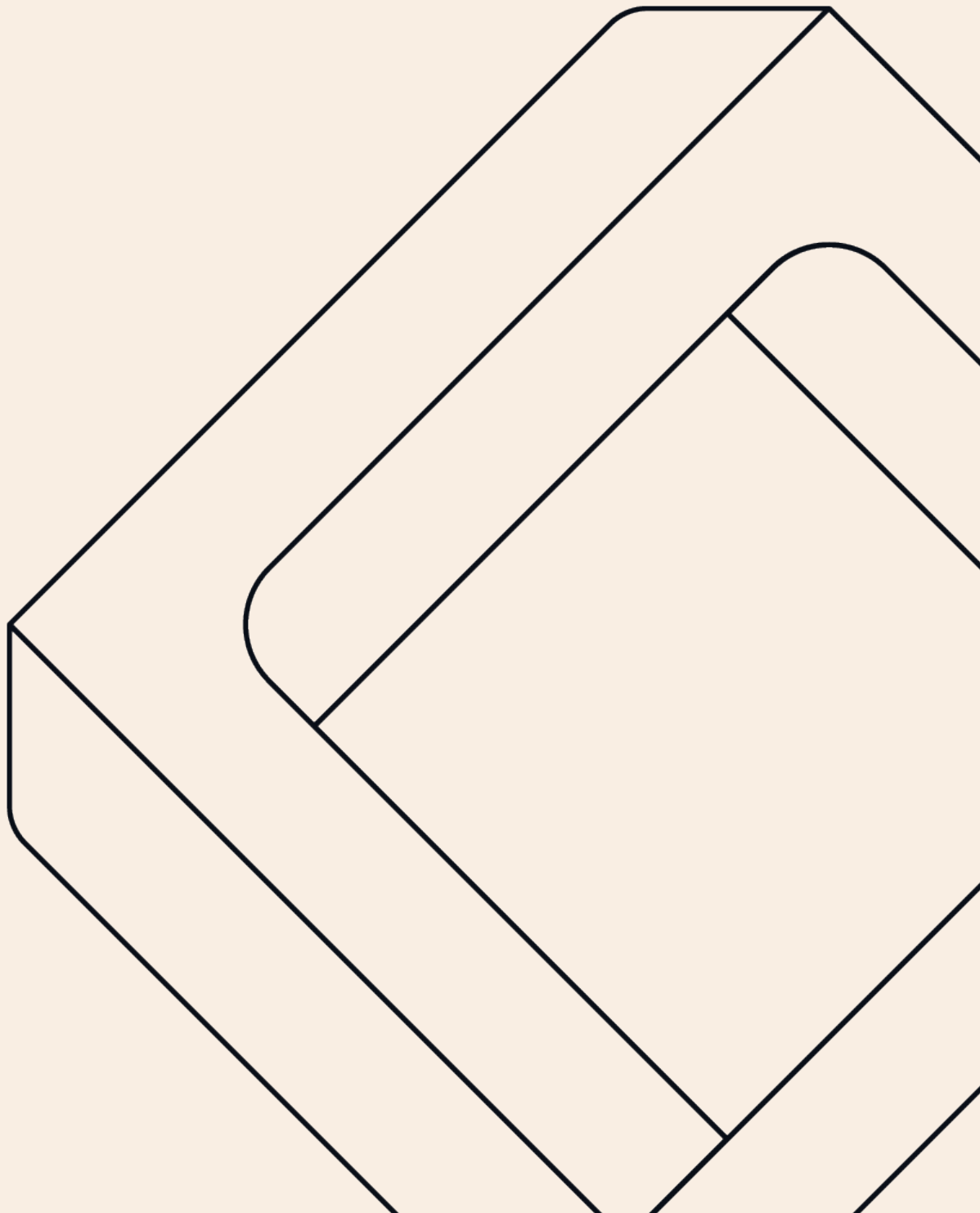


# Research into the Package Travel and Linked Travel Arrangements Regulations 2018 (PTRs) – a discrete choice experiment

November 2024



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## Executive summary

### Background

The Package Travel and Linked Travel Arrangement Regulations 2018 (PTRs) set a series of requirements for organisers of some holidays to provide bespoke protections for travellers. PTRs implement the EU's Package Travel Directive 2015 and fall within the scope of legislation that can be revoked by the Retained EU Law (Revocation and Reform) Act 2023. The Department of Business and Trade (DBT) wants to better understand what improvements could be made to the regulations to make them better suited to the needs of the UK.

The PTRs currently apply to two distinct categories of holiday: package holidays, where multiple travel services are booked together from the same vendor for the same trip or holiday, and Linked Travel Arrangements (LTAs), where services are bought via separate contracts with the respective service providers but facilitated by a single trader. Package holidays offer protections covering services performed by and the insolvency of third parties, while LTAs provide more limited protections.

DBT has launched a call for evidence on the PTRs in September 2023, which suggests the possibility of narrowing the scope of the regime to where consumers most need protections, reducing the regulatory burden on existing firms and removing barriers to new firms entering the market.<sup>1</sup> An initial Impact Assessment<sup>2</sup> carried out by DBT identified several critical evidence gaps in consumer demand for the current protections, which will determine the extent to which reform should be expected to alter market behaviour. DBT therefore commissioned Verian to carry out an online experiment to generate quantitative evidence for the value consumers place on the protections provided by PTRs.

### Research Questions

This study aimed to answer the following main research questions (RQs):

**RQ1.** What is consumers' willingness-to-pay (WTP) for PTRs protections on domestic and overseas holidays?

**RQ2.** How does providing simplified information about PTRs protections affect consumer understanding and WTP for PTRs protections?

**RQ3.** How does WTP for PTRs protections vary across two important protected characteristics – age group and gender?

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<sup>1</sup> [Package travel legislation: updating the framework - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/news/package-travel-legislation-updating-the-framework)

<sup>2</sup> [Package Travel Regulations and Linked Travel Arrangements; Updating the Framework: impact assessment \(publishing.service.gov.uk\)](https://publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1184442/package-travel-regulations-and-linked-travel-arrangements-updating-the-framework-impact-assessment.pdf)

## Methods

Verian ran an online discrete choice experiment (DCE) with a general population sample of 1,200 potential consumers recruited from a panel. The experiment asked participants to imagine they were booking a holiday for two people for seven days, and then gave them a series of hypothetical choices between pairs of alternative holidays (Figure 1).

**Figure 1:** Example choice between holidays

**Holiday in the UK** £850 Per Person  
7 nights for 2 people  
Customer Rating: 3 stars

*Includes **separately booked***

- + Hotel accommodation
- + Ferry travel

[Standard Terms & Conditions for each service apply](#)

**Holiday in the UK** £900 Per Person  
7 nights for 2 people  
Customer Rating: 3 stars

*A **Package Holiday** that includes*

- + Bed & Breakfast accommodation
- + Coach travel

[Click here for Terms & Conditions for Package Holidays](#)

I wouldn't book either

The holidays offered could differ in any or all of the following ways:

- Type of holiday: package holiday, LTA, or separately booked holiday
- Price per person
- Type of transportation: train, coach, or ferry
- Type of accommodation: hotel, bed & breakfast, or self-catered apartment
- Customer rating: 1, 2, or 3 Stars

Verian used a statistical model to estimate how much participants were willing to pay for different holiday types, from their choices in the experiment.

To answer RQ1, each participant made two sets of choices – one for a domestic holiday and one for a holiday in France. To answer RQ2, the study showed half of the participants (selected randomly) a simplified summary of the protections afforded to consumers under the PTRs, and Verian then analysed and compared the preferences in the two groups. To answer RQ3, Verian examined the preferences of the relevant demographic subgroups. The study also included a questionnaire with further hypothetical holiday choices to complement findings from the main experiment, along with questions to explore reasons underlying the choices in the DCE, participants' understanding of the protections under PTRs, and participants' holiday booking experiences in real life.

## Findings

### WTP for protections on domestic and overseas holidays (RQ1)

The results from the DCE indicate that participants were willing to pay an additional premium of £106 for a domestic package holiday compared to the same holiday but in which all the constituent travel services were booked separately. The equivalent premium estimated for LTAs on a domestic holiday was lower, at £46.

For holidays in France – an example case for an overseas holiday that might compete with domestic alternatives – WTP for a package over a separately booked holiday was £128. As for holidays in the UK, the equivalent premium for LTAs was lower, at £36.

When asked to say how much they were willing to pay to book a UK holiday in which all the constituent travel services were booked separately instead of an equivalent package holiday in France, the price given was £150 lower on average.

### What is the impact of providing additional information to consumers? (RQ2)

Showing participants additional information explaining the consumer protections associated with different holiday types appeared to increase WTP for both domestic packages (*£122 for those who were given the additional information vs. £90 for those who were not*) and domestic LTAs (*£55 vs. £36*) over equivalent holidays where all constituent travel services were booked separately. This pattern held for holidays in France as well (*£158 vs. £101 for package holidays; £38 vs. £34 for LTAs*).

The additional information appeared to improve how well participants thought they understood the protections afforded to them for different holiday types.

Participants who saw the information reported slightly greater understanding (packages = 26%; LTAs = 22%) compared to those who did not (packages = 20%; LTAs = 17%). However, even with this improvement, 40% of those who saw the information said they understood PTRs protections for package holidays either 'not at all' or 'a little'. The corresponding figure for LTAs was 46%.

However, despite apparently improving both self-reported understanding and WTP for PTRs protections, it was not clear that participants who saw the additional information actually understood the protections for package holidays any better. We asked two factual true/false questions about the protections for package holidays, which were answered correctly by 63% and 82% of those who received the additional information, compared with 62% and 82% respectively among those who did not. Where the informational intervention was perhaps more successful was in the understanding of LTAs, where the proportion answering the associated question was 10 percentage points higher among those who saw the intervention than those who did not (34% vs. 24%). Note however that more participants in both groups still gave an incorrect answer to this question than got it right (treatment = 39%; control = 43%).

### Variation in preferences by protected characteristics (RQ3)

We explored how preferences varied with protected characteristics and found the same overall pattern in every sub-group – WTP for packages was always greater for overseas holidays than domestic ones, and WTP was always higher for packages than for LTAs. There was some evidence that participants aged 50+ were willing to pay more for packages than those aged 18-49 (*£128 vs. £79 for domestic package holidays; £158 vs. £109 for package holidays in France*), and similarly for

women compared to men (£123 vs. £85 for domestic package holidays; £138 vs. £119 for package holidays in France).

### **What do people value about package holidays and LTAs?**

Although the focus of this study is consumer protections, there are other qualities people may consider when choosing between holidays booked as packages, LTAs, or booking travel services separately. We asked participants what they thought about when making their choices in the DCE. Value for money was the most common factor participants reported thinking about when choosing between a package holiday and one where services are booked separately (79%). Around a third said they thought about the protections, and this proportion was slightly higher for participants who saw the additional information (36%) than those who did not (30%). Of those who said they did consider the protections available, most (77%) said they mattered either 'a fair amount' or 'a lot'.

Among the participants who had travelled in the last two years, 61% had booked a package holiday within that period and 34% had booked an LTA. As with the choices in the DCE, value for money and convenience of booking were the most cited reasons for purchasing a package holiday rather than booking separately. Around 34% said they chose the package holiday because it offered protections that booking separately did not. The distribution of reasons for booking an LTA was similar, with 26% citing protections.

## **Discussion**

### **Implications of main findings**

We found a consistently higher WTP for package holidays in France compared to domestic package holidays, which may reflect consumers placing greater value on the security offered by packaged services when holidaying abroad. Consistent with the reduced consumer protections available for LTAs, WTP for LTAs were estimated to be lower than the respective estimates for packages for both domestic and French holidays.

The results of this study indicate that consumers' WTP for package holidays is considerably greater than the estimated £8.83 per package cost of compliance with the PTRs.<sup>3</sup> In so far as WTP for a package holiday reflects the considered value consumers place on the associated protections, the present findings suggest that removing PTRs protections to reduce cost would represent a loss in value to consumers. It is also not clear that reducing the cost of domestic holidays by the cost of compliance with current regulations would make them much more appealing to consumers, given the estimated £150 premium for package holidays in France compared to separately booked domestic holidays.

However, this should be set against the uncertainty as to what participants actually placed value on when preferentially choosing holidays booked as packages or LTAs over booking travel services separately. Most participants did not say they thought about protections when choosing in the DCE. In principle, our design accounted for many of the likely benefits of different holiday types. For

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<sup>3</sup> See Table 2 of [Package Travel Regulations and Linked Travel Arrangements; Updating the Framework: impact assessment \(publishing.service.gov.uk\)](https://publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/671147/Package_Travel_Regulations_and_Linked_Travel_Arrangements_Updating_the_Framework_impact_assessment.pdf).

example, booking was equally convenient for all types, as holiday options were always shown as pre-assembled bundles of travel services. However, we cannot rule out that participants perceived a benefit where there was none, and that at least some of their WTP should be attributed to those benefits and not to the associated protections.

We found a low baseline self-reported understanding of the protections under PTRs, consistent with findings from previous research which reported that consumers find the regulations difficult to navigate and are often confused about the protections available. Showing additional information about the protections under PTRs appeared to increase how well participants say they understand the PTRs protections and the marginal WTP for packages, but responses to three factual questions give cause for doubt as to the intervention's real impact on understanding. It is possible that providing the additional information succeeded in making consumers aware that protections for packages and LTAs exist – making them more attractive – without substantively improving understanding of what those protections cover. However, this finding highlights a potential danger of informational interventions when the topic covered is complex and easily misunderstood – recipients may falsely believe they understand the choices available to them and change their behaviour to their detriment. We therefore recommend subjecting any potential materials to rigorous pre-testing with consumers, ensuring inclusion of vulnerable groups, so that they can be refined before being released to the general public.

### Limitations

The first major limitation is in how we interpret WTP for protections under PTRs. The estimates for WTP apply to the holiday type, and there are benefits other than regulatory protections that consumers might place value on. This leaves an important question: *how much* of participants' WTP was for the protections themselves, rather than other perceived benefits. This may always be difficult to ascertain with any certainty while understanding of the protections remains poor.

Secondly, it is possible that the experiment directed participants to attend to the different holiday types in a manner that is not reflective of the real world, and this may have led participants to place more value on booking their holidays as packages and LTAs than they might in real life. One way to think about the WTP estimates reported here then is as an indication of the value consumers might place on protections associated with their holidays if that information were made more easily available to them.

The experiment was limited in scope to cover overseas holidays that might reasonably compete with domestic alternatives, and without including air travel as a means of transport. This means that we did not consider long or multi-country trips, inter-continental trips, or otherwise those to destinations generally accessed by aeroplane from the UK. The results therefore reflect preferences within the range of prices, trip lengths, transport types, and destinations offered to participants, and users should exercise extreme caution in extrapolating to the wider universe of potential holiday products.

Lastly, there are the limitations of any online choice study with hypothetical products. It is possible that participants would choose differently if doing so for real, with their own money. They might, for example, take more time to research alternatives, or consider options outside the scope of the study (see above). Additionally, while the achieved sample included quotas to ensure it was representative

of the general public with respect to important demographic characteristics, it is possible that they represent the target population less well on some important unobservable characteristics.



## Introduction

### Background

The Package Travel and Linked Travel Arrangement Regulations 2018 (PTRs) set a series of requirements for organisers of some holidays to provide bespoke protections for travellers. PTRs implement the EU's Package Travel Directive 2015 and fall within scope of legislation that can be revoked by the Retained EU Law (Revocation and Reform) Act 2023. The Department of Business and Trade (DBT) wants to better understand what improvements could be made to the regulation to make them better suited to the needs of the UK.

The PTRs currently apply to two distinct categories of holiday:

**Package holidays**, where a traveller books two or more different travel services together from the same vendor for the same trip or holiday. Travel services include transport, accommodation, motor vehicle hire, or other tourist services, such as entry to attractions.

**Linked Travel Arrangements (LTAs)** are a looser arrangement where a traveller buys multiple travel services for the same trip or holiday with separate contracts with the respective service providers, but all facilitated by a single trader. For example, a targeted link prompting the consumer to buy additional services from another website.<sup>4</sup>

These two categories differ in the protections afforded to consumers under the current PTRs. Package holiday organisers must give protections to travellers to cover the unique characteristics of package holidays, including giving information before and after the package is sold, providing compensation where services are not delivered (including services performed by third parties), and providing protection against the insolvency of the service providers. LTAs have more limited protections against insolvency and, unlike package holidays, the trader who facilitates the LTA is not liable for the performance of all the travel service providers.

DBT has launched a call for evidence on the PTRs in September 2023, which suggests some initial ideas for reform.<sup>5</sup> One possibility is to narrow the scope of the regime to where consumers most need protections, reducing the regulatory burden on existing firms and removing barriers to new firms entering the market. This could mean, for example, removing domestic packages – where there will be no need for repatriation – from the Regulations entirely. A softer change might be to remove domestic packages from the scope of the Regulations unless they include the transport of passengers. Another option is to remove LTAs from the scope of the Regulations, since both consumers and organisers have reported finding the category confusing, with protections that are in practice difficult to enforce.

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<sup>4</sup> [The package Travel and Linked Arrangements Regulations 2018 guidance for businesses \(publishing.service.gov.uk\)](https://publishing.service.gov.uk)

<sup>5</sup> [Package travel legislation: updating the framework - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

DBT carried out an initial Impact Assessment<sup>6</sup> which identified several critical evidence gaps on consumer demand for the current protections, which will determine the extent to which reform should be expected to alter market behaviour. DBT therefore commissioned Verian to carry out an online experiment to generate quantitative evidence for the value consumers place on the protections provided by PTRs.

### **Research questions**

This study aimed to answer the following main research questions (RQs):

**RQ1.** What is consumers' willingness-to-pay (WTP) for PTRs protections on domestic and overseas holidays?

**RQ2.** How does providing simplified information about PTRs protections affect consumer understanding and WTP for PTRs protections?

**RQ3.** How does WTP for PTRs protections vary across two important protected characteristics – age group and gender?

To address these research questions, Verian ran an online choice experiment with potential consumers recruited from an online panel. The study used 'discrete choice experiment' (DCE) methodology to produce a statistical model of consumer preferences for different types of holidays based on a small number of choices between alternatives.

To answer RQ1, Verian asked each participant to complete two DCEs – one for domestic holidays and one for a holiday in France. To answer RQ2, the study showed half of the sample (selected randomly) a simplified summary of the protections afforded to consumers under the PTRs, and Verian then analysed preferences in the two groups separately. And to answer RQ3, Verian produced subsample models using answers given in a post-task demographic questionnaire.

