



**Our definition of trust: To believe in the information you read, value the information, respect and engage in the information and use the information when taking action.**

1 2 3 4 5

3. Do you trust recommendations you read on a travel/social networking sites (not a company website) when searching for flight and hotel information?
4. Would you be discouraged from making a purchase if you were to read negative reviews (from one or more reviewers) on a travel/social networking site?
5. Assume a close friend makes a fantastic recommendation for a particular hotel or location they have been to before. You look online travel/social networking sites and discover some bad reviews. Would you take your friends word over the review?
6. How far in advance do you typically book your holiday? Please tick:
- Never plan     Less than 1 week     1 to 4 weeks     1 to 3 months
- 3 to 6 months     6 to 12 months     12 months and more
7. How much time does it take you on average from the point when you decide you want to go holiday to when you actually make a purchase? Please tick:
- Within one week     One to two weeks     Within one month     More than a month
8. How do you normally book your flight and hotel?
- Online Yes     No
- If Yes: With a tour operator (Thomas Cook etc)  OR Directly with airline/hotel provider.
- By phone or in person Yes     No
- If Yes: With tour operator (Thomas Cook etc)  OR Directly with airline/hotel provider
- Other \_\_\_\_\_
9. Do you normally book with on particular brand of:
- Airline**    Yes     No     If Yes: Which one? \_\_\_\_\_
- Hotel**    Yes     No     If Yes: Which one? \_\_\_\_\_
10. Would you buy a package deal on your Smartphone? Yes     No
- If no please explain why: \_\_\_\_\_