U.S. residents** (mean=3.5, on a scale of "1" to "5").

Gender:

**Male respondents** rated lower their experience in Saucy's (mean=3.6, on a scale of "1" to "5") than **female respondents** (mean=4.0, on a scale of "1" to "5").

Respondents were also informed that the hotel may open a convenience store. They were asked to indicate which items they would like to see in this outlet. A majority of the respondents (50.2%) suggested freshly baked bakery items, followed by freshly squeezed juices (47.8%), fresh dairy products (45.9%), coffee and tea (44.8%), freshly made salads (36.8%), ready-made sandwiches (33.0%), microwaveable meals (32.3%) and baby products (18.3%). Please note that more people (35.7%) recommended the inclusion of non-alcoholic beverages than alcoholic beverages (28.4%) (Table 24).

##### 5. Perception of Possible Hotel Amenities and Services:

Respondents were asked to indicate what features that the Holiday Maingate may offer, would influence their decision to come back to the hotel. The majority of the respondents (72.5%) replied that a free shuttle service to Disney attractions, would influence their decision to return to the Holiday Inn Maingate again.

Proximity to Disney attractions ranked second (59.1%), followed by a mini-kitchenette in all guest rooms (45.0%), free meals for children (43.4%), and a convenience store on the hotel's premises (30.3%). Other amenities recommended included: free family entertainment nightly (17.8%) and a Children's Activity Center (15.9%) (Table 23).

Respondents were also informed that the hotel may open a convenience store. They were asked to indicate which items they would like to see in this outlet. A majority of the respondents (50.2%) suggested freshly baked bakery items, followed by freshly squeezed juices (47.9%), fresh dairy products (45.9%), coffee and tea (44.6%), freshly made salads (36.6%), ready-made sandwiches (33.0%), microwaveable meals (32.3%) and baby products (18.5%). Please note that more people (35.3%) recommended the inclusion of non-alcoholic beverages than alcoholic beverages (28.4%) (Table 24).

If the hotel were to open a deli/bakery shop in place of the existing Sprinkles Ice Cream Parlor, the majority of the respondents (70.8%) recommended to include in this outlet: freshly baked bakery items, followed by freshly squeezed juices (56.6%), hot/cold deli sandwiches (52.5%), freshly made salads (50.9%), and hamburger/hot dogs and french fries (45.0%). Other items recommended included: baked potato with assorted toppings (35.2%), breakfast sandwiches (31.8%), cookies and brownies (30.8%), and assorted cereals (27.7%) (Table 25).

Table 23:

**Amenities and Services that would Influence Return to  
Holiday Inn Maingate**

	%
Free scheduled shuttle to Disney World attractions	72.5
Proximity to Disney World attractions	59.1
Mini kitchenette in all guest rooms (including a microwave oven, a refrigerator, a safe, and a coffee maker)	45.0
Free meals for children	43.4
Convenience store on the hotel's premises	30.3
Free family entertainment nightly	17.8
A Children Activity Center	15.9

Note: Total percentages exceed 100% due to multiple responses.



Table 24:

**Recommended Items to be Offered in a Potential Convenience Store**

---

	%
Freshly baked bakery items (muffins, donuts, sweet rolls)	50.2
Freshly squeezed juices	47.9
Fresh dairy products (milk, yogurt, cheese)	45.9
Coffee and tea	44.6
Freshly made salads	36.6
Non-alcoholic beverages	35.3
Ready-made sandwiches	33.0
Microwaveable ready-made meals	32.3
Alcoholic beverages	28.4
Baby products (diapers, baby food, etc.)	18.5
Other	2.0

---

Note: Total percentages exceed 100% due to multiple responses.

Table 25:

Menu Items to be Offered in a Potential Deli/Bakery Shop<sup>(a)</sup>

	%
Freshly baked bakery items (muffins, croissants, danishes)	70.8
Freshly squeezed juices	56.6
Hot/cold deli sandwiches	52.5
Freshly made salads	50.9
Hamburgers/hot dogs and french fries	45.0
Baked potatoes with assorted toppings	35.2
Breakfast sandwiches	31.8
Cookies and brownies	30.8
Assorted cereals	27.7
Other	3.1

**Note:** Total percentages exceed 100% due to multiple responses.

**(a)** "If the hotel were to open a deli/bakery shop in place of the existing Sprinkles Ice Cream Parlor, what items would you like to see in this deli/bakery?"

## 6. Perception of Various Statements Regarding the Hotel:

Respondents were asked to evaluate the extent of their agreement with certain statements regarding the hotel's services on a scale from "1" to "5" where "1" indicated strong disagreement and "5" indicated strong agreement.

Hotel guests strongly agreed that the "hotel's staff was warm and friendly" (mean=4.4, on a scale of "1" to "5"). They also agreed that "a deli/bakery restaurant, available for all three meals, would be appropriate at this hotel" (mean=4.2, on a scale of "1" to "5"). Many of them also agreed that "the hotel should offer a supervised Children Activity Center" (mean=3.5, on a scale of "1" to "5"). Respondents neither agreed nor disagreed that they would leave their children in a supervised program (mean=3.2, on a scale of "1" to "5").

They also disagreed that the "Tropic Isle needs remodeling" (mean=2.8, on a scale from "1" to "5"), and that "the Dean and Cindy Show should be moved from Saucy's to the Tropic Isle" (mean=2.7, on a scale from "1" to "5") (Table 26).

Respondents were also informed that the hotel plans to add a Children's Activity Center. They were asked to indicate whether they would be likely to take advantage of this supervised program on a scale of "1" to "5" where "1" indicated "unlikely" and "5" indicated "very likely". A majority of the respondents were "very likely" (49.4%) or "likely" (24.7%) to take advantage of this activity (Table 27).

Table 26:

Extent of Agreement/Disagreement with Statements about the Hotel

	Mean	SD
Hotel staff is warm and friendly	4.4	0.8
A deli/bakery would be appropriate	4.2	0.9
Hotel should offer Children Activity Center	3.5	1.2
Leave children in hotel's supervised program	3.2	1.3
Tropic Isle needs remodeling	2.8	1.2
The Dean and Cindy Show should be moved from Saucy's to Tropic Isle	2.7	1.3

Scale: 1-----2-----3-----4-----5  
Strongly Disagree Strongly Agree

Note: SD=Standard Deviation

Table 27:

**Potential of using Children's Activity Center<sup>(a)</sup>**

	%
1. Unlikely	14.3
2. Somewhat unlikely	11.7
3. Somewhat likely	24.7
4. Very Likely	49.4
Total	100.0

**Mean: 3.1      Standard Deviation: 1.1**

**Median: 3.0**

**Note: (a)** "The hotel plans to add a Children's Activity Center. The Center will be open from 5-10 P.M. and will be available for kids between the ages of 4 and 12. The supervised program will include participation in clown shows, pizza baking, arts and crafts, videos, etc. Is it likely that you would take advantage of this program?"

This question was not applicable to 29.9% of the respondents.

Further analysis of the data, using one-way analysis of variance and t-tests revealed the following:

Perception of hotel staff:

Perception of the Hotel staff was linked to the age of the respondent. Hotel guests who were in the **60-69 age group** agreed more that the "hotel's staff was warm and friendly" (mean=4.8, on a scale of "1" to "5") than hotel guests who were in the **40-49 age group** (mean=4.4, on a scale of "1" to "5").

Perception of Deli/Bakery:

Hotel guests who were in the **60-69 age group** agreed more that "a deli/bakery restaurant, available for all three meals, would be appropriate at this hotel" (mean=4.6, on a scale of "1" to "5") than hotel guests who were in the **50-59 age group** (mean=3.9, on a scale of "1" to "5") or in the **30-39 age group** (mean=4.1, on a scale of "1" to "5").

Residency status:

**International visitors** were more prone to leave their children in a proposed hotel supervised children program (mean=3.5, on a scale of "1" to "5") than **U.S. residents** (mean=3.1, on a scale of "1" to "5").

7. Level of Satisfaction with Stay at the Hotel:

The majority of the respondents were either "very satisfied" (48.5%) or "satisfied" (42.6%) with their stay at the Holiday Inn Maingate (Table 28).

Table 28:

**Level of Satisfaction with Stay at the Holiday Inn Maingate**

	%
1. Very dissatisfied	0.6
2. Dissatisfied	1.5
3. Neither satisfied nor dissatisfied	6.7
4. Satisfied	42.6
5. Very satisfied	48.5
Total	100.0

**Mean: 4.4      Standard Deviation: 0.7**

**Median: 4.0**

Level of satisfaction with the stay at the Holiday Inn was influenced by the age of the respondent. One-way analysis revealed that younger guests appeared to be more satisfied than older guests. More specifically, hotel guests who were in the **20-29 age group** were more satisfied with their stay (mean=4.6, on a scale of "1" to "5") than hotel guests who were in the **50-59 age group** (mean=4.1, on a scale of "1" to "5").

### 8. Additional Comments Regarding the Stay:

Respondents were asked to provide any additional comments or suggestions regarding their stay at the Holiday Inn Maingate. Space was provided at the end of the questionnaire to explore this additional information. The comments were clustered into a few "themes," which are summarized below. Please note that some of the guests' comments refer to more than one "theme."

#### A. Experience with the Guest Services Desk and Staff Evaluation:

Lorraine has done an excellent job in helping us through this trip.

The Guest Service staff are very helpful especially Lorraine, Chuck and Dirk.

Chuck and Lorraine are wonderful - they need a raise. Excellent service overall. Very pleased! Thank you to all the staff.

I tend to stay in selected hotels because of the attitudes expressed by their employees. You have an outstanding organization. As my travel plans bring me to Orlando, this Holiday Inn will be my choice and recommendation to friends.

Guest Service Desk was very friendly and helpful, thanks to Lorraine and Chuck.

I really appreciated your accommodations and concern shown by your staff to our young people. Hopefully they will remember Holiday Inns when they are grown up and seek the chain out for lodging themselves. Thank you - Showstopper participant.

Everything has been wonderful so far (our second day). Very helpful staff (Lorraine and Peggy - Travel booth).

A note of praise to the staff. We have been here several times and have enjoyed each and every visit. Our children enjoy all that is offered to them - playgrounds, pool, pizza, ice cream, especially Zucchini (they are getting older but still enjoy his shows). Dean and Cindy are also favorites for the children and us adults. This Holiday Inn has given us many wonderful memories! Keep up the good work. Thank You



Very nice, coordinated vacation. Everything went smoothly and was pleasant all around. Personnel were very friendly and helpful. They helped answer any questions and also assisted with transportation to and from attractions.

The stay was very pleasant. However, we should be able to purchase tickets separately not four together. There should be better guidance. Otherwise, I was pleased with the professionalism and courteousness of the hotel staff - despite the money-making which is the only aim of this country.

It's been very pleasant. Very friendly. Clean rooms and pool. Maybe windows could be cleaned. Thanks for everything.

Everyone is very friendly and hospitable. Thanks again.

The hotel staff is very easy to talk to. Louise, our maid, was great. The folks at the ticket booth were fun and helpful. Zucchini is a nut. The food at the buffet was not hot enough.

The front desk personnel and guest services were very helpful and friendly. They represented Holiday Inn very well. On the other hand, the restaurant personnel seemed confused the times I was in there.

Everything was great except the ticket seller for Disney passes lied. Prices he quoted for four days were wrong - not \$128.00 but \$120.00 at gate. Maybe the extra \$56.00 covered the "free shuttle".

On the down side, we had difficulty with the agents at the Welcome Station when we attempted to extend our stay. Your staff was more than accommodating, even though we had to switch rooms we were allowed to stay at the rate quoted by the Welcome Station.

Lorraine and the rest of the people at the service desk were very good and professional.

Lorraine at the service desk was very personable, knowledgeable and helpful.

I would highly recommend this hotel to all my friends. Friendly, considerate, great atmosphere. A+++

The staff was great and the stay very pleasant. One problem that we had is that we came to visit Disney and did not have enough time to enjoy the hotel.

Pleasantly surprised by the services and easy accessibility to food/activities.

Staff has been great!

The staff made my first stay here very pleasant and enjoyable.

It would have been nice to be escorted to our room on the first night. We arrived very late after a long journey and had to find our way through the service area at the back of the hotel (not very nice) and carry our suitcases upstairs. The service and employees of the hotel are very helpful and friendly indeed.

The travel information desk was of great help and I greatly appreciated having them available. They were friendly.

Security was excellent. After leaving the key in the door at night, it was reassuring to know they removed it, turned it in and then notified me. Thanks!

So far our stay at Holiday Inn has been enjoyable. I would more than likely return again.

My son loves the hotel so much he doesn't want to leave to go to Disney or Sea World. You must be doing something right.

A majority of the staff are very friendly. However, there are a few who could change their attitudes to the ones who make you feel at home.

Very nice. Feels like a first-class hotel. We are frequent guest of all Holiday Inns. We found the staff in all of them very pleasant.

After taking an early morning walk, I was very pleased with the overall appearance. Good Job.

Staff excellent. Lynn and Lorraine are helpful, pleasant, and wonderful.

I am very impressed with the staff. No matter what they had to respond to, they handled it extremely well with care, professionalism, and a good attitude. I felt I was home among friends not in a business-like hotel like most of them.

So far I am enjoying my stay at the hotel. The staff could not have been any nicer or helpful. This is a nice hotel and if I come to Florida again, I would like to stay here.

Staff was very kind and courteous. Quite helpful to foreign couple like us. Please accept our grateful thanks. Keep up the good work being done.

The staff is very helpful and congenial. The location of the hotel for our purposes is wonderful. Would come back! Service at bar and tour reservation area was friendly and courteous.

The hotel provides a good family atmosphere which is why we stay here. Also the kids love Zucchini the Clown.

The helpfulness and pleasant attitude of the staff including the travel people is very much appreciated!

We have had a very pleasant stay here. The staff was very friendly and always willing to help. We found most of the things we needed here. We would love to return.

The hotel room was clean, the staff efficient and courteous, and most of all the food was fantastic. Our waiter at the evening buffet was great and we certainly would want to be served by him again. The best Holiday Inn we've stayed at.

The location of the hotel is very convenient and the staff is very helpful.

#### B. Guest-room and Bathroom Comments:

Our entire group expected the following when we arrived: microwave, coffee maker, and a refrigerator. When our tour guide called for reservations she was told these items would be included. We will not return to this Holiday Inn for this reason.

The rooms are great but not for a family of five.

My husband and I talked my daughter into coming to this hotel. The rooms are musty. The pool rope is falling apart and is all over the bottom of the pool - very uncomfortable - please replace. Dead bugs are in ceiling above sink. Rooms 322 & 324

Room could use some upgrading. Cleaning in our bathroom is terrible - hair left in shower.

A small refrigerator for pop and snacks would be nice.

Provision of a safe would be a good addition.

Better check-up at cleaning and maintenance.

The condition of the bathroom in the room was a little less than 100% clean when we checked in. It also needed some repair. The third day that we were here there was no hot water to take a shower. Very frustrating!

Need to make the bathrooms larger. Good location - excellent idea to have the car rental service here. Need to advertise the discount stores such as the outlet malls - things that a family with a limited budget could get more of a bargain.

Fix your jukebox and re-chalk your tubs and showers.

Everything was fine except the mattress in our room could have been replaced.

I would like you to put a folding door on the bathroom.

No hot water in the morning on any of the mornings we were here. Awful! Awful! Awful!