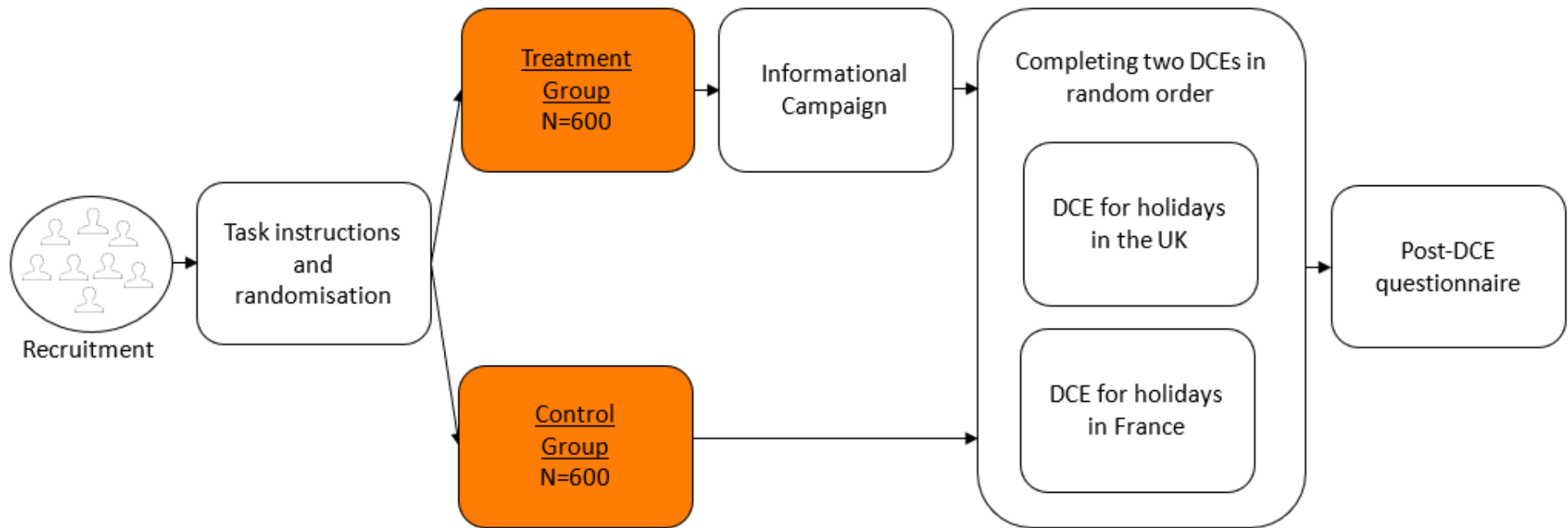
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<sup>6</sup> [Package Travel Regulations and Linked Travel Arrangements; Updating the Framework: impact assessment \(publishing.service.gov.uk\)](https://publishing.service.gov.uk)

## Methods

### Overview

Figure 2: Trial flow



## **Task instructions & information intervention**

At the start of the experiment, all participants were shown a brief explanation of package holidays and LTAs with the task instructions.

To answer RQ2, we randomly assigned half of the sample (the 'Treatment' group) to see an extra page summarising the main protections for package holidays and LTAs under PTRs. This intervention was intended to mimic the effect of an informational campaign aimed at raising consumer understanding of the protection available for different types of holidays. The text for the intervention was developed by DBT. The other half of the sample (the 'Control' group) did not see this extra page. Participants in both groups could access information about protections during the task via hyperlinks present on the product listings, if they chose to.

For a full list of task instructions and the text of the information intervention, see Appendix E – Questionnaire.

## **Discrete choice experiment (DCE)**

### **Explanation of the method**

DCEs are an established 'stated preference' method for quantifying consumer preferences based on their choices. The method defines products in terms of critical characteristics ('attributes') on which they vary, such as the price of a holiday or the extent of protections associated with the booking. In a DCE, researchers offer participants a relatively small number of choices between alternative products that differ by attributes, and then seek to model the relative preferences for different levels within each attribute (e.g., different levels of protection). The results show which factors are most important in determining consumer choice and by how much. If price is one of the attributes (as it often is), then the researcher can estimate marginal WTP for a product with one level of an attribute compared to an identical alternative with a different level of the same attribute.

DCEs have been widely used to study travel preferences in the literature, e.g., to determine WTP for different holiday trip characteristics (accommodation, length of stay, mode of transport, and travel time) in Boto-García et al. (2022), or to explore preferences for long-distance journeys and how they differ by demographic characteristics in Van Acker et al. (2020). They have been used to successfully predict real-world behaviour, such as uptake of medical treatment (Mohammadi et al., 2017) or of Covid-19 vaccines (McPhedran et al., 2022).

### **Holiday attributes**

The first step in designing a DCE is to determine which attributes to explore. Following initial scoping and desk research to identify what attributes are presented up-front by real online vendors (e.g., Expedia, Jet2holidays, Virgin holidays, Great Rail Journeys, Great Little Breaks), we arrived at the attributes and levels shown in Table 1.

**Table 1:** DCE attributes and levels

Attribute	Levels
Type of holiday	1 Package holiday
Type of holiday	2 Linked Travel Arrangement
Type of holiday	3 Booked item by item separately
Price per person (£)	1 600
Price per person (£)	2 650
Price per person (£)	3 700
Price per person (£)	4 750
Price per person (£)	5 800
Price per person (£)	6 850
Price per person (£)	7 900
Price per person (£)	8 950
Price per person (£)	9 1000
Transportation	1 Train
Transportation	2 Coach
Transportation	3 Ferry
Accommodation	1 Hotel
Accommodation	2 Bed & Breakfast
Accommodation	3 Self-catered apartment
Consumer rating	1 1 Star
Consumer rating	2 2 Stars
Consumer rating	3 3 Stars

### Choice sets

Within the DCEs, participants were asked to imagine that they were booking a 7-day holiday for two people. They then made a series of choices between pairs of alternative holidays ('choice sets'), indicating which they preferred. Participants could always choose to refuse both holidays by selecting 'I wouldn't book either', if they did not like either option. Each DCE consisted of 27 choice sets, with a distinct pair of holidays offered in each choice set. To minimise the burden on respondents, the experiment used a blocked design in which each participant only saw nine questions per DCE (so 18 in total).

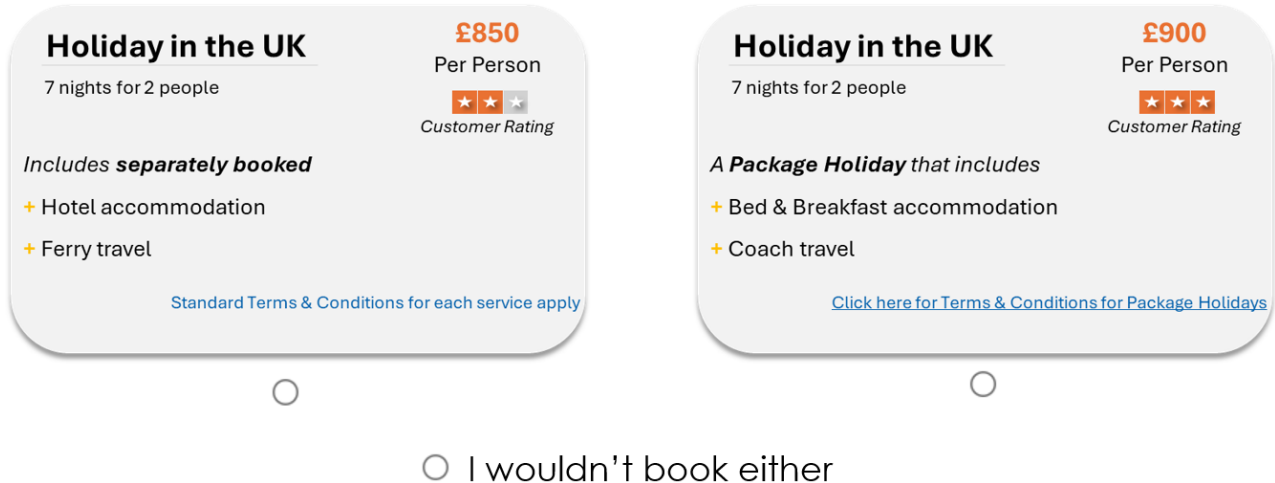
For a full list of choices posed to participants in each of the two DCEs, see Appendix E – Questionnaire. For a technical description of how the choice sets were constructed from the matrix of possible combinations of attribute-levels, see Appendix D – Construction of the DCE choice sets.

### User interface

To encourage realistic decision-making, the choice sets were presented on an interface that resembled real-world booking sites (see Figure 3), allowing participants to make choices within a familiar environment. For package holidays and LTAs, there was a clickable link for Terms & Conditions on the interface which would take participants to the statutory text to be provided to the

traveller under PTRs.<sup>7</sup> For holidays booked item by item separately, there was no clickable link but a statement staying “Standard Terms & Conditions for each service apply”.

**Figure 3:** Example choice from the DCE for domestic holidays



### Comparing domestic and overseas holidays

Every participant completed two separate DCEs – one for a domestic holiday and one for an overseas holiday. This meant that preferences could be estimated independently, allowing for the possibility that consumers place greater value on protections for overseas holidays than they do for domestic ones. The two DCEs used the same set of attributes and levels, and their presentation order was randomised across participants.

Although RQ1 is concerned with the distinction between domestic and overseas holidays, it is plausible that consumer preferences may vary depending on where the overseas holiday takes place. Consequently, DBT and Verian agreed to consider a single overseas location, as a case study. The location chosen was France, chiefly for three reasons: (i) France is a popular destination for UK holidaymakers,<sup>8</sup> and so would present a credible candidate holiday for participants; (ii) the range of prices chosen needed to be appropriate for both domestic and overseas holidays; and (iii) the study excluded air travel as a means of transport because package holidays with flights are covered by other schemes that are not within DBT’s remit.

### Post-DCE questionnaire

After completing the two DCEs, participants completed a short questionnaire, which included an attention check question (see below); an additional hypothetical choice to complement the results of the DCE; questions about participants’ real holiday booking history and reasons for purchasing different types of holidays; and demographic questions to provide context to the results and to allow for subsample analysis.

<sup>7</sup> The content on the links can be found in Appendix E – Questionnaire. They were adapted based on Schedule 2 and 7 in the regulations (<https://www.legislation.gov.uk/ukxi/2018/634/made>).

<sup>8</sup> [Travel trends - Office for National Statistics \(ons.gov.uk\)](https://ons.gov.uk)

For the full questionnaire, see Appendix E – Questionnaire.

## **Sampling and fieldwork**

### **Target population and eligibility**

The target population for this study was any adult who might purchase a package holiday or an LTA in the UK. As this might be anyone, the study targeted a general population sample with no screening criteria other than demographic quotas (see below). However, we did also carry out sensitivity analyses to test whether the study's main results were robust to the exclusion of infrequent travellers.

### **Recruitment**

We recruited N = 1,200 participants from Kantar's online panel, Lifepoints. To ensure the sample was demographically representative of the target population, we applied quotas on age band within gender, region of residence, and income band. The quota targets, which were derived from ONS population estimates, can be found in Appendix A – Summary of sample demographics.

### **Exclusions**

The study included an attention check question to ensure that participants had read the task instructions carefully. The question asked participants to recall a critical part of the study's instructions – which two countries had been mentioned as holiday destinations. Participants answered this question right after they completed the second, and they needed to identify both countries correctly to pass. Those who failed were excluded from the study.

Additionally, any 'speeders' – participants who completed the study more quickly than a careful reading of the instructions would allow for – were also excluded. The operational definition of a speeder in this study was anyone who completed in under 40% of the median completion time for the whole achieved sample.

### **Fieldwork dates**

Fieldwork started on 21 August and finished on 11 September 2024.

## **Analysis**

### **Summary of analyses run**

This study's main statistical analyses are two models describing participants choices in the DCE – one for the DCE focused on domestic holidays and one for the DCE focused on overseas (French) holidays. The results provide the answers to RQ1.

We then carried out subsample models with the following sub-groups of interest to answer RQ2-3:

- Those who received additional information about protections associated with different holiday types (*Treatment*) vs. those who did not (*Control*)
- Younger (aged 18-49) vs. older participants (aged 50+)

- Women vs. men

Unless otherwise stated, the approach to subsample modelling was identical to that used for the main analysis models.

We also carried out descriptive analysis on participants' responses to the post-DCE survey and on DCE choices in smaller sub-groups of specific interest to DBT.

### Statistical methods

The main statistical analyses took the form of multinomial logistic regression models, which is the conventional analytic approach for DCEs (Hauber et al., 2016).<sup>9</sup> The models predict the odds an event occurring based on a given set of independent factors – in this case that is the odds of someone choosing to book a given holiday, based on its attribute levels. The predictor variables therefore indicate each of the possible levels within each attribute. Categorical attributes (i.e., all except price) are represented by dummy variables for all but one level (an arbitrary reference point) set to 1 if the holiday includes that level and 0 if it does not.

The main analyses excluded participants who selected 'I wouldn't book either' for all nine questions in each DCE. To ensure we were not biasing results by setting this inclusion criterion, we also ran two sensitivity analyses in which that criterion was varied. In the first, we dropped the exclusion criterion entirely and analysed all responses. In the second, we replaced the inclusion criterion based on behaviour in the task with one based on real-life behaviour – dropping any participants who told us they had not travelled in the last two years.

### Understanding model outputs

The statistical model produces an 'odds ratio' for each parameter (and as explained above, these parameters represent the holiday's attributes). The odds ratios show the strength and direction of participants' preferences for each level of each attribute, and they can be used to derive WTP.

For categorical attributes (all except price), preferences were estimated relative to the reference level, with an odds ratio above one representing a preference over the reference level. For example, an odds ratio of 3 for package holiday means that the odds of choosing a package holidays are three times the odds of choosing a holiday booked item by item separately (the reference level) which has the same price, type of transportation, type of accommodation, and customer rating.

For continuous attributes like price, an odds ratio above one means a preference for a holiday associated with a higher level of the attribute (a more expensive holiday), everything else held equal, while an odds ratio below one indicates the opposite. For example, an odds ratio of 0.9 for price indicates that the odds of choosing a holiday that is one pound cheaper per person are 0.9 times the odds of choosing a holiday that is otherwise identical. It is worth noting that this change in odds applies cumulatively with each incremental change in price (i.e. a £2 increase in price per person

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<sup>9</sup> The multinomial logistic regression models were run using the *mlogit* package in R statistical software (Croissant, 2020).



leads to the odds being 0.81 (0.9\*0.9) times the original odds of choosing an otherwise identical holiday).

### Deriving WTP

One way to understand preferences is in terms of 'marginal willingness to pay' (WTP), which represents how much extra participants are willing to pay to receive a product with one level of an attribute compared to an otherwise identical one with the reference level of that attribute. In this experiment, we are concerned with WTP for a holiday to be booked as a package or an LTA as opposed to booking the same constituent travel services separately.

We derived WTP from the main analysis output using the standard formula:

$$WTP_{\text{package holiday/LTA}} = - \frac{\log(\text{odds ratio}_{\text{package holiday/LTA}})}{\log(\text{odds ratio}_{\text{price}})}$$

## Results

### WTP for protections on domestic and overseas holidays (RQ1)

#### WTP for package holidays and LTAs in the UK and France

The results of the main analysis indicate that participants were willing to pay an additional premium of £106 for a domestic package holiday compared to the same holiday but in which all the constituent travel services were booked separately.<sup>10</sup> The equivalent premium estimated for LTAs on a domestic holiday was lower, at £46.

For holidays in France – our example case for an overseas holiday that might compete with domestic alternatives – WTP for a package over a separately booked holiday was £128. As for holidays in the UK, the equivalent premium for LTAs was lower, at £36.

These WTP estimates were derived from the main statistical models for holiday preferences for all participants apart from those who never chose any of the holidays on offer. The results of that model are set out in full below. Sensitivity models showing the robustness of our findings to varying inclusion criteria are shown in Appendix B – DCE model tables.

#### Main statistical models of holiday preferences

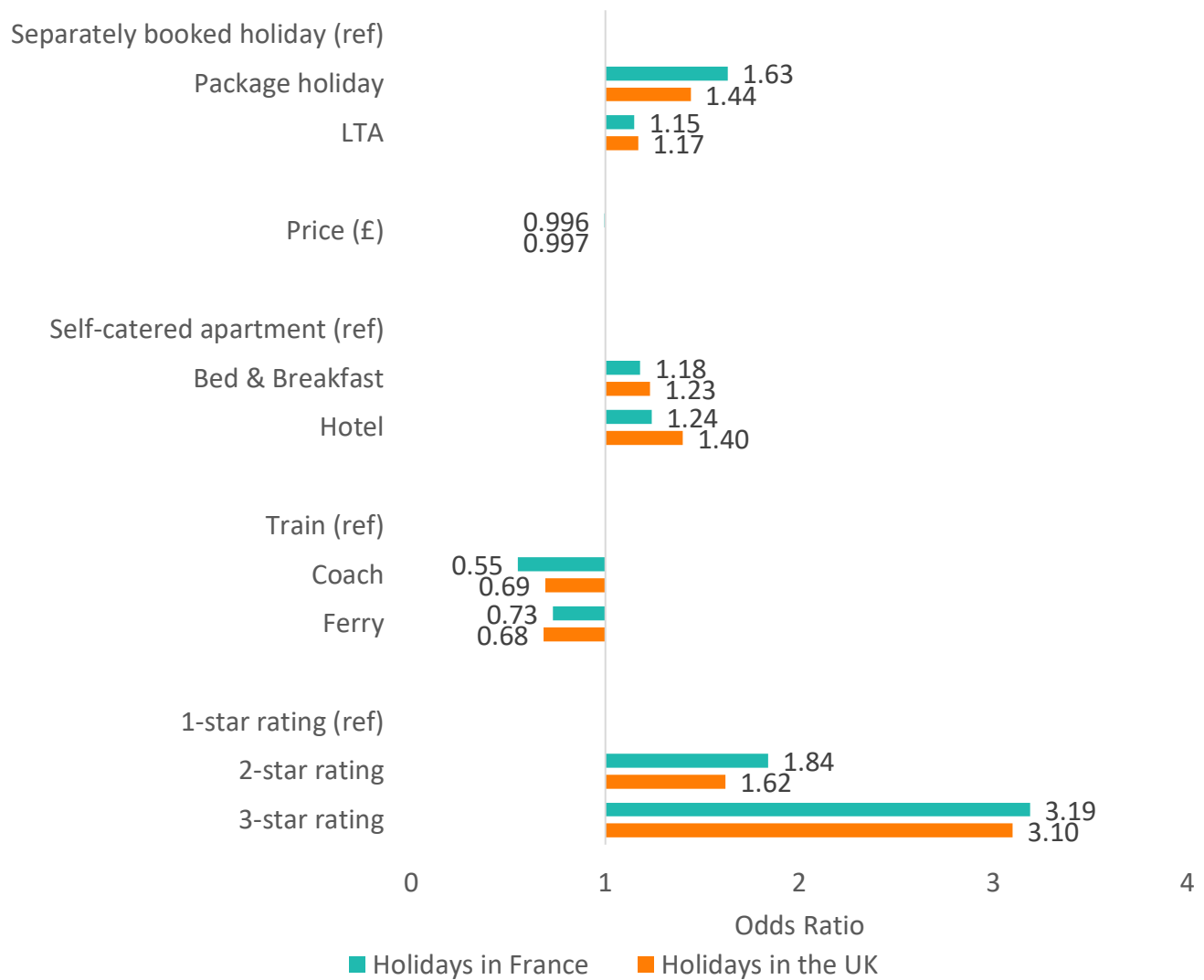
The main analysis revealed a broadly similar pattern of attribute preferences for holidays in the UK and in France (Figure 4). The chart below gives ‘odds ratios’ produced by the respective models, which show the strength and direction of preferences for each level of each attribute. Odds ratios above 1 indicate a level that is positively preferred and those below 1 indicate the opposite. Odds ratios for categorical attributes (i.e., all except price) are shown relative to an arbitrarily selected reference level. The odds ratio for price indicates the marginal shift in the odds of booking a holiday for every £1 increase.

