

## Vacation, leaving in three days!

Thank you for taking your time to participate in this experiment about behavior related to booking vacations. The questionnaire consists of 21 questions, which should only take a few minutes to answer. The first page has some text on it, please don't be intimidated, it's the only "big" text you'll see and it's relevant for the questionnaire.

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Start

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## Vacation, leaving in three days!

### Introduction

Imagine it is summertime and you just booked a last-minute vacation. The departure date of the vacation is three days from now. Four factors are relevant concerning your trip and this experiment:

#### 1) Star rating of the hotel

The star rating of the hotel represents a score for comfort, cleanliness, and luxury. One star is the minimum, five stars is the maximum. Usually these stars are given by others and do not necessarily represent your own opinion. In this experiment it is important to imagine that the star rating actually does represent your opinion. For instance, a five-star hotel meets all requirements you have for the perfect hotel.

#### 2) Activities and excursions

This relates to the number and variation of different fun activities and touristic excursions to participate in while on vacation.

### 3) Travel time to departure airport

This is the amount of time needed to get from your home to the airport from which you are flying to your destination.

### 4) Medical requirements

These are the requirements for vaccinations, making sure you do not return back home with diseases. It is important to imagine that vaccinations you may have gotten for your vacations in the past are not sufficient and that the ones for this vacation are necessary for everyone. Also imagine that it is not too late to get the vaccinations.

One final note, the focus of this experiment is on the characteristics of the vacation. The price of the vacation is not relevant. Therefore, please imagine that the price you would have to pay for the vacation is whatever you think is a reasonable and justifiable one.

Next page

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**Imagine the vacation you just booked (with the departure in three days) has the following features. Please take a moment to analyze them.**



★ ★ ★  
HOTEL

VARIOUS  
EXCURSIONS & ACTIVITIES

MEDICAL VACCINATIONS  
REQUIRED: 2

TRAVEL TIME TO  
DEPARTURE AIRPORT:  
3 HOURS

1.

**On a 9-point scale, what is your first impression about this vacation?**

My first impression is

**Very bad**



**Very good**



2.

**On a 9-point scale, how satisfied do you think you will be with this vacation?**

I think I will be

**Very unsatisfied**

**Very satisfied**

3.

**On a 9-point scale, to what extent is this vacation appealing to you?**

To me, this vacation is

**Very unappealing**

**Very appealing**

4.

**On a scale from 1 (representing the absolute worst vacation) to 100 (representing the perfect vacation), how would you rate this vacation based on the shown features?\***

5.

**Based on the features, would you book this vacation in real life?\***

- No
- Probably not

- I don't know
- Probably
- Yes

Next page

**Now imagine that a mistake has been made at the travel agency concerning the airport of departure and the medical requirements. Departure is still three days from now, but now your vacation has the following features:**



★ ★ ★  
HOTEL

VARIOUS  
EXCURSIONS & ACTIVITIES

NO VACCINATIONS  
REQUIRED

TRAVEL TIME TO  
DEPARTURE AIRPORT:  
30 MINUTES

**The first offer consisted of**

- 3-star hotel
- various excursions and activities
- medical vaccinations required: 2
- travel time to departure airport: 3 hours

6.

**On a 9-point scale, what is your impression about this vacation after the changes?**

My first impression is

**Very bad**

**Very good**

7.

**On a 9-point scale, how satisfied do you think you will be with this vacation?**

I think I will be

**Very unsatisfied**

**Very satisfied**

8.

**On a 9-point scale, to what extent is this vacation appealing to you?**

To me, this vacation is

**Very unappealing**

**Very appealing**

9.

**On a scale from 1 (representing the absolute worst vacation) to 100 (representing the perfect vacation), how would you rate this vacation based on the shown features?\***



10.

**Based on the characteristics, would you book this vacation in real life?\***

- No
- Probably not
- I don't know
- Probably
- Yes

Next Page

11.

**On a 9-point scale, how close or how far do you perceive "3 days from now" to be when it comes to leaving for a vacation?**

Three days from now is

Very close



Very far

**Please rank the features in questions 12-15 using a scale from "adding most value to a vacation" (=1) to "adding least value to a vacation" (=4). Please make sure to use each value only once.**



12.

