US Travel Brands Questionnaire

Which of the following travel brands have you used in the past 3 years? Amtrak **Airlines** American Airlines JetBlue Southwest Airlines United Airlines Delta Airlines ■ Virgin Air British Airways Continental Air US Air Emirates **Online Travel** Expedia Travelocity ■ Hotels.com ☐ Priceline.com Orbitz **Hotels** Marriott ☐ Choice Hotels Sheraton Westin ☐ IHG Hyatt Hilton ■ Four Seasons Embassy Suites Cruise Disney Cruise □ Celebrity Cruise ■ Norwegian Cruise Lines Carnival Cruise Royal Caribbean **Car Rental** Avis Budget Alamo Enterprise National Hertz ■ None of the above

Which of the following travel brands are you considering in the next 3 years?
Amtrak Airlines American Airlines JetBlue Southwest Airlines United Airlines United Airlines Virgin Air British Airways Continental Air US Air Emirates Online Travel Expedia Travelocity Hotels.com Priceline.com
☐ Orbitz
Hotels Marriott Choice Hotels Sheraton Westin HIG Hyatt Hilton Four Seasons Embassy Suites
Cruise
 □ Disney Cruise □ Celebrity Cruise □ Norwegian Cruise Lines □ Carnival Cruise □ Royal Caribbean
Car Rental □ Avis
Budget Alamo Enterprise National Hertz None of the above

What are the most likely reasons for using or recommending the following brands? Please limit your choices to 3 reasons for using or recommending a brand.

	Reliability	Quality	Customer Service	Availability/Location	Cost	Reputation	Cool factor	My kind of Brand
Amtrak	0	0	0	0	0	0	0	0
Airlines								
American Airlines	0	0	0	0	0	0	0	0
JetBlue	\circ	0	0	0	0	0	0	0
Southwest Airlines	0	0	0	0	0	0	0	0
United Airlines	0	0	0	0	0	0	0	0
Delta Airlines	0	0	0	0	0	0	0	0
Virgin Air	0	0	0	0	0	0	0	0
British Airways	0	0	0	0	0	0	0	0
Continental Air	Ō	0	0	0	0	Ō	0	0
US Air	0	0	0	0	0	0	0	0
Emirates	0	0	0	0	0	0	0	0
Online Travel								
Expedia	0	0	0	0	0	0	0	0
Travelocity	0	0	0	0	0	0	0	0
Hotels.com	0	0	0	0	0	0	0	0
Priceline.com	0	0	0	0	0	0	0	0
Orbitz	0	0	0	0	0	0	0	0
Hotels								
Marriott	0	0	0	0	0	0	0	0
Choice Hotels	0	0	0	0	0	0	0	0
Sheraton	0	0	0	0	0	0	0	0
Westin	0	0	0	0	0	0	0	0
IHG	0	0	0	0	0	0	0	0
Hyatt	0	0	0	0	0	0	0	0
Hilton	0	0	0	0	0	0	0	0
Four Seasons	0	0	0	0	0	0	0	0
Embassy Suites	0	0	0	0	0	0	0	0
Cruise	_	_	_	_		_		_
Disney Cruise	0	0	0	0	0	0	0	0
Celebrity Cruise	0	0	0	0	0	0	0	0
Norwegian Cruise Lines	0	0	0	0	0	0	0	0
Carnival Cruise	0	0	0	0	0	0	0	0
Royal Caribbean	0	0	0	0	0	0	0	0
Car Rental								
Avis	0	0	0	O	0	0	0	0
Budget	0	0	0	0	0	0	0	0
Alamo	0	0	0	0	0	0	0	0
Enterprise	0	0	0	0	0	0	0	0
National	0	0	0	O	0	0	0	0
Hertz	0	0	0	0	0	0	0	0

Based on everything you know / heard or experienced, how would you rate the following brands?

	Very Good	Good	Average	Poor	Very Poor	Never heard of this brand
Amtrak	0	0	0	0	0	0
Airlines						
American Airlines	0	0	0		0	0
JetBlue	0	0	0	0		0
Southwest Airlines	0	0	0	0		0
United Airlines	0	0	0			0
Delta Airlines	0	0	0		0	0
Virgin Air	0	\circ		\circ		0
British Airways	0	0	0			0
Continental Air	0	0		\circ	0	0
US Air	0	0	0	0		0
Emirates	0	0	0	0		0
Online Travel						
Expedia	0	0				0
Travelocity	0	0	0	0	0	0
Hotels.com	0	0		0		0
Priceline.com	0	0	0		0	0
Orbitz	0	0				0
Hotels						
Marriott	0	0	0		0	0
Choice Hotels	0	0	0			0
Sheraton	0	0		0	0	0
Westin	0	0	0	0		0
IHG	0	0		0	0	0
Hyatt	0	0	0		0	0
Hilton	0	0				0
Four Seasons	0	0		0	0	0
Embassy Suites	0	0	0	0		0
Cruise						
Disney Cruise	0	0	0	0	0	0
Celebrity Cruise	0	0	0	0	0	0
Norwegian Cruise Lines	0	0	0	0	0	0
Carnival Cruise	0	0	0	0	0	0
Royal Caribbean	0	0	0	0	0	0
Car Rental						
Avis	0	0	0	0	0	0
Budget	0	0	0	0	0	0
Alamo	0	0	0	0	0	0
Enterprise	0	0	0	0	0	0
National	0	0	0	0	0	0