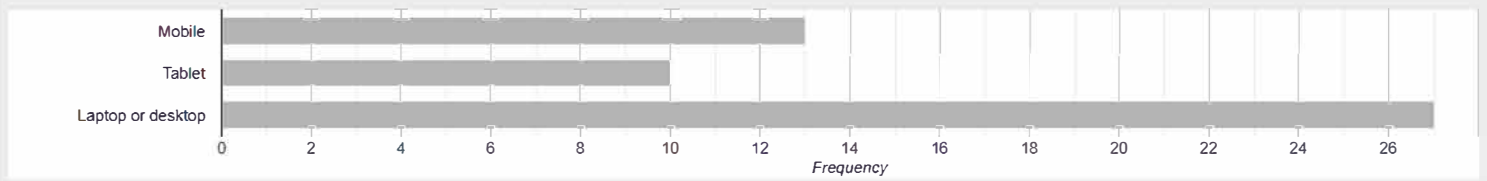
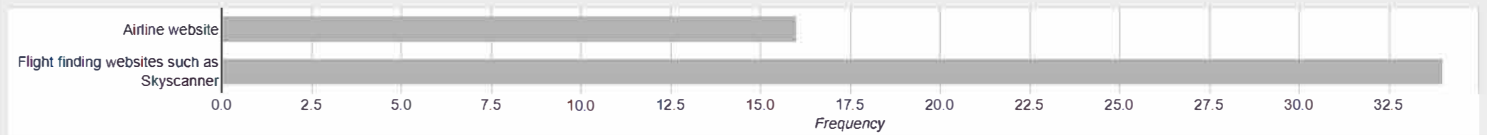


# Survey 1

3. What device do you normally use?



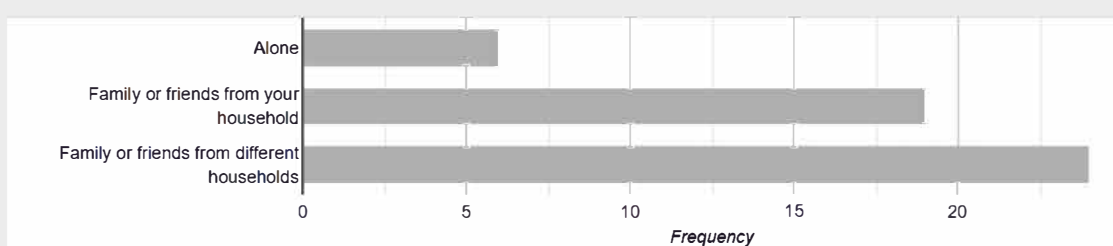
4. Where is the first place you would look to buy tickets?



The last time you visited an airline website, why did you visit?



Who were you travelling with?

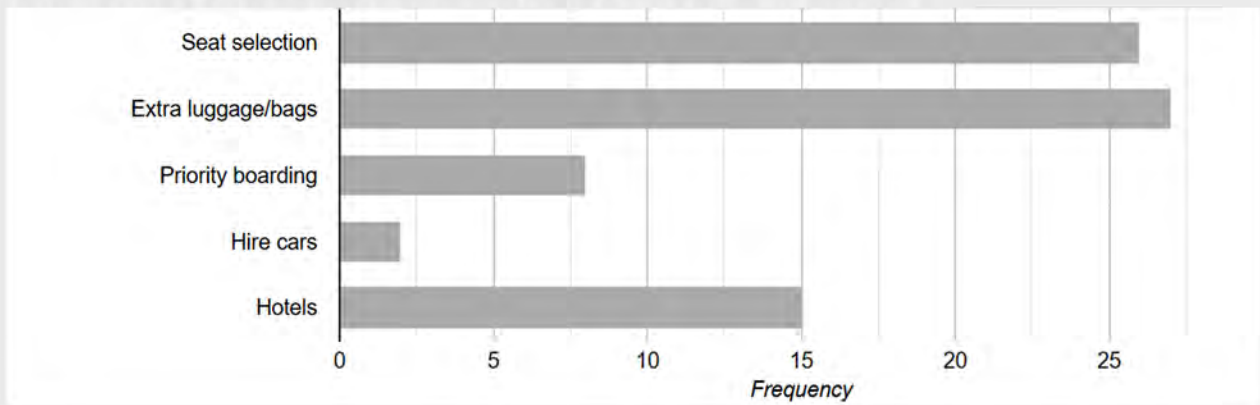


# Survey 1

8. What are the main factors you would consider when booking a flight?

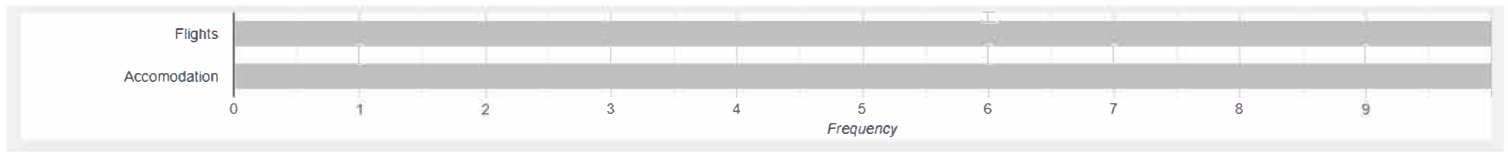
Item	Total Score ?	Aggregate Rank ?
Cost	201	1
Dates	173	2
Flight times	158	3
Airport location	156	4
Airline	62	5

