Questions to be featured on trivago survey:

1. Which of the following is the most important factor in deciding which hotel to buy?
   1. Quality
   2. Location
   3. Amenities
   4. Price
2. When searching for a hotel in a city, where do you prefer to stay?
   1. The city’s center
   2. Anywhere downtown
   3. Outside city
3. What is your preferred website for booking hotels?
   1. Trivago
   2. Hotels.com
   3. Kayak
   4. Expedia
   5. Other: \_\_\_\_\_\_\_\_\_
4. How do you normally hear about a hotel?
   1. Online
   2. Newspaper or article
   3. Peer recommendation
   4. Other: \_\_\_\_\_\_\_\_\_
5. Which of the following affects your decision on the location of your hotel the most?
   1. Restaurants
   2. City density
   3. View from location
   4. Other: \_\_\_\_\_\_\_\_\_
6. What do you like the most about the interface? OE
7. What do you like the least? OE
8. How would you improve the interface? OE
9. What are the most important features for a hotel travel site? OE
10. How likely are you to travel using a travel site as opposed to a single hotel’s website?
    1. Likert-scale 1-5 or 1-7