

**Holidays! Package Deals (Flight+Hotel+Catering)**

Please tick the box to give permission for the information provided to be used for this research and to also confirm you have understood the terms explained to you.

**DEMOGRAPHIC INFORMATION:**

Age: 18-22  23-26  27-30  31-35

Gender: Male  Female

Have you been resident in the UK for at least 5 years? Yes  No

Have you been on a package holiday (flight+hotel+catering) abroad in the last 1-2 years? Yes  No

**Please state what you are currently doing?**

Student  Field of study \_\_\_\_\_ Employed  Industry \_\_\_\_\_

Self-employed  Specialising in \_\_\_\_\_ Student and Employed  Field of study \_\_\_\_\_

None of the above  Industry \_\_\_\_\_

**Please state your current relations status:**

Single  In a relationship  Widowed

Separated  Married or Civil Partnership  Living with partner but not married

Divorced

Do you have children? Yes  No

**1. When you decide you want to go on holiday, how often is it because of the following reasons?**

Please rate each one.

1 2 3 4 5

Social interaction with friends/family

A break from work/life stress

A new experience

As a sense of achievement

Spontaneity

Other \_\_\_\_\_

**2. Please rate each of the following for how often you use for gathering holiday information.**

1 2 3 4 5

Friends and family suggestions

Internet (company websites etc, Groupon website)

Content and information on social networking sites – (such as Facebook, Twitter)

TV/Travel channel/Magazine/Media

Travel blogs/sites (e.g. Tripadvisor)

Search engines (Google, Yahoo etc)

Others: \_\_\_\_\_

**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 holiday 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 friend's 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?
- Within one week     One to two weeks     Within one month     More than a month
8. How do you normally book your holiday?
- 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  Which one? \_\_\_\_\_
- Hotel Yes  No  Which one? \_\_\_\_\_
- Holiday provider Yes  No  Which one? \_\_\_\_\_  
(such as Thomas Cook, Lasminute.com, Experian)
10. Why did you book a package deal?. Please score the following reasons from 1 to 4 in order of importance. 4 = Most important reason    1= Least important reason.
- Convenience (saves time, planning, fits my schedule) \_\_\_\_\_
- Security (know all the information you need) \_\_\_\_\_
- Value for money \_\_\_\_\_
- Activities involved \_\_\_\_\_
- Other \_\_\_\_\_
11. Would you buy a package deal on your Smartphone? Yes  No  If No please explain why: \_\_\_\_\_