Caala Nialaa.	
Code Number	

Holidays! FLIGHTS AND HOTEL

		ve permission for have understood					ed for this rese	arch					
DEMOGRAPHIC	INFOR	MATION:											
Age:	18-22		23-26			27-30			31-3	35			
Gender:	Male		Female										
Have you been	residen	it in the UK for a	t least 5	years?	•				Yes		No		
Have you book	ed a flig	ht and hotel to g	go abroa	d in th	e last 1-2	years?			Yes		No		
Please state wh	nat you a	are currently do	ing?										
Student		Field of study _		_		Employ	ed		Industry	/			
Self-employed		Specialising in _		_		Student	and Employed		Field of	study _.			
None of the abov	ve 🗆								Industry	7			
Please state yo Single Separated Divorced		ent relations sta In a relationship Married or Civil)	ship			Widowed Living with pa	ırtner	but not m	arried	l		
When you deci		want to go on ho	liday, ho	ow ofte	n is it be	cause of	the following	reaso	ns?	1	2	3 4	
Social interactio		riends/family											
A break from wo		,								 			 J 🗆
A new experience	ce									 C]		 J 🗆
As a sense of ach	nieveme	nt]		
Spontaneity] 🗆		
Other: Please ex	plain												
Please rate eac	h of the	following for ho	w often	you us	e for gatl	nering h	oliday inform	ation:		1	2	3 4	5
Friends and fam	ily sugge	estions											
Internet (compa	ny webs	sites etc, Groupon	website)							l 🗆		
Content and information on social networking sites – (such as Facebook, Twitter)													
TV/Travel chan	nel/Mag	azine/Media									 		
Travel blogs/sit	es (e.g. T	Tripadvisor)								 [l 🗆		
Search engines (Google,	Yahoo etc)								 [I		
Other: Please ex	nlain												

1.

2.

						Code N	Number 🔃			
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.										
	information and use t	ne information whe	en takin	g action.			1 2 3	4 5		
3.	Do you trust recomme networking sites (not				and hot	el information?		<u> </u>		
ŀ.	Would you be discour	0000								
	reviews (from one or	-			site?					
5. Assume a close friend makes a fantastic recommendation \q										
ó.	How far in advance do	you typically book	your ho	oliday? Please tick:						
	Never plan □	Less than 1 week		1 to 4 weeks		1 to 3 months				
	3 to 6 months \Box	6 to 12 months		12 months and mor	re 🗆					
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 $\ \square$	One to two weeks		Within one month		More than a mon	nth 🗆			
3.	How do you normally	book your flight an	d 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 operat	or (Thomas Cook etc) 🗆 0	R Directly with airlin	e/hotel	provider 🛮				
	Other									
).	Do you normally book	ι with on particular	brand o	of:						
	Airline Yes	□ No □ If	Yes: Wh	ich one?						
	Hotel Yes □	I No □ If	Yes: Wh	ich one?						
LO.	. Would you buy a pack	tage deal on your Sn	nartpho	ne?			Yes □	No 🗆		
	If no please explain why	y:								