The preference for packages and LTAs over independently booked holidays is apparent but is less pronounced than the preference for holidays with higher consumer ratings over those with lower ratings. Note that while the preference for price appears extremely weak, this is only because the chart shows marginal preferences for a very small price increase (£1).

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<sup>10</sup> All values of WTP were calculated using the formula at the end of the Methods section. As an example, the odds ratio for package holidays in the UK is 1.441 and the odds ratio for £1 increase in the price for holidays in the UK is 0.997, so the WTP for package holidays in the UK is -  $\log(1.441)/\log(0.997) = -0.36541/(-0.00345) = £106$ . Note that the odds ratios shown in Figure 4 and the tables in Appendix B are rounded, while the values of WTP were calculated using unrounded model estimates.

**Figure 4:** Odds ratios produced from the main multinomial logistic models for holidays in the UK and in France



The sensitivity analyses produced similar preference patterns, suggesting the results presented here are robust to variation in inclusion and exclusion criteria. See Appendix B for all sensitivity analyses.

**WTP for a separately booked UK holiday over a package holiday in France**

After the DCE, we asked participants to tell us the most they would be willing to pay to book an unpackaged holiday in the UK over a package in France. We randomly varied the price of the holiday in France and all other attributes were identical for the two holidays. On average, participants were willing to pay £150 more for the holiday in France.<sup>11</sup>

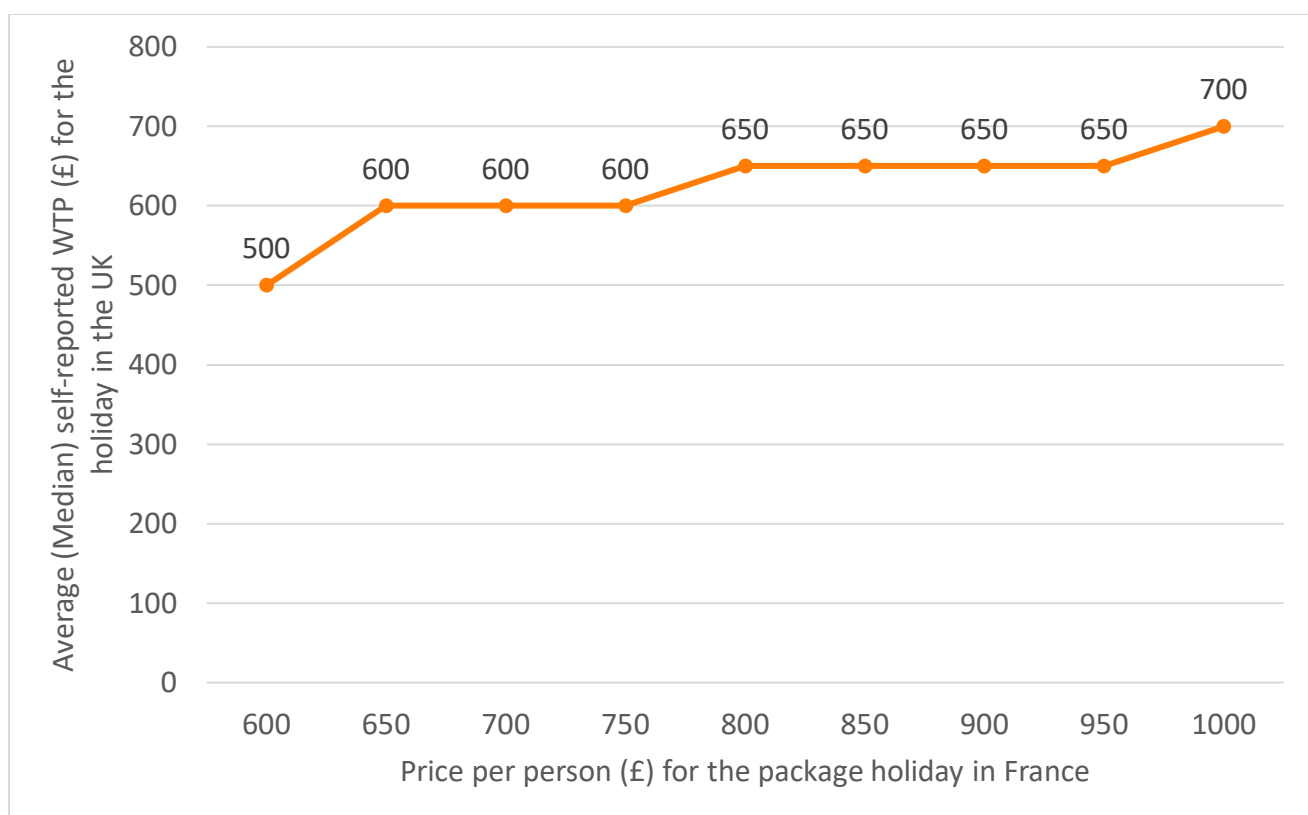
The price participants said they were willing to pay for the independently booked UK holiday was consistently lower than the price given for the corresponding package holiday in France (Figure 5).

<sup>11</sup> The average given is the median because the mean (£172) was skewed by a small number of outliers who provided very large sums.

Self-reported WTP for the domestic holiday increased as the price of the French holiday did, but at a slower rate. For example, median reported WTP for the UK holiday against a package in France costing £600 was £500 (i.e., £100 lower), but when the price of the French holiday was £1,000, reported WTP only raised to £700 (i.e., £300 lower). In other words, the figure provided above for WTP is contingent on the overall value of the competing holiday and consumers may be less tolerant of higher prices for domestic holidays than they are for those overseas.

**Figure 5:** Average (median) self-reported WTP for the domestic holiday for each level of price of the French package holiday

*Question: Now, one final imaginary holiday choice. Please consider these two holidays. If you were choosing between these two holidays, what is the most you would be willing to pay to book the UK holiday instead of the one in France?*



Base: All participants except those who chose 'I don't know' (n = 1047)

### What is the impact of providing additional information to consumers? (RQ2)

#### Impact on WTP

Showing participants additional information explaining the consumer protections associated with different holiday types appeared to increase WTP for both packages and LTAs over equivalent holidays where all constituent travel services were booked separately (Table 2). This pattern held for domestic holidays (WTP for packages: *Treatment* = £122 vs. *Control* = £90; WTP for LTAs: *Treatment* = £55 vs. *Control* = £36) as well as those in France (WTP for packages: *Treatment* = £158 vs. *Control* = £101; WTP for LTAs: *Treatment* = £38 vs. *Control* = £34).

**Table 2:** WTP by treatment and control group for holidays in the UK and in France

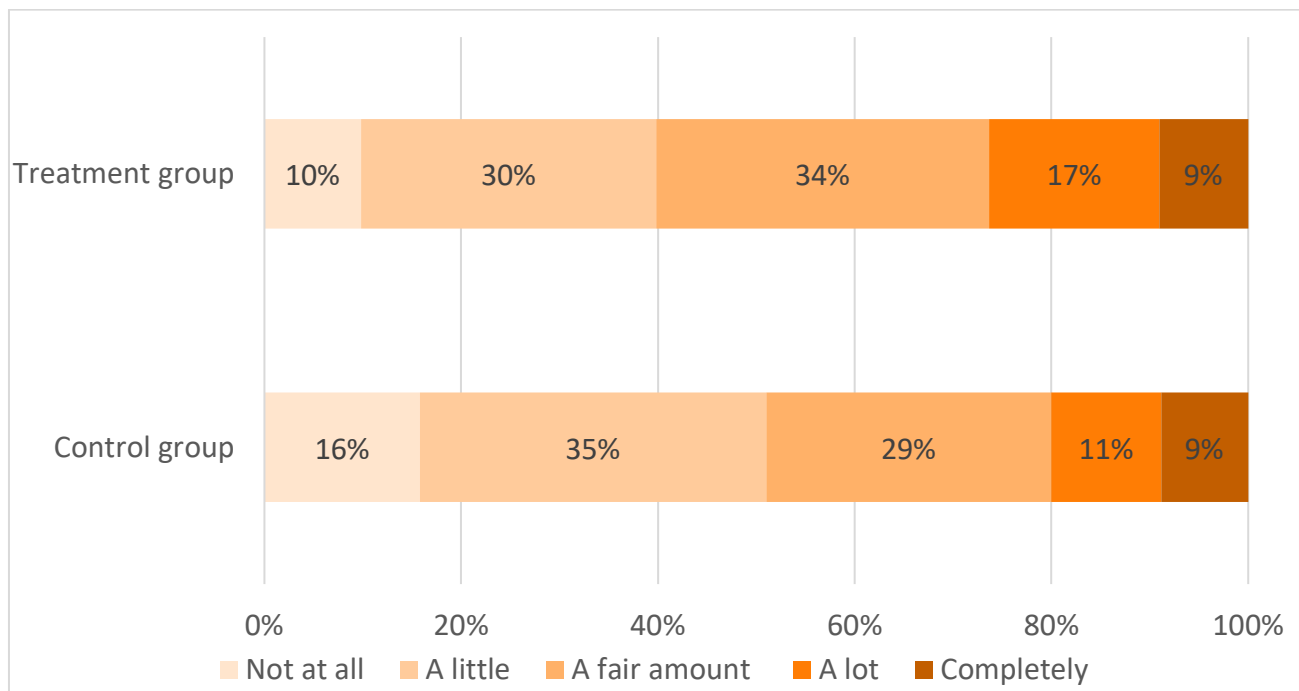
WTP (£)	Holidays in the UK – Treatment	Holidays in the UK – Control	Holidays in France – Treatment	Holidays in France – Control
Package holidays	122	90	158	101
LTAs	55	36	38	34

**Impact on understanding**

The intervention appeared to improve how well participants thought they understood the protections afforded to them for different holiday types (Figure 6 and Figure 7). Even with this improvement, 40% of those in the treatment group said they understood PTRs protections for package holidays either ‘not at all’ or ‘a little’. The corresponding figure for LTAs was 46%.

**Figure 6:** Self-reported understanding of PTRs protections for package holidays

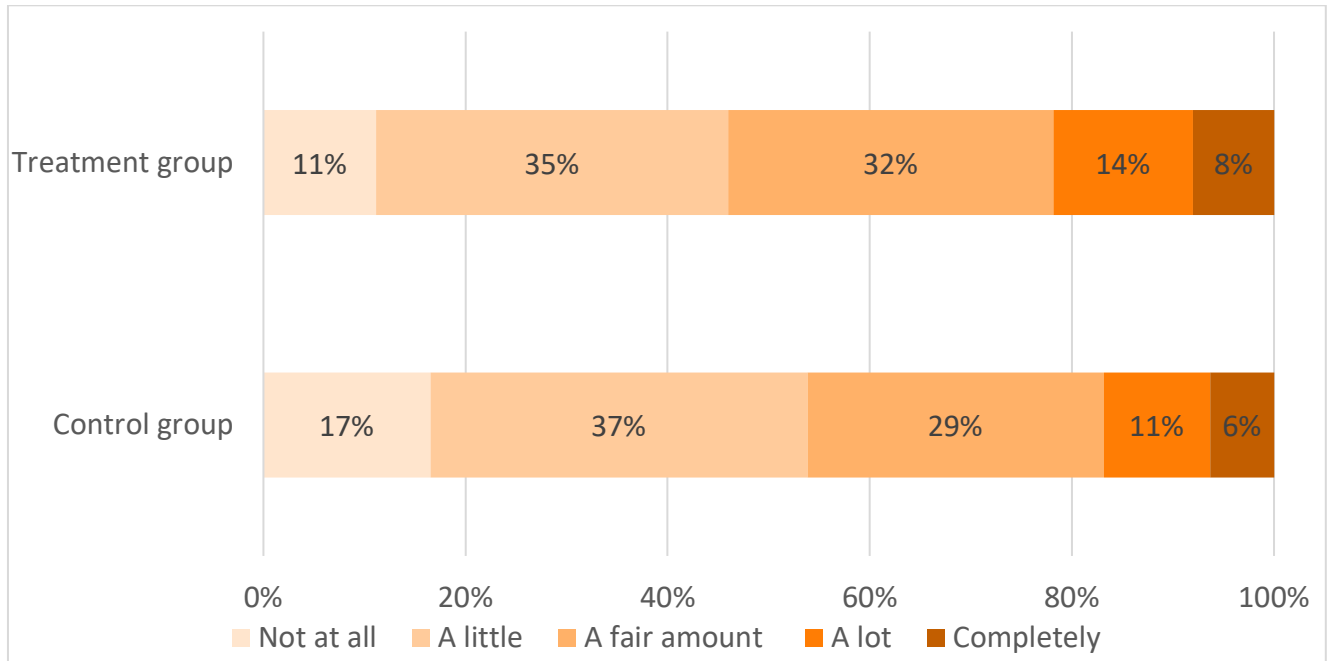
*Question: To what extent, if at all, did you understand the Package Travel and Linked Travel Arrangements Regulations (PTRs) protections for Package Holidays presented in the task?*



Base: All participants (n = 600 in the treatment group, n = 600 in the control group)

**Figure 7: Self-reported understanding of PTRs protections for LTAs**

*Question: To what extent, if at all, did you understand the Package Travel and Linked Travel Arrangements Regulations (PTRs) protections for Linked Travel Arrangements presented in the task?*



Base: All participants (n = 600 in the treatment group, n = 600 in the control group)

Despite the apparent increase in how well participants say they understand the PTRs protections, responses to three factual questions give cause for doubt as to the intervention’s real impact on understanding (Table 3-5). The only question where those in the treatment group showed a notably higher proportion of correct answers (34% vs. 24%) was for Statement 3, which focused on LTAs rather than packages. It is possible that providing the additional information succeeded in making consumers aware that protections for packages and LTAs exist – making them more attractive – without substantively improving understanding of what those protections cover.

**Table 3:** Responses to three factual questions on PTRs protections – Statement 1

*Question: Imagine that you booked a holiday under the Package Travel and Linked Travel Arrangements Regulations (PTRs). Based on your current knowledge, which of the following statements are true or false? You booked an overseas package holiday that includes accommodation and transportation with company X, and it goes out of business during your trip. Company X is responsible for making sure you can return to the UK.*

Distribution of responses	Treatment	Control
Correct (True)	63%	62%
Incorrect (False)	16%	16%
Don't know	21%	23%

Base: All participants (n = 600 in the treatment group, n = 600 in the control group)

**Table 4:** Responses to three factual questions on PTRs protections – Statement 2

*Question: Imagine that you booked a holiday under the Package Travel and Linked Travel Arrangements Regulations (PTRs). Based on your current knowledge, which of the following statements are true or false? You booked a package holiday with company X. If you get to your hotel and there are no rooms available, company X is responsible for finding alternative accommodation for you.*

Distribution of responses	Treatment	Control
Correct (True)	82%	82%
Incorrect (False)	5%	4%
Don't know	13%	14%

Base: All participants (n = 600 in the treatment group, n = 600 in the control group)

**Table 5:** Responses to three factual questions on PTRs protections – Statement 3

*Question: Imagine that you booked a holiday under the Package Travel and Linked Travel Arrangements Regulations (PTRs). Based on your current knowledge, which of the following statements are true or false? You booked accommodation via hotel Y's website, and got invited through a targeted link to book a ferry on a ferry company's website. Your bookings count as a Linked Travel Arrangement. You find out the ferry is cancelled before you travel. You can contact hotel Y to arrange alternative transportation for you.*

Distribution of responses	Treatment	Control
Correct (False)	34%	24%
Incorrect (True)	39%	43%

<b>Don't know</b>	28%	34%
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Base: All participants (n = 600 in the treatment group, n = 600 in the control group)

### Variation in preferences by protected characteristics (RQ3)

#### Age group

In both age groups packages were preferred to holidays where the constituent travel services are booked independently. WTP estimates drawn from the results of the subsample models suggested that older participants (those aged 50+) were willing to pay more for packages than those aged 18-49 (Table 6). As in the main analysis, WTP for packages was consistently higher than for LTAs and was highest for overseas holidays.

**Table 6:** WTP by age group for holidays in the UK and in France

<b>WTP (£)</b>	<b>Holidays in the UK – Age 18-49</b>	<b>Holidays in the UK – Age 50+</b>	<b>Holidays in France – Age 18-49</b>	<b>Holidays in France – Age 50+</b>
<b>Package holidays</b>	79	128	109	158
<b>LTAs</b>	56	44	35	40

#### Gender

Both men and women preferred package holidays to those in which the constituent travel services are booked independently. WTP estimates drawn from the results of the subsample models suggested that women were willing to pay more for packages than men (Table 7).

