

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: _____