9. When booking tickets, select which extras you may consider paying more for?



# Survey 2

1. When you have made a decision to go away on a trip, what would you typically look for first, flights or accommodation?



## Reasons for looking for flights first

To find out which days/dates might have suitable flights to where I want to go.

I just feel like there are less seats on airplanes going to the destination I want to go to than there are beds in Hotels or Airbnbs. I feel like the airplane ticket comes before the accommodation

To be sure of availability

Date availability and cost

I need to know whether I can get there before booking where I will stay! Also I look for cheap flights which influences where I might travel.

I think that determines whether you'll want to go to that destination, if flights aren't too expensive.

Dates and times

To See when the cheapest flights are

Probably take advantage of the cheaper flights first and

## Reasons for looking for accommodation first

Availability

Availability

Availability of accommodation

It helps me decide where I want to go.

Accommodation is important, meeting everyone's needs

Time share can dictate dates When skiing, accommodation we want is only offered for one week depending on when owner doesn't want to be there

So you know what dates / times you're gone for, then look at where to stay.

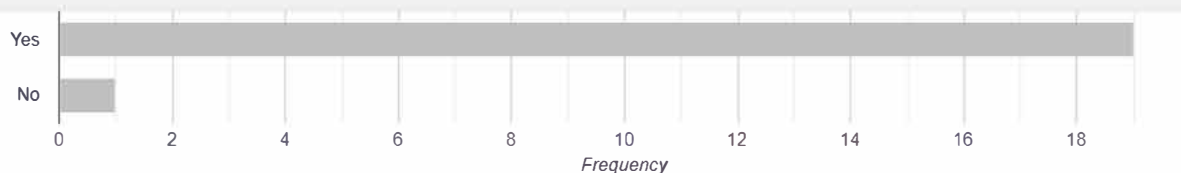
Availability and prices

# Survey 2

## 2. People often say that price is important when looking for flights. How do you make sure you are getting the best price?

- Check various routes, dates and times.
- I search a few of the aggregator sites I trust (the ones high up in Google search) and I like the calendar view to see if I can book dates with cheaper flights
- Shop around and try to book in advance
- Use a comparison site or fly from London if possible as nearly always cheaper
- Look at various sites and compare I would only go with a reputable airline
- Skyscanner
- Skyscanner
- Comparison websites
- Use sky scanner, check multiple dates, times
- Look on comparison sites, shop around.
- search on Skyscanner
- By using Skyscanner or selecting dates on the days either side of the date you would like to go. As a travel agent friend advised me that if you select the exact date, it can make the prices fluctuate on the date you choose. Not sure how true this is, but that's what I do
- I use skyscanner and try directly with the flight provider
- Check different airlines / times / routes, use sites like Skyscanner
- Use skyscanner
- I use comparison sites abs check different airports/prices
- Shop about
- I'll tend to just go with a low-cost airline and almost assume that's the best deal. Probably should do more research!
- Use comparison websites

Comparing different flights may have been the answer to the last question. When you are booking a trip away, do you compare different flights?



### Where do you find the different flights to compare?

Latest values:

- I know most flight operators from my neck of the woods, but if I'm not sure if other operators are available I'll use Skyscanner.
- see last answer
- Skyscanner, and also check websites direct to compare
- Direct websites
- Different search engines
- Skyscanner
- Skyscanner
- Websites like Skyscanner and Kayak.
- Sky scanner
- Expedia Skyscanner
- sky scanner
- Skyscanner or manually by going onto the different airline sights.
- Skyscanner. Between companies Sometimes last minute
- Skyscanner. Between companies Sometimes last minute
- Skyscanner etc
- Skyscanner
- Skyscanner, Google flights then independent airlines
- Sky scanner / online
- Sky scanner

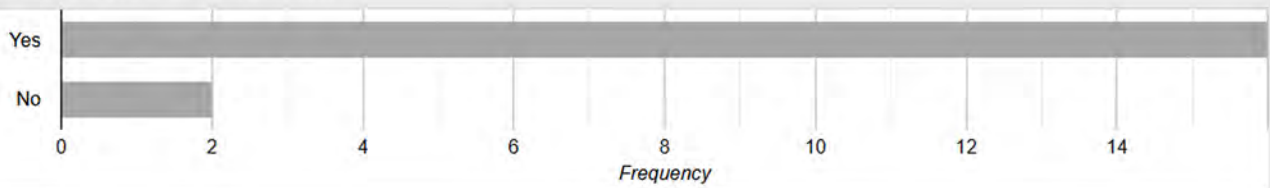
### What details are you comparing?

