



Online Travel Reviews

Have you made any trip in India in past 02 year? *

- Yes
- No

How many times have you travelled in India? *

Your answer

What was the purpose of travel of your last trip? *

- Business/Professional
- Social (Visiting friends, marriage)
- Pleasure/Holidays
- Religious/Pilgrimage
- Medical
- Education/ Training

Q3. With whom did you travel? *

- Solo
- Spouse/Partner
- Family/Group
- If group/family, Size of group or family _____
-

When did you start planning for your last trip? *

- A year or more
- 6 or more months
- 6-4 months
- 4-2 months



- 3-8 weeks
- 1-3 weeks
- 1-6 days

Who did the planning for the latest trip? *

- You
- Your Family member
- Travel Agent
- You're Travel Partners

How did you book travel services (hotel, flight, road transport etc.) for your last trip? *

- Travel Agent/ Tour Operator
- Online Travel agencies
- On your own, directly through service providers websites

Did you read/refer Online Travel Reviews for planning of your last trip? *

- Yes
- No

On what devices do you access Online Travel Reviews? (Tick as many applicable) *

- Desktop
- Tablet
- Laptop
- Smartphone



At what stage of travel decision process did you read Online Travel reviews? *

	Every time	Almost	Sometimes	Rarely
To get inspiration for travel in beginning				
To narrow down choices of destination, hotels /transport etc.				
To confirm decisions before booking travel services				
During the trip to search for attractions , restaurants etc.				
After the trip to compare experience with other travellers				
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For planning your trip how important were the following sources of travel information? *

Very important Important Moderately Important Somewhat important Not at all important

Online travel Reviews (like on trip advisor or reviews on hotel.com etc)					
Travel Information Websites (Lonely Planet, tourism websites of countries)					
Websites of hotels/airlines.					
Online travel agencies					
Travel Magazines					
Recommendations of family and friends					
Travel Brochures/Flyers					
Travel agencies					
Tourism board offices					
Travel guide books					
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Travel agencies					
Tourism board offices					



Travel guide books

How strongly do you agree that? *

good way to learn about travel destinations

Strongly Agree Agree Neither agree nor disagree Disagree Strongly Disagree

Online reviews help with evaluation of alternatives

Online reviews help in formulating holiday ideas

Online reviews make me confident in travelling to the destination

Online reviews help in reducing Risk

Online reviews make travel planning process more enjoyable

Online reviews save planning time

Online reviews make it easier to reach decision

Online reviews give me insider knowledge not available anywhere else

Online reviews give me the confidence to book

Online reviews are indispensable

Occasionally online reviews Misguide

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How important is reading online travel reviews for deciding *

Very important Important Moderately Important Somewhat important Not at all important

Which destination to go?

Which hotel to stay ?

Which airline to fly to your holiday destination?

Which travel agent to book your trip?

Which restaurants to eat during the trip?

What to do during the trip (activities)?

When to go (season)?

Which mode of travel to take at the destination?

Which car company to rent at the destination?

What attractions to visit?

Whether to take family along or not ?

To check for facilities /infrastructure availability?

Where to shop?



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To check for facilities/infrastructure availability?			
Where to shop?			
Have you ever changed any of the following decisions after reading online reviews about it? *			
	I did not make any changes	I did make few changes	I made significant changes
Changed a hotel			
Changed a destination			
Changed the travel agent			
Changed Airline			
Changed inclusions (Sightseeing options, car etc.)			
Mode of Travel at destination (Train/Bus/ Car)			
Changed a hotel			
Changed a destination			
Changed the travel agent			



Changed Airline

Changed inclusions
(Sightseeing options, car etc.)

Mode of Travel at destination
(Train/Bus/ Car)

What is your experience with using online travel reviews for planning of your last trip in India? *

I was able to make Disagree correct decision using online reviews	Strongly Agree	Agree	Can't Say	Disagree	Strongly
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I am satisfied by the
travel decisions made
based on Online Travel
reviews.

My experience of destination
was as expected from
the reviews

Online travel reviews
are more up-to-date
than other sources
of information.

Online travel reviews
are a reliable source
of travel information

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How many Online Travel Reviews do you need to read before you feel that you can trust that particular travel business? *

- 1-10
- 11-20
- 21-30
- 31 or more

Do you trust online travel reviews as much as personal recommendations?

- Yes, if there are multiple traveller reviews to read
- Yes, If I believe the reviews are authentic
- Yes, for some type of travel services
- No, I prefer personal recommendations of friends & family

What do you look for when judging whether or not to trust reviews you read?(Tick as many as applicable) *

- I check the profile of the reviewer
- I compare negative reviews to positive reviews
- I trust reviewer with many reviews
- I trust latest reviews more
- I trust business with more number of reviews
- I check reviews for the same travel service on different sites.

Travel Reviews on what type of websites you consider for making the travel decision? *

Travel review Websites Not at all (TripAdvisor, VirtualTourist, Holiday IQ)	Extremely	Very Much	Moderately	Slightly
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Travel guidebook sites (LonelyPlanet)
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Online travel agencies
(Expedia, makemytrip,
cleartrip)

Search engines
(Google, Yahoo,
AOL)

Local destination
websites (incredibleindia
.org)

State tourism websites

Travel Service providers
websites (Websites of hotels
, restuarents etc.)

Meta travel search engines
(Trivago)

Travel Blogs(Tripoto)

Newspaper/magazines sites

Travel expert sites

Social Media groups or pages

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Travel expert sites

Social Media groups or pages

Kindly mention the names of preferred websites used to read/refer online travel reviews for making your travel decision. ?*

- Trip Advisor
- Virtual Tourist
- Indiamike.com
- Booking.com
- Holiday IQ
- Zomato.com
- Lonely planet
- Hotels.com
- Other:

Do you post/write travel reviews after your trip? *

- Yes
- No

Would you advise others to refer to online travel reviews for travel decisions? *

- Yes
- No

Gender *

- Male
- Female

What is your age: (Please tick the applicable) *

- Under 18 yrs



- 18-24 years
- 25-34 years
- 35-44 years
- 45-54 years
- 55-64 years
- 65-74 years
- Above 75 yrs

What is your marital status? *

- Unmarried
- Married with no kids
- Married with kids
- Divorced with kids
- Divorced
- Widow/widower

Household Size: Number of Males

Your answer

Household Size: Number of Females

Your answer

Educational Qualification: *

- School Level
- Graduate
- Undergraduate
- Postgraduate and Above



Which of the following categories best describes your employment status: *

- Students
- Unemployed
- Employed
- Retired

If employed, type of employment :

- Govt./Public
- Private Company
- Self employed

What is your approximate monthly household income? *

- Up to 50,000 per month
- 50,001-1,50,000 per month
- 1,50,001 - 3, 00,000 per month
- Above 3,00,001per month