**Table 7:** WTP by gender for holidays in the UK and in France

<b>WTP (£)</b>	<b>Holidays in the UK – Men</b>	<b>Holidays in the UK – Women</b>	<b>Holidays in France – Men</b>	<b>Holidays in France – Women</b>
<b>Package holidays</b>	85	123	119	138
<b>LTAs</b>	62	34	21	51

#### Ethnicity

In total, 83% of the sample described themselves as coming from a white ethnic sub-group (n = 994), 17% (n = 203) gave a non-white ethnic minority, and 3 participants refused to supply information about their ethnicity. The sample size for the non-white ethnic minority sub-group is too small to allow for statistical modelling or extrapolation of WTP. We therefore present descriptive statistics, which are shown in Table 8.



**Table 8:** Average (mean) frequency per participant with which each type of holiday was chosen for holidays in the UK and in France by ethnicity group

<b>Average (mean) number of times participants chose each type of holiday</b>	<b>Holidays in the UK – White</b>	<b>Holidays in the UK – Non-white</b>	<b>Holidays in France – White</b>	<b>Holidays in France – Non-white</b>
<b>Package holidays</b>	2.10	2.46	2.43	2.78
<b>LTAs</b>	1.90	2.42	1.83	2.43
<b>Separately booked holidays</b>	1.61	2.28	1.63	2.06

Base: participants who provided their ethnicity (n = 1,197)

Across both ethnic groups, package holidays were chosen more often than LTAs and LTAs were chosen more often than separately booked holidays. This was true for both UK and French holidays, although as in the main analysis, package holidays appeared to be most strongly preferred for the overseas holidays.

#### **Health problems or other limiting disabilities**

In total, 75% of the sample reported that they did not have any health problems or disabilities that meant they had substantial difficulties with some areas of their life (n = 899), 24% (n = 284) reported the opposite, and 17 participants refused to answer. As for ethnicity, we present descriptive statistics in Table 9, as the sample size for the subgroup with health problems or disabilities was too small to allow for statistical modelling or extrapolation of WTP.

**Table 9:** Average (mean) frequency per participant with which each type of holiday was chosen for holidays in the UK and in France by health status

<b>Average (mean) number of times participants chose each type of holiday</b>	<b>Holidays in the UK – Not having health problems or disabilities</b>	<b>Holidays in the UK – Having some health problems or disabilities</b>	<b>Holidays in France – Not having health problems or disabilities</b>	<b>Holidays in France – Having some health problems or disabilities</b>
<b>Package holidays</b>	2.14	2.23	2.52	2.45
<b>LTAs</b>	1.99	2.03	1.93	1.90
<b>Separately booked holidays</b>	1.75	1.68	1.72	1.65

Base: participants who answered the question about disabilities (n = 1,183)

Again, package holidays were chosen more often than LTAs and LTAs were chosen more often than separately booked holidays, across both groups and for both UK and French holidays. Consistent with the previous results, package holidays appeared to be most strongly preferred for the overseas holidays.

### What do people value about package holidays and LTAs?

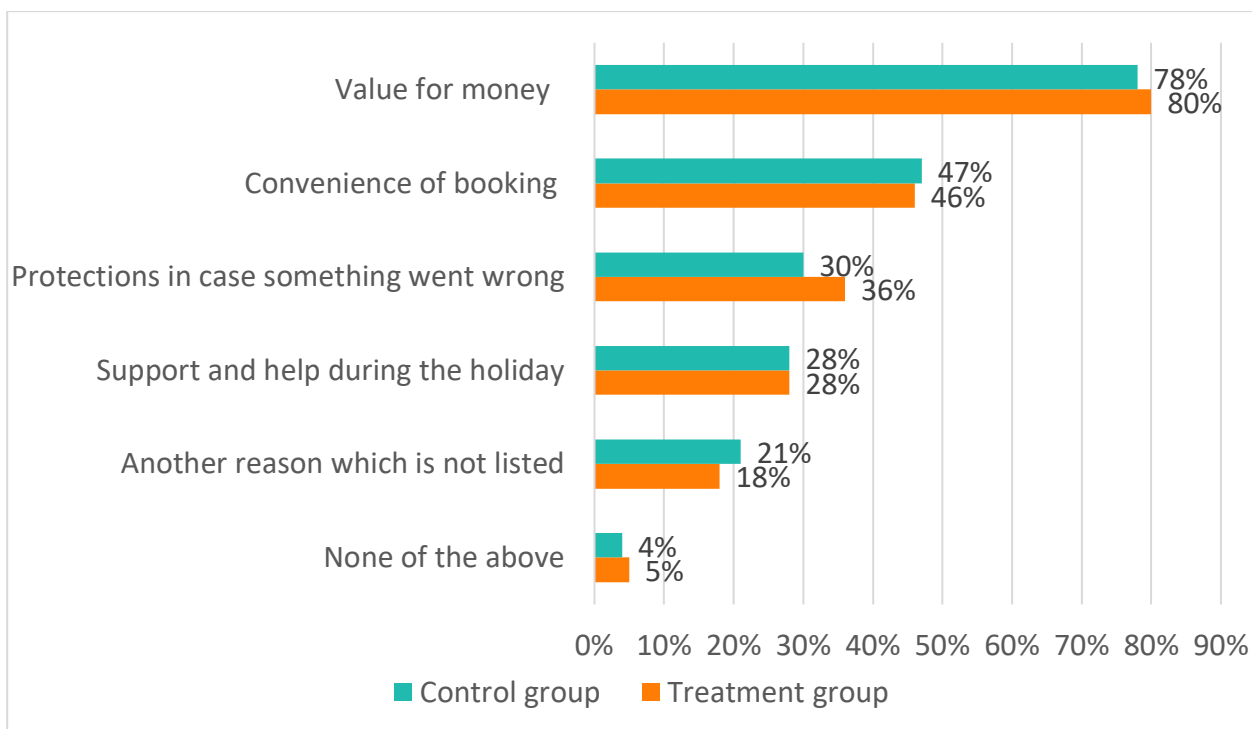
#### What participants thought about when choosing in the DCE

Although the focus of this study is consumer protections, there are other qualities people may consider when choosing between holidays booked as packages, LTAs, or booking travel services separately. We asked participants what they thought about when making their choices in the DCE.

Value for money was the most common factor participants reported thinking about when choosing between a package holiday and one where services are booked separately (79%; Figure 8). Around a third said they thought about the protections, and this proportion was slightly higher in the treatment group (36%) than in the control (30%). Of those who said they did consider the protections available, most (77%) said they mattered either ‘a fair amount’ or ‘a lot’.

**Figure 8:** Considerations when choosing between a package holiday and a separately booked holiday in the DCE

*Question: Thinking about all the holiday choices we asked you to make. Which of the following did you consider when you were choosing between a package holiday and one that was booked item by item separately?*



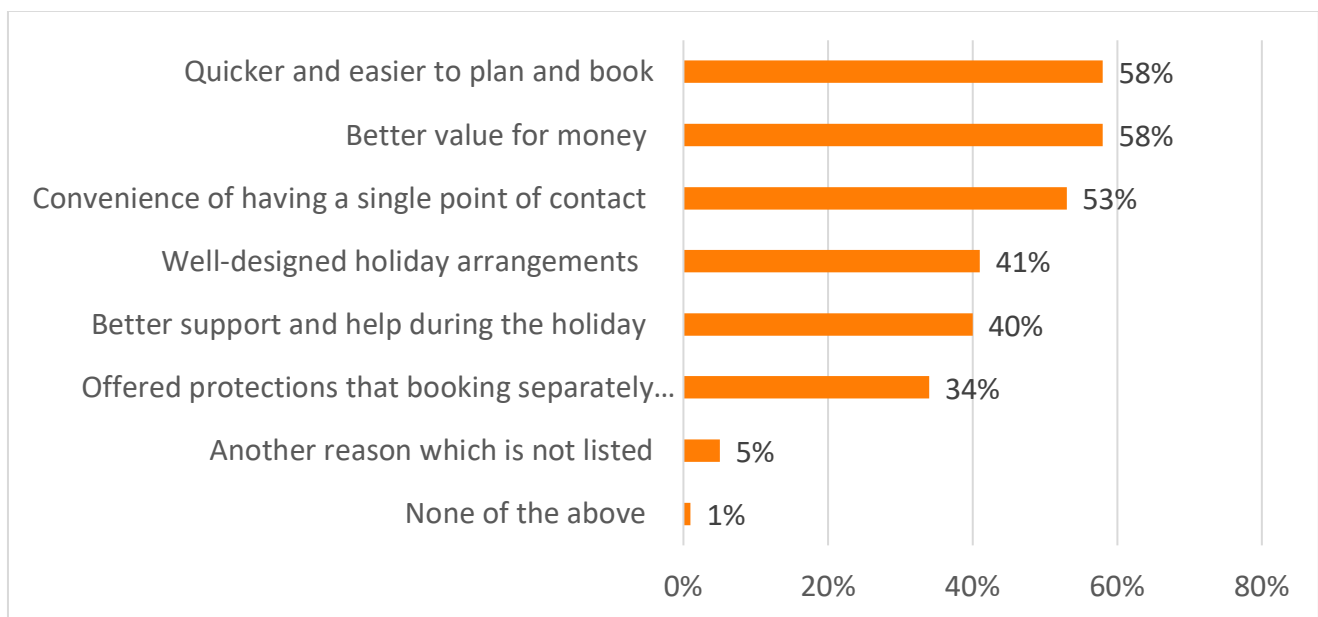
Base: All participants (n = 600 in the treatment group, n = 600 in the control group)

### What participants say they think about when choosing between holidays for real

Among the participants who had travelled in the last two years (n = 1,031), 61% had booked a package holiday within that period and 34% had booked an LTA. As with the choices in the DCE, value for money and convenience of booking were the most cited reasons for purchasing a package holiday rather than booking separately (Figure 9). Around 34% said they chose the package holiday because it offered protections that booking separately did not. The distribution of reasons for booking an LTA was similar, with 26% citing protections (Figure 10).

**Figure 9:** Reasons for choosing a package holiday rather than a separately booked holiday in real life

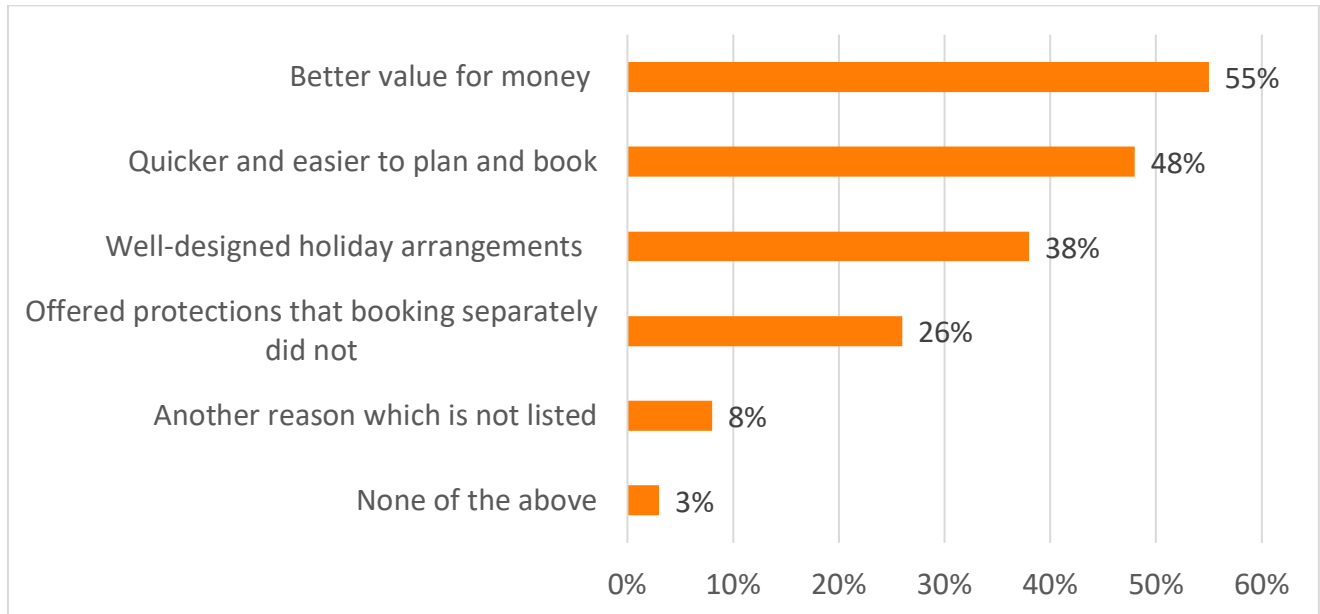
*Question: You said that you have booked a package holiday in the last two years. Why did you choose to book a package holiday rather than booking separate items yourself?*



Base: Participants who had booked a package holiday in the last two years (n = 624)

**Figure 10:** Reasons for choosing an LTA rather than a separately booked holiday in real life

*Question: You said that you have booked a linked travel arrangement in the last two years. Why did you choose to book a linked travel arrangement rather than booking separate items yourself?*



Base: Participants who had booked an LTA in the last two years (n = 348)

## Discussion

### Main findings & implications

We estimated WTP for a holiday to be booked as a package or as an LTA over booking the same constituent travel services separately, using two DCEs. The results indicated that participants were willing to pay, on average, an additional premium of £106 for a package holiday if it is in the UK or £128 if it is in France. This may reflect consumers placing greater value on the security offered by packaged services when holidaying abroad.

Estimated WTP for LTAs were £46 in the UK and £36 in France, lower than the respective estimates for packages in both cases. In so far as participants' choices were motivated by the security offered by different holiday types, this finding is consistent with the reduced consumer protections available for LTAs.

The results of this study indicate that consumers' WTP for holidays to be bought as a package is considerably greater than the estimated £8.83 per package cost of compliance with the PTRs.<sup>12</sup> In so far as WTP for a package reflects the considered value consumers place on the associated protections (and see 'Limitations' for reasons why this is not certain), the present findings suggest that removing PTRs protections to reduce cost would represent a loss in value to consumers.

It is also not clear that reducing the cost of domestic holidays by the cost of compliance with current regulations would make them much more appealing to consumers. When asked to say how much they were willing to pay to book a UK holiday in which all the constituent travel services were booked separately instead of an equivalent package holiday in France, the median price given was £150 lower.

However, this should be set against the uncertainty as to what participants actually placed value on when preferentially choosing holidays booked as packages or LTAs over booking travel services separately. Most participants did not say they thought about protections when choosing in the DCE. In principle, our design accounted for many of the likely benefits of different holiday types. For example, booking was equally convenient for all types, as holiday options were always shown as pre-assembled bundles of travel services. However, we cannot rule out that participants perceived a benefit where there was none, and that at least some of their WTP should be attributed to those benefits and not to the associated protections.

We explored how preferences varied with protected characteristics and found the same overall pattern in every sub-group – WTP for a UK package holiday always exceeded the estimate per package cost of compliance with the regulations, WTP for packages was always greater for overseas holidays than domestic ones, and WTP was always higher for packages than for LTAs. There was some evidence that participants aged 50+ and women were willing to pay more for packages than were those aged 18-49 and men, respectively.

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<sup>12</sup> See Table 2 of [Package Travel Regulations and Linked Travel Arrangements; Updating the Framework: impact assessment \(publishing.service.gov.uk\)](#).

In the absence of any additional information, less than a quarter of participants felt they understood the PTRs protections ‘a lot’ or ‘completely’ (packages = 20%; LTAs = 17%). This is consistent with findings from previous research, which reported that consumers find the regulations difficult to navigate and are often confused about the protections available (Ashford & Lo Castro, 2023).

We randomly selected half of the sample and provided them with additional information about the protections for different holiday types under the PTRs. The group who saw this information reported slightly greater understanding (packages = 26%; LTAs = 22%) and increased marginal WTP for packages both in the UK (£122 vs. £90) and overseas (£158 vs. £101).

However, despite apparently improving both self-reported understanding and WTP for PTRs protections, it was not clear that participants who saw the additional information actually understood the protections for package holidays any better. We asked two factual true/false questions about the protections for package holidays, which were answered correctly by 63% and 82% of those who received the additional information, compared with 62% and 82% respectively among those who did not. This finding highlights a potential danger of informational interventions when the topic covered is complex and easily misunderstood – recipients may falsely believe they understand the choices available to them and change their behaviour to their detriment.

Where the informational intervention was perhaps more successful was in understanding of LTAs, where the proportion answering the associated question was 10 percentage points higher among those who saw the intervention than those who did not (34% vs. 24%). Note however that more participants in both groups still gave an incorrect answer to this question than got it right (treatment = 39%; control = 43%).

Taken together, the above findings suggest that there is scope for improving consumer understanding of PTRs protections and that doing so might affect WTP for different holiday types. There are, however, risks associated with such interventions if they lead consumers to develop a false sense of security in their understanding. We therefore recommend subjecting any potential materials to rigorous pre-testing with consumers, ensuring inclusion of vulnerable groups, so that they can be refined before being released to the general public.

## Limitations

As with any online experiment, it is important to consider where elements of the study’s design and participating sample may limit what can be inferred from the results. The purpose of doing so is to caution against over-interpreting findings and to signpost remaining evidence gaps or design changes that might be usefully explored in future.

The first major limitation is in how we interpret WTP for protections under PTRs. The attribute of interest that Verian and DBT agreed to explore in the DCE was ‘holiday type’, which could be a holiday where all travel services were booked separately, booked under an LTA, or booked as a package. The estimates for WTP apply to the holiday type, and there are benefits other than regulatory protections that consumers might place value on. In principle, the design used here accounts for many of these benefits already, but participants’ questionnaire responses reveal that they did not all think about the available protections when choosing between different holiday types. This leaves an important question: *how much* of participants’ WTP was for the protections

themselves, rather than other perceived benefits. This may always be difficult to ascertain with any certainty while understanding of the protections remains poor – how can participants say how much they value something if they do not really know what it is?

Secondly, it is possible that the experiment directed participants to attend to the different holiday types in a manner that is not reflective of the real world. The task instructions included a basic description of package holidays and LTAs (see Appendix E for the relevant text in full), which was necessary for the choices offered in the DCE to make sense. Additionally, the simplified user interface explicitly referred to the product's holiday type when this information may be shown less prominently in the user journeys of real booking sites, either placed after the initial holiday selection or shown within Terms & Conditions. Both of these design elements were required concessions meaningfully explore DBT's research questions, and it is plausible that they may have led participants to place more value on booking their holidays as packages and LTAs than they might in real life. One way to think about the WTP estimates reported here then is as an indication of the value consumers might place on protections associated with their holidays if that information were made more easily available to them.

