ONLINE SURVEY

Hotel booking websites

Completion of the task

- **Survey tool** : Survey Monkey

- **Date of creation** : January 7, 2022
- **Period** : 10 days
- **Link to the survey** : https://fr.surveymonkey.com/r/TYFG2PK
- **Distribution channels** : Linkedin and Mobile messages (Whatsapp, SMS)
- **Audience** : Family, friends and former colleagues

- **#Questions** : 10
- **#Structured questions** : 4
- **#Unstructured questions** : 6
- **Languages** : English and French

- **#Participants** : 49
- **Completion rate** : 100%
- **Age of participants** : 18-73 years-old
- **Estimated time of response / participant** : 04m:27s

(!) As I used a free version of Survey Monkey for this survey, I only have access to 40 answers out of 49. But for this project, a minimum of 15 responses was required. Goal = reached !

Questions summary

- **Q1** : When was the last time you used a hotel booking online service : website or application ?
(structured question | 6 options)
- **Q2** : Which device did you use to visit the website ?
(structured question | 3 options)
- **Q3** : Do you prefer booking a hotel room from the hotel application/website or using an online aggregator such as booking.com, hotel.com, lastminute.com, etc. ?
(structured question | 2 options)
- **Q4** : Which website or application did you use ?
(unstructured question)
- **Q5** : Why did you visit the hotel website or application that day? What were you trying to do?
(unstructured question)
- **Q6** : Were you able to complete your task that day, and if not tell us why not ?
(structured question | 2 options + comment)
- **Q7** : What feature did you prefer in the website/application you used, and why ?
(unstructured question)
- **Q8** : What would you change about that website or app? What improvements would you make?
(unstructured question)
- **Q9** : What is the most important criteria for you when choosing a place to stay ?
(unstructured question)
- **Q10** : Most of the time, when do you use an online hotel booking service ?
(structured question | 4 options)

Insights from the survey

- Most respondents **are used to engage** with online hotel booking services and **31% did within the last 4 weeks**
- Respondents **prefer using a desktop / laptop** to visit a hotel booking website (62%)
- Respondents prefer **using an online aggregator** to book a hotel (80%)
- Most respondents **use booking.com** in order to make a hotel reservation (76%)
- Most respondents visit a hotel booking website because they want to **make a reservation** (40%)
- Most respondents **managed to complete their task** that and found the needed information (85%)
- For the respondents, the top features in hotel booking websites are the possibility to **compare prices** (8 i.e 21%), **compare hotels** (6 i.e 16%) equally as **checking ratings** (6).
- Most respondents said **they would change nothing** about the website (26%), 17% have no idea of what they would change and 11% would improve the map view.
- Most respondents said **location** is the **most important criteria** for them when booking a hotel (74%)
- Most respondents mostly make hotel reservation for **tourism / leisure** (62,5%)

