**Resort Visit ICE**

A major resort company wants to know what are the factors that impact resort visit (i.e. whether someone will visit a resort or not). Based on qualitative research and a lit review, its managers hypothesise that:

H1: There is a positive relationship between income and propensity to visit a resort.

H2: There is a positive relationship between attitude to travel and propensity to visit a resort.

H3: There is a positive relationship between importance of family vacation and propensity to visit a resort.

H4: There is a negative relationship between household size and propensity to visit a resort.

H5: There is a positive relationship between age of head of household and propensity to visit a resort.

The data are in the file “resort visit.sav”.

1. How will you analyse the data and test the hypotheses? What technique will you use? What are the results and what are your recommendations to the company? What is the confidence you have in the results and the recommendations?
2. One day, a new customer walks in to their office. His income 50, his attitude towards travel is 5, his importance of family vacation is 4.5, household size is 4 and age is 50. Is he likely to visit the resort or not?