**BUYER AND CONSUMER BEHAVIOUR**

**Learning Outcome 2: Activity 9**

**INDIVIDUAL ACTIVITY**

## **Wish you were here!**

How would you evaluate a summer vacation to make the decision about which one to choose?

Do you know anyone who wouldn’t like to get away for a family break? Maybe surfing at the beach, or exploring a new city? For anyone going on a break, it’s a big decision because not only can it be a major investment, it’s also an occasional purchase with a big significance.

This is because it’s experiential; we go on holiday to relax; explore and experience new things. A bad decision can be a big disappointment.

Your challenge

* Imagine a kind relative has given you USD$1,000 to spend on a holiday next year. How will you evaluate the options available to you and come to your decision?
* Create your ideal holiday plan by answering the following questions:

- How would you search for your ideal vacation?

- What criteria would you set?

- How will you evaluate each option?

- How would you compare different holiday companies?

* Make a list of the important factors and explain how you would measure them.
* Use this website for inspiration: <https://www2.deloitte.com/content/dam/Deloitte/uk/Documents/consumer-business/deloitte-uk-travel-consumer-2015.pdf>
* Share and compare your ideal holiday plan with others in your group.



* **Sources of inspiration**
* **Potential holiday brands**
* **Best consumer reviews**
* **Best for value for money**
* **Best for my preferred destination**
* **Best unique features and benefits**
* **Best for travel convenience**

***(Image source:*** [*https://pixabay.com/en/airplane-aircraft-airline-plane-145889/*](https://pixabay.com/en/airplane-aircraft-airline-plane-145889/)***)***