Q1 : When was the last time you used a hotel booking online service : website or application ?
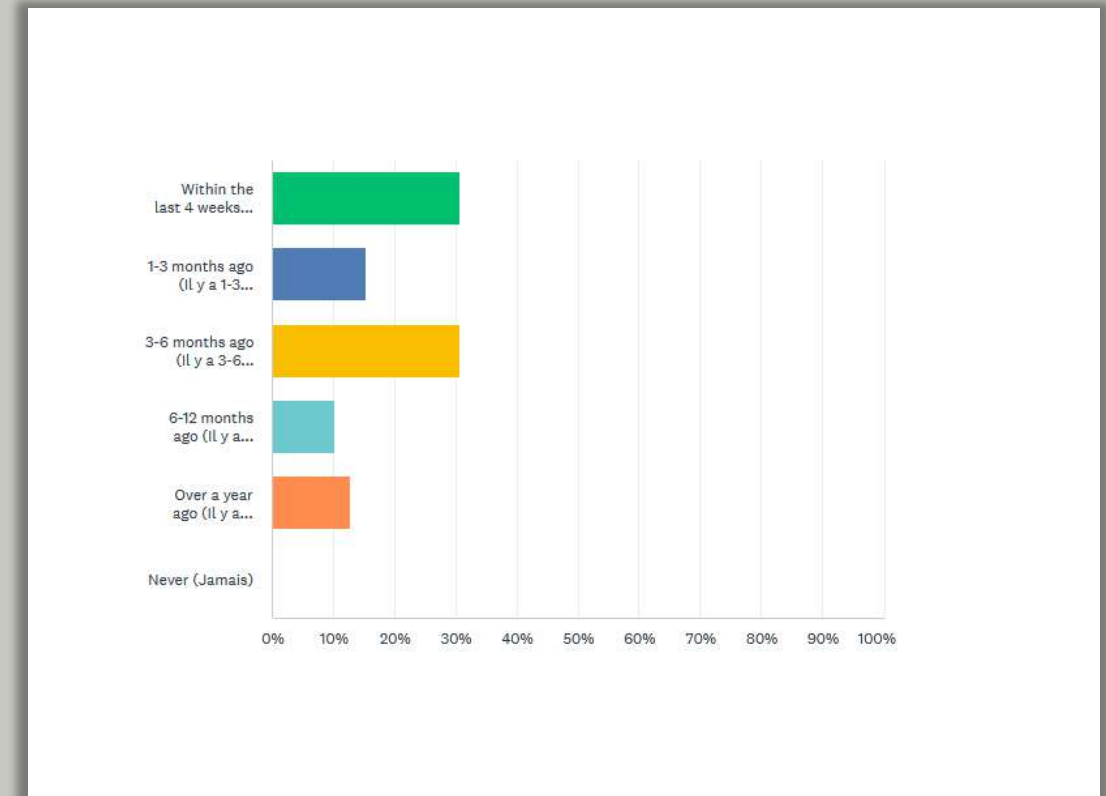
- **Type** : structured question
- **Aim** : determine how recently the respondents had engaged with an online hotel booking website

Answered : 39 | Skipped : 1

Observations :

- 31% of the respondents had used an online hotel booking service within the last 4 weeks when the survey was being conducted.

- Another 31% had used one within 3 to 6 months before.

- 16% of them had used one within 1 to 3 months before.

(!) The survey was conducted during COVID-19 context with sanitary and travel restrictions.

Q2 : Which device did you use to visit the website ?

- **Type :** structured question
- **Aim :** identify what device the respondents prefer using while booking a hotel

Answered : 39 | Skipped : 1

Observations :

62% of the respondents used a desktop or a laptop to visit the hotel booking website instead of using their smartphone (36%) or a tablet (2,6%).
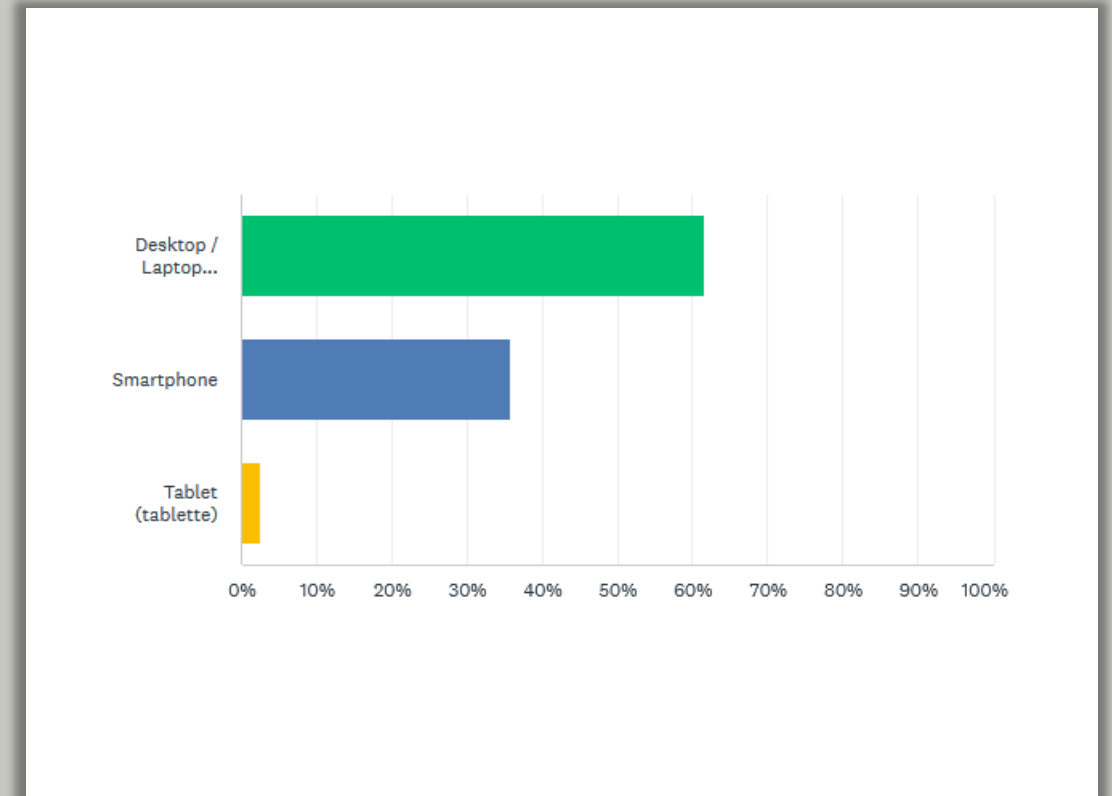
Q3 : Do you prefer booking a hotel room from the hotel application/website or using an online aggregator such as booking.com, hotel.com, lastminute.com, etc. ?)