The experiment was limited in scope to cover overseas holidays that might reasonably compete with domestic alternatives, and without including air travel as a means of transport. This means that we did not consider long or multi-country trips, inter-continental trips, or otherwise those to destinations generally accessed by aeroplane from the UK. The results therefore reflect preferences within the range of prices, trip lengths, transport types, and destinations offered to participants, and users should exercise extreme caution in extrapolating to the wider universe of potential holiday products.

Lastly, there are the limitations of any online choice study with hypothetical products. It is possible that participants would choose differently if doing so for real, with their own money. They might, for example, take more time to research alternatives, or consider options outside the scope of the study (see above). Additionally, while the achieved sample included quotas to ensure it was representative of the general public with respect to important demographic characteristics, it is possible that they represent the target population less well on some important unobservable characteristics.

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## Appendix A – Summary of sample demographics

Appendix A Table 1: Quota targets and numbers in the achieved sample

Demographic <sup>13</sup>	Quota Category	Target number	Achieved number	Target %	Achieved %
Age group X gender	M X 18-34	163	143	14	12
Age group X gender	M X 35-49	141	145	12	12
Age group X gender	M X 50-64	146	147	12	12
Age group X gender	M X 65+	131	133	11	11
Age group X gender	F X 18-34	165	166	14	14
Age group X gender	F X 35-49	149	154	12	13
Age group X gender	F X 50-64	151	156	13	13
Age group X gender	F X 65+	154	156	13	13
Region	North East	48	48	4	4
Region	North West	133	135	11	11
Region	Yorkshire and the Humber	98	101	8	8
Region	East Midlands	88	88	7	7
Region	West Midlands	105	108	9	9
Region	East	113	107	9	9
Region	London	156	159	13	13
Region	South East	166	168	14	14
Region	South West	105	91	9	8
Region	Wales	56	56	5	5
Region	Scotland	99	103	8	9
Region	Northern Ireland	33	36	3	3
Income band (Weekly earnings)	Below median (£0-£34,999)	600	595	50	50
Income band (Weekly earnings)	Above median (£35,000 and above)	600	605	50	50

Base: All participants (n = 1,200)

<sup>13</sup> Age group X Gender and Region quotas were based on the ONS mid-2022 population estimates: [Estimates of the population for the UK, England, Wales, Scotland, and Northern Ireland - Office for National Statistics \(ons.gov.uk\)](https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/articles/estimatesofthepopulationfortheukenglandwalesscotlandandnorthernireland). Income quota targets were based on the median household income in the UK before taxes and benefits in the financial year ending 2022 reported here: [Effects of taxes and benefits on UK household income - Office for National Statistics \(ons.gov.uk\)](https://www.ons.gov.uk/peoplepopulationandcommunity/earningsandwagesandpensions/articles/effectsoftaxesandbenefitsonukhouseholdincome).

**Appendix A Table 2:** Further demographic breakdown of the achieved sample

<b>Demographic</b>	<b>Category</b>	<b>Number</b>	<b>%</b>
Ethnicity	White	994	83
Ethnicity	Black and Black British	89	7
Ethnicity	Asian and British Asian	78	7
Ethnicity	Mixed	33	3
Ethnicity	Other ethnic group	3	0
Ethnicity	Prefer not to say	3	0
Health Problems or Disability	Mobility (moving around at home and walking)	147	12
Health Problems or Disability	Lifting, carrying or moving objects	88	7
Health Problems or Disability	Manual dexterity (using your hands to carry out everyday tasks)	42	4
Health Problems or Disability	Continence (bladder and bowel control)	49	4
Health Problems or Disability	Hearing (apart from using a standard hearing aid)	40	3
Health Problems or Disability	Sight (apart from wearing standard glasses)	37	3
Health Problems or Disability	Communication or speech problems	23	2
Health Problems or Disability	Memory or ability to concentrate, learn or understand	46	4
Health Problems or Disability	Recognising when you are in physical danger	16	1
Health Problems or Disability	Your physical co-ordination (e.g. balance)	41	3
Health Problems or Disability	Difficulties with own personal care (e.g. getting dressed, taking a bath or shower)	42	4
Health Problems or Disability	Other health problem or disability	85	7
Health Problems or Disability	None of the above	899	75
Health Problems or Disability	Prefer not to say	17	1
Education	Degree level or above	659	55
Education	Below degree level	541	45

Base: All participants (n = 1,200)

## Appendix B – DCE model tables

**Appendix B Table 1:** Main multinomial logit analysis model for the UK DCE

Predictor	Odds ratio	Confidence interval	<i>p</i>
ASC	11.260	8.974 – 14.128	< .001
LTA	1.171	1.081 – 1.269	< .001
Package holiday	1.441	1.335 – 1.556	< .001
Price (£)	0.997	0.996 – 0.997	< .001
Bed & Breakfast	1.226	1.124 – 1.337	< .001
Hotel	1.403	1.292 – 1.524	< .001
Coach	0.687	0.637 – 0.740	< .001
Ferry	0.685	0.627 – 0.748	< .001
2-star rating	1.621	1.494 – 1.759	< .001
3-star rating	3.101	2.872 – 3.347	< .001

Note: Reference level for ‘LTA’ and ‘Package holiday’ is ‘Separately booked holiday’; reference level for ‘Bed & Breakfast’ and ‘Hotel’ is ‘Self-catered apartment’; reference level for ‘Coach’ and ‘Ferry’ is ‘Train’; and reference level for ‘2-star rating’ and ‘3-star rating’ is ‘1-star rating’. Base: All participants excluding those who chose ‘I wouldn’t book either’ for all nine questions in the DCE, n = 1,052.

**Appendix B Table 2:** Main multinomial logit analysis model for the French DCE

Predictor	Odds ratio	Confidence interval	<i>p</i>
ASC	16.822	13.228 – 21.394	< .001
LTA	1.148	1.062 – 1.241	.001
Package holiday	1.629	1.511 – 1.757	< .001
Price (£)	0.996	0.996 – 0.996	< .001
Bed & Breakfast	1.184	1.098 – 1.276	< .001
Hotel	1.236	1.144 – 1.334	< .001
Coach	0.547	0.507 – 0.591	< .001
Ferry	0.732	0.675 – 0.793	< .001
2-star rating	1.840	1.692 – 2.001	< .001
3-star rating	3.191	2.943 – 3.460	< .001

Note: Reference level for ‘LTA’ and ‘Package holiday’ is ‘Separately booked holiday’; reference level for ‘Bed & Breakfast’ and ‘Hotel’ is ‘Self-catered apartment’; reference level for ‘Coach’ and ‘Ferry’ is ‘Train’; and reference level for ‘2-star rating’ and ‘3-star rating’ is ‘1-star rating’. Base: All participants excluding those who chose ‘I wouldn’t book either’ for all nine questions in the DCE, n = 1,092.

**Appendix B Table 3:** Full sample multinomial logit analysis model for the UK DCE

<b>Predictor</b>	<b>Odds ratio</b>	<b>Confidence interval</b>	<b>p</b>
ASC	6.257	5.061 – 7.736	< .001
LTA	1.161	1.077 – 1.251	< .001
Package holiday	1.397	1.299 – 1.503	< .001
Price (£)	0.997	0.997 – 0.997	< .001
Bed & Breakfast	1.205	1.111 – 1.306	< .001
Hotel	1.393	1.289 – 1.505	< .001
Coach	0.717	0.668 – 0.769	< .001
Ferry	0.676	0.624 – 0.733	< .001
2-star rating	1.571	1.453 – 1.699	< .001
3-star rating	2.836	2.636 – 3.051	< .001

Note: Reference level for 'LTA' and 'Package holiday' is 'Separately booked holiday'; reference level for 'Bed & Breakfast' and 'Hotel' is 'Self-catered apartment'; reference level for 'Coach' and 'Ferry' is 'Train'; and reference level for '2-star rating' and '3-star rating' is '1-star rating'. Base: All participants, n = 1,200.

**Appendix B Table 4:** Multinomial logit analysis model excluding participants who had not travelled in the last two years for the UK DCE

<b>Predictor</b>	<b>Odds ratio</b>	<b>Confidence interval</b>	<b>p</b>
ASC	6.371	5.073 – 8.002	< .001
LTA	1.162	1.072 – 1.260	< .001
Package holiday	1.383	1.279 – 1.495	< .001
Price (£)	0.997	0.997 – 0.997	< .001
Bed & Breakfast	1.220	1.119 – 1.331	< .001
Hotel	1.382	1.272 – 1.501	< .001
Coach	0.712	0.660 – 0.768	< .001
Ferry	0.684	0.627 – 0.746	< .001
2-star rating	1.594	1.467 – 1.733	< .001
3-star rating	2.892	2.675 – 3.126	< .001

Note: Reference level for 'LTA' and 'Package holiday' is 'Separately booked holiday'; reference level for 'Bed & Breakfast' and 'Hotel' is 'Self-catered apartment'; reference level for 'Coach' and 'Ferry' is 'Train'; and reference level for '2-star rating' and '3-star rating' is '1-star rating'. Base: All participants excluding those who self-reported not having travelled in the last two years, n = 1,031.

**Appendix B Table 5:** Full sample multinomial logit analysis model for the French DCE

<b>Predictor</b>	<b>Odds ratio</b>	<b>Confidence interval</b>	<b>p</b>
ASC	8.340	6.651 – 10.458	< .001
LTA	1.144	1.062 – 1.232	< .001
Package holiday	1.604	1.493 – 1.723	< .001
Price (£)	0.997	0.996 – 0.997	< .001
Bed & Breakfast	1.196	1.113 – 1.285	< .001
Hotel	1.217	1.131 – 1.311	< .001
Coach	0.601	0.559 – 0.646	< .001
Ferry	0.773	0.716 – 0.833	< .001
2-star rating	1.714	1.583 – 1.856	< .001
3-star rating	2.817	2.608 – 3.041	< .001

Note: Reference level for 'LTA' and 'Package holiday' is 'Separately booked holiday'; reference level for 'Bed & Breakfast' and 'Hotel' is 'Self-catered apartment'; reference level for 'Coach' and 'Ferry' is 'Train'; and reference level for '2-star rating' and '3-star rating' is '1-star rating'. Base: All participants, n = 1,200.

**Appendix B Table 6:** Multinomial logit analysis model excluding participants who had not travelled in the last two years for the French DCE

<b>Predictor</b>	<b>Odds ratio</b>	<b>Confidence interval</b>	<b>p</b>
ASC	9.620	7.536 – 12.282	< .001
LTA	1.152	1.063 – 1.247	.001
Package holiday	1.588	1.470 – 1.715	< .001
Price (£)	0.997	0.996 – 0.997	< .001
Bed & Breakfast	1.205	1.116 – 1.302	< .001
Hotel	1.198	1.107 – 1.297	< .001
Coach	0.583	0.539 – 0.631	< .001
Ferry	0.772	0.711 – 0.838	< .001
2-star rating	1.712	1.572 – 1.865	< .001
3-star rating	2.886	2.658 – 3.135	< .001

Note: Reference level for 'LTA' and 'Package holiday' is 'Separately booked holiday'; reference level for 'Bed & Breakfast' and 'Hotel' is 'Self-catered apartment'; reference level for 'Coach' and 'Ferry' is 'Train'; and reference level for '2-star rating' and '3-star rating' is '1-star rating'. Base: All participants excluding those who self-reported not having travelled in the last two years, n = 1,031.

**Appendix B Table 7:** Subsample multinomial logit model for the UK DCE – Treatment group

<b>Predictor</b>	<b>Odds ratio</b>	<b>Confidence interval</b>	<b>p</b>
ASC	11.330	8.165 – 15.722	< .001
LTA	1.217	1.085 – 1.366	.001
Package holiday	1.547	1.385 – 1.728	< .001
Price (£)	0.996	0.996 – 0.997	< .001
Bed & Breakfast	1.330	1.174 – 1.506	< .001
Hotel	1.467	1.303 – 1.652	< .001
Coach	0.640	0.575 – 0.713	< .001
Ferry	0.679	0.599 – 0.771	< .001
2-star rating	1.602	1.425 – 1.802	< .001
3-star rating	3.102	2.779 – 3.464	< .001

Note: Reference level for ‘LTA’ and ‘Package holiday’ is ‘Separately booked holiday’; reference level for ‘Bed & Breakfast’ and ‘Hotel’ is ‘Self-catered apartment’; reference level for ‘Coach’ and ‘Ferry’ is ‘Train’; and reference level for ‘2-star rating’ and ‘3-star rating’ is ‘1-star rating’. Base: All participants in the treatment group excluding those who chose ‘I wouldn’t book either’ for all nine questions in the DCE, n = 514.

**Appendix B Table 8:** Subsample multinomial logit model for the UK DCE – Control group

<b>Predictor</b>	<b>Odds ratio</b>	<b>Confidence interval</b>	<b>p</b>
ASC	11.183	8.161 – 15.325	< .001
LTA	1.129	1.010 – 1.263	.033
Package holiday	1.349	1.213 – 1.501	< .001
Price (£)	0.997	0.996 – 0.997	< .001
Bed & Breakfast	1.135	1.005 – 1.281	.041
Hotel	1.345	1.200 – 1.509	< .001
Coach	0.733	0.661 – 0.814	< .001
Ferry	0.689	0.610 – 0.779	< .001
2-star rating	1.642	1.466 – 1.840	< .001
3-star rating	3.102	2.789 – 3.451	< .001

Note: Reference level for ‘LTA’ and ‘Package holiday’ is ‘Separately booked holiday’; reference level for ‘Bed & Breakfast’ and ‘Hotel’ is ‘Self-catered apartment’; reference level for ‘Coach’ and ‘Ferry’ is ‘Train’; and reference level for ‘2-star rating’ and ‘3-star rating’ is ‘1-star rating’. Base: All participants in the control group excluding those who chose ‘I wouldn’t book either’ for all nine questions in the DCE, n = 538.

**Appendix B Table 9:** Subsample multinomial logit model for the French DCE – Treatment group

<b>Predictor</b>	<b>Odds ratio</b>	<b>Confidence interval</b>	<b>p</b>
ASC	11.722	8.351 – 16.454	< .001
LTA	1.147	1.027 – 1.282	.015
Package holiday	1.764	1.585 – 1.964	< .001
Price (£)	0.996	0.996 – 0.997	< .001
Bed & Breakfast	1.235	1.110 – 1.373	< .001
Hotel	1.266	1.135 – 1.413	< .001
Coach	0.578	0.519 – 0.644	< .001
Ferry	0.754	0.673 – 0.845	< .001
2-star rating	1.764	1.567 – 1.986	< .001
3-star rating	3.072	2.739 – 3.446	< .001

Note: Reference level for ‘LTA’ and ‘Package holiday’ is ‘Separately booked holiday’; reference level for ‘Bed & Breakfast’ and ‘Hotel’ is ‘Self-catered apartment’; reference level for ‘Coach’ and ‘Ferry’ is ‘Train’; and reference level for ‘2-star rating’ and ‘3-star rating’ is ‘1-star rating’. Base: All participants in the treatment group excluding those who chose ‘I wouldn’t book either’ for all nine questions in the DCE, n = 544.

**Appendix B Table 10:** Subsample multinomial logit model for the French DCE – Control group

<b>Predictor</b>	<b>Odds ratio</b>	<b>Confidence interval</b>	<b>p</b>
ASC	24.555	17.442 – 34.569	< .001
LTA	1.149	1.030 – 1.283	.013
Package holiday	1.505	1.353 – 1.674	< .001
Price (£)	0.996	0.996 – 0.996	< .001
Bed & Breakfast	1.136	1.022 – 1.263	.018
Hotel	1.208	1.085 – 1.346	.001
Coach	0.515	0.462 – 0.574	< .001
Ferry	0.710	0.633 – 0.797	< .001
2-star rating	1.926	1.710 – 2.169	< .001
3-star rating	3.330	2.969 – 3.735	< .001

Note: Reference level for ‘LTA’ and ‘Package holiday’ is ‘Separately booked holiday’; reference level for ‘Bed & Breakfast’ and ‘Hotel’ is ‘Self-catered apartment’; reference level for ‘Coach’ and ‘Ferry’ is ‘Train’; and reference level for ‘2-star rating’ and ‘3-star rating’ is ‘1-star rating’. Base: All participants in the control group excluding those who chose ‘I wouldn’t book either’ for all nine questions in the DCE, n = 548.

**Appendix B Table 11:** Subsample multinomial logit model for the UK DCE – Younger participants (aged 18-49)

Predictor	Odds ratio	Confidence interval	<i>p</i>
ASC	12.721	9.372 – 17.267	< .001
LTA	1.199	1.073 – 1.340	.001
Package holiday	1.297	1.171 – 1.436	< .001
Price (£)	0.997	0.996 – 0.997	< .001
Bed & Breakfast	1.133	1.005 – 1.277	.041
Hotel	1.224	1.094 – 1.371	< .001
Coach	0.829	0.749 – 0.917	< .001
Ferry	0.862	0.763 – 0.973	.016
2-star rating	1.797	1.610 – 2.005	< .001
3-star rating	3.500	3.156 – 3.882	< .001

Note: Reference level for ‘LTA’ and ‘Package holiday’ is ‘Separately booked holiday’; reference level for ‘Bed & Breakfast’ and ‘Hotel’ is ‘Self-catered apartment’; reference level for ‘Coach’ and ‘Ferry’ is ‘Train’; and reference level for ‘2-star rating’ and ‘3-star rating’ is ‘1-star rating’. Base: All participants aged 18-49 excluding those who chose ‘I wouldn’t book either’ for all nine questions in the DCE, n = 571.

**Appendix B Table 12:** Subsample multinomial logit model for the UK DCE – Older participants (aged 50+)

Predictor	Odds ratio	Confidence interval	<i>p</i>
ASC	10.797	7.608 – 15.321	< .001
LTA	1.180	1.047 – 1.330	.007
Package holiday	1.620	1.439 – 1.823	< .001
Price (£)	0.996	0.996 – 0.997	< .001
Bed & Breakfast	1.431	1.256 – 1.629	< .001
Hotel	1.748	1.542 – 1.982	< .001
Coach	0.537	0.480 – 0.601	< .001
Ferry	0.523	0.459 – 0.596	< .001
2-star rating	1.444	1.275 – 1.635	< .001
3-star rating	2.683	2.389 – 3.014	< .001

Note: Reference level for ‘LTA’ and ‘Package holiday’ is ‘Separately booked holiday’; reference level for ‘Bed & Breakfast’ and ‘Hotel’ is ‘Self-catered apartment’; reference level for ‘Coach’ and ‘Ferry’ is ‘Train’; and reference level for ‘2-star rating’ and ‘3-star rating’ is ‘1-star rating’. Base: All participants aged 50+ excluding those who chose ‘I wouldn’t book either’ for all nine questions in the DCE, n = 481.