**A hotel with a high star rating.**

--choose value--

13.

**A vacation for which you do not need any vaccinations.**

--choose value--

14.

**A destination with many activities and excursions to participate in.**

--choose value--

15.

**A very short travel time to the airport of departure.**

--choose value--

Please make sure you used each value only once!

Last few questions!

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16.

**Age**\*

17.

**Gender**\*

Male

Female

18.

**Where are you from?\***

- Austria
- Belgium
- France
- Germany
- Greece
- Italy

- Netherlands
- Poland
- Portugal
- Spain
- Switzerland
- United Kingdom
- USA
- Other:

19.

**Number of people in your household including yourself\***

20.

**Highest level of finished education\***

- High school
- Professional degree (Dutch: HBO)
- Bachelor
- Master
- Doctorate
- Other:

21.

**How often do you go on vacation on average?\***

- More than 2x per year
- 1x per year
- 1x per two years
- Less than 1x per two years

22.

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Submit answers

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Thank you so much for participating in this experiment! If you have any questions or remarks, please contact me.

All best,  
Justin  
jzuure@gmail.com

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This relates to the number and variation of different fun activities and touristic excursions to participate in while on vacation.

### 3) Travel time to departure airport

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### 4) Medical requirements

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Next page

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**Imagine the vacation you just booked (with the departure in three days) has the following features. Please take a moment to analyze them.**



★★  
HOTEL

LIMITED NUMBER OF  
EXCURSIONS & ACTIVITIES

NO VACCINATIONS  
REQUIRED

TRAVEL TIME TO  
DEPARTURE AIRPORT:  
1 HOUR

1.

On a 9-point scale, what is your first impression about this vacation?

My first impression is

Very bad



Very good



2.

**On a 9-point scale, how satisfied do you think you will be with this vacation?**

I think I will be

**Very unsatisfied**

**Very satisfied**

3.

**On a 9-point scale, to what extent is this vacation appealing to you?**

To me, this vacation is

**Very unappealing**

**Very appealing**

4.

**On a scale from 1 (representing the absolute worst vacation) to 100 (representing the perfect vacation), how would you rate this vacation based on the shown features?\***

5.

**Based on the features, would you book this vacation in real life?\***

- No
- Probably not



- I don't know
- Probably
- Yes

Next page

**Now imagine that the travel agency made a mistake and sent you the wrong details concerning the hotel and the number of excursions and activities. Departure is still three days from now, but now your vacation has the following features:**



★★★★  
HOTEL

MANY GREAT & VARIOUS  
EXCURSIONS & ACTIVITIES

NO VACCINATIONS  
REQUIRED

TRAVEL TIME TO  
DEPARTURE AIRPORT:  
1 HOUR

**The first offer consisted of**

- 2-star hotel
- limited number of excursions and activities
- no medical vaccinations required
- travel time to departure airport: 1 hour

6.

**On a 9-point scale, what is your impression about this vacation after the changes?**

My first impression is

**Very bad**

**Very good**

7.

**On a 9-point scale, how satisfied do you think you will be with this vacation?**

I think I will be

**Very unsatisfied**

**Very satisfied**

8.

**On a 9-point scale, to what extent is this vacation appealing to you?**

To me, this vacation is

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9.

**On a scale from 1 (representing the absolute worst vacation) to 100 (representing the perfect vacation), how would you rate this vacation based on the shown features?\***



10.

**Based on the characteristics, would you book this vacation in real life?\***

- No
- Probably not
- I don't know
- Probably
- Yes

Next Page

11.

**On a 9-point scale, how close or how far do you perceive "3 days from now" to be when it comes to leaving for a vacation?**

Three days from now is

Very close



Very far

**Please rank the features in questions 12-15 using a scale from "adding most value to a vacation" (=1) to "adding least value to a vacation" (=4). Please make sure to use each value only once.**

12.

**A hotel with a high star rating.**

--choose value--

13.

**A vacation for which you do not need any vaccinations.**

--choose value--

14.

**A destination with many activities and excursions to participate in.**

--choose value--

15.

**A very short travel time to the airport of departure.**

--choose value--

Please make sure you used each value only once!

Last few questions!

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16.

