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1. Need Recognition

2. Search information (attributes, where they search,

3. Evaluation of alternatives (brands and models they are considering,

4. Choice

5. Post choice of evaluation (satisfaction: products, process/ emotion

1. Why did you decide to go on vacation?

2. How did you search for info on where to vacation?

3. What attributes did you consider when searching for vacation spot?

4. What vacation locations did you consider?

5. How did you narrow down options to arrive at your final vacation destination?

6. Where did you go?

1. How did you search for info on transportation to/from your destination?
2. What attributes did you consider when searching for transportation?
3. What forms/providers of transportation did you consider?
4. How did you narrow down your transportation type/provider to arrive at your final choice of transportation?
5. What transportation option did you choose?
6. How did you search for info on lodging?
7. What attributes did you consider when searching for lodging?
8. What lodging did you consider staying in?
9. How did you narrow down the lodging options to arrive at your final choice of lodging?
10. Which lodging option did you choose?
11. Were you satisfied with the location?
12. Were you satisfied with the transportation?
13. Were you satisfied with your lodging option?

9. Were you satisfied with the whole experience?

10. How do you feel about the experience?

11. If you could do it over again, will you do things the same way?