In the guest room, the bathroom is poorly designed. The door barely opens and hits the toilet. The shower has moldy spots on it and appears dirty. Bathroom light is faulty.

Everything is very clean inside and outside. We liked the non-smoking rooms very much. We only think it would be better to let families with children to use the downstairs flats because it can be very noisy to sleep with them above you.

I enjoyed the service given in my behalf as well as my wife's. Housekeeping has done a wonderful job on keeping our room clean everyday. Your staff has been very courteous, polite, and friendly. We have enjoyed our stay at this Holiday Inn.

I was displeased with the cost of the hotel room since the room is very small and the bathroom is disgusting. The ceiling is covered with mildew also around the tub area. I am disappointed with the overall quality of the room itself. I would not stay at this hotel again and I would think twice before staying at another Holiday Inn.

Room could use minor renovation - not necessarily remodeling. Need luggage racks.

Hallways should indicate room numbers.

Microwave and a refrigerator would be nice.

Request microwaves in rooms.

Maid has forgotten something everyday. Tropic Isle breakfast always good (excellent order cook).

It would be better if the hotel provided a refrigerator in the hotel room, luggage racks, and a clothesline in the bathroom.

Hot water jug is very essential in each room to make coffee or tea. Complimentary biscuit should be provided.

We would be happier if the room had a kitchenette like the one described in Maingate East. However, we planned this trip on very short notice and felt lucky to get a room.

Clean mold off bathroom ceiling. Buffet is overpriced. Pool needs to be cleaned on a regular basis. Have coffee pot in room. I stayed in room 248.

A refrigerator or kitchenette should be provided. Complimentary coffee or tea should be provided as well.

We were sent brochures for the Maingate East and we really expected a microwave and kitchenette. This was also a different experience because we have stayed on the grounds before. The shuttles here are not as convenient.

I would have liked to have had a mini kitchenette with a microwave, a safe and a hot pot to make coffee or tea.

Complimentary coffee.

Priority Club complimentary coffee delivered to room.

Tea making facilities in the room.

The rooms have mold on the ceilings and are stained with smoke.

Beds should be on the door side of the room because the AC blows right on you. The bathroom is also much too small.

Insufficient cupboard/hanging space for a two week stay.

Bathrooms are in need of remodeling. Rooms could use remodeling also.

Housekeeping and front desk personnel were very good. Prefer English speaking maids because communication was difficult.

I was a nonsmoker in a smoking room. I'd appreciate it very much if between guests all cigarette butts were cleaned up off the floor, and all bedding, especially pillow cases, were changed as well. Also there was hair still left in the shower. Leaving butts on the floor and hair in the shower are signs of poor housekeeping.

We found that our room was not cleaned when we checked in. The carpet in the room was stained in a few places and it has not been properly cleaned in the two weeks we've been here. The room has not been cleaned properly on a daily basis. Shower caps would be helpful, particularly with children.

Maid service in the morning is a little noisy. Bathrooms could be remodeled.

The bathrooms need to be redone and freshened up.

The bathtubs did not drain properly so that we could take two baths in a row right after one another.

Very adequate for \$59.00 a night.

Room has mold and mildew all-around. I realize this is a high volume place but our bathroom is a disgrace. Other facilities are clean and nice. Roaches in room.

The rooms need airing to get the stale smell out. Bathrooms need to be cleaned properly and a deodorizer installed. A safe, wet bar, refrigerator and a kettle would be very convenient seeing as both times I've ordered room service it's taken between 45 minutes to an hour.

Clean bathrooms behind doors. Walls need new paper and paint.

Mildew is never very attractive and there was a spot of mildew here and there in the bathroom area.

Put aside a block of rooms for guests without children.

Bathrooms too small and dark. Mildew on walls. Good beds. Nice grounds.

Clean the guest-rooms more thoroughly. The smoke detector was covered with dust and the carpets are in need of steam-cleaning.

#### C. Restaurant and Food Services Comments:

I would prefer a family type of restaurant - a Sunday buffet instead of a daily buffet.

Sprinkles is very understaffed. Before adding other additions, we suggest improving this one.

Misleading ad at Saucy's - drinks half price. Need separate lounge for adults.

Found Sprinkles Ice Cream Parlor to be more expensive than the 7-11 across the street.

I have enjoyed my stay here very much. The staff is very helpful and friendly. The only experience I had that was not positive were the expensive prices at Sprinkles. I would have also appreciated a continuous running van to the park.

The lounge area should be geared to adults only - the kiddie shows elsewhere. We have four children and they are now grown. Even then, an escape for the adults was appreciated. Your lounge business would increase if it had adult entertainment, not kiddie stuff. We have stayed at many Holiday Inns and all of them had adult lounges.

Would suggest some nightly entertainment for adults - DJ, Band, music, dancing.

They did not pick up our tray when I called following room-service dining.

I have been surprised how many times I have been reminded by the Tropic Isle staff that they're expecting a tip. I expect a good, high standard of service in a Holiday Inn and I will tip for service over and above that level. I will certainly not tip other than at my own discretion and definitely not when asked directly. Other than the Tropic Isle staff everyone else has been a credit to this hotel.

The choice for kids free meals in Sprinkles is very poor. There should also be a more varied menu is Saucy's (for example, pasta).

Twice steel wool was found in the food at Tropic Isle. It was brought to the attention of the manager, but it happened again the next day. This is a very unsafe practice.

Continental Breakfast would be nice - but I feel it isn't necessary because of the buffet each morning. Always coffee, tea available in lobby.

The credit card for meals is a pain in the ass. Considering location and the fact that other Holiday Inns in the area offer child supervision, you should too (I assumed you did). Checking in at 4 P.M. is way too late. The housekeeping staff was very pleasant. I like your little shop in the lobby. I do a lot of traveling and therefore stay in many hotels. Features that impress me are: lots of towels, a cocktail hour, advice on local restaurants, and clear detailed TV guide is nice. Thank you for asking my opinion. I don't mind filling out questionnaires at all.

The attending people at Tropic Isle pushed their service too much. Restaurant is to "rest" a meal.

The staff at Sprinkles was very inattentive and rude. The food was excellent - the staff was not.

My children and I enjoyed Sprinkles. They need additional staff during peak hours. There were times we were in line for more than ten minutes for simple items such as chips or cookies.

Dining room prices could be more reasonable.

I had to wait too long in line at Sprinkles. Tables were not cleaned between seatings.

Tropic Isle waitresses should come to the table with menu in hand. We always had to ask and it seemed an extra effort if we wanted to order anything off the menu instead of just taking the buffet.

Great that kids eat free. Food prices discouraged adults from eating in the restaurants regularly. Sprinkles is filthy and dirty. The food is stale (bagels, rolls) and I got seltzer water instead of Sprite.

The kids free meals in Sprinkles were poor. Also, in order for kids to eat free in Tropic Isle, the parents have to order the very expensive dinner buffet.

Upon arriving early in the afternoon, I wanted a simple hamburger in Sprinkles but was turned off by lack of help, service and environment in cooking area.

Tropic Isle dinner buffet overpriced.

The service at Sprinkles was a disaster. On the two occasions I tried to purchase a soda and it took me 20 minutes just to get through the line. None of the soda machines would make change correctly and one machine had already eaten my dollar. If the machines cannot be serviced properly, then eliminate the bill validators.

#### D. Shuttle Service:

I really like the free shuttle bus to Disney. Change the bacon - it's too tough.

When I requested a cab to get to the Polynesian Village, I didn't expect the employees to call a limo service (\$34.00 round-trip). A taxi would have been sufficient.



Shuttle service to Disney more frequently. We were stranded after the 10:30 P.M. fireworks until 12:30 A.M.

A smaller van with more frequent shuttles would enhance my decision to return.

More shuttle departure and arriving times, especially later when the park closes.

As a non-US citizen and unable to drive in this country, I have found it difficult to travel to and from this hotel to different locations besides the studios and usual tourist destinations. Perhaps a link with shuttles downtown on a more frequent basis.

The timing for the shuttle service should be reviewed. Something to take into consideration are the times for the fireworks, etc. at attractions. 10 P.M. is little early and 12:30 A.M. is a little late. The hotel should also consider free shuttle service to downtown.

Improved shuttle service to/from Disney. Better scheduling in line with attractions' events (ie., fireworks). At EPCOT, the shuttle came during the fireworks and then too late after that. Maybe schedule one to come after the fireworks and then another at closing time.

We depended on the shuttle service to get to/from Disney. Our major problem was there were not enough times for the return trips and not enough times to go in the afternoon.

Shuttle should be available for all/most attractions at reasonable prices.

Free shuttle from the airport.

We appreciated the ease in which we were able to arrange our transportation to and from the various parks. The staff has been very polite.

A major disappointment was the limited transportation to Disney. The return trips are too limited. The Disney properties have more flexible transportation and I found out too late the prices are comparable.

The bus pickup was too infrequent. As a result, I would not come back here again.

There should be free shuttles to other theme parks (e.g., Universal Studios, Wet-n-Wild, Pleasure Island, etc.).

#### E. Pool Area:

Indoor pool. Since this vacation was a gift to us, it would have been very helpful if we would have known about the special shows, laundry facilities, etc.

Pool should open at 7 A.M. instead of 9 A.M..

Pool area was very noisy after 10 P.M. Maybe closing at 10 P.M. would be better than 11 P.M..

The pool area was always lacking towels and the drink cart service was erratic if existent at all.

The pool was out of towels both times I went to swim.

Wish parents would supervise children in pool after dark - young children in pool last night with no parents around.

Children need more supervision since some are out too late at the pool. Some were out there until midnight.

The pool hours and the close proximity and availability of the restaurants make the stay more enjoyable.

Pool was nice!

Jacuzzi isn't clean enough.

The pools and playgrounds are an added bonus at the end of the day.

Beautiful swimming pool areas.

#### F. Other Comments:

A workout room would be nice.

Hotel's facilities for the handicapped needs rethinking or revising - ramp into lobby obvious omission. A more "communal" comfortable seating area rather than the lobby would be nice especially for adults.

We are pleased with our stay here. The meal plan for kids is great. The inclusion of a refrigerator or a microwave would help reduce the cost of eating in Disney parks. Shuttle was prompt and the times were convenient. Heated pools and hot-tubs allowed us to enjoy the water areas which we were looking forward to.

More convenient laundry locations with more choices of detergents and fabric softeners. Supervised pool activities for children (swimming lessons).

Relocate ticket office in lobby to avoid traffic jams. Provide an adult eating area for quiet dining experience. Hot tub frequently utilized - but small for the number of people in it.

Holiday Inn brochures should mention the fact that hair-dryers are included in the rooms which is a bonus. It was a shame the Easter Egg Hunt was so disorganized. My three children were very disappointed and no alternative was offered.

Room needs refrigerator and coffee pot. The heating system is dry - needs humidifier. The arcade needs stools for smaller children. Restaurant should have a backup electrical system - electricity went out and we were delayed breakfast by one hour. For Easter, more could be done for children and the Egg Hunt should have been roped off. We got there at 8:15 for the 8:30 A.M. hunt and all the "big kids" found many eggs before time.

Laundromat is an excellent feature. A luggage rack in the room is recommended.

A shop to buy general needs such as toiletries and food items would be advantageous.

When making my reservation I was told it was at the Holiday Inn Lake Buena Vista. When I arrived they sent me to another Holiday Inn who then sent me here. This took several hours in a strange land. I will have to think it over before I stay at another Holiday Inn.

Bellman should be available for late night check in to avoid guest confusion finding their room.

Hotel needs outside painting.

We were promised coffee pot, microwave, refrigerator, and tea pots in our rooms. We did not get any of these. The cashier in the Tropic Isle restaurant was very unfriendly and one time was even rude. I have always liked Holiday Inn until this.

I was told refrigerator was no charge. I agreed to \$10.00 but the front desk wanted \$50.00 up front. I paid the bill in full way in advance and I am upset because I should have been told in advance. I was told shuttle was one mile from park and it took approximately one hour to get there. I was also told charge for shuttle to the mall was minimal. \$96.00 is not a minimal charge. I was told that there was a mall two blocks away and that we could walk there, but then there were no sidewalks. That was wrong! I'm handicapped and was put in a room upstairs and far away from the lobby and restaurants.

### Predictors of Likelihood to Stay at Holiday Inn Maingate

A step-wise multiple regression was conducted in order to identify what factors determine respondents' level of satisfaction with their stay at the Holiday Inn Maingate. The dependent variable was "Level of Satisfaction with Stay." The independent variables consisted of the following 28 variables: vacation travel behavior (6 variables), perception of physical appearance of various hotel's areas (6 variables), perception of hotel's children shows (2 variables), rating of experience in the hotel's restaurants (3 variables), perception of various services provided by the hotel (8 variables), and 3 demographic variables.

The results indicated that four variables significantly affected respondents' level of satisfaction with the hotel, and the variance explained by the regression was 51% (Table 29). More specifically, respondent's level of satisfaction can be predicted by:

1. Perception of the physical appearance of the guest room.
2. Perception of the hotel staff's warmth and friendliness.
3. Perception of the physical appearance of Sprinkles.
4. Age of the respondents

In other words, hotel guests who rated more favorably the appearance of their guest room and Sprinkles Ice Cream Parlor, perceived the hotel's staff to be warm and friendly, and were younger were more likely to be satisfied with their stay at the Holiday Inn Maingate.

Table 29:

**Multiple Regression of Level of Satisfaction with Hotel Stay on:  
Vacation Travel Behavior, Perceptual, and Demographic  
Characteristics**

	Standardized Regression Coefficient	T	Zero Order Correlation	Cumulative R <sup>2</sup>
1. Room Physical Appearance	0.38	8.4	0.60	0.35
2. Perception of Hotel's Staff	0.36	8.3	0.55	0.47
3. Sprinkles Physical Appearance	0.17	4.0	0.44	0.49
4. Age of the respondents	-0.14	-3.8	-0.12	0.51

Note: N=333 R<sup>2</sup>= 0.51

### III. CONCLUSIONS

1. The research indicated that the Holiday Inn Maingate market is diverse. The sample population represented a large array of guests' demographic and travel characteristics.
2. While about 12% of the hotel guests were "repeat customers," the hotel's location, the perception of "good value for money," coupled with a strong travel agent support, indicate a propensity for future guest return.
3. In general, the guests were aware of the various hotel areas, and perceived them to be adequate. However, the findings revealed that the hotel guest would like to see renovation of the hotel's **lobby and gallery** and **Sprinkles**. Remodeling of other hotel areas seemed to be important, but secondary to the two mentioned.
4. Most of the hotel's guests were not familiar with the Children shows, however, those who were familiar rated them quite highly. Most guests were likely to leave their children in a supervised program.
5. Most of the hotel guests dined at least once at the hotel restaurants, mainly at the Tropic Isle (Breakfast & Dinner) and at Saucy's. In general, Tropic Isle received the highest guest satisfaction rating, and Sprinkles - the lowest.