**Age**\*

17.

**Gender**\*

Male

Female

18.

**Where are you from?\***

- Austria
- Belgium
- France
- Germany
- Greece
- Italy

- Netherlands
- Poland
- Portugal
- Spain
- Switzerland
- United Kingdom
- USA
- Other:

19.

**Number of people in your household including yourself\***

20.

**Highest level of finished education\***

- High school
- Professional degree (Dutch: HBO)
- Bachelor
- Master
- Doctorate
- Other:

21.

**How often do you go on vacation on average?\***

- More than 2x per year
- 1x per year
- 1x per two years
- Less than 1x per two years

22.

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your email

Submit answers

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Thank you so much for participating in this experiment! If you have any questions or remarks, please contact me.

All best,  
Justin  
jzuure@gmail.com

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## Vacation, leaving in one year

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## Vacation, leaving in one year

### Introduction

Imagine summertime is over and you just booked a vacation for next summer, departure is exactly a year from now. Four factors are relevant concerning your trip and this experiment:

#### 1) Star rating of the hotel

The star rating of the hotel represents a score for comfort, cleanliness, and luxury. One star is the minimum, five stars is the maximum. Usually these stars are given by others and do not necessarily represent your own opinion. In this experiment it is important to imagine that the star rating actually does represent your opinion. For instance, a five-star hotel meets all requirements YOU have for the perfect hotel.

#### 2) Activities and excursions

This relates to the number and variation of different fun activities and touristic excursions to participate in while on vacation.

3) Travel time to departure airport

This is the amount of time needed to get from your home to the airport from which you are flying to your destination.

4) Medical requirements

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**Imagine that, besides a departure date 1 year from now, the vacation you just booked has the following features. Please take a moment to analyze them carefully.**



★ ★ ★  
HOTEL

VARIOUS  
EXCURSIONS & ACTIVITIES

MEDICAL VACCINATIONS  
REQUIRED: 2

TRAVEL TIME TO  
DEPARTURE AIRPORT:  
3 HOURS

1.

**On a 9-point scale, what is your first impression about this vacation?**

My first impression is

**Very bad**



**Very good**

2.

**On a 9-point scale, how satisfied do you think you will be with this vacation?**

I think I will be

**Very unsatisfied**

**Very satisfied**

3.

**On a 9-point scale, to what extent is this vacation appealing to you?**

To me, this vacation is

**Very unappealing**

**Very appealing**

4.

**On a scale from 1 (representing the absolute worst vacation) to 100 (representing the perfect vacation), how would you rate this vacation based on the shown features?\***

5.

**Based on the features, would you book this vacation in real life?\***

- No
- Probably not

- I don't know
- Probably
- Yes

Next page

**Now imagine that a mistake has been made at the travel agency concerning the airport of departure and the medical requirements. Departure is still 1 year from now, but now your vacation has the following features:**



★ ★ ★  
HOTEL

VARIOUS  
EXCURSIONS & ACTIVITIES

NO VACCINATIONS  
REQUIRED

TRAVEL TIME TO  
DEPARTURE AIRPORT:  
30 MINUTES

**The first offer consisted of**

- 3-star hotel
- various excursions and activities
- medical vaccinations required: 2
- travel time to departure airport: 3 hours

6.

**On a 9-point scale, what is your impression about this vacation after the changes?**

My first impression is

**Very bad**

**Very good**

7.

**On a 9-point scale, how satisfied do you think you will be with this vacation?**

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9.

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10.

**Based on the characteristics, would you book this vacation in real life?\***

- No
- Probably not
- I don't know
- Probably
- Yes

Next Page

11.

**On a 9-point scale, how close or how far do you perceive "1 year from now" to be when it comes to leaving for a vacation?**

1 year from now is

Very close



Very far

**Please rank the features in questions 12-15 using a scale from "adding most value to a vacation" (=1) to "adding least value to a vacation" (=4). Please make sure to use each value only once.**



12.

**A hotel with a high star rating.**

--choose value--

13.

**A vacation for which you do not need any vaccinations.**

--choose value--

14.

**A destination with many activities and excursions to participate in.**

--choose value--

15.

**A very short travel time to the airport of departure.**

--choose value--

Please make sure you used each value only once!