**Appendix B Table 13:** Subsample multinomial logit model for the French DCE – Younger participants (aged 18-49)

Predictor	Odds ratio	Confidence interval	<i>p</i>
ASC	24.832	17.915 – 34.419	< .001
LTA	1.146	1.030 – 1.274	.012
Package holiday	1.529	1.379 – 1.694	< .001
Price (£)	0.996	0.996 – 0.996	< .001
Bed & Breakfast	1.134	1.025 – 1.254	.014
Hotel	0.994	0.897 – 1.103	.914
Coach	0.612	0.552 – 0.678	< .001
Ferry	0.783	0.700 – 0.876	< .001
2-star rating	1.888	1.683 – 2.117	< .001
3-star rating	3.678	3.291 – 4.112	< .001

Note: Reference level for ‘LTA’ and ‘Package holiday’ is ‘Separately booked holiday’; reference level for ‘Bed & Breakfast’ and ‘Hotel’ is ‘Self-catered apartment’; reference level for ‘Coach’ and ‘Ferry’ is ‘Train’; and reference level for ‘2-star rating’ and ‘3-star rating’ is ‘1-star rating’. Base: All participants aged 18-49 excluding those who chose ‘I wouldn’t book either’ for all nine questions in the DCE, n = 588.

**Appendix B Table 14:** Subsample multinomial logit model for the French DCE – Older participants (aged 50+)

Predictor	Odds ratio	Confidence interval	<i>p</i>
ASC	11.146	7.750 – 16.029	< .001
LTA	1.160	1.032 – 1.304	.013
Package holiday	1.802	1.609 – 2.019	< .001
Price (£)	0.996	0.996 – 0.997	< .001
Bed & Breakfast	1.259	1.123 – 1.411	< .001
Hotel	1.639	1.458 – 1.842	< .001
Coach	0.464	0.413 – 0.521	< .001
Ferry	0.678	0.602 – 0.763	< .001
2-star rating	1.793	1.583 – 2.032	< .001
3-star rating	2.682	2.377 – 3.028	< .001

Note: Reference level for ‘LTA’ and ‘Package holiday’ is ‘Separately booked holiday’; reference level for ‘Bed & Breakfast’ and ‘Hotel’ is ‘Self-catered apartment’; reference level for ‘Coach’ and ‘Ferry’ is ‘Train’; and reference level for ‘2-star rating’ and ‘3-star rating’ is ‘1-star rating’. Base: All participants aged 50+ excluding those who chose ‘I wouldn’t book either’ for all nine questions in the DCE, n = 504.

**Appendix B Table 15:** Subsample multinomial logit model for the UK DCE – Women

<b>Predictor</b>	<b>Odds ratio</b>	<b>Confidence interval</b>	<b>p</b>
ASC	14.187	10.318 – 19.508	< .001
LTA	1.138	1.018 – 1.273	.023
Package holiday	1.588	1.425 – 1.769	< .001
Price (£)	0.996	0.996 – 0.997	< .001
Bed & Breakfast	1.085	0.961 – 1.224	.188
Hotel	1.375	1.227 – 1.541	< .001
Coach	0.652	0.587 – 0.724	< .001
Ferry	0.670	0.593 – 0.757	< .001
2-star rating	1.541	1.374 – 1.727	< .001
3-star rating	3.307	2.969 – 3.684	< .001

Note: Reference level for 'LTA' and 'Package holiday' is 'Separately booked holiday'; reference level for 'Bed & Breakfast' and 'Hotel' is 'Self-catered apartment'; reference level for 'Coach' and 'Ferry' is 'Train'; and reference level for '2-star rating' and '3-star rating' is '1-star rating'. Base: All female participants excluding those who chose 'I wouldn't book either' for all nine questions in the DCE, n = 550.

**Appendix B Table 16:** Subsample multinomial logit model for the UK DCE – Men

<b>Predictor</b>	<b>Odds ratio</b>	<b>Confidence interval</b>	<b>p</b>
ASC	8.856	6.398 – 12.259	< .001
LTA	1.213	1.080 – 1.361	.001
Package holiday	1.303	1.168 – 1.453	< .001
Price (£)	0.997	0.996 – 0.997	< .001
Bed & Breakfast	1.391	1.227 – 1.577	< .001
Hotel	1.432	1.271 – 1.614	< .001
Coach	0.725	0.652 – 0.808	< .001
Ferry	0.702	0.618 – 0.797	< .001
2-star rating	1.718	1.528 – 1.931	< .001
3-star rating	2.927	2.624 – 3.265	< .001

Note: Reference level for 'LTA' and 'Package holiday' is 'Separately booked holiday'; reference level for 'Bed & Breakfast' and 'Hotel' is 'Self-catered apartment'; reference level for 'Coach' and 'Ferry' is 'Train'; and reference level for '2-star rating' and '3-star rating' is '1-star rating'. Base: All male participants excluding those who chose 'I wouldn't book either' for all nine questions in the DCE, n = 499.

**Appendix B Table 17:** Subsample multinomial logit model for the French DCE – Women

<b>Predictor</b>	<b>Odds ratio</b>	<b>Confidence interval</b>	<b>p</b>
ASC	15.609	11.204 – 21.745	< .001
LTA	1.221	1.096 – 1.359	< .001
Package holiday	1.713	1.543 – 1.902	< .001
Price (£)	0.996	0.996 – 0.996	< .001
Bed & Breakfast	1.210	1.091 – 1.341	< .001
Hotel	1.204	1.082 – 1.339	.001
Coach	0.533	0.480 – 0.592	< .001
Ferry	0.711	0.636 – 0.794	< .001
2-star rating	1.958	1.744 – 2.199	< .001
3-star rating	3.413	3.051 – 3.817	< .001

Note: Reference level for 'LTA' and 'Package holiday' is 'Separately booked holiday'; reference level for 'Bed & Breakfast' and 'Hotel' is 'Self-catered apartment'; reference level for 'Coach' and 'Ferry' is 'Train'; and reference level for '2-star rating' and '3-star rating' is '1-star rating'. Base: All female participants excluding those who chose 'I wouldn't book either' for all nine questions in the DCE, n = 581.

**Appendix B Table 18:** Subsample multinomial logit model for the French DCE – Men

<b>Predictor</b>	<b>Odds ratio</b>	<b>Confidence interval</b>	<b>p</b>
ASC	18.444	12.983 – 26.203	< .001
LTA	1.081	0.965 – 1.211	.177
Package holiday	1.560	1.398 – 1.740	< .001
Price (£)	0.996	0.996 – 0.997	< .001
Bed & Breakfast	1.153	1.034 – 1.286	.010
Hotel	1.276	1.142 – 1.426	< .001
Coach	0.558	0.499 – 0.624	< .001
Ferry	0.754	0.670 – 0.848	< .001
2-star rating	1.723	1.525 – 1.946	< .001
3-star rating	2.996	2.662 – 3.372	< .001

Note: Reference level for 'LTA' and 'Package holiday' is 'Separately booked holiday'; reference level for 'Bed & Breakfast' and 'Hotel' is 'Self-catered apartment'; reference level for 'Coach' and 'Ferry' is 'Train'; and reference level for '2-star rating' and '3-star rating' is '1-star rating'. Base: All male participants excluding those who chose 'I wouldn't book either' for all nine questions in the DCE, n = 508.

## Appendix C – Responses to post-DCE survey questions

**Appendix C Table 1:** Reported considerations when choosing between a package holiday and one that is booked separately in the DCE

Base: all participants (n = 1,200)

Question: “Thinking about all the holiday choices we asked you to make. Which of the following did you consider when you were choosing between a package holiday and one that was booked item by item separately?”

	Treatment (n = 600)	Control (n = 600)	Overall (n = 1200)
Convenience of booking	46%	47%	46%
Support and help during the holiday	28%	28%	28%
Protections in case something went wrong	36%	30%	33%
Value for money	80%	78%	79%
Another reason which is not listed	18%	21%	20%
None of the above	5%	4%	4%

**Appendix C Table 2:** Reported importance of protections when choosing between a package holiday and on that is booked separately in the DCE

Base: participants who selected ‘Protections in case something went wrong’ in the previous question (n = 396)

Question: “You said you considered your protections in case something went wrong when you were choosing between a package holiday and one that was booked item by item separately. To what extent, if at all, did the protections matter for your choices?”

	Treatment (n = 216)	Control (n = 180)	Overall (n = 396)
Not at all	2%	0%	1%
A little	21%	22%	21%
A fair amount	49%	43%	46%
A lot	28%	35%	31%

**Appendix C Table 3:** Reported understanding of the PTRs protections for package holidays

Base: all participants (n = 1,200)

Question: “To what extent, if at all, did you understand the Package Travel and Linked Travel Arrangements Regulations (PTRs) protections for Package Holidays presented in the task?”

	Treatment (n = 600)	Control (n = 600)	Overall (n = 1200)
Not at all	10%	16%	13%
A little	30%	35%	33%
A fair amount	34%	29%	31%
A lot	17%	11%	14%
Completely	9%	9%	9%

**Appendix C Table 4:** Reported understanding of the PTRs protections for LTAs

Base: all participants (n = 1,200)

Question: “To what extent, if at all, did you understand the Package Travel and Linked Travel Arrangements Regulations (PTRs) protections for Linked Travel Arrangements presented in the task?”

	Treatment (n = 600)	Control (n = 600)	Overall (n = 1200)
Not at all	11%	17%	14%
A little	35%	37%	36%
A fair amount	32%	29%	31%
A lot	14%	11%	12%
Completely	8%	6%	7%

**Appendix C Table 5:** Reported frequency of booking a domestic holiday in the last two years

Base: all participants (n = 1,200)

Question: “How many times in the last two years have you booked a holiday within the UK?”

	Treatment (n = 600)	Control (n = 600)	Overall (n = 1200)
Never	25%	21%	23%
Once	23%	26%	24%
2-3 times	36%	36%	36%
More than 3 times	16%	17%	16%
Don't know	0%	1%	1%

**Appendix C Table 6:** Reported frequency of booking an overseas holiday in the last two years

Base: all participants (n = 1,200)

Question: “How many times in the last two years have you booked a holiday outside of the UK?”

	Treatment (n = 600)	Control (n = 600)	Overall (n = 1200)
Never	38%	37%	37%
Once	22%	23%	22%
2-3 times	25%	26%	26%
More than 3 times	14%	14%	14%
Don't know	1%	0%	1%

**Appendix C Table 7:** Reported frequency of booking a package holiday in the last two years

Base: participants who reported having travelled in the last two years (n = 1,031)

Question: “How many times in the last two years have you booked a package holiday?”

	Treatment (n = 509)	Control (n = 522)	Overall (n = 1031)
Never	38%	39%	38%
Once	27%	28%	28%
2-3 times	28%	23%	25%
More than 3 times	7%	9%	8%
Don't know	1%	1%	1%

**Appendix C Table 8:** Reported frequency of booking an LTA in the last two years

Base: participants who reported having travelled in the last two years (n = 1,031)

Question: “How many times in the last two years have you booked a linked travel arrangement?”

	Treatment (n = 509)	Control (n = 522)	Overall (n = 1031)
Never	60%	63%	62%
Once	21%	18%	19%
2-3 times	11%	11%	11%
More than 3 times	4%	3%	4%
Don't know	4%	5%	5%

**Appendix C Table 9:** Reported reasons for booking a package holiday in the last two years

Base: participants who had bought a package holiday at least once in the last two years (n = 624)

Question: “You said that you have booked a package holiday in the last two years. Why did you choose to book a package holiday rather than booking separate items yourself? “

	Treatment (n = 314)	Control (n = 310)	Overall (n = 624)
Better value for money	54%	62%	58%
Quicker and easier to plan and book	57%	59%	58%
Well-designed holiday arrangements	43%	40%	41%
Convenience of having a single point of contact	53%	53%	53%
Better support and help during the holiday	37%	43%	40%
Offered protections that booking separately did not	33%	34%	34%
Another reason which is not listed	6%	5%	5%
None of the above	1%	0%	1%



**Appendix C Table 10:** Reported reasons for booking a linked travel arrangement in the last two years

Base: participants who had bought a linked travel arrangement at least once in the last two years (n = 348)

Question: “You said that you have booked a linked travel arrangement in the last two years. Why did you choose to book a linked travel arrangement rather than booking separate items yourself?”

	Treatment (n = 184)	Control (n = 164)	Overall (n = 348)
Better value for money	54%	56%	55%
Quicker and easier to plan and book	47%	49%	48%
Well-designed holiday arrangements	37%	40%	38%
Offered protections that booking separately did not	25%	27%	26%
Another reason which is not listed	4%	11%	8%
None of the above	2%	4%	3%

## **Appendix D – Construction of the DCE choice sets**

For each DCE, a set of 27 discrete choice sets were created with a rotation design (developed from an orthogonal main-effects array) using the *Support.CEs* package in R statistical software (Aizaki, 2015). This design varied the levels of all five attributes between the optional holidays and between choice sets. To avoid overburdening participants, the design was split into three nine-question blocks. Each participant answered the questions in one of the blocks (allocated at random). To control for order effects, question presentation order and screen placement of options (left- or right-hand side) were randomised between participants.

## Appendix E – Questionnaire

SHOW TO ALL  
**CONSENT**  
NO INPUT

Thank you for your interest in this study. Please read the information below before deciding whether to take part.

### About this study

- This study is about holiday booking. It will take about 15 minutes to complete. Please make sure you have enough time to complete it in one go, without any interruptions.
- As part of this research we will ask you some questions about yourself including your age, gender, education, income and geographical location.
- This study also contains questions about sensitive topics, such as ethnicity and health status, that might make some people uncomfortable. If answering questions about these topics makes you uncomfortable, feel free to close the survey now or at any point during the survey.
- Collecting this information will allow us to understand the different factors which influence holiday booking.

### Do I have to take part?

- No, taking part in this study is voluntary. You can withdraw at any point before submitting your answers by closing this window, and you do not have to give a reason for doing so.

### What will happen with my data?

- All data collected in this study will be kept confidential in line with our privacy policy, and there is no way to link your identity with your answers. For more information, see our Privacy Policy.

If you do not wish to proceed, please opt out below. Are you happy to continue?

- 1 Yes, I am happy to proceed with the study
- 2 No, I do not want to take part

**SCRIPTER NOTE:** Insert hyperlink <https://veriangroup.com/hubfs/UK-Surveys/Verian-UK-Privacy-and-Cookie-Policy-for-Surveys.pdf?hsLang=en> for “Privacy Policy” in “see our Privacy Policy”.

ASK ALL

**AGE**

NUMERIC INPUT

What is your age in years?

- 1      **NUMERIC RESPONSE**
- 98     Prefer not to say

**SCRIPTER NOTE:** Terminate if NUMERIC RESPONSE < 18. Please restrict to integers only.

ASK IF AGE = 98 "Prefer not to say"

**AGEBAND**

SINGLE CODE

Can you tell us which band your age falls within?

- 1      17 or younger
- 2      18 to 34
- 3      35 to 49
- 4      50 to 64
- 5      65 or older
- 98     Prefer not to say

**SCRIPTER NOTE:** Terminate if AGEBAND = 1 "17 or younger".

ASK ALL

**GENDER**

SINGLE CODE

Would you describe yourself as...

- 1      Male
- 2      Female
- 3      Prefer to describe myself in another way
- 98     Prefer not to say

**SCRIPTER NOTE:** use responses to **AGEBAND** and **GENDER** to recruit based on quotas for **age group x gender**. If 3 "prefer to describe myself in another way" randomly allocate to male or female quota.

ASK ALL

**REGION1**

SINGLE CODE

Where do you live?

- 1 England
- 2 Scotland
- 3 Wales
- 4 Northern Ireland
- 5 Somewhere else

**SCRIPTER NOTE:** Terminate if REGION == 5 "Somewhere else". Update region quota here for "Scotland", "Wales" and "Northern Ireland". If REGION1 = 1, use response to REGION2 to update region quota.

ASK ALL

**REGION2**

SINGLE CODE

Where in England do you live?

- 1 North East
- 2 North West
- 3 Yorkshire and the Humber
- 4 East Midlands
- 5 West Midlands
- 6 East
- 7 London
- 8 South East
- 9 South West

ASK ALL  
**INCOME\_INTRO**  
SINGLE CODE

The next question is on income. This includes earnings from employment or self-employment, income from benefits and pensions, and income from other sources such as interest from savings.

ASK ALL  
**INCOME**  
SINGLE CODE

Please select the income band which best represents your **total gross annual household income** before any deductions such as income tax or National Insurance.

- 1 Up to £9,999
- 2 £10,000 up to £20,999
- 3 £21,000 up to £34,999
- 4 £35,000 up to £51,999
- 5 £52,000 up to £74,999
- 6 £75,000 up to £99,999
- 7 £100,000 up to £149,999
- 8 £150,000 or more
- 9 Don't know
- 98 Prefer not to say

**SCRIPTER NOTE:** Please generate the variable INCOME\_QUOTA for the INCOME quota as follows:

INCOME\_QUOTA = 1 if INCOME = 1, 2, OR 3

= 2 if INCOME = 4, 5, 6, 7, OR 8

If INCOME = 9 OR 98, randomly allocate to either INCOME\_QUOTA.

SHOW TO ALL  
**INTRO1**  
NO INPUT

Now for the main part of the study. Imagine that you are booking a 7-day holiday for two people in **#destination#**.

We will show you a series of choices between pairs of holidays. The holidays will include:

- transportation, which might be by coach, train, or ferry, but not airplane,
- and accommodation, which might be a hotel, a self-catered apartment, or a Bed & Breakfast.

The holidays might be booked in one of three ways: as a Package Holiday, as a Linked Travel Arrangement, or item by item separately. Package Holidays are two or more different types of travel services combined for the same trip bought from the same company. For Linked Travel Arrangements, the services are booked from different companies, e.g., you book a train, you are then invited, through a targeted link, to book a hotel on a different website.

On each choice, please tell us which of the two holidays you would prefer to book. If you don't like either option, please select 'I wouldn't book either'.

Please make the choices imagining you are making the booking for real. We are interested in your preferences. There are no right or wrong answers.

**SCRIPTER NOTES:** Please randomise the participants to group 1 to 24 using the least-filled algorithm and record the group in the internal variable GROUP.