6. The Holiday Inn guests would like to see more Italian, seafood, and steaks on their menus. The interest in Italian food supports the guests' recommendation to change Saucy's into more adult-oriented restaurant.
7. A deli/bakery and a convenience store were also supported by the guests. Favorable items to be sold in these outlets include: fresh muffins, fresh squeezed juices, deli sandwiches, and fresh salads.
8. The guests rated the hotel staff very highly, both in the quantitative question, as well, as the open-ended comments.
9. The Disney shuttle was perceived to be a major strength of the hotel, but several guests raised some concern with regard to its current operation policies.
10. While guests rated quite highly the physical appearance of their guest room, many written comments referred to its condition and the condition of the bathroom. About 45% of the guests also wanted to have kitchenettes as part of their guest room.
11. The regression analysis supported the assumption that greater satisfaction with the hotel would be linked to a renovated guest-room and a renovated Sprinkles.

IV. APPENDIX: GRAPHIC PRESENTATION

Holiday Inn Maingate  
Guest Survey

May 1993

Dick Pope Sr. Institute for Tourism Studies  
University of Central Florida  
Orlando, FL 32816



# Holiday Inn Maingate Guest Survey

- Obtain a demographic profile of the hotel's guests
- Obtain a profile of the hotel guests' travel behavior and current trip characteristics
- Assess guests' awareness of the hotel's public areas and available services
- Assess guest utilization level, and the perceived importance of the hotel's public areas and available services
- Assess guests' appeal of the proposed changes in the hotel's public areas and guest rooms, and their perceived importance.

May 1993

Dick Pope Sr. Institute for Tourism Studies  
University of Central Florida  
Orlando, FL 32816

## Goals and Objectives:

- Obtain a demographic profile of the hotel's guests
- Obtain a profile of the hotel guests' travel behavior and current trip characteristics
- Assess guests' awareness of the hotel's public areas and available services
- Assess guest utilization level, and the perceived importance of the hotel's public areas and available services
- Assess guests' appeal of the proposed changes in the hotel's public areas and guest rooms, and their perceived importance.

# Methodology and Sampling:

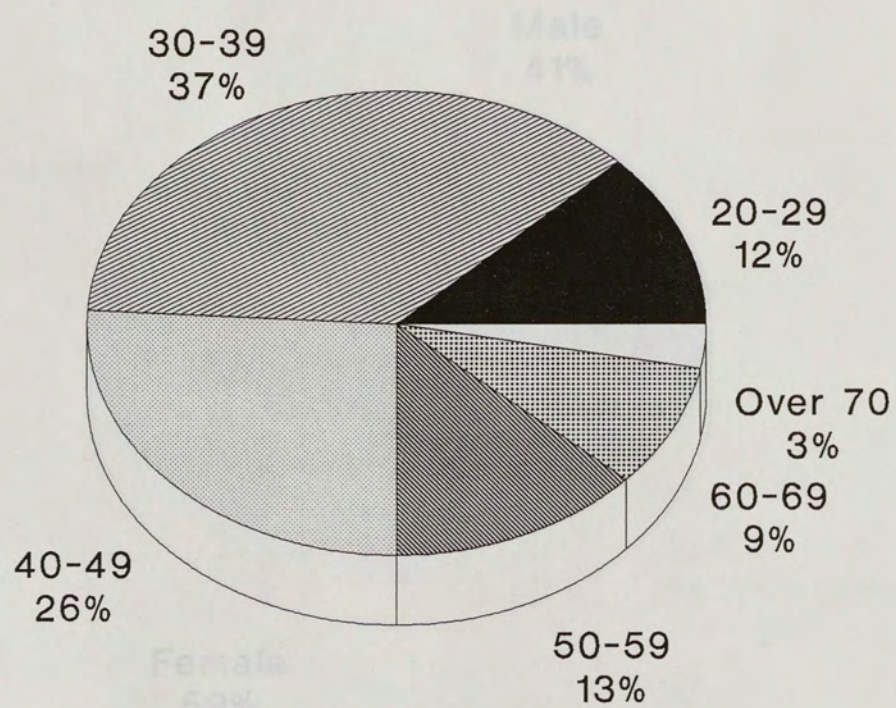
- A self-administered structured questionnaire with a few open-ended questions.
- The population sample consisted of Central Florida tourists during the period of March 29 to May 3, 1993.
- Guests must have stayed at least two nights at the hotel before they could take part in the study.
- Incentives: a free breakfast coupon, and a \$150 cash drawing.

40-49  
28%

50-59  
13%

Median age group: 40-49 years

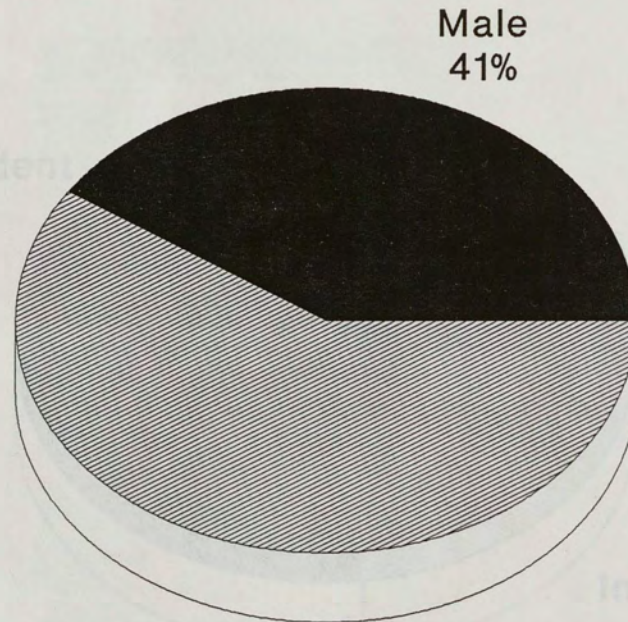
# Age Group of the Respondents



Median age group: 40-49 years

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Dick Pope Sr. Institute, UCF  
May 1993

# Gender of the Respondent



U.S. resident  
77%

International  
23%

Female  
59%

Median Age Group: 40-49 years

Holiday Inn Maingate Guest Survey  
Dick Pope Sr. Institute, UCF  
May 1993

# Residence Status

(Holiday Inn Maingate Guests)

State:

New York

16.4

New Jersey

U.S. resident

77%

Ohio

California

Florida

Massachusetts

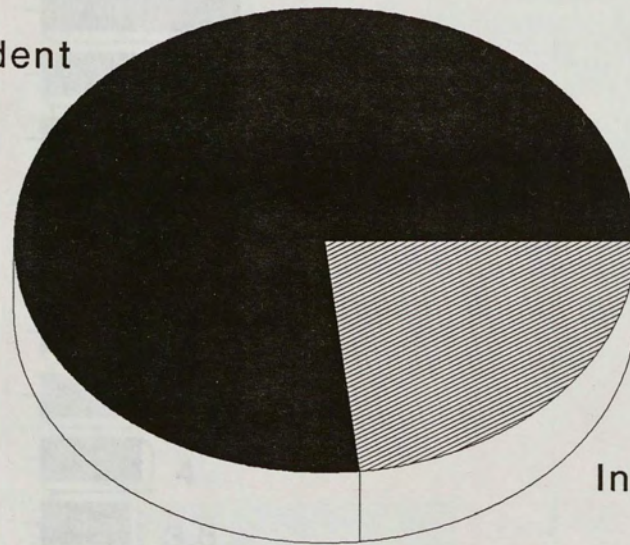
Connecticut

Michigan

Pennsylvania

ALL OTHER STATES

36.5



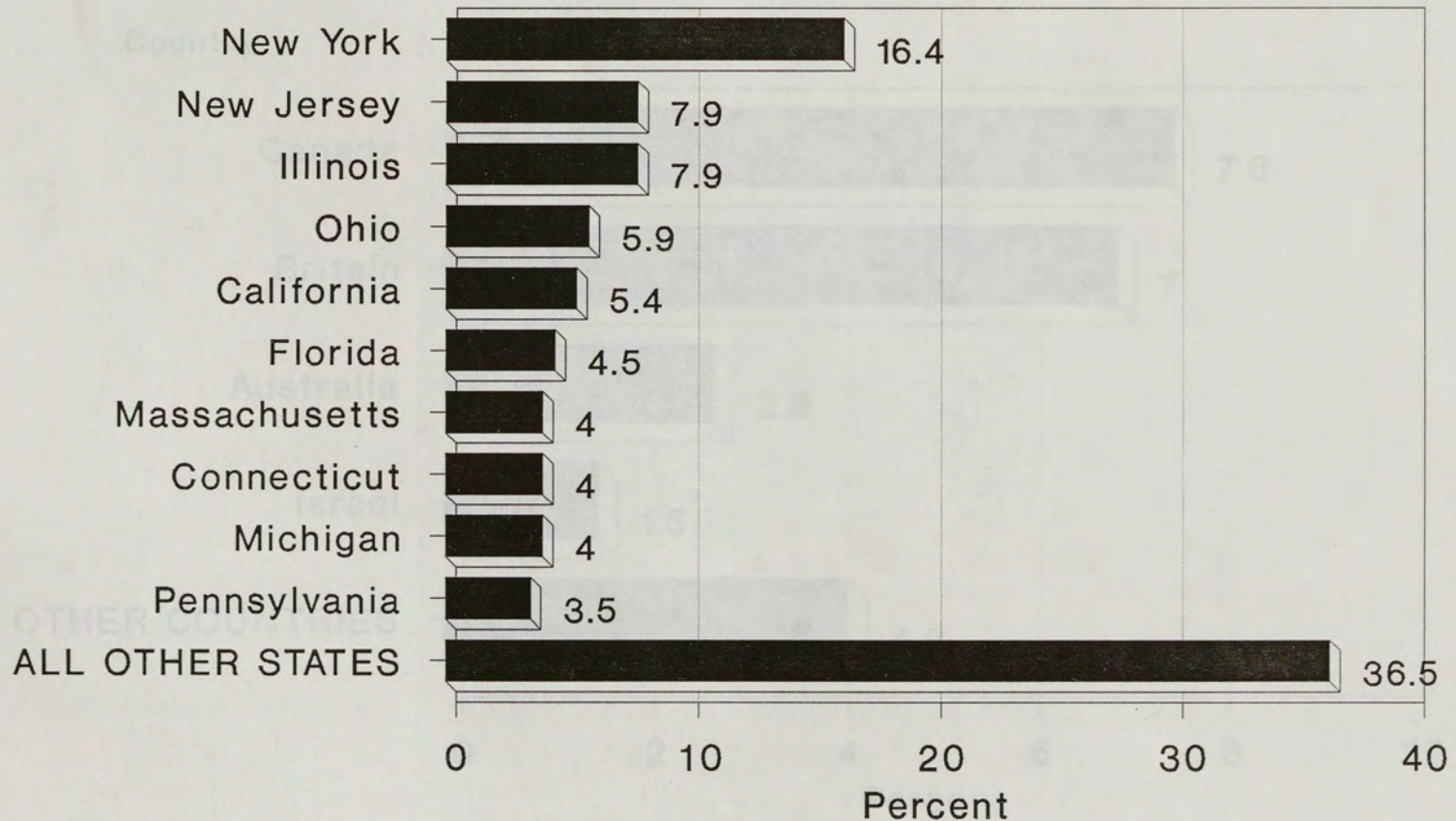
International  
23%

Percent

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May 1993

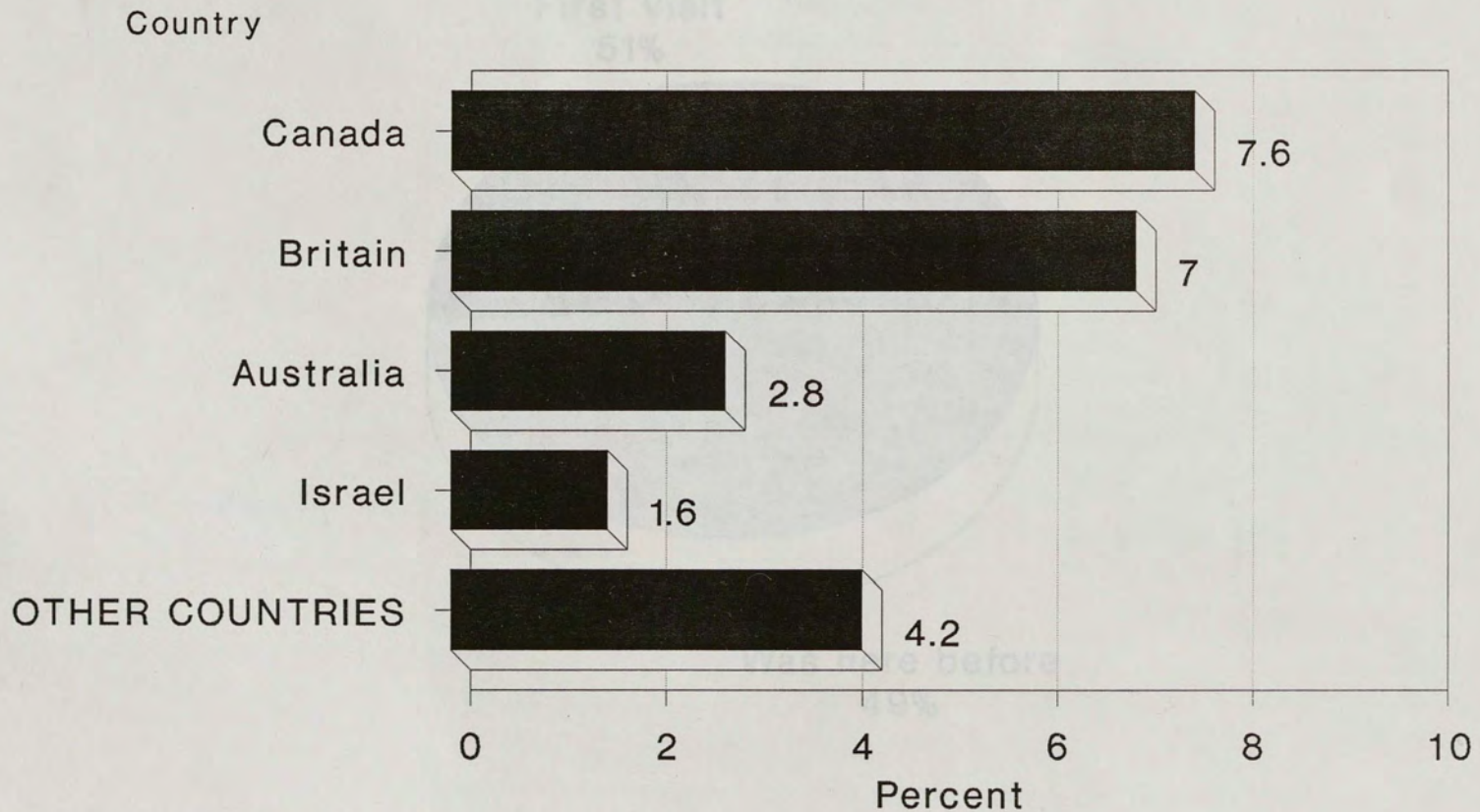
# U.S. Respondents' State of Residence (Holiday Inn Maingate Guests)

State:



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May 1993

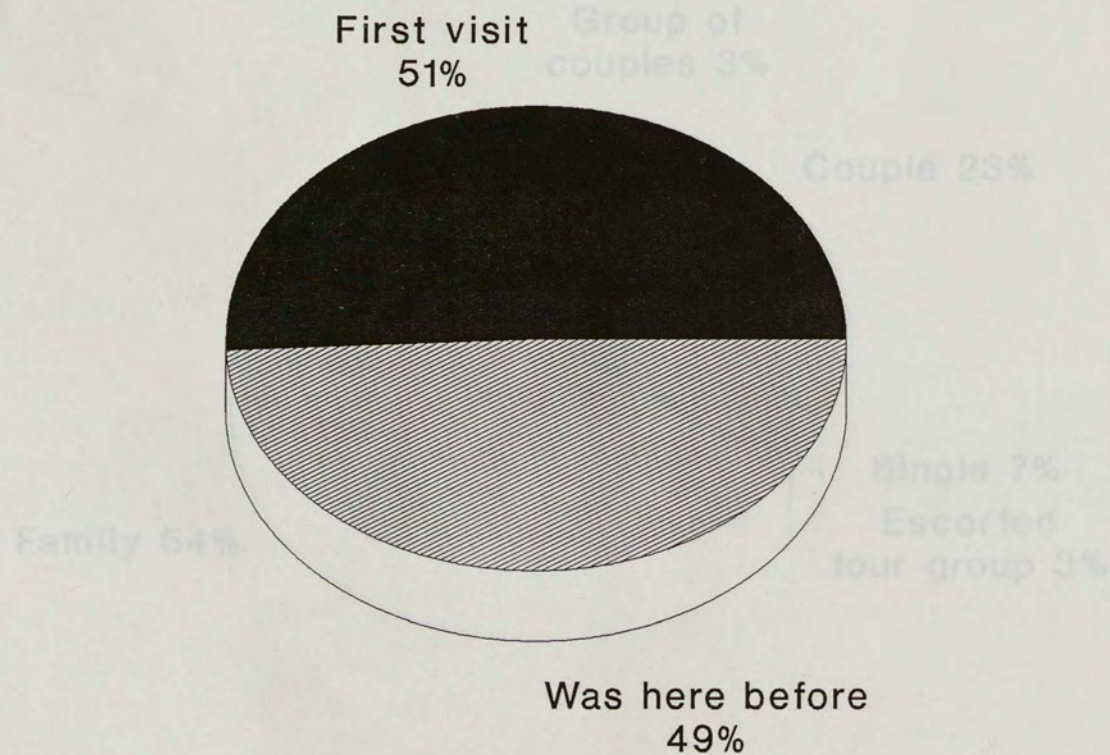
# Country of Residence: International Tourists (Holiday Inn Maingate Guests)



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May 1993

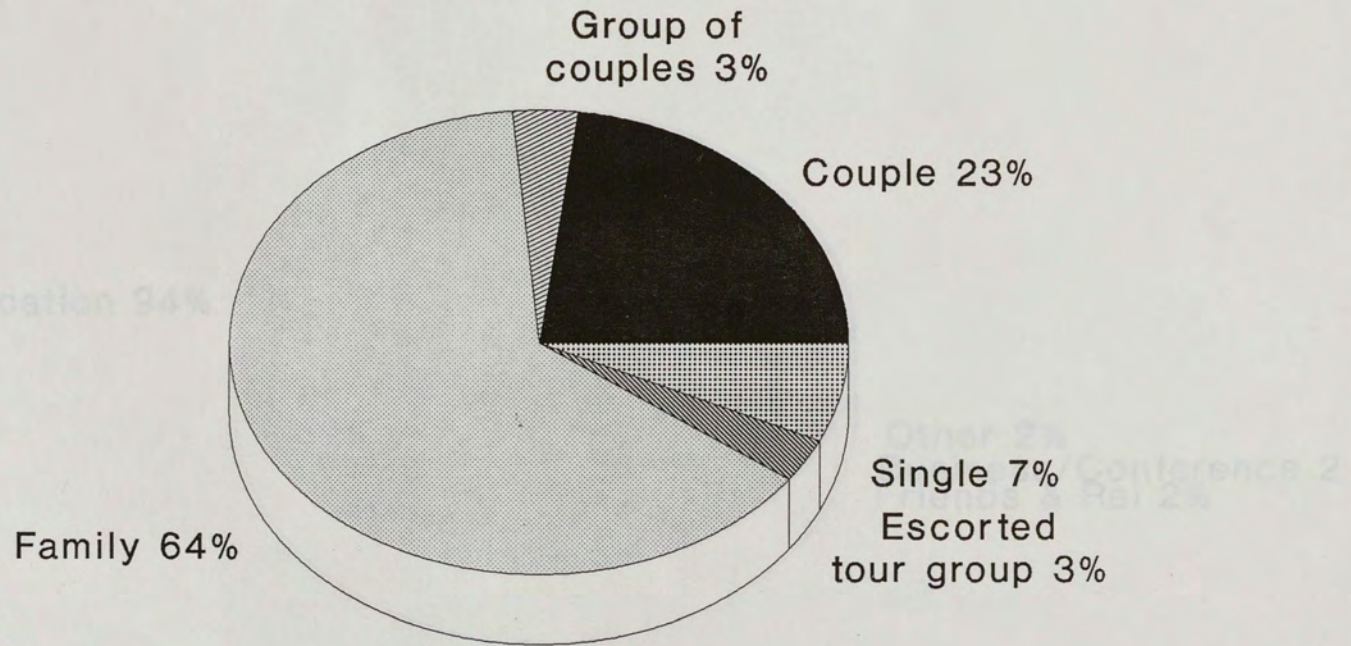


# Visiting Experience to Central Florida



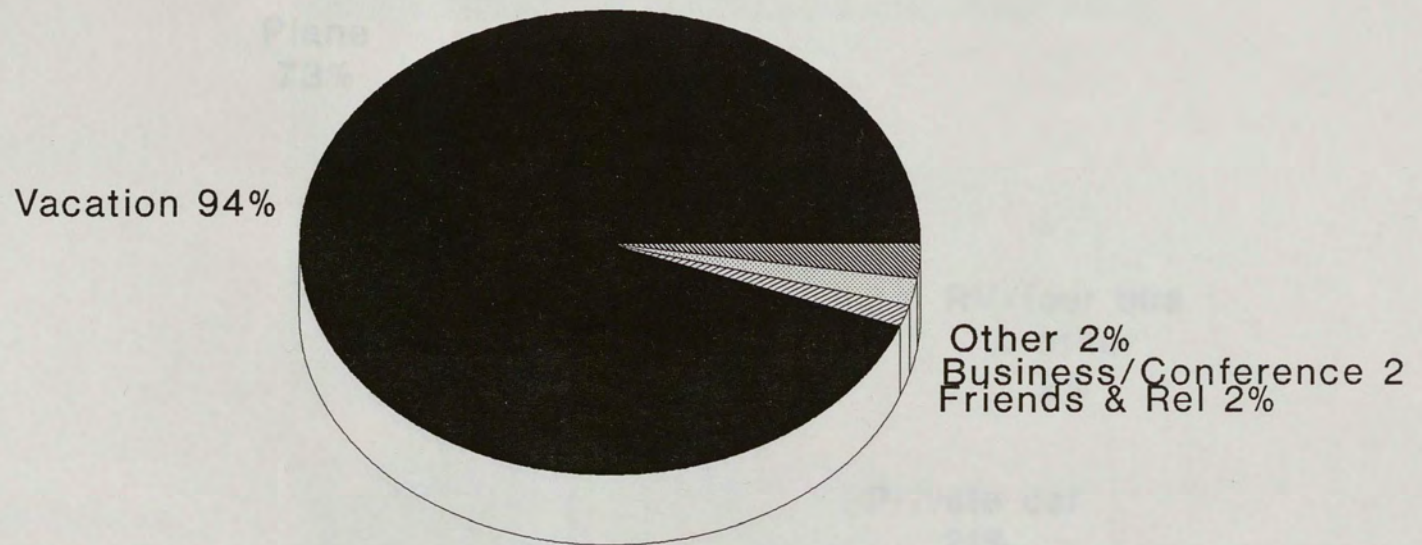
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# Travelling Party to Central Florida



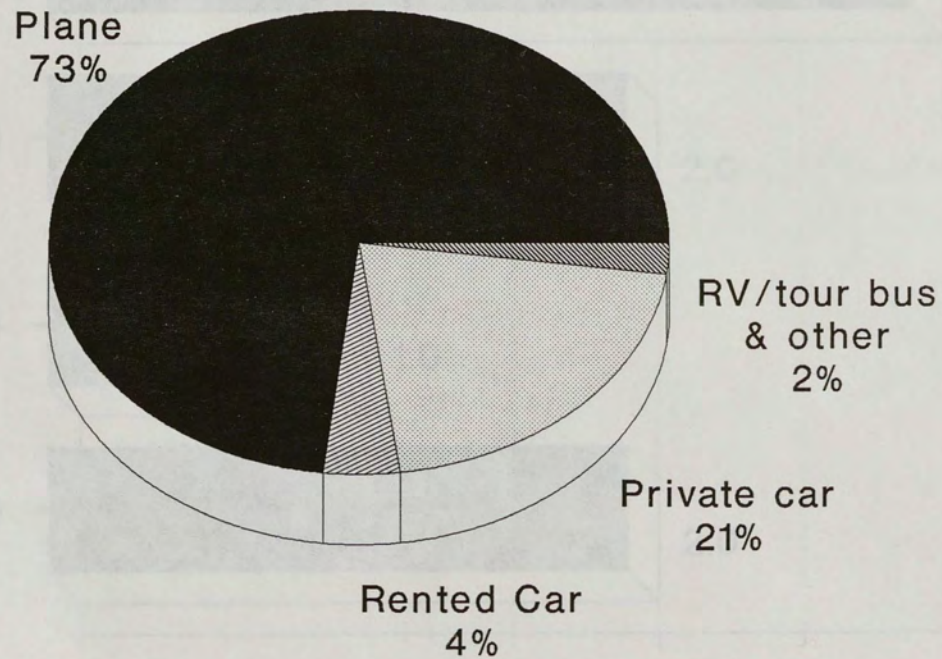
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# Primary Purpose of Central Florida Visit



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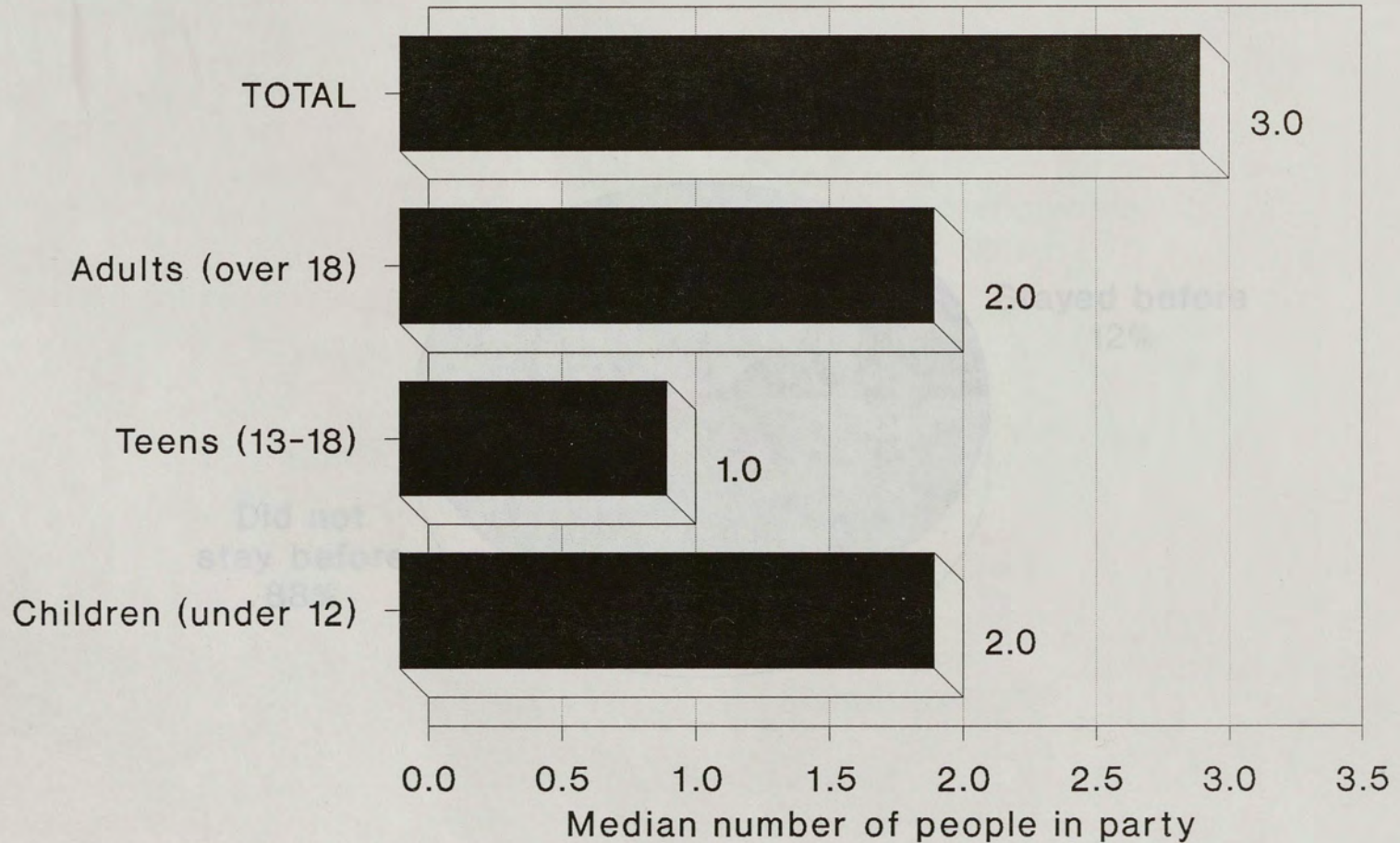
# Transportation Mode to Central Florida



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May 1993

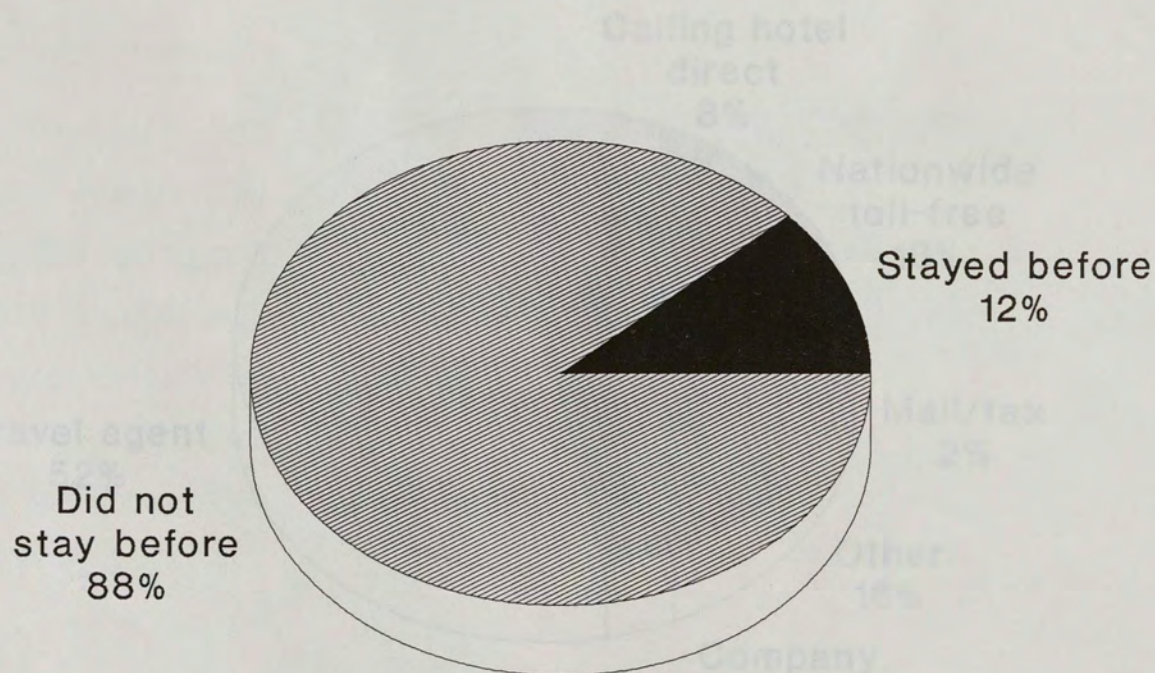
# Median Party Size

Group:



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May 1993

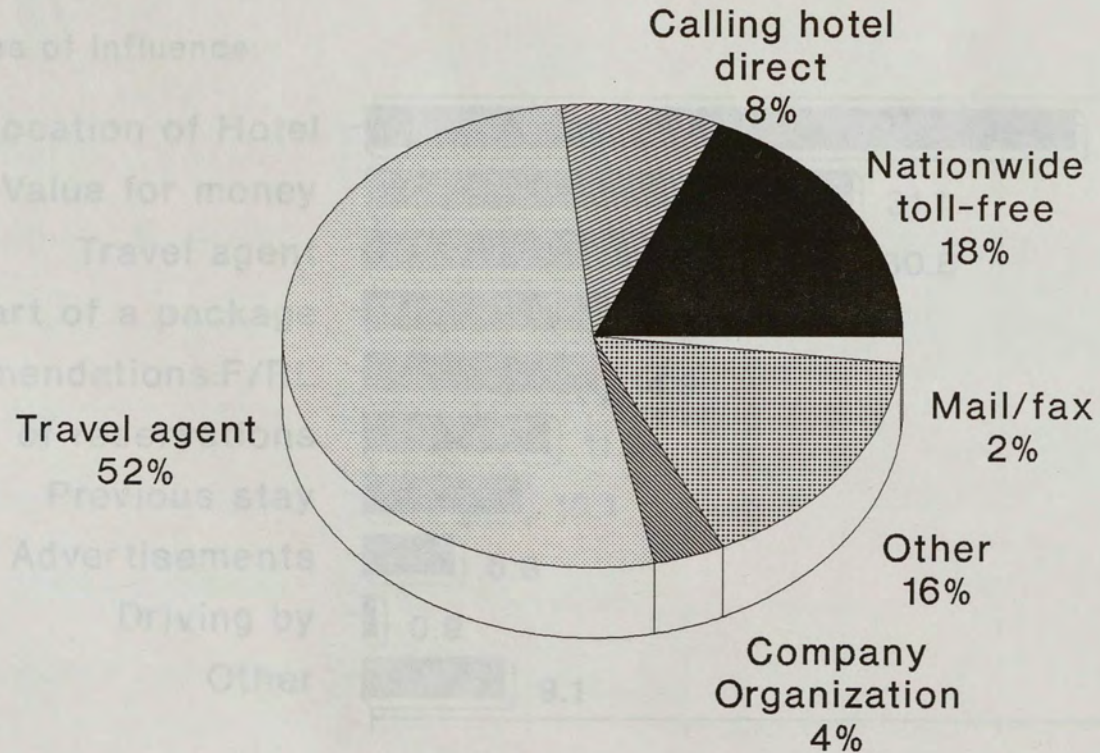
# Previous Experience with the Holiday Inn Maingate



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# Origin of Hotel Reservations

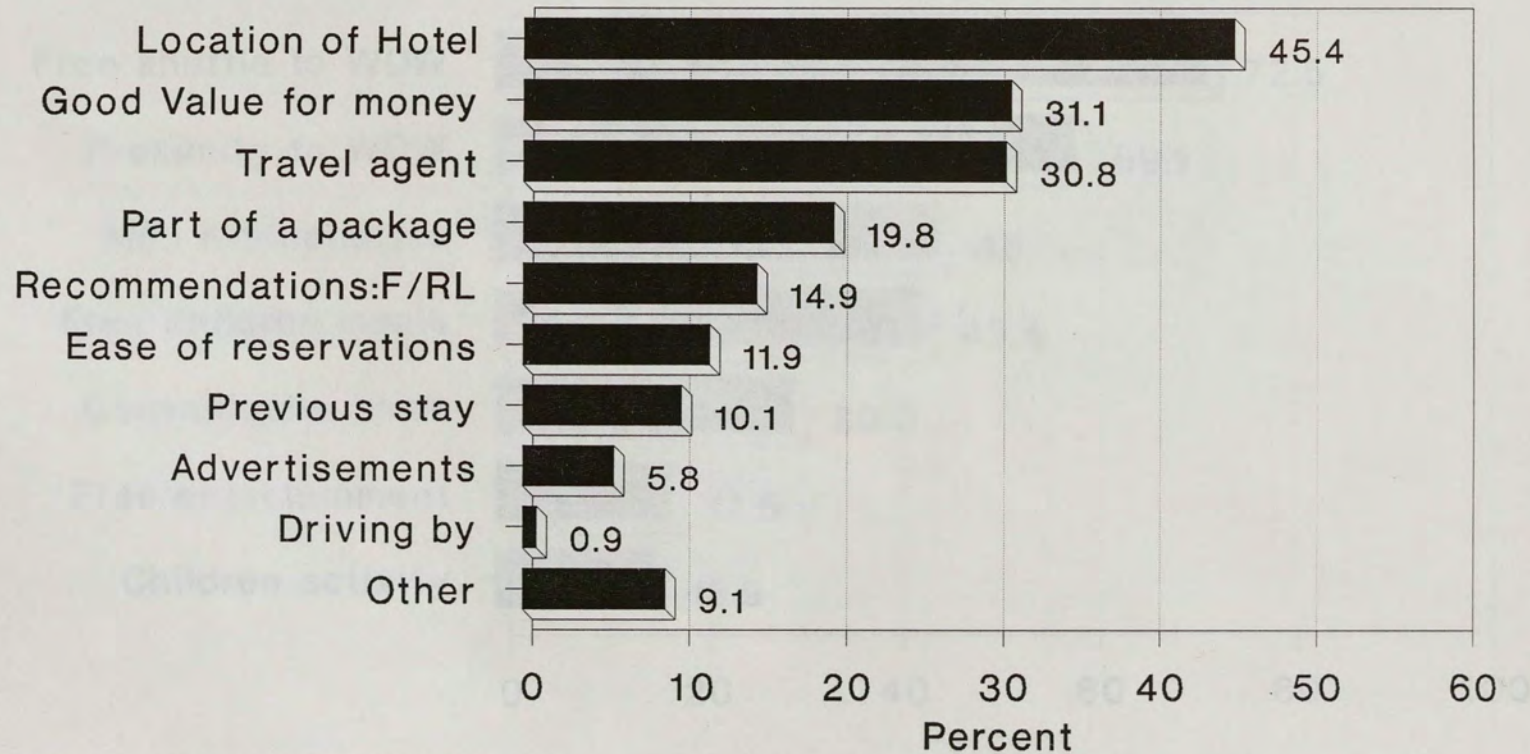
at the Holiday Inn Maingate  
(Multiple responses)



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# Sources of Influence to Stay at the Holiday Inn Maingate (Multiple responses)

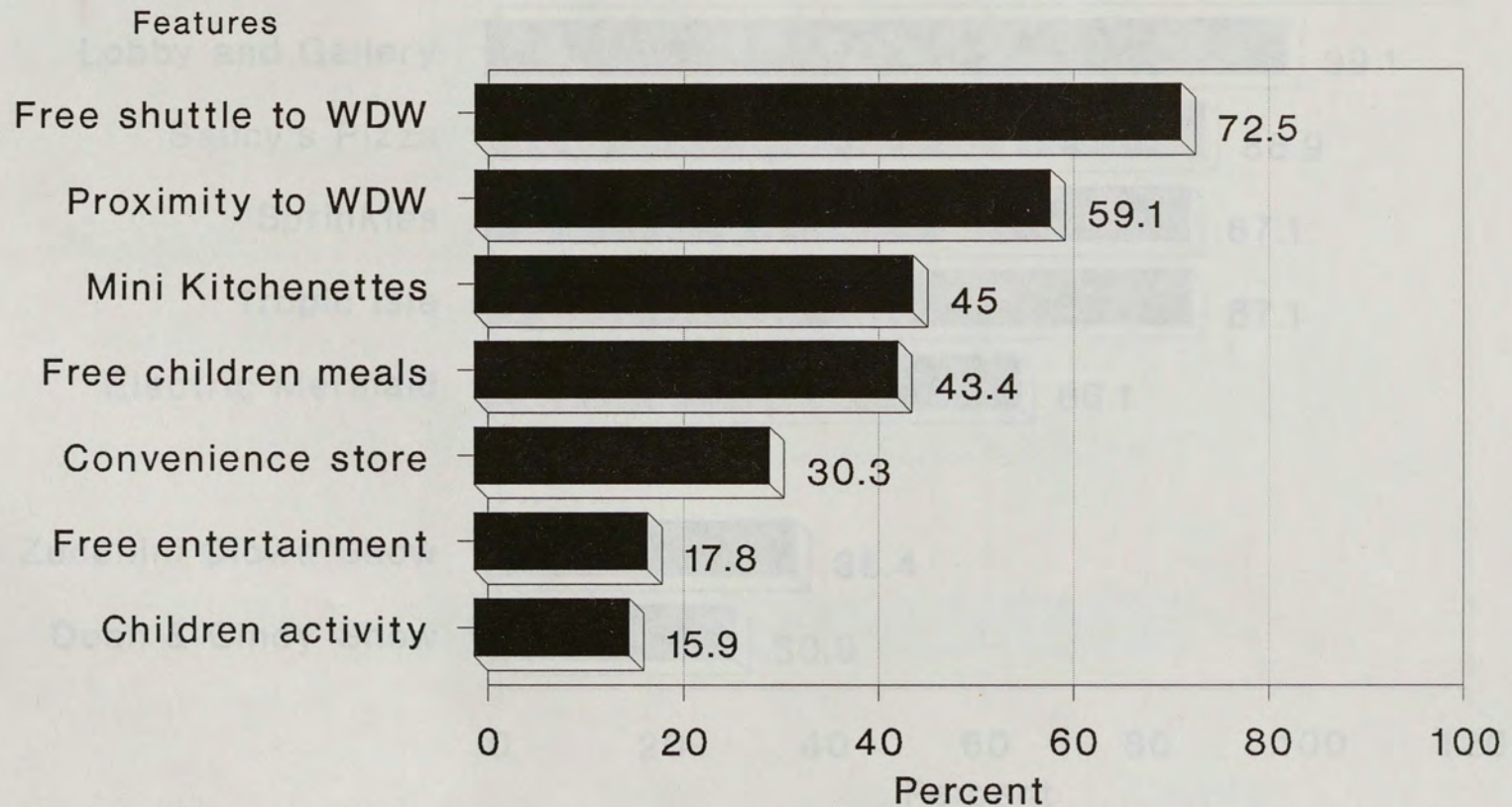
Sources of Influence:



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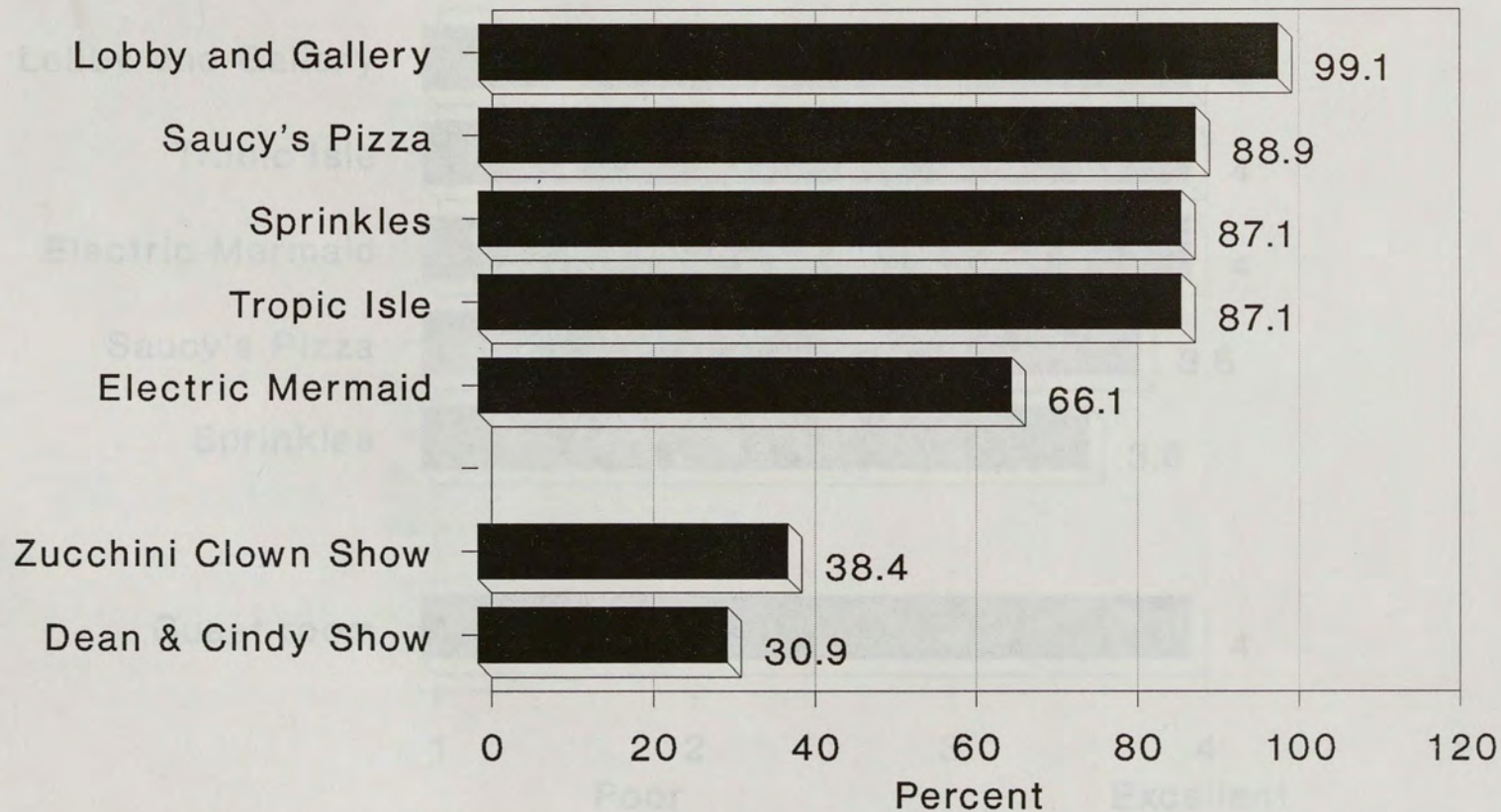
# Hotel's Features that may Influence Decision to Come Back (Multiple responses)