- **Type** : structured question
- **Aim** : : identify what type of websites the respondents prefer using for hotel researches

Answered : 39 | Skipped : 1

Observations :

80% of the respondents prefer using an online aggregator to book a hotel instead of directly visiting the hotel webservices (20,5%)
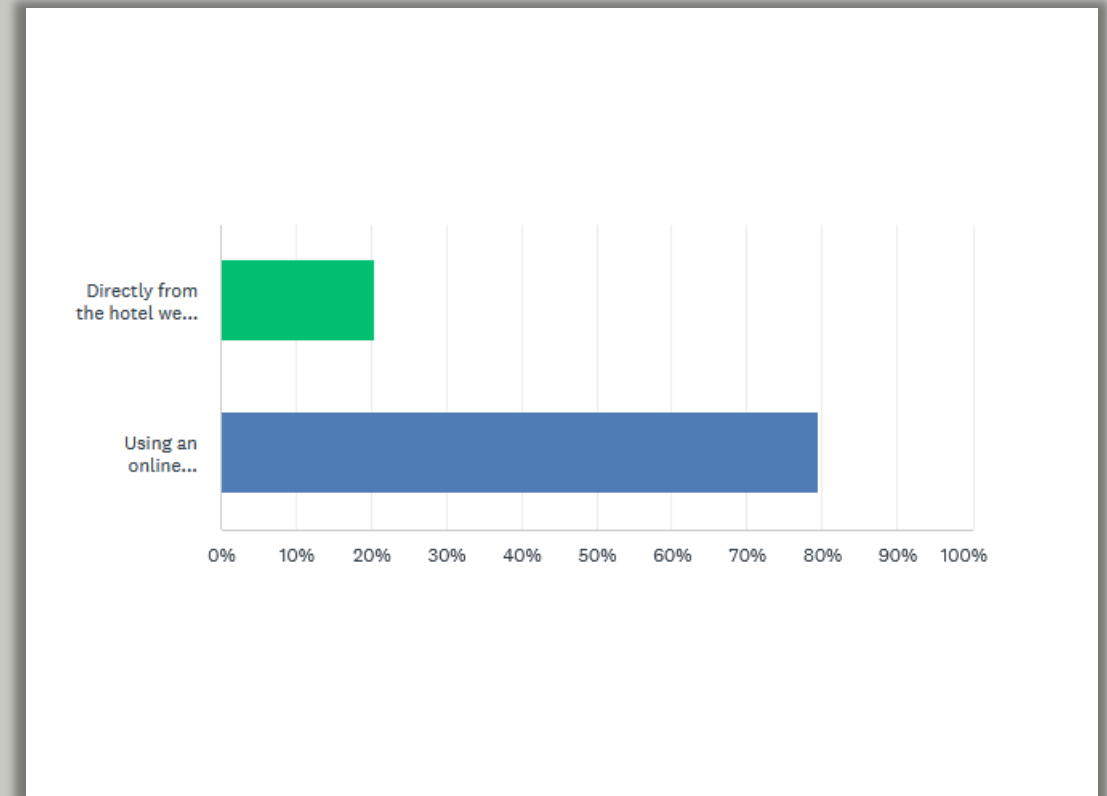
Q4 : Which website/application did you use ?