Please also generate the following hidden variables based on GROUP:

ARM = 1 if GROUP = 1 < 13  
= 2 if GROUP = 2 > 12

FIRST = 1 if GROUP = 1 OR 3 OR 5 OR 7 OR 9 OR 11 OR 13 OR 15 OR 17 OR 19 OR 21 OR 23  
= 2 if GROUP = 2 OR 4 OR 6 OR 8 OR 10 OR 12 OR 14 OR 16 OR 18 OR 20 OR 22 OR 24

BLOCK = 1 if GROUP = 1 OR 2 OR 3 OR 4 OR 13 OR 14 OR 15 OR 16  
= 2 if GROUP = 5 OR 6 OR 7 OR 8 OR 17 OR 18 OR 19 OR 20  
= 3 otherwise

LEFT = 1 if GROUP = 1 OR 2 OR 5 OR 6 OR 9 OR 10 OR 13 OR 14 OR 17 OR 18 OR 21 OR 22  
= 2 otherwise

Please find the value for ARM, FIRST, BLOCK, and LEFT for each GROUP in the table below. The randomisation should make sure the arms and blocks are properly balanced.

	FIRST= 1 & LEFT = 1	FIRST=2 & LEFT = 1	FIRST=1 & LEFT = 2	FIRST=2 & LEFT = 2
ARM = 1 & BLOCK = 1	GROUP 1	GROUP 2	GROUP 3	GROUP 4
ARM = 1 & BLOCK = 2	GROUP 5	GROUP 6	GROUP 7	GROUP 8

ARM = 1 & BLOCK = 3	GROUP 9	GROUP 10	GROUP 11	GROUP 12
ARM = 2 & BLOCK = 1	GROUP 13	GROUP 14	GROUP 15	GROUP 16
ARM = 2 & BLOCK = 2	GROUP 17	GROUP 18	GROUP 19	GROUP 20
ARM = 2 & BLOCK = 3	GROUP 21	GROUP 22	GROUP 23	GROUP 24

Please pipe #destination# as follows:

If FIRST = 1, pipe "the UK"

If FIRST = 2, pipe "France"

SHOW IF ARM = 1

**INTRO\_PTR**

NO INPUT

You are entitled to specific protections if a holiday is booked as a Package Holiday or as a Linked Travel Arrangement, under the Package Travel and Linked Travel Arrangements Regulations (PTRs). Please read the explanations below carefully.

**Package Holidays** have financial and legal protection in case of issues with your holiday. Package organisers are legally bound to resolve any problems with your holiday before it starts or while you are away, rather than you having to go after individual suppliers. They are also responsible for repatriating you if the company goes into insolvency during your trip.

**Linked Travel Arrangements** are only financially protected. There is no protection covering the whole linked travel arrangement – any issues must be handled by service providers themselves.

If you are booking item by item separately, your holiday is not covered by the Package Travel and Linked Travel Arrangements Regulations (PTRs) and standard consumer protections apply.

SHOW TO ALL

**INTRO2**

NO INPUT

You will begin the task on the next page.

When you are ready, please click the 'Continue' button.

SHOW TO ALL

**REMINDER1**

NO INPUT

Imagine that you are booking a 7-day holiday for two people in #destination#.

**SCRIPTER NOTES:**

Please pipe #destination# as follows:

If FIRST = 1, pipe "the UK"

If FIRST = 2, pipe "France"



Please bold #destination#.

ASK ALL

**DCE1\_Q1 to DCE1\_Q9**

SINGLE CODE

Imagine that you are booking a 7-day holiday for two people in #destination#.

Please select which of the two holidays below you would like to book. If you don't like either option, please select 'I wouldn't book either'.

- 1 [card for option 1]
- 2 [card for option 2]
- 3 I wouldn't book either

**SCRIPTER NOTES:** Please pipe #destination# as follows:

If FIRST = 1, pipe "the UK"

If FIRST = 2, pipe "France"

If LEFT = 1, show Option 1 always on the left-hand-side. If LEFT = 2, show Option 1 always on the right-hand-side.

There are 9 questions in this block. Please randomise for each respondent the order in which respondents see the questions within this block. The tables below show the attribute levels for each option in each question for participants with BLOCK = 1 & FIRST = 1, BLOCK = 2 & FIRST = 1, BLOCK = 3 & FIRST = 1, BLOCK = 1 & FIRST = 2, BLOCK = 2 & FIRST = 2, and BLOCK = 3 & FIRST = 2 respectively.

**BLOCK = 1 & FIRST = 1**

Question	Option 1 – Price	Option 1 – Type	Option 1 – Accommodation	Option 1 – Transport	Option 1 – Rating	Option 2 – Price	Option 2 – Type	Option 2 – Accommodation	Option 2 – Transport	Option 2 – Rating
DCE1_Q1	850	Package	BnB	Coach	3	600	Unlinked	BnB	Train	2
DCE1_Q2	850	LTA	Self-catered	Train	1	950	Unlinked	BnB	Train	3
DCE1_Q3	900	LTA	Hotel	Coach	2	900	LTA	Self-catered	Train	1
DCE1_Q4	800	LTA	Self-catered	Train	3	600	Package	Self-catered	Ferry	3
DCE1_Q5	700	Package	Hotel	Train	3	900	Unlinked	Hotel	Ferry	2
DCE1_Q6	650	Package	Hotel	Train	2	650	Unlinked	Self-catered	Coach	3
DCE1_Q7	650	Unlinked	Self-catered	Coach	1	1000	Package	Self-catered	Ferry	2
DCE1_Q8	750	Package	BnB	Coach	1	700	Package	Hotel	Train	2
DCE1_Q9	600	Unlinked	Self-catered	Coach	3	650	Package	Hotel	Train	1

**BLOCK = 2 & FIRST = 1**

Question	Option 1 – Price	Option 1 – Type	Option 1 – Accommodation	Option 1 – Transport	Option 1 – Rating	Option 2 – Price	Option 2 – Type	Option 2 – Accommodation	Option 2 – Transport	Option 2 – Rating
DCE1_Q1	1000	Unlinked	BnB	Train	2	850	LTA	Self-catered	Train	3
DCE1_Q2	1000	LTA	Hotel	Coach	1	800	Unlinked	Hotel	Ferry	3
DCE1_Q3	950	Package	Self-catered	Ferry	2	700	Unlinked	Self-catered	Coach	1
DCE1_Q4	800	Package	BnB	Coach	2	800	LTA	Self-catered	Train	2
DCE1_Q5	850	Unlinked	Hotel	Ferry	2	700	LTA	BnB	Ferry	3
DCE1_Q6	700	Unlinked	Self-catered	Coach	2	750	Unlinked	Self-catered	Coach	2
DCE1_Q7	700	LTA	BnB	Ferry	1	1000	LTA	Hotel	Coach	3
DCE1_Q8	950	Unlinked	BnB	Train	1	900	Package	BnB	Coach	3
DCE1_Q9	650	LTA	BnB	Ferry	3	850	Unlinked	Hotel	Ferry	1

**BLOCK = 3 & FIRST = 1**

Question	Option 1 – Price	Option 1 – Type	Option 1 – Accommodation	Option 1 – Transport	Option 1 – Rating	Option 2 – Price	Option 2 – Type	Option 2 – Accommodation	Option 2 – Transport	Option 2 – Rating
DCE1_Q1	600	Package	Hotel	Train	1	950	Package	Self-catered	Ferry	1
DCE1_Q2	900	Unlinked	BnB	Train	3	1000	Unlinked	BnB	Train	1
DCE1_Q3	900	Package	Self-catered	Ferry	1	600	LTA	Hotel	Coach	1
DCE1_Q4	800	Unlinked	Hotel	Ferry	1	850	Package	BnB	Coach	2
DCE1_Q5	750	LTA	Self-catered	Train	2	800	Package	BnB	Coach	1
DCE1_Q6	950	LTA	Hotel	Coach	3	950	LTA	Hotel	Coach	2
DCE1_Q7	600	LTA	BnB	Ferry	2	650	LTA	BnB	Ferry	2
DCE1_Q8	750	Unlinked	Hotel	Ferry	3	750	LTA	BnB	Ferry	1
DCE1_Q9	1000	Package	Self-catered	Ferry	3	750	Package	Hotel	Train	3

**BLOCK = 1 & FIRST = 2**

Question	Option 1 – Price	Option 1 – Type	Option 1 – Accommodation	Option 1 – Transport	Option 1 – Rating	Option 2 – Price	Option 2 – Type	Option 2 – Accommodation	Option 2 – Transport	Option 2 – Rating
DCE1_Q1	850	LTA	Self-catered	Train	1	650	LTA	BnB	Ferry	2
DCE1_Q2	650	Package	Hotel	Train	2	900	Package	BnB	Coach	3
DCE1_Q3	900	LTA	Hotel	Coach	2	950	Unlinked	BnB	Train	3
DCE1_Q4	650	LTA	BnB	Ferry	3	800	Unlinked	Hotel	Ferry	3
DCE1_Q5	1000	Package	Self-catered	Ferry	3	700	LTA	BnB	Ferry	3
DCE1_Q6	600	Unlinked	Self-catered	Coach	3	650	Package	Hotel	Train	1
DCE1_Q7	950	LTA	Hotel	Coach	3	850	Unlinked	Hotel	Ferry	1
DCE1_Q8	850	Unlinked	Hotel	Ferry	2	800	LTA	Self-catered	Train	2
DCE1_Q9	700	LTA	BnB	Ferry	1	600	LTA	Hotel	Coach	1

**BLOCK = 2 & FIRST = 2**

Question	Option 1 – Price	Option 1 – Type	Option 1 – Accommodation	Option 1 – Transport	Option 1 – Rating	Option 2 – Price	Option 2 – Type	Option 2 – Accommodation	Option 2 – Transport	Option 2 – Rating
DCE1_Q1	600	LTA	BnB	Ferry	2	850	LTA	Self-catered	Train	3
DCE1_Q2	600	Package	Hotel	Train	1	650	Unlinked	Self-catered	Coach	3
DCE1_Q3	700	Package	Hotel	Train	3	750	Unlinked	Self-catered	Coach	2
DCE1_Q4	750	LTA	Self-catered	Train	2	600	Unlinked	BnB	Train	2
DCE1_Q5	950	Unlinked	BnB	Train	1	700	Unlinked	Self-catered	Coach	1
DCE1_Q6	900	Package	Self-catered	Ferry	1	1000	LTA	Hotel	Coach	3
DCE1_Q7	800	Package	BnB	Coach	2	1000	Unlinked	BnB	Train	1
DCE1_Q8	1000	Unlinked	BnB	Train	2	750	Package	Hotel	Train	3
DCE1_Q9	700	Unlinked	Self-catered	Coach	2	850	Package	BnB	Coach	2

**BLOCK = 3 & FIRST = 2**

Question	Option 1 – Price	Option 1 – Type	Option 1 – Accommodation	Option 1 – Transport	Option 1 – Rating	Option 2 – Price	Option 2 – Type	Option 2 – Accommodation	Option 2 – Transport	Option 2 – Rating
DCE1_Q1	650	Unlinked	Self-catered	Coach	1	1000	Package	Self-catered	Ferry	2
DCE1_Q2	900	Unlinked	BnB	Train	3	900	Unlinked	Hotel	Ferry	2
DCE1_Q3	750	Package	BnB	Coach	1	800	Package	BnB	Coach	1
DCE1_Q4	850	Package	BnB	Coach	3	950	LTA	Hotel	Coach	2
DCE1_Q5	800	LTA	Self-catered	Train	3	600	Package	Self-catered	Ferry	3
DCE1_Q6	950	Package	Self-catered	Ferry	2	950	Package	Self-catered	Ferry	1
DCE1_Q7	750	Unlinked	Hotel	Ferry	3	750	LTA	BnB	Ferry	1
DCE1_Q8	1000	LTA	Hotel	Coach	1	900	LTA	Self-catered	Train	1
DCE1_Q9	800	Unlinked	Hotel	Ferry	1	700	Package	Hotel	Train	2

When participants click on [#Click here for Terms & Conditions for Package Holidays#](#) on “Mock-up-Package”, please show the following on a pop-up

“The combination of travel services offered to you is a package within the meaning of the Package Travel and Linked Travel Arrangements Regulations.

Company XY will be fully responsible for the proper performance of the package as a whole.

Additionally, as required by law, company XY has protection in place to refund your payments and, where transport is included in the package, to ensure your repatriation in the event that it becomes insolvent.

Click [#here#](#) to find more information on key rights under the Package Travel and Linked Travel Arrangements Regulations 2018.”

When participants click on [#here#](#) on the pop-up, please show the following in a new tab.

### **Key rights under the Package Travel and Linked Travel Arrangements Regulations 2018**

- Travellers will receive all essential information about the package before concluding the package travel contract.
- There is always at least one trader who is liable for the proper performance of all the travel services included in the contract.
- Travellers are given an emergency number or details of a contact point where they can get in touch with the organiser or travel agent.
- Travellers may transfer the package to another person, on reasonable notice and possibly subject to additional costs.
- The price of the package may only be increased if specific costs rise (for instance fuel prices), and if expressly provided for in the contract, and in any event not later than 20 days before the start of the package. If the price increase exceeds 8% of the price of the package, the traveller may terminate the contract. If the organiser reserves the right to a price increase, the traveller has a right to a price reduction if there is a decrease in the relevant costs.
- Travellers may terminate the contract without paying any termination fee and get a full refund of any payments if any of the essential elements of the package, other than the price, are changed significantly. If before the start of the package the trader responsible for the package cancels the package, travellers are entitled to a refund and compensation where appropriate.
- Travellers may terminate the contract without paying any termination fee before the start of the package in the event of exceptional circumstances, for instance if there are serious security problems at the destination which are likely to affect the package.

- Additionally, travellers may at any time before the start of the package terminate the contract in return for an appropriate and justifiable termination fee.
- If, after the start of the package, significant elements of the package cannot be provided as agreed, suitable alternative arrangements will have to be offered to the traveller at no extra cost. Travellers may terminate the contract without paying any termination fee, where services are not performed in accordance with the contract and this substantially affects the performance of the package and the organiser fails to remedy the problem.
- Travellers are also entitled to a price reduction or compensation for damages or both where the travel services are not performed or are improperly performed.
- The organiser has to provide assistance if the traveller is in difficulty.
- If the organiser or the retailer becomes insolvent, payments will be refunded. If the organiser or, where applicable, the retailer becomes insolvent after the start of the package and if transport is included in the package, repatriation of the travellers is secured. Company XY has taken out insolvency protection via an insurance company. Travellers may contact the insurance company if services are denied because of company XY's insolvency.

More information about the Package Travel and Linked Travel Arrangements Regulations 2018 can be found here: <https://www.legislation.gov.uk/uksi/2018/634/made>.

When participants click on # Click here for Terms & Conditions for Linked Travel Arrangements# on “Mock-up-LTA”, please show the following on a pop-up

“As you book additional travel services during the same visit to company XY’s booking website, the travel services become part of a linked travel arrangement. In that case company XY has, as required by the Package Travel and Linked Travel Arrangements Regulations 2018, protection in place to refund your payments to company XY for services not fully performed because of company XY’s insolvency. Please note that this does not provide a refund in the event of the insolvency of the relevant service provider.

Click #here# to find more information on insolvency protection.”

When participants click on #here# on the pop-up, please show the following in a new tab.

### **More information on insolvency protection**

Company XY has taken out insolvency protection with an insurance company.

Travellers may contact the insurance company if the services are denied because of company XY’s insolvency.

Note: This insolvency protection does not cover contracts with parties other than company XY, which can be performed despite company XY’s insolvency.

More information about the Package Travel and Linked Travel Arrangements Regulations 2018 can be found here: <https://www.legislation.gov.uk/uksi/2018/634/made>.

SHOW ALL  
**INTRO3**  
NO INPUT

Now, we would like you to complete a second task. This time please imagine you are booking a 7-day holiday for two people in **#destination2#**.

We will show you a series of **new** choices between pairs of holidays. As before, the holidays will include transportation and accommodation. The holidays might be booked in one of three ways: as a Package Holiday, as a Linked Travel Arrangement, or item by item separately.

When you are ready, please click the 'Continue' button to begin the second task.

**SCRIPTER NOTES:** Please pipe #destination2# as follows:  
If FIRST = 2, pipe "the UK"  
If FIRST = 1, pipe "France"

SHOW TO ALL  
**REMINDER2**  
NO INPUT

Imagine that you are booking a 7-day holiday for two people in **#destination2#**.

**SCRIPTER NOTES:**

Please pipe #destination2# as follows:  
If FIRST = 2, pipe "the UK"  
If FIRST = 1, pipe "France"

Please bold #destination2#.



ASK ALL

**DCE2\_Q1 to DCE2\_Q9**

SINGLE CODE

Imagine that you are booking a 7-day holiday for two people in #destination2#.

Please select which of the two holidays below you would like to book. If you don't like either option, please select 'I wouldn't book either'.

- 1 [card for option 1]
- 2 [card for option 2]
- 3 I wouldn't book either

**SCRIPTER NOTES:** Please pipe #destination2# as follows:

If FIRST = 2, pipe "the UK"

If FIRST = 1, pipe "France"

If LEFT = 1, show Option 1 always on the left-hand-side. If LEFT = 2, show Option 1 always on the right-hand-side.

There are 9 questions in this block. Please randomise for each respondent the order in which respondents see the questions within this block. The tables below show the attribute levels for each option in each question for participants with BLOCK = 1 & FIRST = 2, BLOCK = 2 & FIRST = 2, BLOCK = 3 & FIRST = 2, BLOCK = 1 & FIRST = 1, BLOCK = 2 & FIRST = 1, and BLOCK = 3 & FIRST = 1 respectively.

