

Your Flight Booking Experience

1. What was the purpose of your most recent trip?

- Business
- Leisure

Both

2. What is your preference when booking flights?

Online

- Travel Agents
- Over the Phone

3. When booking previous flights online, how did you feel about the process ?

- Very positive
- Positive
- Negative
- Very negative

Neutral

Why have you chosen your answer...

4. When booking online do you typically purchase your plane tickets directly from an airline, through an online travel discount site (e.g., Expedia, Kayak, Priceline, etc.), or some other way?

- Directly from the airline
- Through an online travel discount site

Some other way (please specify)

5. Which are your three most preferred airlines when booking a short haul flight ? (less than 6 hours)

British Airways

easyJet

Ryanair

Logan Air

Air France

American Airlines

Other (please specify)

6. What are your three most preferred airlines when traveling long haul ? (more than 6 hours)

British Airways

easyJet

Ryanair

Logan Air

Air France

American Airlines

Other (please specify)

7. When choosing an airline, which of the following factors is most important to you?

Travel dates

Ticket price

Baggage fees

Baggage limitations

Seat assignment

Special accommodations (e.g., for children or the disabled)

Choice of departure airports

Choice of arrival airports

Airline rewards program

Other (please specify)

8. How often do you pack less than you would like in order to avoid baggage fees when traveling on a flight?

Always

Most of the time

About half the time

Once in a while

Never

9. How often do you pay an additional fee to choose your own seat on the plane when you fly with an airline?

Always

Most of the time

About half the time

Once in a while

Never

10. Of the airlines you have used, which is your favourite and why?

British Airways

Logan Air

easyJet

American Airlines

Ryanair

Other Airline / Why

Done

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