

Interview 1

1. What is your age and gender?
31, female
2. How often do you travel and why? (fun, business, relaxing, adventure, sport...)
often, when it's possible, summertime one a month, winter 2-3 times
short trips
sport, adventure, fun, culture, food
3. Who is with you? (solo, friends, partner, family,...)
partner, family, friends
in mixed setting
4. How long do your trips last on average?
1 week
5. What's your travel style and budget?
beach
motorcycle
festivals
weekend getaway
city breaks
camping
middle budget, affordable, can't budget - seasonal prices
20-100
some treats like once per trip at a steak house (more expensive)
6. What kind of activities do you prefer during your holiday?
diving, motorcycle riding, swimming, city trip, sightseeing, hiking
active holidays
no shopping
7. Where do you book trips and activities / which platform?
booking.com - hotels; because of genius levels (discount)
skyscanner - flights; private browsing (annoying high prices without), likes search options and overview;

airbnb - apartments (acco)
with locals + airbnb: expensive, cheaper individually, uses information of tourist information
google for activities search (booking with company directly)
 - Why do you like this one?
 - dislike
booking subpage itself, badly readable, not comparable, no highlighting useful information
filters show too many or no results
 - booking habits (book separately, use agent, book package)
all inclusive / resort packages
price shown needs to be final, no update or extra costs during booking process
makes results unusable and the experience super frustrating
prefers price per night (person or all), reference/rating super visible right away incl. pictures, then research
validate: compare on different platforms, search and compare negative reviews; use agent to find the best suitable
for your preferences (not a family place, no swarmed by kids)
 - If you booked via an app, what else do you use it for / usage during the trip?
no other use, except possibly showing the booking, flights on different app since booking also with 3rd party; better
since skyscanner to much irrelevant info after booking
loves United app (US airline) user friendly, all information there, you find everything easily, walking navi at airport,
shows info right on time. extra features, guides you through every step quickly accessible info real time, connect with
wifi on airplane for free (only with app)
8. Could you tell us about problems, annoyances you encountered when booking online?
see above
after entering all details → no vacancy notice
no communication, data transport between platforms for example for covid certificate details, send and fill out for
hotel, airline, visa, all separately and redundant
9. What's your preferred platforms for comparing prices for flights, hotels, activities, restaurants, transportation?
google - restaurant, transportation
maps - restaurant filter, recommendations, price icon (listing), distance; not pictures, maybe menu
follows intuition about what's more appealing
10. What reassures you of a good deal?
11. Have you booked a rental car? (Where, when, how was your experience)
seldom; check24 - choose rental company with convenient location, price in category of
german language
always with insurance via check24 it's a german one - covers everything, german support, laws etc in case of
accident/damage
 - How do you decide which one to book?
11. Have you booked a flight yourself? (Where, when, how was your experience)
 - How do you decide which one to book?
flight times and price. departure location, prefers big company if not much price difference; goes with known
companies and experiences
12. Have you booked a hotel or any other accommodation? (Where, when, how was your experience)
 - How do you decide which one to book?
reviews, price, availability, location, amenities like secure car/motorcycle parking (always call hotel directly to make
sure) NO information about parking motorcycle (and securely)
13. Where do you get your inspiration for the next destination from?
friends, family recommendations, documentations (tv), newsletter (cruises)
to many changes on offers, always new ships so no one with recommendations / experience; because of chosen
cruise ship company
14. Anything new out there you want to try (for your next trip, next holiday, activity on free time)?
visit Indian Ocean (island), Hawaii, Bora-Bora, Northern Lights
cruise that I missed due to corona; hiking trip, New Zealand
motorcycle trips - weather app decides on "direction", regular changes daily on cutting the trip short for the day, or
staying longer
unpredictable, decide on direction but might end even in other country, other mountain range
motorcyclist map - events or bike meetings
diving - budget, far, time, season is important - something that happens on the trip
ads - no time, no money, so not helpful
15. If you want to eat outside how do you find a place? - (if searching online - what's important)
16. Are you interested in any other transportation, vehicle rental to get around? (public transport, e-scooter, bicycle (e-bike))
public transport - easy, at location info and booking
"city bike" bicycle rental - asking locals, hotel, flyers, - info in booking app (option for reservation, but no sales
marketing, obtrusive)
e-scooter - dangerous,
e-bike too expensive

Interview 2

1. What is your age and gender?
34, Female
2. How often do you travel and why? (fun, business, relaxing, adventure, sport...)
As often as possible, 3 to 4 times a year. I like to explore new places, experience new cultures and also like some sport activities, in general opt for something new.
3. Who is with you? (solo, friends, partner, family,...)
Most of the time I travel alone and sometimes with friends or family.
4. How long do your trips last on average?
Just the flights most of the time. No combination deals and sometimes if Kiwi does not work, I go on other platforms to compare prices.
5. What's your travel style and budget?
Low budget, small treats in between like Classes, something interest I want to learn e.g. diving, cooking school
6. What kind of activities do you prefer during your holiday?
I do some hiking, motorcycling, riding, rent a scooter to explore the entire island because it's less expensive.
7. Where do you book trips and activities / which platform?
 - Why do you like this one?
Kiwi.com. Do not have all the options I want but have good deals.
 - booking habits (book separately, use agent, book package)
8. Could you tell us about problems, annoyances you encountered when booking online?
Booking is not the main issue for me, it's about the price. When I try to book it, its either the price automatically increases after filling all the details.

I also struggle with adjusting the search to my needs because I like to be specific, in terms of comparing different countries I'd like to travel to, time range i.e. when to leave and when to come back. Most times it doesn't give me what I need.
9. What's your preferred platforms for comparing prices for flights, hotels, activities, restaurants, transportation?
Flight comparing kiwi.com, I book hostels, rental scooter with discount online.
10. What reassures you of a good deal?
As a frequent traveller I most times know the price to different places depending on location i.e. knowing what's expensive or not, most times the offers you get as well
 - 1. Have you booked a rental car? (Where, when, how was your experience)
 - How do you decide which one to book? no
 - 12. Have you booked a flight yourself? (Where, when, how was your experience)
 - How do you decide which one to book?
 - 13. Have you booked a hotel or any other accommodation? (Where, when, how was your experience)
 - How do you decide which one to book?
 - 14. Where do you get your inspiration for the next destination from?
I follow some travel blogs, look at some Instagram pictures of people traveling, prices - cheap flights
 - 15. Anything new out there you want to try (for your next trip, next holiday, activity on free time)?
Diving holiday, sky diving, learn to ride a boat
 - 16. If you want to eat outside how do you find a place? - (if searching online - what's important)
I usually cook for myself, and it also depends on the place, maybe grab some street food.
 - 17. Are you interested in any other transportation, vehicle rental to get around? (public transport, e-scooter, bicycle (e-bike))
Public transports, scooters, E-scooter risky