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May 1993

# Level of Familiarity with the Hotel's Areas and Shows

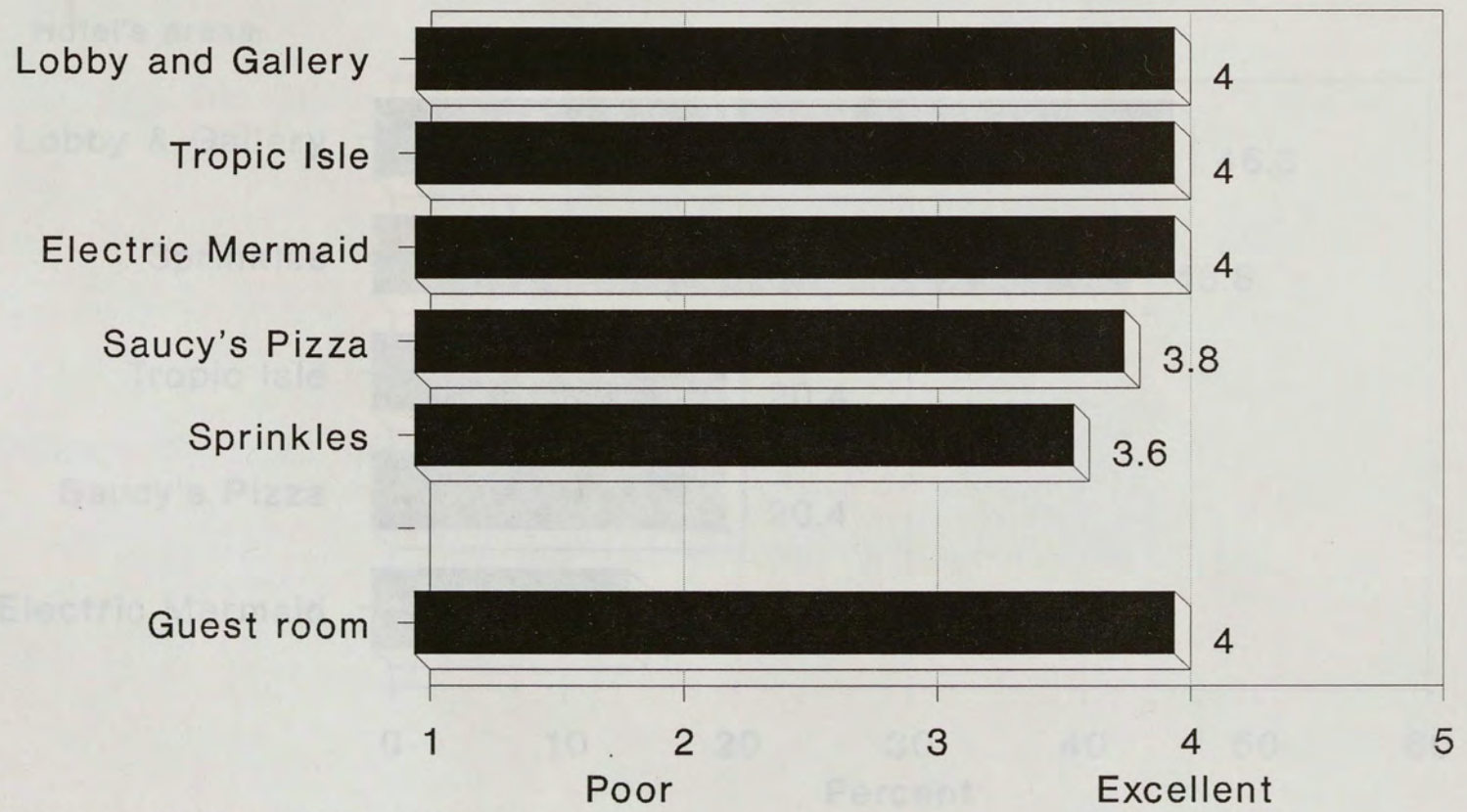
Hotel's areas/shows



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May 1993

# Guest Ratings of Physical Appearance of Hotel's areas

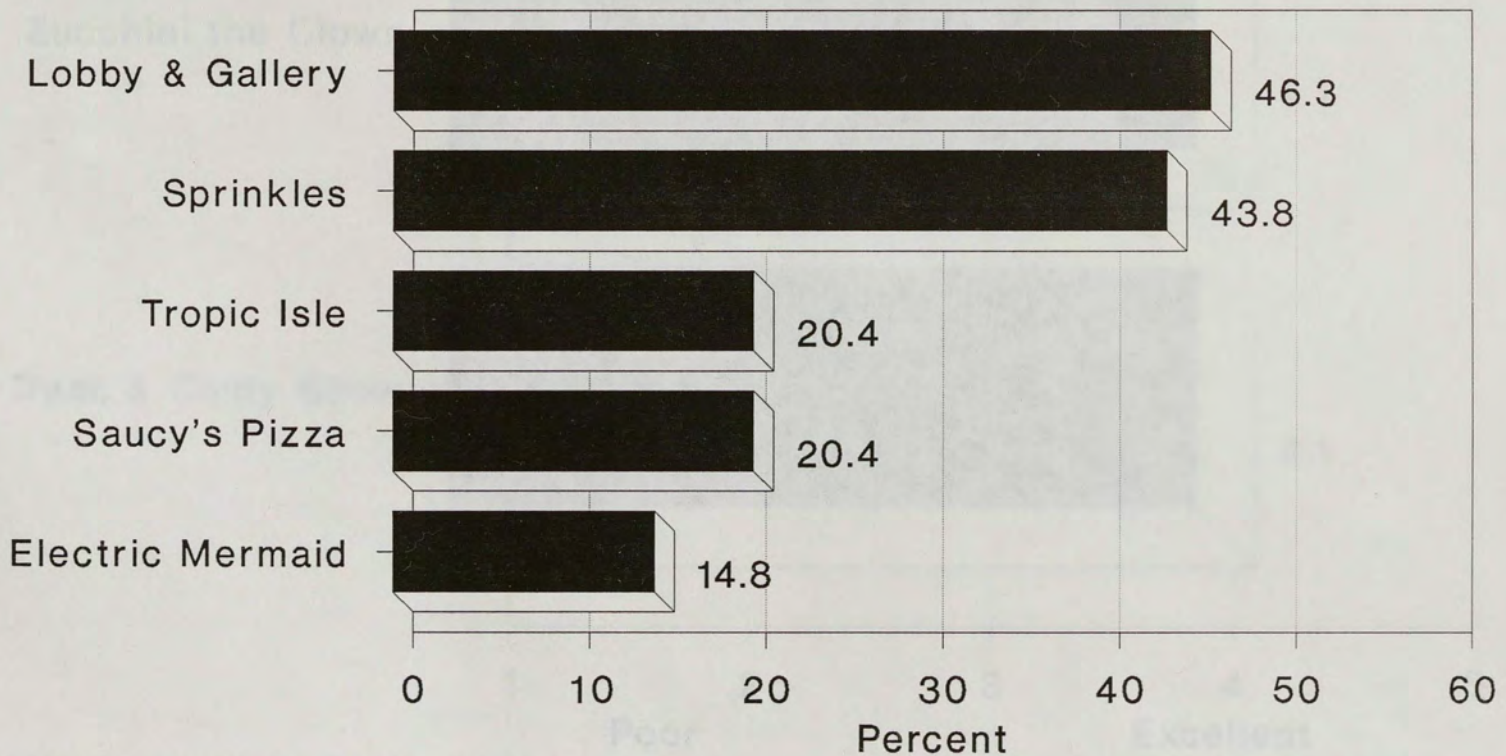
Hotel's areas:



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# Perceived Hotel's Areas that are in Need of Remodeling (Multiple Responses)

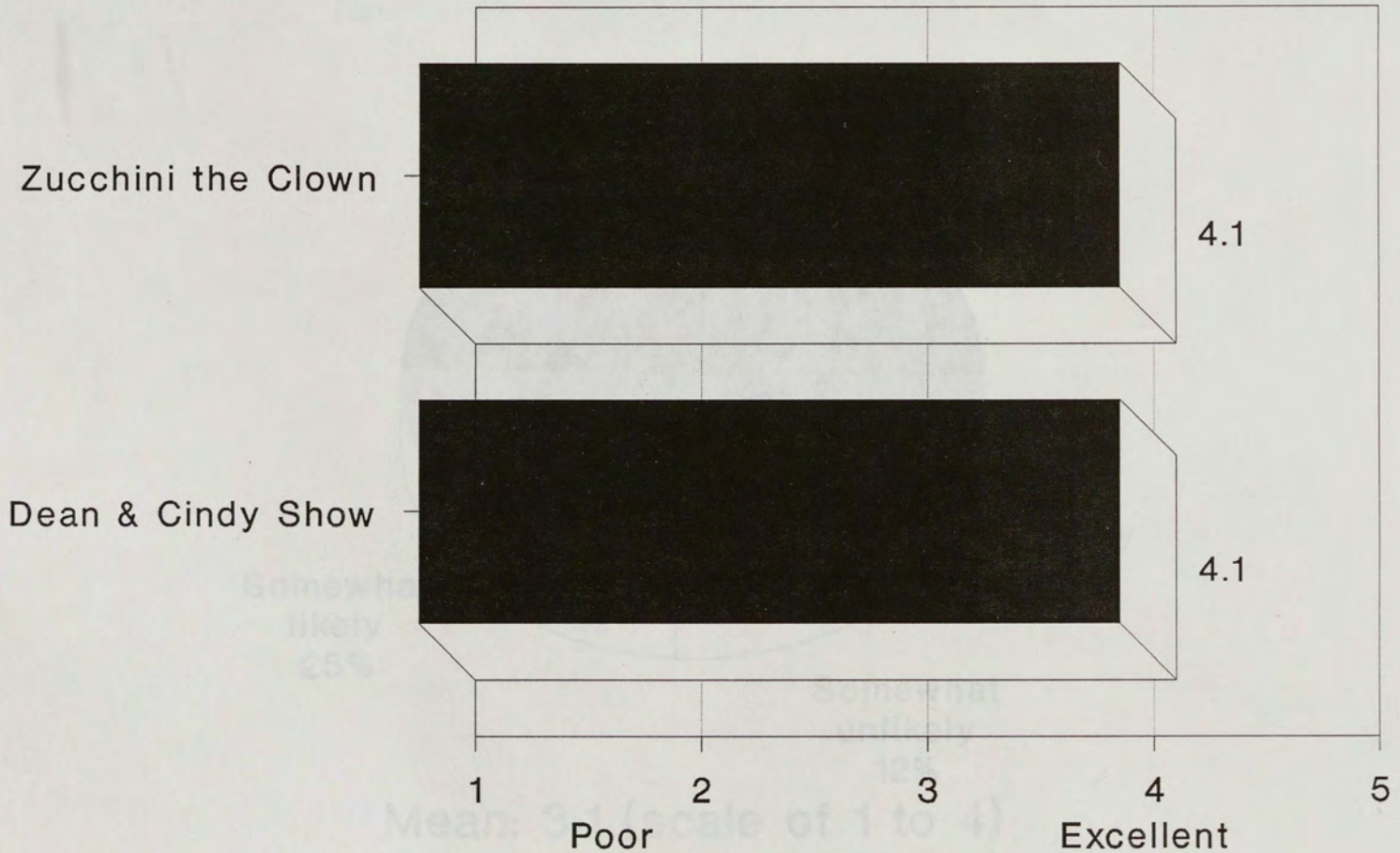
Hotel's areas:



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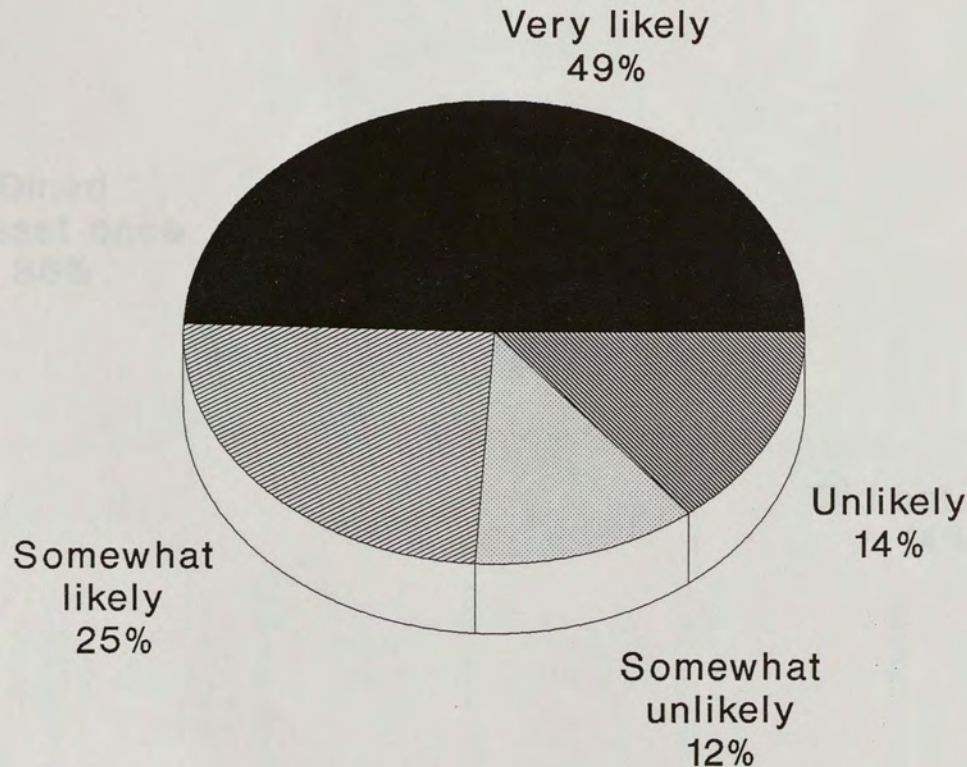
# Guest Ratings of Children's Shows

Shows:



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May 1993

# Likelihood to take Advantage of the Free Supervised Children Activity Program



Mean: 3.1 (scale of 1 to 4)

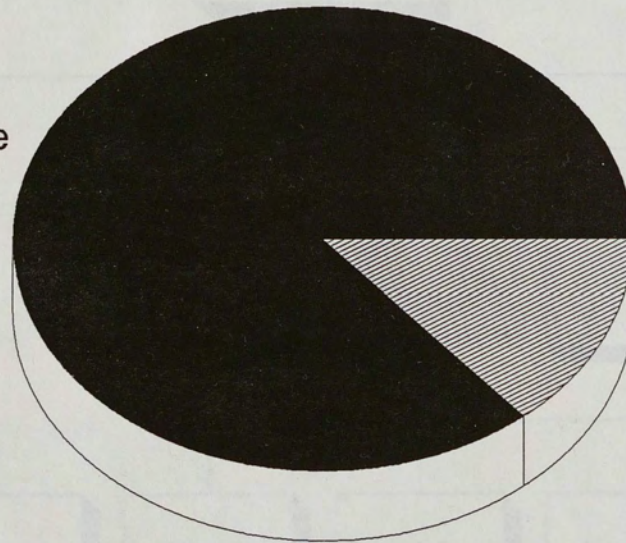
The question was not applicable to 29.9% of the hotel's guests

Source: Dick Pope Sr. Institute, 5/93

# Hotel Dining Experience

(Multiple Responses)

