





Considerations on the evaluation of the indicators in the report:

- Indicators are evaluated through perception and the evaluation results range from 0 (zero) to 10 (ten).
- Indicators translate the items that will be evaluated.
- The difference of degree, less than 1%, was disregarded.

Index: Degree that represents the perception of **all** respondents about **all** evaluated indicators per item.

Strong Point and Weak Point: With the index and the standard deviation of respondents' perception, we find the **maximum and minimum degrees of respondents' perception**. Indicators above maximum degree are the **Strong Points** and the ones below are the **Weak Points**.

Indicators considered **Strong Points** or **Weak Points** are found without association with defined degrees.

Minimum Ideal per Indicator: In the existence of Weak Point(s) the degree is found to know the percentage of necessary improvement to **eliminate** it. In this case, some indicators that **are not initially Weak points suffer influence** of perception and now need to be worked on. In the absence of Weak Point(s), the Minimum Ideal per Indicator is the minimum degree of the group's perception.

Below the expression "**Indicator(s) to be worked on**" are the indicators that need to be worked on (Weak Point(s) that suffered the influence of perception). The percentage is calculated through the **indicator's degree** by **Minimum Ideal per Indicator degree**.

Critical Factor: When there is sharp divergence of perception between items.

General Index: Degree that represents all respondents' perception about all evaluated indicators in the Survey.

Guests' perception of a hotel

Process:

- 1) Evaluation and guests' perception.
 - 2) Action plan of improvement.
 - 3) New evaluation of guests' perception.
- Note: continuous process of improvement.

Consolidated Results

HOTEL						
INDICATORS		April	May	June	July	2013
Treatment						
1	Room Service	7,80	7,54	7,60	7,54	7,76
2	Reception and Bell Boy	7,82	7,50	7,91	7,98	7,99
3	Housekeeping	7,96	7,64	7,82	7,82	7,90
4	Reservation Desk	8,06	7,94	7,69	7,60	7,95
Index		8,05	7,72	7,77	7,75	7,91
Minimum Ideal per Indicator		7,79	7,46	7,66	7,54	7,87
Indicator(s) to be worked on						
1	Room Service			1%		1%
2	Reception and Bell Boy					
3	Housekeeping					
4	Reservation Desk					

Security - Hygiene and cleaning						
5	Quality	7,48	7,66	7,48	7,26	7,57
6	Room	7,56	7,62	7,78	7,65	7,65
7	Hotel's common area	7,56	7,54	7,65	7,82	7,73
Index		7,64	7,61	7,74	7,57	7,70
Minimum Ideal per Indicator		7,48	7,55	7,49	7,43	7,57
Indicator(s) to be worked on						
5	Quality			>1%	2%	
6	Room					
7	Hotel's common area		>1%			

Environment						
8	Air Conditioning	6,52	6,74	6,52	6,32	6,57
9	Lighting	6,77	6,24	6,36	6,94	6,68
10	Internet	5,52	5,36	5,12	3,84	4,97
11	Convention Center	7,04	7,12	6,99	7,35	7,12
12	Gym	5,69	5,74	6,65	6,43	6,13
Index		6,28	6,28	6,22	6,12	6,21
Minimum Ideal per Indicator		6,17	5,73	6,36	6,30	6,36
Indicator(s) to be worked on						
8	Air Conditioning					
9	Lighting					
10	Internet	11%	6%	19%	39%	22%
11	Convention Center					
12	Gym	8%				4%

Restaurant						
13	Breakfast	7,86	7,89	7,91	8,21	8,11
14	Treatment	7,85	8,09	8,04	8,45	8,25

15	Quantity	7,69	7,80	7,61	7,96	7,88
16	Taste	7,71	7,76	7,35	8,00	7,67
17	Price	7,14	7,57	7,07	6,75	7,13
18	Delay Time	7,71	7,75	7,75	8,01	7,92
	Index	7,90	7,96	7,79	8,10	8,02
	Minimum Ideal per Indicator	7,69	7,75	7,55	7,97	7,83
Indicator(s) to be worked on						
13	Breakfast					
14	Treatment					
15	Quantity					
16	Taste			3%		2%
17	Price	7%	2%	6%	15%	9%
18	Delay Time					

Strong Points and **Weak Points**

	April	May	June	July	2013
HOTEL INDEX	7,57	7,54	7,47	7,56	7,54

Note: According to 2013 Index, June has the worst guests' perception.