Latest values:

- Dates, convenient times, direct flights, price.
- does the flight include luggage? how well is the flight reviewed? how many stops and what's the total travel time
- Price, dates, and times
- Dates, flight times, prices and luggage allowance
- Flight location e.g Liverpool, Manchester Times of flights Comparing airlines
- Price and duration
- Price and duration
- Flight times, prices and stops/changes
- Times, any stops, price
- Price, T&Cs re: luggage costs/excess baggage, time of departure and arrival, where the airport is.
- luggage costs , times of flights
- Dates, times and price
- Times and prices
- Times and prices
- Prices on particular dates
- Cheapest direct flight and times of flight
- Price including luggage allowance and location of airports ...and timeframe of flight
- Price, times and duration
- Price, length and stopovers

# Survey 2

Do you use Skyscanner or other flight comparison sites?



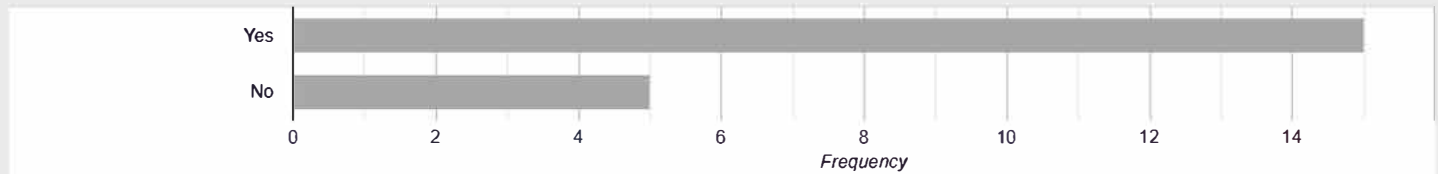
## Why?

Latest values:

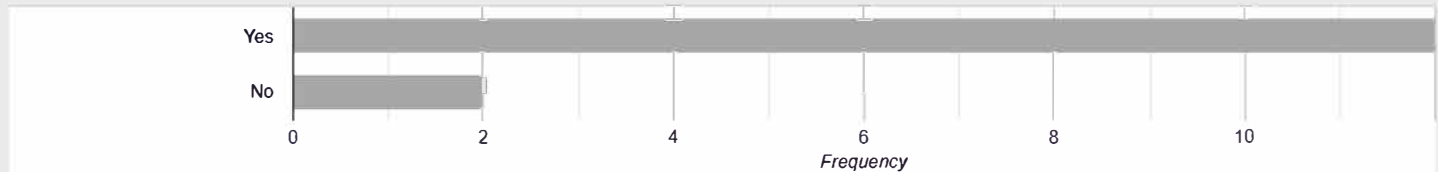
- When I'm not sure which operators go from my nearby airports to places I might want to visit.
- Broad comparisons, but I often check the websites directly as well
- For a quick over view of flights for prices
- To look at flights available, flight times, costs, airline's, airports
- To compare prices and flight times
- To compare prices and flight times
- It's easy to use, often has a lot of options and I like the multi city search you can do.
- Compare availability & cost
- It makes flight comparison straightforward- it's clear what is available
- user friendly
- To compare flights so you don't have to search on all the airlines separately
- To quickly check flight times, dates etc from various airlines
- Comparison. Simple to use and reliable results
- It shows multiple flights and locations
- Compares many different airlines
- I use sky scanner because it's convenient

# Survey 2

Have you booked tickets as part of a group?



Did you share the flight details or compare them together before booking?



What details or information did you share with the other people in the group?

Latest values:

- Optional routes, dates, times, prices - and gave my reasons for selecting any particular flights as the best option.
- Flight times and airport preference.
- Flight times and prices
- Flight times and prices
- Times, where you depart from, price, flight times, arrival details
- cost , flight times , airports
- Flight times and price
- Flight times and price
- Price and timing
- Price, time of departure
- Price/time/date
- Price, length and stopovers

How did you share the details with each other?

Latest values:

- Email.
- WhatsApp, Facebook
- WhatsApp
- WhatsApp
- Whatsapp and email
- Text email and in person
- Either in person or over the phone and WhatsApp
- Either in person or over the phone and WhatsApp
- Text or WhatsApp
- WhatsApp
- Text, phone and face to face
- Email and Skype