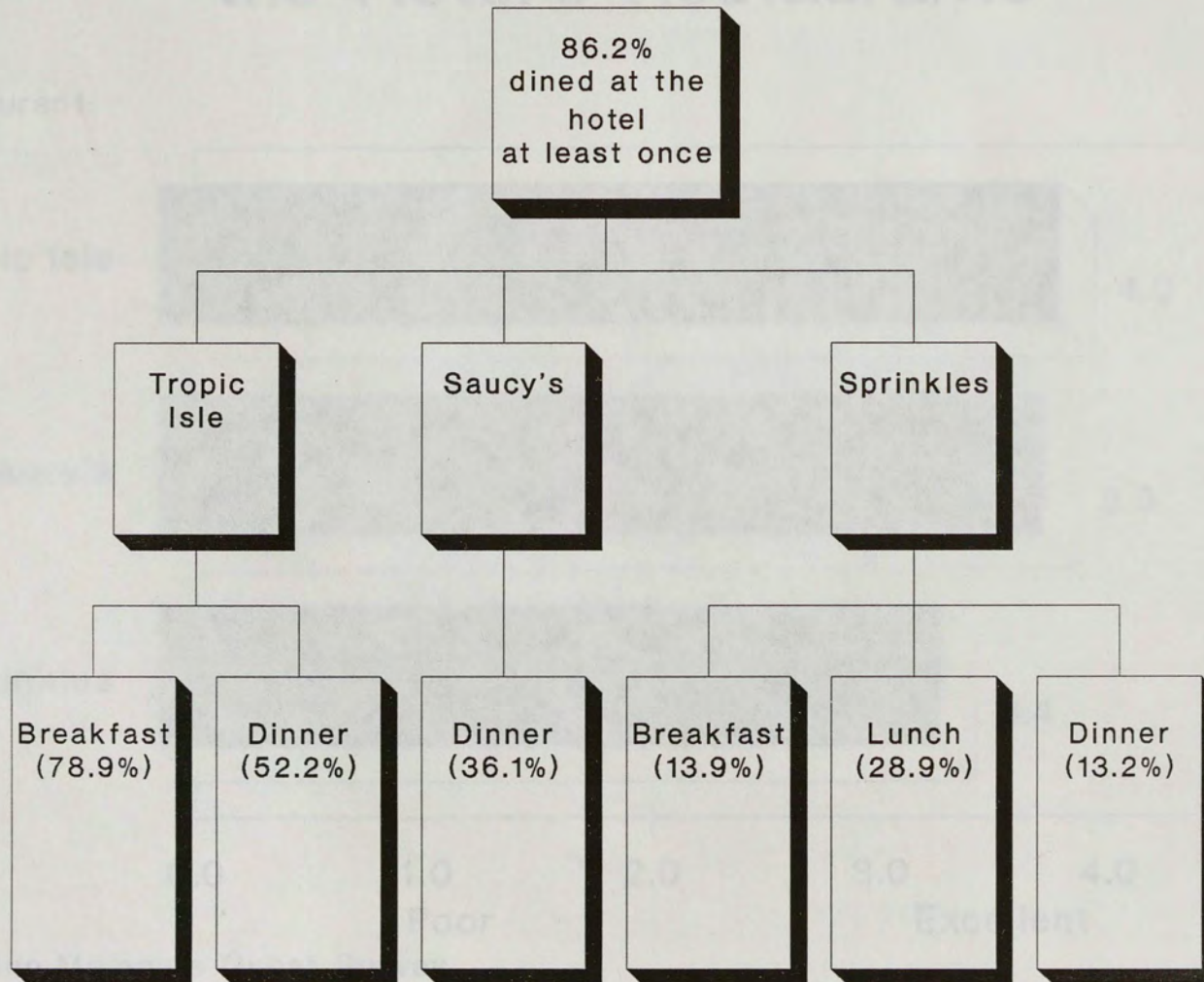
Dined  
at least once  
86%



Did not dine  
14%

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May 1993

# Dining Experience at Hotel's Restaurants (Multiple Responses)



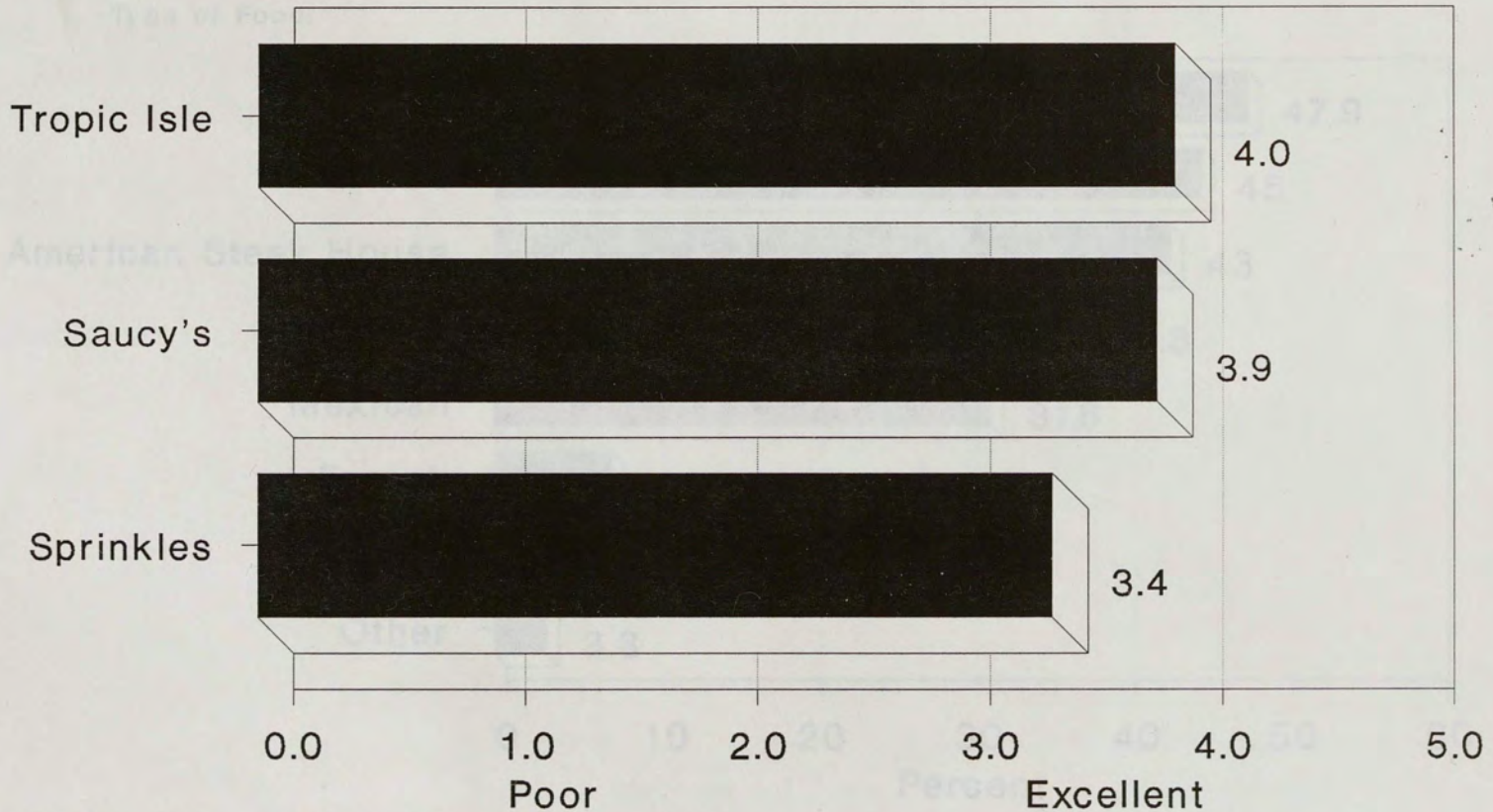
Holiday Inn Maingate Survey, May 1993



# Level of Guest Experience with the Hotel's Restaurants

(Multiple Responses)

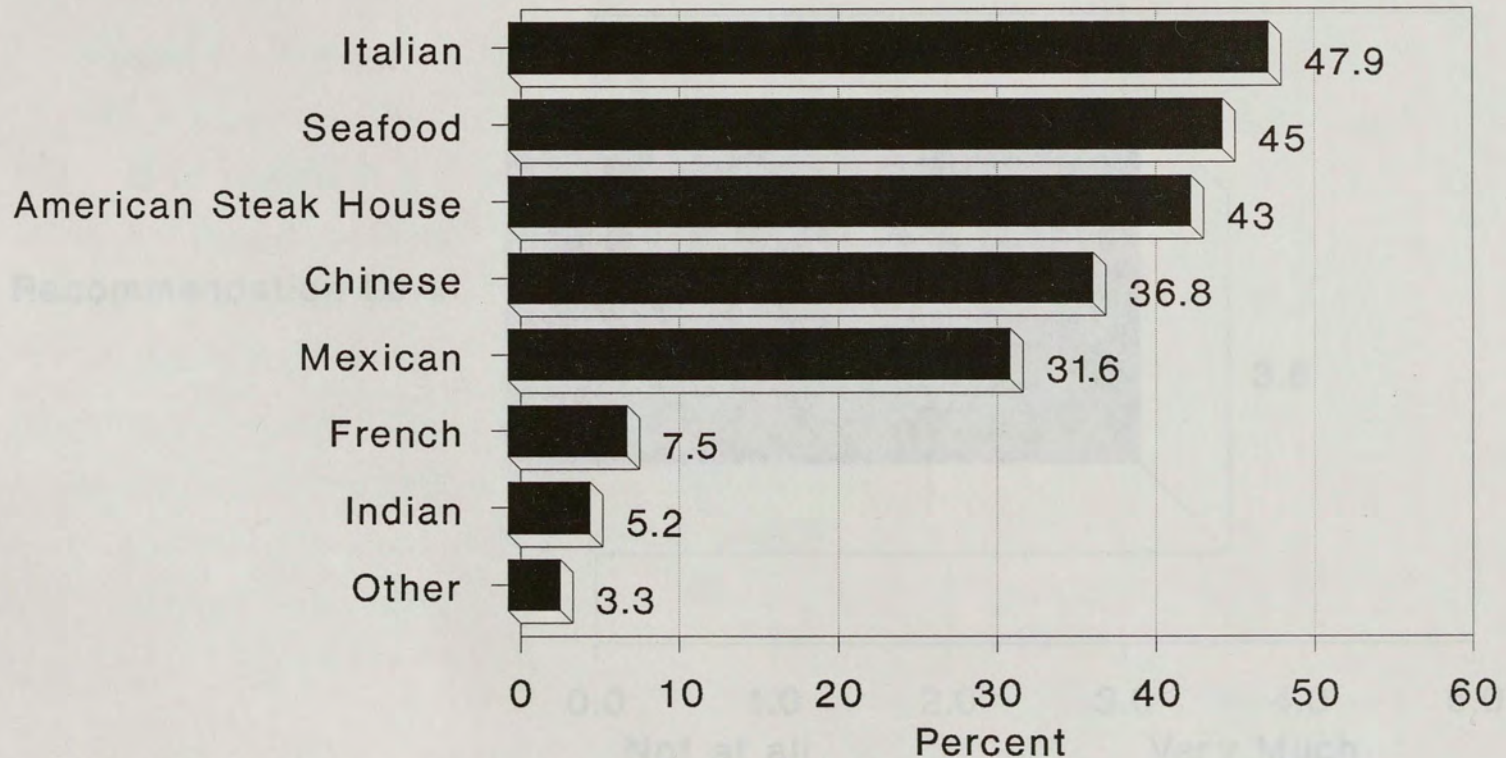
Restaurant:



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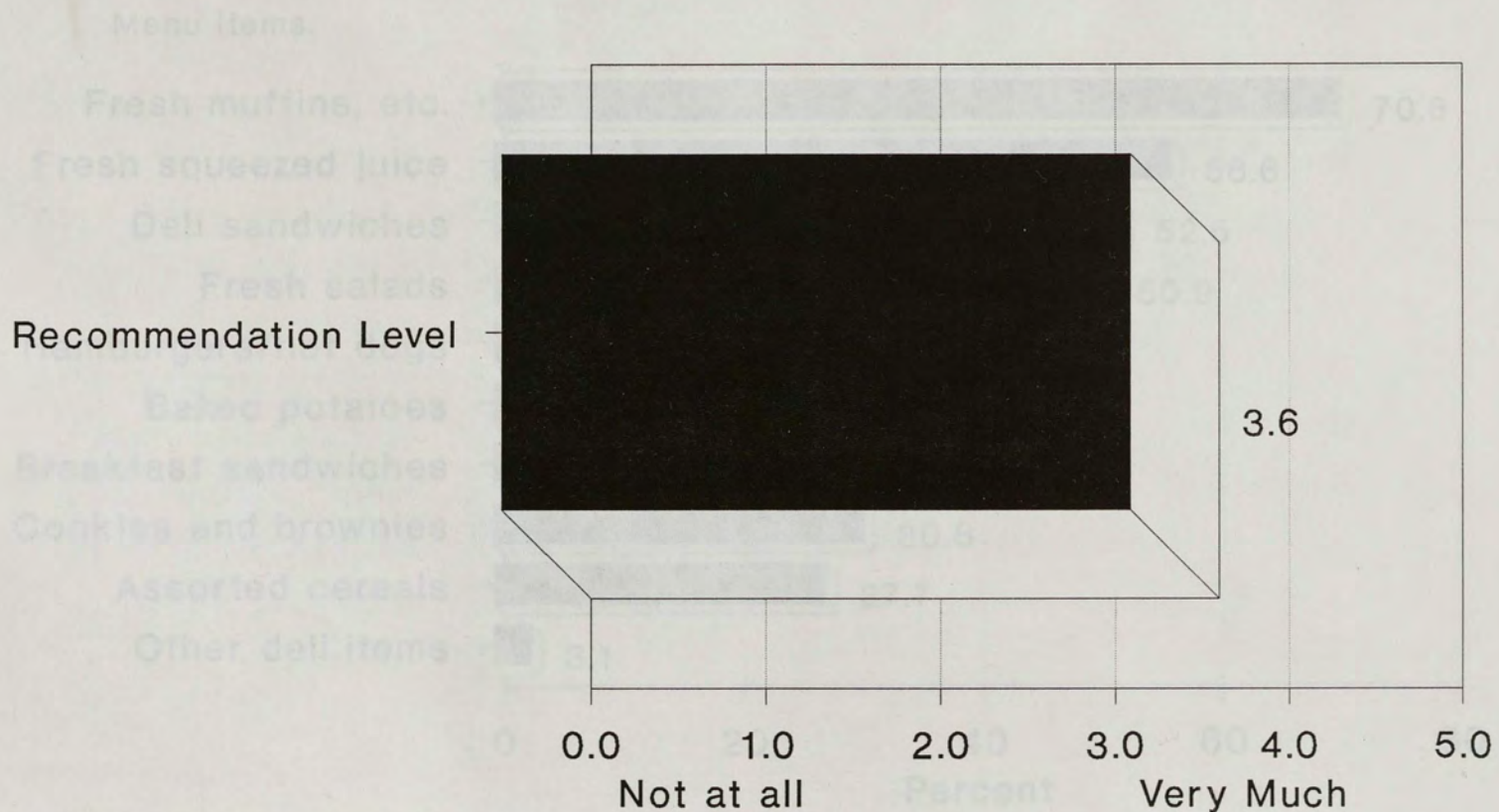
# Preferred Ethnic Foods at a Potential New Hotel Restaurant (Multiple Responses)