- **Type** : unstructured question
- **Aim** : identify the most popular and top-of-the-mind websites / applications the respondents use when they think about making a hotel reservation

Answered : 38 | Skipped : 2

Observations :

The website booking.com was quoted 29 times out of the 38 answers i.e 76%.
Then Airbnb was quoted 4 times.

Website name	Quotes
Accor	2
Airbnb	4
Booking	**29**
Expedia	1
Google	1
Hilton	2
Hotels.com	2
Ibis	1
Last Minute	1
Luderna	1
Marriott	1

Q5 : Why did you visit the hotel website/application that day ? What were you trying to do ?

- **Type** : unstructured question
- **Aim** : determine what were the main goals of respondents when they visited a hotel booking website for the last time

Answered : 38 | Skipped : 2

Observations :

15 out of 38 respondents declare that they were visiting the website to make a reservation i.e 40%. 12/38 respondents say they visited the hotel booking website to compare prices.

(!) 4 answers were unusable because off topic or unprecise

Respondent answers	Keywords
• *Plan and compare offers* • *Check price and availability* • *Confirm availability* • *I was looking for available rooms & the total cost of the stay*	Check availability and prices (4)
• To find interesting prices • Compare the prices • Compare the prices, the quality of the hotels to have a reservation at the "best quality / price" corresponding to my expectations … • Price/offer comparison • See prices and services • find the closest hotel to an appointment at the best price • to see if there was a price difference • compare rates • I use aggregators to get the best price-quality … • Compare the prices • Have more details or better prices. • look for a place to stay. Then I looked at the price difference between the hotel's direct site and booking or hotel type sites.	Compare Prices (12)
• *Sometimes i visit the hotel website to see more pics or look a bit more around* • *To have more information about the room, facilities and services*	Get more information (2)
• *Make a reservation* • *Book a hotel room* • *I wanted to make a reservation* • *I wanted to book a shirt holiday stay* • *Booking a room* • *make a reservation* • *Find quickly a room* • *Find a hotel where we could stay during our next vacation* • *Do a reservation* • *Réservation* • *Book a room* • *To book a rom* • *To book a hotel room* • *Find a hotel for a weekend* • *Because I found it in booking, but I always prefer to book directly with the hotel website*	**Make a reservation (15)**
• *Find the best solution* • *Faster and more choice* • *Yes* • *I'm a member*	Unprecise (4)

Q6 : Were you able to complete your task that day : Yes or No ? If not, please tell us why not.

- **Type** : unstructured question
- **Aim** : : identify what obstacles / pain points the respondents faced while making their latest hotel booking reservation

Answered : 39 | Skipped : 1

Observations :

33 out of 39 respondents i.e 85% managed to complete their task that and only 6 didn't.

Those who answered no were still in the "research phase". They wanted to keep comparing and were not ready to make the final reservation at that time. Another identified pain point is the price : too expensive.

Answer	Quantity
Yes	33
No	6

Comments if « No » :

- *Not really, i would like to be sure that it was the best price*
- *Not the first date, because I was still browsing when i visited.*
- *No, i was not ready to buy*
- *No I ended up booking an Airbnb for budget reasons*
- *I compared hotel to see what options were available, but I didn't select a hotel because I need to do more research before deciding. I will also look into alternatives like Airbnb before making a final choice.*

Q7 : What feature did you prefer in the website/application you used, and why ?

- **Type** : unstructured question
- **Aim** : identify qualitative data about the type of functionality the respondents like / expect to see on a hotel booking website

Answered : 38 | Skipped : 2

Observations :

For the respondents, the top features in hotel booking websites are the possibility to compare prices (8 i.e 21%), compare hotels (6) equally as checking ratings (6 i.e 16%) . They also like being able to use filters (5) and having a map view for localization (5).

Answers

- *Details of the services and functions offered + reviews*
- *The facility to see all that is available and compare prices*
- *Sorting by price and choosing options*
- *The filters allowing you to sort by price / stars but also the map allowing you to see the location of each hotel, these stars as well as these rates (all directly integrated into the map)*
- *Filter with my important options*
- *the proposal of several hotels and the possibility of choosing*
- *booking.com is very user friendly, easy to compare rates, easy to situate locations, useful filtrers, interesting fidelity program*
- *several choices (dates, rooms, formulas etc)*
- *Customer rating*
- *The possibility to locate places with the map view and compare prices between the different rooms*
- *To easy book the days and see the availability*
- *Customer reviews, because they are reassuring before a booking*

