

Spa Survey Summary

The Spa membership was recently surveyed to gain a better understanding of what activities and equipment are utilized the most. Below are the Highlights of each question followed by a few charts to provide a visual illustration of the results.

I believe the survey was an overall success. The intent of the survey was to gather data from members who are currently utilizing the spa on a regular basis. It was not intended to find out why members do not use the spa.

The surveys were distributed at the spa, to the building concierge, discussed at two board meetings, listed on our web site, and presented on Island TV. With 115 individuals participating in the survey we reached 10% of the member's house holds, where typically surveys receive a 3% response rate. A 10% response rate provides substantial data that is a good representation of the over all membership.

How often do you utilize the Spa?

43% 4-5 times per week

What activities do you typically participate in?

68% Cardio Training

If you Cardio Train which equipment do you use?

52% Treadmill

Have you ever had to wait to use the cardio equipment?

52% No

If yes, what time of day

97% Morning

If yes, which machine did you have to wait for?

16% Elliptical lower body

Have you ever had to wait to use weight equipment?

77% No

During your visit do you utilize the locker room lounge area, if yes how often

32% 5+ days per week

How would you rate the overall cleanliness of the Spa

50% Above Average

How would you rate the Group Fitness Class Schedule

38% Above Average

Are there any classes you would like to see added to the schedule?

35% Yes

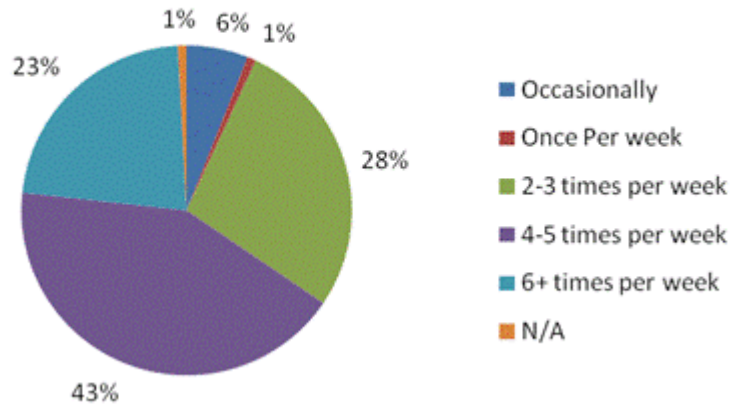
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68% Name

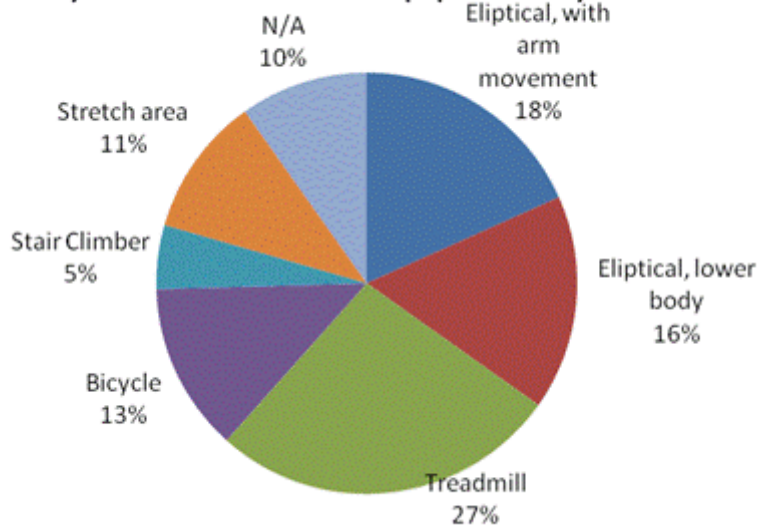
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28% N/A

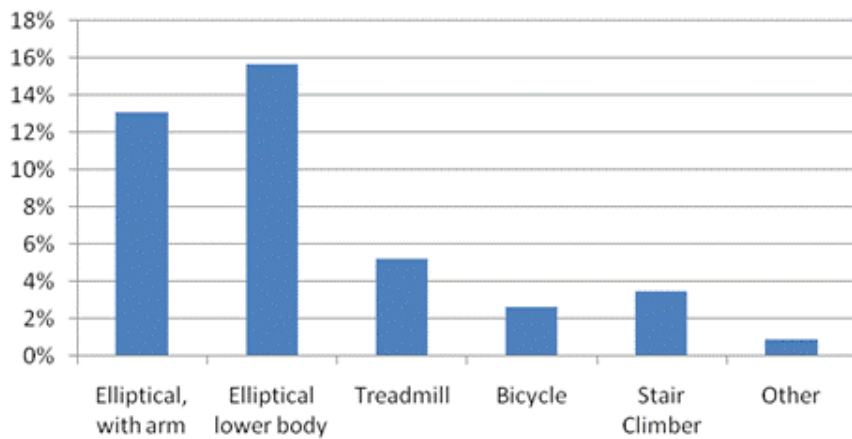
How often do you utilize the Spa



If you Cardio Train which equipment do you use?



Which machine did you have to wait for?



Recommendations:

I recommend reconfiguring the equipment layout and space to add two elliptical machines made by other manufactures than Cybex. If two treadmills are removed to make additional space we may create a wait time for the treadmills as we have with the Arc trainers. The survey question regarding which machines that are used resulted in 52% of member's use the treadmills and 32% use the lower body elliptical. However the lower body ARC trainer had the highest frequency of wait time. The cost of the elliptical is aprox \$6000 per unit regardless of manufacturer. We would need two machines to minimize the wait time during the peak hours during the peak seasons. Based on the survey results, daily observations, and direct member feedback we will be presenting options for new equipment to minimize the wait time and increase the overall member experience.

Thank you

David Bremer
Spa Director