Type of Food:



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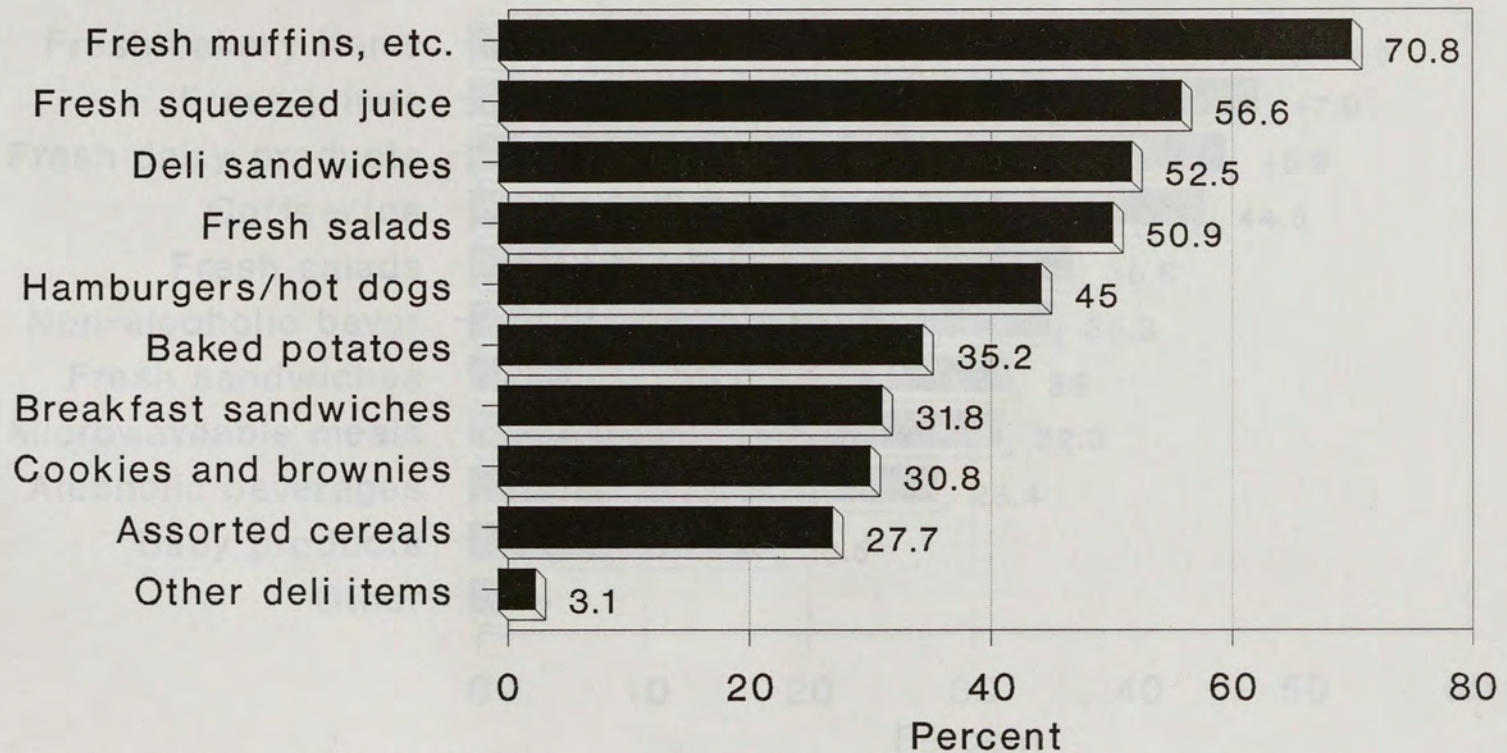
# Level of Guest Recommendation Regarding the Conversion of Saucy's into a More Adult-oriented Restaurant



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May 1993

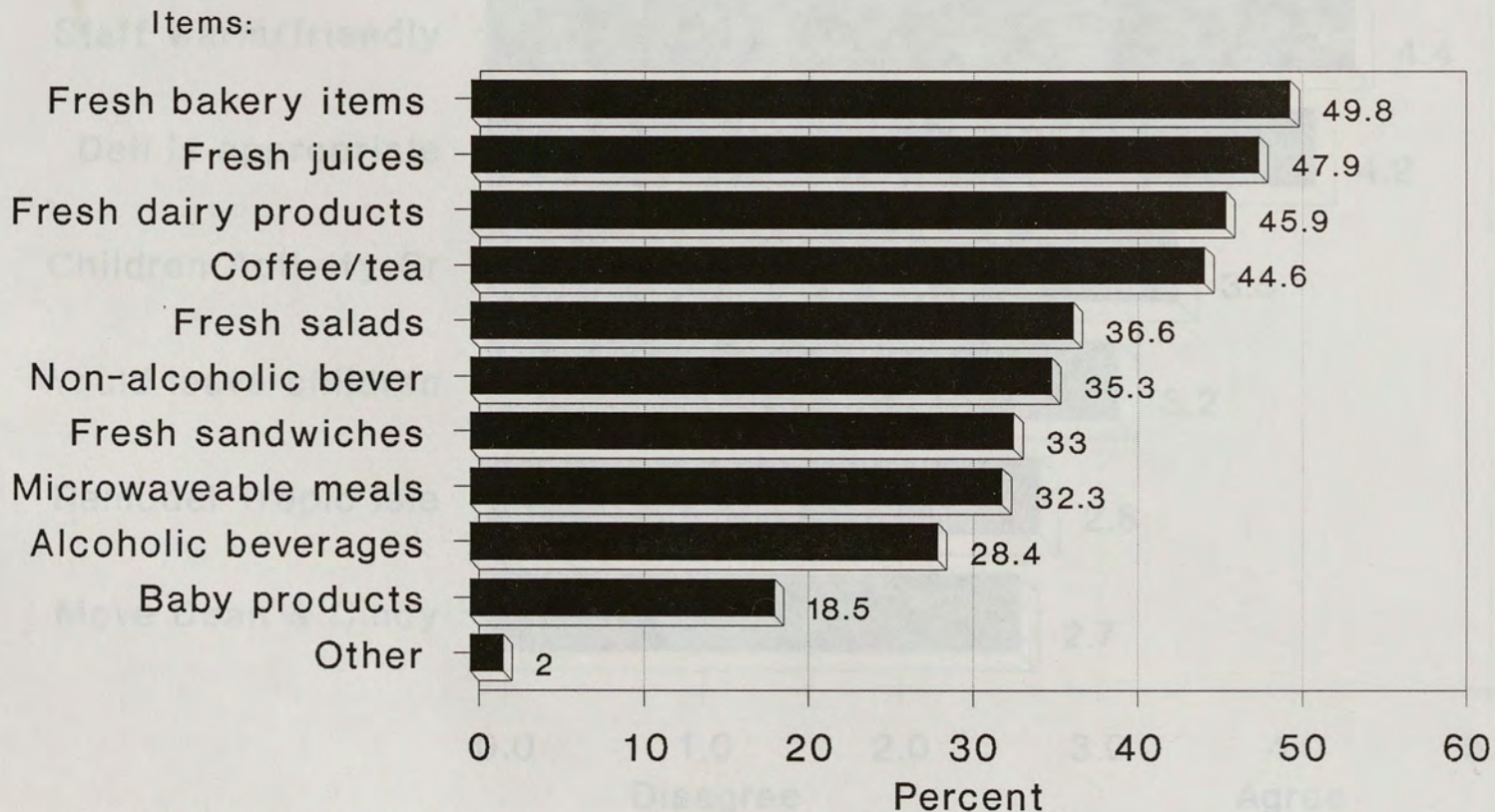
# Preferred Menu Items to be Placed in a Potential New Deli/Bakery (Multiple Responses)

Menu items:



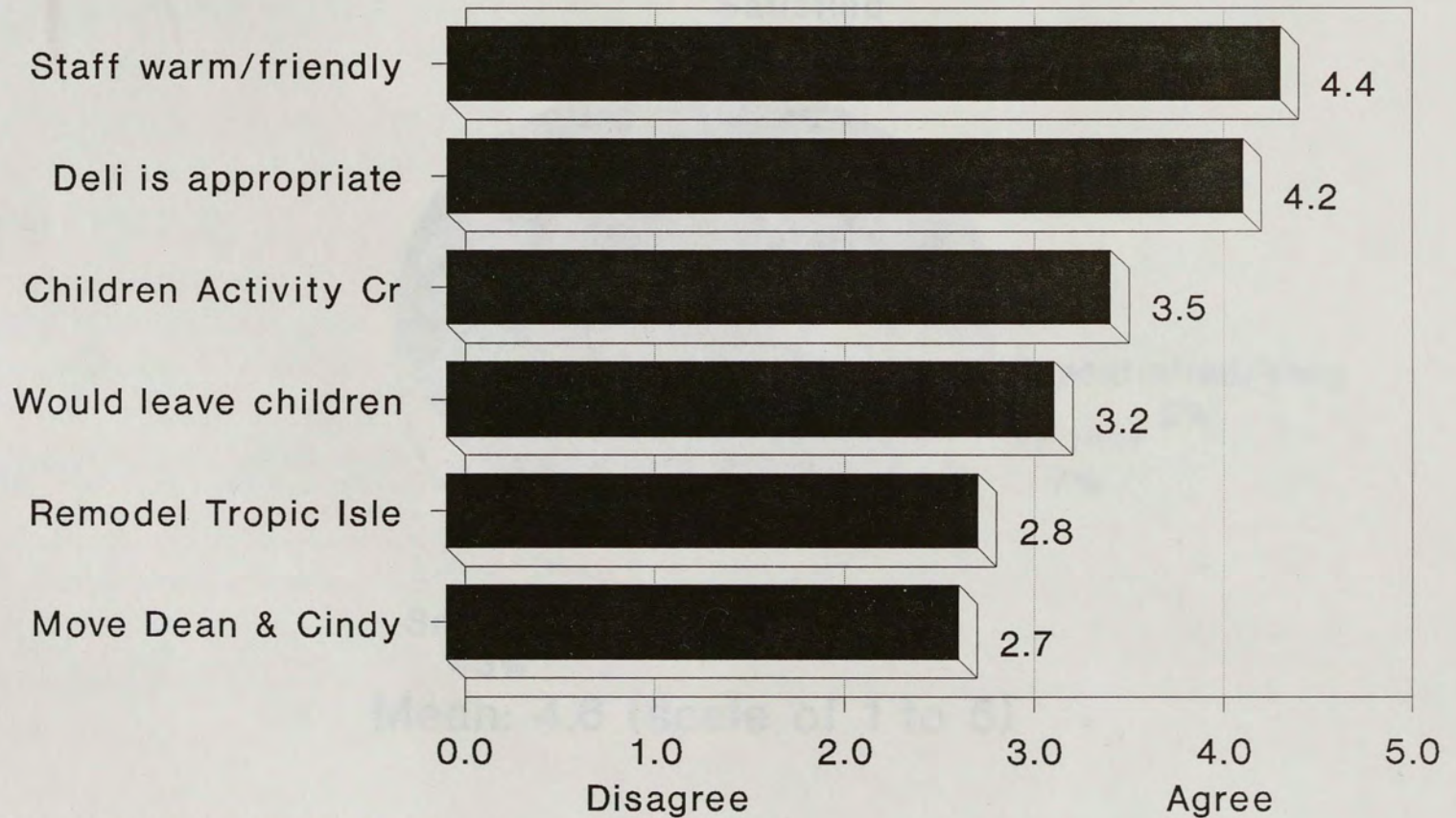
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# Items that Guests Would Like to See at the Hotel's Convenience Store (Multiple responses)



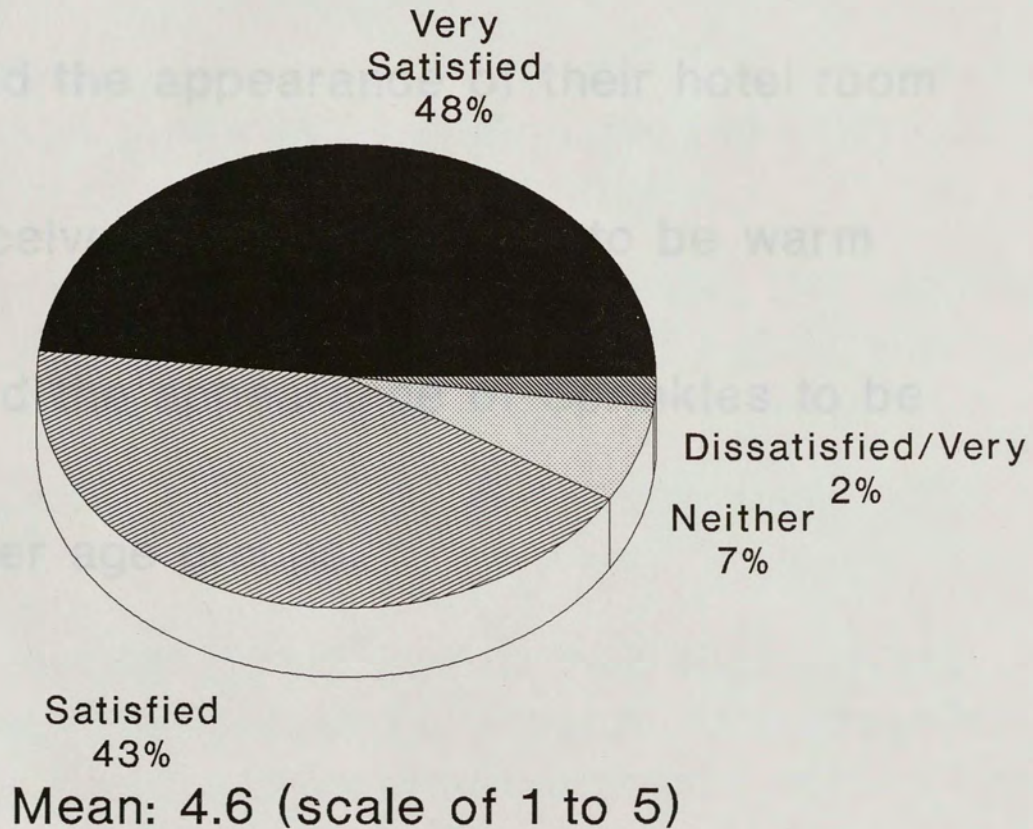
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# Perception of Various Statements Regarding the Holiday Inn Maingate



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May 1993

# Level of Satisfaction with Hotel Stay



# Who is More Likely to be Satisfied with their Hotel Stay?

- Guests who rated the appearance of their hotel room to be excellent.
- Guests who perceived the hotel's staff to be warm and friendly.
- Guests who rated the appearance of Sprinkles to be excellent.
- Guests of younger age groups.

Note: Based on regression analysis, R Square=0.51



## To Renovate or Not? Some Concluding remarks

- While most hotel guests perceived the physical appearance of the various hotel areas to be adequate, the LOWEST ratings were given to *Saucy's* and *Sprinkles*.
- The Hotel's *lobby area* and *Sprinkles* received the highest recommendations for renovation, followed by *Saucy's*, *Tropic Isle*, and *Electric Mermaid*.
- *Sprinkles* received the lowest ratings of all hotel's restaurants.
- Italian food was ranked top as ethnic food that guests would like to see. The guests also highly recommended to change *Saucy's* into a more adult-oriented restaurant.