- *To be able to compare many hotels at the same time according to my criteria*
- *I would like to compare the Price*
- *Hotel location*
- *The capability to check several lodging options at the same time.*
- *Location, photos, filters*
- *Filters*
- *Price comparison*
- *Lot of answers, ratings, prices*
- *The ability to view the room*
- *Being able to compare the ratio location/standing/pricing for several hotels, the pictures and the customers reviews that can be displayed using multiple filtering options*
- *Filter*
- *The availability list as well as prices*
- *The choice for the best value for money*
- *Compare hotels deals*
- *The possibility of choosing the configuration of the rooms (surface, types of beds) and being able to choose whether or not to have breakfast*
- *Lot of choices with a lot of comments on their experience.*

Keywords :

Price comparison (8) | Hotel comparison (6) | Ratings (6) | Filters (5) | Map view (5) | Option choice (3), Room view (3) |Easy to use (2) | Service details (2) |Availability list (1) | Fidelity program (1) Room configuration (1)

Q8 : What would you change about that website/application ? What improvements would you make ?

- **Type** : unstructured question
- **Aim** : identify qualitative data about what the respondents didn't like about their latest hotel booking reservation and what they would like to find

Answered : 35 | Skipped : 5

Observations :

9/35 respondents (26%) said they would change nothing about the website and 6 answered they don't know what they would change (17%). 4 of them (11%) mentioned improving the map view and another 3 said they would appreciate less advertisement.

Answers

- *Adding a comparison table, have features to help us evaluate the ratio location/standing /pricing based on our criteria would be great. 3D view would be nice too.*
- *NC*
- *n/a*
- *Na*
- *I don't know*
- *No idea*
- *There are too many options*
- *I would optimize the search by the map*
- *Being able to find a hotel based on the distance with a certain point*
- *Une meilleure visibilité de la carte / un ajout de trajet dans la carte (permettant directement de voir la distance entre l'hôtel et les points de visites qui nous intéressent / une proposition d'événement / exposition / musée / endroit touristique à voir mais aussi hôtel et restaurant à proximité des hôtels / une explication des transports (comment acheter une carte de transport /bicloo Vélib'.../ Une explication des trajets pour se rendre à l'aéroport par métro/tram/bus...*
- *J'enleverai les textes indiquant que d'autres personnes sont en train de consulter la même offre (le truc qui met la pression, pour bien encourager à réserver vite)*
- *Moins de pub, plus de choix*
- *Push notifications when 'Saved' accommodations offer discount*
- *Customers services*
- *plus de filtres*

- *The possibility to add baby supplies to the rent : bed, chair, toys....*
- *to choose the diferent type of rooms in a easy way*
- *Meilleure option pour les familles nombreuses (hôtel avec une grande chambre ou chambres communicantes uniquement)*
- *Rien pour l'instant*
- *rien*
- *Nothing*
- *Nothing, it is simple, i can change the different criterias. Do it is nice to have the best price*
- *Aucun*
- *nothing*
- *Rien de particulier*
- *Rien de particulier*
- *Nothing.*
- *Set up your traveller profile*
- *Reduce the number the number step to take in order to finalise your booking*
- *Would make it responsive, functional & easy to navigate*
- *Ratings based on my segment (adults, without kids, traveling for fun, couple)*
- *Allow for day bookings*

Keywords :

Nothing (9), I don't know (6), Improve map view (4), Less advertisement (3), Add itinerary in the map (2), More filters (2), More room configuration (3), Improve room view, Segmented ratings, More customer services , Profile personalization, Reduce booking process, More responsiveness and intuitivity (1)

Q9 : What is the most important criteria for you when choosing a place to stay ?

- **Type** : unstructured question
- **Aim** : understand which criteria help the respondents make their decision when booking a hotel

Answered : 39 | Skipped : 1

Observations :

29 out of 39 respondents i.e 74% said location is the most important criteria for them when booking a hotel. Then 15/39 i.e 38% declared price is the most important and 12/39 i.e 31% care more about the quality of services.