Last few questions!

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16.

**Age**\*

17.

**Gender**\*

Male

Female

18.

**Where are you from?\***

- Austria
- Belgium
- France
- Germany
- Greece
- Italy

- Netherlands
- Poland
- Portugal
- Spain
- Switzerland
- United Kingdom
- USA
- Other:

19.

**Number of people in your household including yourself\***

20.

**Highest level of finished education\***

- High school
- Professional degree (Dutch: HBO)
- Bachelor
- Master
- Doctorate
- Other:

21.

**How often do you go on vacation on average?\***

- More than 2x per year
- 1x per year
- 1x per two years
- Less than 1x per two years

22.

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Submit answers

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Thank you so much for participating in this experiment! If you have any questions or remarks, please contact me.

All best,  
Justin  
jzuure@gmail.com

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## Vacation, leaving 1 year from now

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## Vacation, leaving 1 year from now

### Introduction

Imagine summertime is over and you just booked a vacation for next summer, departure is exactly a year from now. Four factors are relevant concerning your trip and this experiment:

#### 1) Star rating of the hotel

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#### 2) Activities and excursions

This relates to the number and variation of different fun activities and touristic excursions to participate in while on vacation.

### 3) Travel time to departure airport

This is the amount of time needed to get from your home to the airport from which you are flying to your destination.

### 4) Medical requirements

These are the requirements for vaccinations, making sure you do not return back home with diseases. It is important to imagine that vaccinations you may have gotten for your vacations in the past are not sufficient and that the ones for this vacation are necessary for everyone.

One final note, the focus of this experiment is on the characteristics of the vacation. The price of the vacation is not relevant. Therefore, please imagine that the price you would have to pay for the vacation is whatever you think is a reasonable and justifiable one.

Next page

**Imagine the vacation you just booked has the following features, please take a moment to analyze them.**



★★  
HOTEL

LIMITED NUMBER OF  
EXCURSIONS & ACTIVITIES

NO VACCINATIONS  
REQUIRED

TRAVEL TIME TO  
DEPARTURE AIRPORT:  
1 HOUR

1.

On a 9-point scale, what is your first impression about this vacation?

My first impression is

Very bad



Very good



2.

**On a 9-point scale, how satisfied do you think you will be with this vacation?**

I think I will be

**Very unsatisfied**

**Very satisfied**

3.

**On a 9-point scale, to what extent is this vacation appealing to you?**

To me, this vacation is

**Very unappealing**

**Very appealing**

4.

**On a scale from 1 (representing the absolute worst vacation) to 100 (representing the perfect vacation), how would you rate this vacation based on the shown features?\***

5.

**Based on the features, would you book this vacation in real life?\***

- No
- Probably not



- I don't know
- Probably
- Yes

Next page

**Now imagine that the travel agency made a mistake and sent you the wrong details concerning the hotel and the number of excursions and activities. Departure is still one year from now, but now your vacation has the following features:**



★★★★  
HOTEL

MANY GREAT & VARIOUS  
EXCURSIONS & ACTIVITIES

NO VACCINATIONS  
REQUIRED

TRAVEL TIME TO  
DEPARTURE AIRPORT:  
1 HOUR

**The first offer consisted of**

- 2-star hotel
- limited number of excursions and activities
- no medical vaccinations required
- travel time to departure airport: 1 hour

6.

**On a 9-point scale, what is your impression about this vacation after the changes?**

My first impression is

**Very bad**

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9.

**On a scale from 1 (representing the absolute worst) to 100 (representing the most perfect), how would you rate this vacation based on the shown features?\***



10.

**Based on the characteristics, would you book this vacation in real life?\***

- No
- Probably not
- I don't know
- Probably
- Yes

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Very close



Very far

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13.

**A vacation for which you do not need any vaccinations.**

--choose value--

14.

**A destination with many activities and excursions to participate in.**

--choose value--

15.

**A very short travel time to the airport of departure.**

--choose value--

Please make sure you used each value only once!

Last few questions!

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17.

**Gender**\*

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- Netherlands
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- Switzerland
- United Kingdom
- USA
- Other:

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**Number of people in your household including yourself\***

20.

**Highest level of finished education\***

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