

Holiday decision-making

Research Brief

Note: this is a fictitious study devised specifically for training purposes

The British Tourist Authority and the English Tourist Board wish to launch an initiative to encourage British people to consider taking more holidays in the UK. They have therefore jointly commissioned a research study to understand in-depth the process by which people go about making decisions about taking a holiday.

In order to address these research objectives, participants will be asked about their views and experiences of different types of holiday as well as all aspects of the decision-making process relating to taking a holiday.

This data will be of particular value in helping the agencies understand the motivators and barriers to taking holidays in the UK and what triggers can be used to promote the UK as a holiday destination.

Sample design

40 individual interviews with a cross-section of the adult (16+) general population drawn from different geographical locations. This will include people of both genders and from different socio-economic backgrounds. A secondary sampling criteria will be to include people who do and do not regularly take holidays in the UK.