

Holiday deals and discounts focus group schedule 11-13th May 2015:

Introduction: **5 mins** Welcome, offer tea, coffee, provide label and pen to write name badge, sort out parking receipts, read participant information sheet, sort out payment incentive, sign attendance register.

- Get everyone seated, thank them for coming, introduce ourselves, explain about the digital recorder and the need to speak clearly and only one person at a time.
- Explain the purpose of the focus groups:
 - The purpose of the focus groups is to understand what drives holiday decision making particularly in relation to England, and to understand the specific role that price discounts and value added deals play in decision making.

Post it exercise: **5 mins**: write down on a post it; your favourite English destination, one word describing what you love about it, and one word describing how you feel about it. Moderator discussion, what is great about England? What types of qualities does it represent and what emotions does it elicit?

Introduction about deals/discounts: **10 mins**.

- Who stated that they had already taken a short break or long holiday this year in England? In the other UK countries? Abroad?
- Where did you go? What was great about this holiday/break? Was this a regular trip for you at this time of the year? Or unusual?
 - Refer to the screening survey results – tell them how many had said discounts and how many had deals and so on.
- Did you use a deal or discount for this trip? Yes/no – show of hands.

Post it exercise: **10 mins**: Write down on the post it what type of deal/discount you had for this trip and post it on the board. Moderator: look at the answers and ask if these are typical of the types of deals and discounts used by the group in holidays.

- Was the deal/discount the main factor in the decision?
- If not, what effects did the deal/discount have on your decision.
 - Made you change your planned destination
 - Made you change your dates and times.
 - Made you change your choice of operator/service provider
 - Others...?
- Explore differences in opinion, any other points of view?
- What made that particular type of deal more attractive or unattractive?
- Does your family situation affect the way the way you look on deals or your deal sensitive?
- Do any other people influence the way you look at deals?

Thinking about your holidays in England more generally (**15 mins**):

- How many are planning a holiday or break in England later in the year (show of hands - refer to the screening questionnaire results – ask them to remember/identify their responses – discuss)
- Do you use a deal/discount for every holiday in England?
- Which types? Are there any situations in which a deal/discount becomes more attractive as a driver?
- What types of deals/discounts are favoured?
 - Discounts
 - Gifts
 - Coupons
 - Upgrades
 - Other...?
- Which types of deals/discounts are not attractive? Can you identify any and explain?
- What represents a 'good' deal in terms of holidays in England?
 - Value? Quality? Reward for loyalty?
- Is getting a bargain important when it comes to holidays? (more or less than for other products and services?)
- Is it more or less important to get a deal or discount for a holiday or a short break?
- Is it more important to get a deal or discount for a holiday/break in England than a break/holiday in the rest of the UK?
- Is it more important to get a deal or discount for a holiday/break in England than a break/holiday abroad?
- Do deals and discounts say something about you as a person?

Influence of deals/discounts at different points? **15 mins.**

Advert exercise: please look at the piece of paper with the four different adverts. Rank the ads in order of your preferences, explain and discuss your choices.

- When do you generally notice a deal?
 - When it is the focus of an advert?
 - As a response to a direct marketing campaign from a trusted brand?
 - Do you search for deals before destinations?

Post it exercise: **10 mins** – write down as many words as you like about how getting a deal or a discount for a holiday makes you feel. Post them on the board. Moderator: look at the answers and explore further. Who said what, can you explain what you meant and the reasons behind your choice?

Wrap up: **5 mins:** We are drawing towards a close, so to finish can you summarise your opinions and attitudes towards deals and price discounts in holiday decisions for English breaks/holidays?

Could deals and pricing be made more effective?

Is there anything more you want to add?

Many thanks for your valuable input into the study.