Answers	
• *Location* • *Location conviviality originalities to discover activities accessible to all* • *Location, price, quality* • *The proximity to the city center, the price, the advantages* • *Tourist attraction* • *Price and security (as a woman who often travels alone, housing security is important)* • *Service and provision* • *Public transport and cleanliness* • *The property, the setting and the environment* • *Cancellation and method of payment* • *the services offered, the cleanliness, the calm* • *Location* • *cleanliness* • *proximity to the city center* • *Location* • *Location, price, services on site* • *Photos, commodities, location, price* • *close to the center and comfort* • *Price/ localisation / services* • *Value for money*	• *The price* • *Location* • *Location* • *Budget and rating* • *Distance* • *place and services offered* • *Location, stars, price* • *Prices* • *Hotel rental, bed quality, soundproofing, and breakfast* • *Location, clear information about what is included (breakfast, wifi, transportation etc.) & what is not.* • *1. Location 2. price* • *Place and prize* • *cleanliness and location* • *Price, size of the room, breakfast includes* • *Cleanliness, price and location* • *proximity to the center of interest and value for money* • *Location, comfort and price* • *Geographical position, nearby transport, price and quality of service* • *The breakfast and the distance from the metro/center.*

Keywords :
<mark>Location (29)</mark>
Price (15)
Quality of service (12)
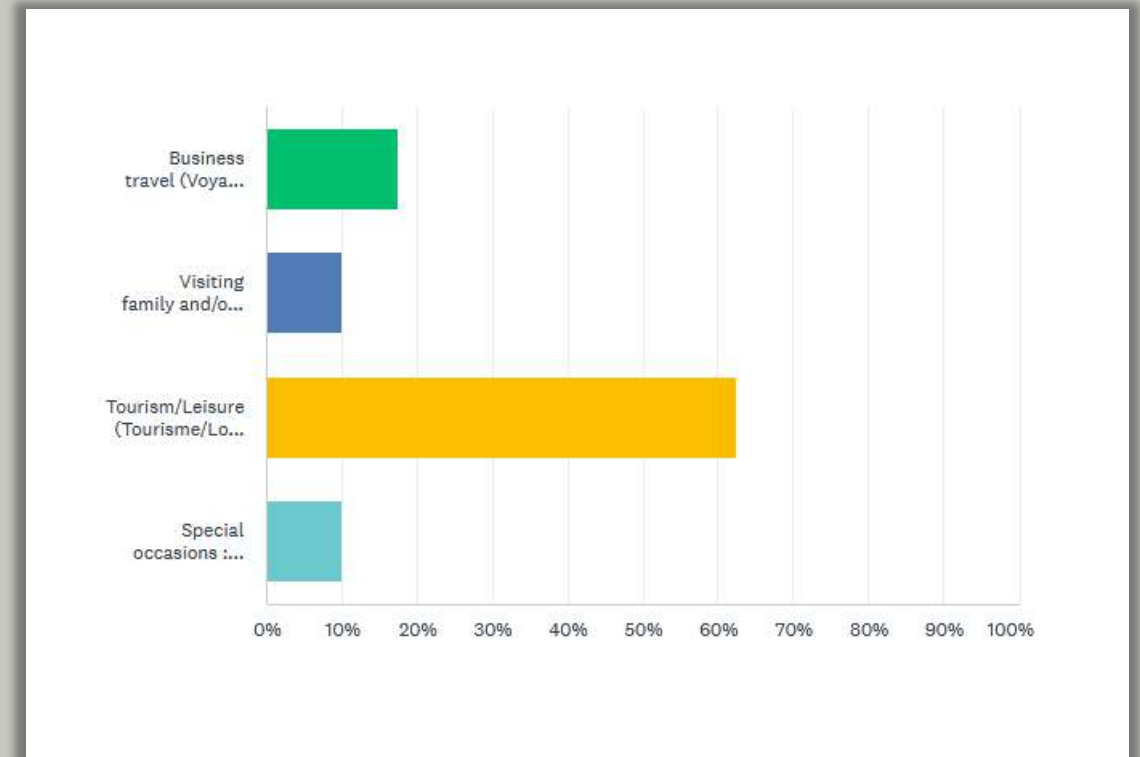Breakfast option (3)
Cleanliness (5)
Calm (2)
Ratings (2)

Q10 : Most of the time, in which occasion do you use an online hotel booking service ?

- **Type** : unstructured question
- **Aim** : understand the reasons why the respondents more often engage with a hotel booking service

Answered : 40 | Skipped : 0

Observations :

62,5% of the respondents mostly make hotel booking reservation for tourism / leisure purposes while 17,5% do it for business travels.

Documentation

Online Survey