**BLOCK = 1 & FIRST = 2**

Question	Option 1 – Price	Option 1 – Type	Option 1 – Accommodation	Option 1 – Transport	Option 1 – Rating	Option 2 – Price	Option 2 – Type	Option 2 – Accommodation	Option 2 – Transport	Option 2 – Rating
DCE1_Q1	850	Package	BnB	Coach	3	600	Unlinked	BnB	Train	2
DCE1_Q2	850	LTA	Self-catered	Train	1	950	Unlinked	BnB	Train	3
DCE1_Q3	900	LTA	Hotel	Coach	2	900	LTA	Self-catered	Train	1
DCE1_Q4	800	LTA	Self-catered	Train	3	600	Package	Self-catered	Ferry	3
DCE1_Q5	700	Package	Hotel	Train	3	900	Unlinked	Hotel	Ferry	2
DCE1_Q6	650	Package	Hotel	Train	2	650	Unlinked	Self-catered	Coach	3
DCE1_Q7	650	Unlinked	Self-catered	Coach	1	1000	Package	Self-catered	Ferry	2
DCE1_Q8	750	Package	BnB	Coach	1	700	Package	Hotel	Train	2
DCE1_Q9	600	Unlinked	Self-catered	Coach	3	650	Package	Hotel	Train	1

**BLOCK = 2 & FIRST = 2**

Question	Option 1 – Price	Option 1 – Type	Option 1 – Accommodation	Option 1 – Transport	Option 1 – Rating	Option 2 – Price	Option 2 – Type	Option 2 – Accommodation	Option 2 – Transport	Option 2 – Rating
DCE1_Q1	1000	Unlinked	BnB	Train	2	850	LTA	Self-catered	Train	3
DCE1_Q2	1000	LTA	Hotel	Coach	1	800	Unlinked	Hotel	Ferry	3
DCE1_Q3	950	Package	Self-catered	Ferry	2	700	Unlinked	Self-catered	Coach	1
DCE1_Q4	800	Package	BnB	Coach	2	800	LTA	Self-catered	Train	2
DCE1_Q5	850	Unlinked	Hotel	Ferry	2	700	LTA	BnB	Ferry	3
DCE1_Q6	700	Unlinked	Self-catered	Coach	2	750	Unlinked	Self-catered	Coach	2
DCE1_Q7	700	LTA	BnB	Ferry	1	1000	LTA	Hotel	Coach	3
DCE1_Q8	950	Unlinked	BnB	Train	1	900	Package	BnB	Coach	3
DCE1_Q9	650	LTA	BnB	Ferry	3	850	Unlinked	Hotel	Ferry	1

**BLOCK = 3 & FIRST = 2**

Question	Option 1 – Price	Option 1 – Type	Option 1 – Accommodation	Option 1 – Transport	Option 1 – Rating	Option 2 – Price	Option 2 – Type	Option 2 – Accommodation	Option 2 – Transport	Option 2 – Rating
DCE1_Q1	600	Package	Hotel	Train	1	950	Package	Self-catered	Ferry	1
DCE1_Q2	900	Unlinked	BnB	Train	3	1000	Unlinked	BnB	Train	1
DCE1_Q3	900	Package	Self-catered	Ferry	1	600	LTA	Hotel	Coach	1
DCE1_Q4	800	Unlinked	Hotel	Ferry	1	850	Package	BnB	Coach	2
DCE1_Q5	750	LTA	Self-catered	Train	2	800	Package	BnB	Coach	1
DCE1_Q6	950	LTA	Hotel	Coach	3	950	LTA	Hotel	Coach	2
DCE1_Q7	600	LTA	BnB	Ferry	2	650	LTA	BnB	Ferry	2
DCE1_Q8	750	Unlinked	Hotel	Ferry	3	750	LTA	BnB	Ferry	1
DCE1_Q9	1000	Package	Self-catered	Ferry	3	750	Package	Hotel	Train	3

**BLOCK = 1 & FIRST = 1**

Question	Option 1 – Price	Option 1 – Type	Option 1 – Accommodation	Option 1 – Transport	Option 1 – Rating	Option 2 – Price	Option 2 – Type	Option 2 – Accommodation	Option 2 – Transport	Option 2 – Rating
DCE1_Q1	850	LTA	Self-catered	Train	1	650	LTA	BnB	Ferry	2
DCE1_Q2	650	Package	Hotel	Train	2	900	Package	BnB	Coach	3
DCE1_Q3	900	LTA	Hotel	Coach	2	950	Unlinked	BnB	Train	3
DCE1_Q4	650	LTA	BnB	Ferry	3	800	Unlinked	Hotel	Ferry	3
DCE1_Q5	1000	Package	Self-catered	Ferry	3	700	LTA	BnB	Ferry	3
DCE1_Q6	600	Unlinked	Self-catered	Coach	3	650	Package	Hotel	Train	1
DCE1_Q7	950	LTA	Hotel	Coach	3	850	Unlinked	Hotel	Ferry	1
DCE1_Q8	850	Unlinked	Hotel	Ferry	2	800	LTA	Self-catered	Train	2
DCE1_Q9	700	LTA	BnB	Ferry	1	600	LTA	Hotel	Coach	1

**BLOCK = 2 & FIRST = 1**

Question	Option 1 – Price	Option 1 – Type	Option 1 – Accommodation	Option 1 – Transport	Option 1 – Rating	Option 2 – Price	Option 2 – Type	Option 2 – Accommodation	Option 2 – Transport	Option 2 – Rating
DCE1_Q1	600	LTA	BnB	Ferry	2	850	LTA	Self-catered	Train	3
DCE1_Q2	600	Package	Hotel	Train	1	650	Unlinked	Self-catered	Coach	3
DCE1_Q3	700	Package	Hotel	Train	3	750	Unlinked	Self-catered	Coach	2
DCE1_Q4	750	LTA	Self-catered	Train	2	600	Unlinked	BnB	Train	2
DCE1_Q5	950	Unlinked	BnB	Train	1	700	Unlinked	Self-catered	Coach	1
DCE1_Q6	900	Package	Self-catered	Ferry	1	1000	LTA	Hotel	Coach	3
DCE1_Q7	800	Package	BnB	Coach	2	1000	Unlinked	BnB	Train	1
DCE1_Q8	1000	Unlinked	BnB	Train	2	750	Package	Hotel	Train	3
DCE1_Q9	700	Unlinked	Self-catered	Coach	2	850	Package	BnB	Coach	2

**BLOCK = 3 & FIRST = 1**

Question	Option 1 – Price	Option 1 – Type	Option 1 – Accommodation	Option 1 – Transport	Option 1 – Rating	Option 2 – Price	Option 2 – Type	Option 2 – Accommodation	Option 2 – Transport	Option 2 – Rating
DCE1_Q1	650	Unlinked	Self-catered	Coach	1	1000	Package	Self-catered	Ferry	2
DCE1_Q2	900	Unlinked	BnB	Train	3	900	Unlinked	Hotel	Ferry	2
DCE1_Q3	750	Package	BnB	Coach	1	800	Package	BnB	Coach	1
DCE1_Q4	850	Package	BnB	Coach	3	950	LTA	Hotel	Coach	2
DCE1_Q5	800	LTA	Self-catered	Train	3	600	Package	Self-catered	Ferry	3
DCE1_Q6	950	Package	Self-catered	Ferry	2	950	Package	Self-catered	Ferry	1
DCE1_Q7	750	Unlinked	Hotel	Ferry	3	750	LTA	BnB	Ferry	1
DCE1_Q8	1000	LTA	Hotel	Coach	1	900	LTA	Self-catered	Train	1
DCE1_Q9	800	Unlinked	Hotel	Ferry	1	700	Package	Hotel	Train	2

ASK ALL  
**COMPREHENSION**  
MULTICODE

Have you been paying attention? Let's check.

Which **two** countries have been mentioned as holiday destinations in this survey?

Please select the **two** correct answers to proceed.

- 1 The UK
- 2 France
- 3 Spain
- 4 Italy
- 5 United States
- 6 I don't remember \*Exclusive

**SCRIPTER NOTES:** Please randomise the order of response 1-5. Participants have to choose exactly two options unless they choose option 6. If participants submit the page with one or more than two options from response 1-5 chosen, please show in the error message "Please select **two** countries".

Please generate the variable COMPREHENSION\_PASS as follows:

COMPREHENSION\_PASS  
= 1 if COMPREHENSIONr1 = 1 AND COMPREHENSIONr2 = 1 AND COMPREHENSIONr3==0 AND  
COMPREHENSIONr4==0 AND COMPREHENSIONr5==0 AND COMPREHENSIONr6==0  
= 2 otherwise

Please terminate if COMPREHENSION\_PASS = 2.

ASK ALL  
DOMINT  
NUMERIC INPUT

Now, one final imaginary holiday choice. Please consider these two holidays:

**Holiday in the UK**

7 nights for 2 people

£?  
Per Person  
[DOMINT\_RATING]  
Customer Rating

Includes **separately booked**

+ [DOMINT\_ACCOMMODATION] accommodation  
+ [DOMINT\_TRAVEL] travel

[Standard Terms & Conditions for each service apply](#)

**Holiday in France** £[DOMINT\_PRICE]

7 nights for 2 people

Per Person  
[DOMINT\_RATING]  
Customer Rating

A **Package Holiday** that includes

+ [DOMINT\_ACCOMMODATION] accommodation  
+ [DOMINT\_TRAVEL] travel

[Click here for Terms & Conditions for Package Holidays](#)

If you were choosing between these two holidays, what is the most you would be willing to pay to book the UK holiday instead of the one in France?

- 1 NUMERIC RESPONSE
- 2 Don't know

**SCRIPTER NOTE:** Please restrict to positive integers (including 0) only.

Before loading this page, please generate the following four variables for each participant:

- DOMINT\_TRAVEL: randomly select one of "Train", "Ferry", "Coach"
- DOMINT\_ACCOMMODATION: randomly select one of "Hotel", "Bed & Breakfast", "Self-catered apartment"
- DOMINT\_RATING: randomly select one of "1", "2", "3"
- DOMINT\_PRICE: randomly select one of "600", "650", "700", "750", "800", "850", "900", "950", "1000"

Please randomise the left-right order of the two images.

ASK ALL  
**DOMINTWHY**  
MULTI CODE

Thinking about all the holiday choices we asked you to make.

Which of the following did you consider when you were choosing between a package holiday and one that was booked item by item separately?

Please select all that apply.

- 1 Convenience of booking
- 2 Support and help during the holiday
- 3 Protections in case something went wrong
- 4 Value for money
- 5 Another reason which is not listed
- 6 None of the above \*Exclusive

**SCRIPTER NOTES:** Please randomise the order of response 1-4.

ASK IF DOMINTWHY\_3 "Protections in case something went wrong" == 1

**PTRIMPORTANT**  
SINGLE CODE

You said you considered your protections in case something went wrong when you were choosing between a package holiday and one that was booked item by item separately.

To what extent, if at all, did the protections matter for your choices?

- 1 Not at all
- 2 A little
- 3 A fair amount
- 4 A lot

SHOW TO ALL  
**SURVEYINTRO1**  
NO INPUT

Thinking about the tasks you have just completed, we would like to ask you, a few questions about your understanding of the Package Travel and Linked Travel Arrangements Regulations (PTRs) protections.

ASK ALL

**PTRUNDERSTANDINGPH**

SINGLE CODE

To what extent, if at all, did you understand the Package Travel and Linked Travel Arrangements Regulations (PTRs) protections for **Package Holidays** presented in the task?

- 1 Not at all
- 2 A little
- 3 A fair amount
- 4 A lot
- 5 Completely

ASK ALL

**PTRUNDERSTANDINGLTA**

SINGLE CODE

To what extent, if at all, did you understand the Package Travel and Linked Travel Arrangements Regulations (PTRs) protections for **Linked Travel Arrangements** presented in the task?

- 1 Not at all
- 2 A little
- 3 A fair amount
- 4 A lot
- 5 Completely

**SCRIPTER NOTES:** Please randomise the order of questions PTRUNDERSTANDINGPH and PTRUNDERSTANDINGLTA.



ASK ALL

**PTRTRUEFALSE1-3**

SINGLE CODE

Imagine that you booked a holiday under the Package Travel and Linked Travel Arrangements Regulations (PTRs).

Based on your current knowledge, which of the following statements are true or false?

**PTRTRUEFALSE1** You booked an overseas package holiday that includes accommodation and transportation with company X, and it goes out of business during your trip. Company X is responsible for making sure you can return to the UK.

**PTRTRUEFALSE2** You booked a package holiday with company X. If you get to your hotel and there are no rooms available, company X is responsible for finding alternative accommodation for you.

**PTRTRUEFALSE3** You booked accommodation via hotel Y's website, and got invited through a targeted link to book a ferry on a ferry company's website. Your bookings count as a Linked Travel Arrangement. You find out the ferry is cancelled before you travel. You can contact hotel Y to arrange alternative transportation for you.

- 1 True
- 2 False
- 3 Don't know

**SCRIPTER NOTES:** Please ask for a response to each prompt statement on a separate screen and randomise the presentation order of PTRTRUEFALSE1-3.

SHOW TO ALL

**SURVEYINTRO2**

NO INPUT

We would now like to ask you a few questions about your travelling experience in general.

ASK ALL

**DOMTRAVEL**

SINGLE CODE

How many times in the last two years have you booked a holiday **within the UK?**

- 1 Never
- 2 Once
- 3 2-3 times
- 4 More than 3 times
- 5 Don't know

ASK ALL

**INTTRAVEL**

SINGLE CODE

How many times in the last two years have you booked a holiday **outside of the UK?**

- 1 Never
- 2 Once
- 3 2-3 times
- 4 More than 3 times
- 5 Don't know

SHOW IF DOMTRAVEL OR INTTRAVEL > 1

**BUYPACKAGE**

SINGLE CODE

How many times in the last two years have you booked a package holiday?

As a reminder, by 'package holiday', we mean the combination of two or more different types of travel services which are combined for the purpose of the same trip. For example, if you bought accommodation and tickets for an event from the same company.

A 'package holiday' must cover a period of at least 24 hours or involve overnight accommodation.<sup>14</sup>

- 1 Never
- 2 Once
- 3 2-3 times
- 4 More than 3 times
- 5 Don't know

**SCRIPTER NOTES:** Please show the second and the third paragraphs (i.e. "By 'package holiday', ... involve overnight accommodation.") in grey text.

ASK IF BUYPACKAGE = 2, 3, or 4

**WHYBUYPACK**

MULTICODE

You said that you have booked a package holiday in the last two years. Why did you choose to book a package holiday rather than booking separate items yourself?

Please select all that apply.

- 1 Better value for money
- 2 Quicker and easier to plan and book
- 3 Well-designed holiday arrangements
- 4 Convenience of having a single point of contact
- 5 Better support and help during the holiday
- 6 Offered protections that booking separately did not
- 7 Another reason which is not listed
- 8 None of the above \*Exclusive

**SCRIPTER NOTES:** Please randomise the order of response 1-6.

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<sup>14</sup> Based on the definitions in [Package Travel Legislation: Updating the Framework](#) ([publishing.service.gov.uk](http://publishing.service.gov.uk)) and [What is a package holiday and what is a linked travel arrangement?](#) | [ABTA](#).

SHOW IF DOMTRAVEL OR INTTRAVEL > 1

**BUYLTA**

SINGLE CODE

How many times in the last two years have you booked a linked travel arrangement?

As a reminder, by 'linked travel arrangement', we mean two or more different types of travel services bought from different companies involving targeted links, e.g., you book a train, you are then invited, through a targeted link, to book a hotel on a different website.

- 1 Never
- 2 Once
- 3 2-3 times
- 4 More than 3 times
- 5 Don't know

**SCRIPTER NOTES:** Please show the second paragraph in grey text.

ASK IF BUYLTA = 2, 3, or 4

**WHYBUYLTA**

MULTICODE

You said that you have booked a linked travel arrangement in the last two years. Why did you choose to book a linked travel arrangement rather than booking separate items yourself?

Please select all that apply.

- 1 Better value for money
- 2 Quicker and easier to plan and book
- 3 Well-designed holiday arrangements
- 4 Offered protections that booking separately did not
- 5 Another reason which is not listed
- 6 None of the above **\*Exclusive**

**SCRIPTER NOTES:** Please randomise the order of response 1-4.

SHOW TO ALL  
**SURVEYINTRO3**  
NO INPUT

To ensure we capture views from a range of people, we would like to finish off by asking you three questions about yourself.

We would like to reassure you that all answers provided are confidential, with any information provided only used for research purposes.

ASK ALL  
**ETHNICITY**  
SINGLE CODE

What is your ethnicity?

Please select one only.

White **HEADING NOT A CODE**

- 1 Scottish/British/English/Welsh/Northern Irish
- 2 Irish
- 3 Gypsy, Traveller or Irish Traveller
- 4 Any other white background

Mixed **HEADING NOT A CODE**

- 5 White and Black Caribbean
- 6 White and Black African
- 7 White and Asian
- 8 Any other Mixed/ Multiple ethnic background

Asian and British Asian **HEADING NOT A CODE**

- 9 Indian
- 10 Pakistani
- 11 Bangladeshi
- 12 Chinese
- 13 Any other Asian background

Black and Black British **HEADING NOT A CODE**

- 14 African
- 15 Caribbean
- 16 Any other Black/ African/ Caribbean background

Other ethnic group **HEADING NOT A CODE**

- 17 Arab
- 18 Other
  
- 98 Prefer not to say

ASK ALL

**ACCESSIBILITY<sup>15</sup>**

MULTI CODE

Do you have any health problems or disabilities that mean you have substantial difficulties with any of the following areas of your life? Please select all of the answers that apply.

- 1 Mobility (moving around at home and walking)
- 2 Lifting, carrying or moving objects
- 3 Manual dexterity (using your hands to carry out everyday tasks)
- 4 Continence (bladder and bowel control)
- 5 Hearing (apart from using a standard hearing aid)
- 6 Sight (apart from wearing standard glasses)
- 7 Communication or speech problems
- 8 Memory or ability to concentrate, learn or understand
- 9 Recognising when you are in physical danger
- 10 Your physical co-ordination (e.g. balance)
- 11 Difficulties with own personal care (e.g. getting dressed, taking a bath or shower)
- 12 Other health problem or disability
- 97 None of the above \*Exclusive
- 98 Prefer not to say \*Exclusive

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<sup>15</sup> Based on the web interview version of the questionnaire of Understanding Society, Wave 14 (<https://www.understandingsociety.ac.uk/wp-content/uploads/documentation/main-survey/questionnaires/6614-main-survey-questionnaire-w14.pdf>).

ASK ALL  
**EDUCATION**<sup>16</sup>  
SINGLE CODE

Have you achieved a qualification at degree level or above?

For example, degree, foundation degree, HND or HNC, NVQ level 4 and above, teaching or nursing.

- 1 Yes
- 2 No

**SCRIPTER NOTES:** Please show the second paragraph in grey text.

SHOW TO ALL  
**FINAL**  
NO INPUT

You have now completed the study. Thank you for your participation.

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<sup>16</sup> Question taken from Census 2021  
(<https://www.ons.gov.uk/file?uri=/census/censustransformationprogramme/questiondevelopment/census2021paperquestionnaires/englishindividual.pdf>).

**verian**



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