Greetings. My name is Omar Ayash, and I am a student in the M.A. research track in the Faculty of Management at Ben-Gurion University of the Negev.

As part of my dissertation, I am conducting a study that aims to examine the relationship between flight experiences and consumer behavior among tourists visiting Europe. This research is important for academic, managerial, and consumer purposes.

This is a questionnaire about your flight habits in the years **prior to the outbreak of the COVID-19 pandemic**. The questions deal with your opinions and impressions of your flight experiences, from arrival at the airport in the country of origin to departure from the airport in the destination country. In addition, the questionnaire examines your consumer habits in the destination country.

This questionnaire is intended for men and women over the age of 18, who traveled by commercial flight and visited one or more of the following cities in the past five years: Berlin, Rome, Barcelona, Paris, and London.

The questionnaire is drafted in male language for convenience, but it addresses respondents of both sexes equally.

The questionnaire is anonymous and all information in it is confidential. There are no right or wrong answers – just the right answers for you.

The time required to complete the questionnaire is approximately five minutes.

Thank you very much for your cooperation!

**Section A**

Questions 1–6 deal with your travel habits abroad.

Please mark the answer most appropriate to you:

1. How many times a year on average do you fly abroad (prior to the COVID-19 pandemic)?

A. 0–1

B. 2–3

C. 4–6

D. 7 or more

2. What is the **main** purpose of **most** of your trips abroad?

A. Vacation

B. Participation in cultural events (not work-related)

C. Business

D. Professional/work-related

E. Studies

F. Visiting relatives

G. Participation in sports activities

H. Medical

I. Other

3. In which type of flight and class do you usually fly?

A. Economy class, low-cost flight

B. Economy class, regular flight

C. Premium class

D. Business class

E. First class

4. Where do you usually stay during your visit abroad?

A. Youth hostel

B. Airbnb apartment

C. Basic or average-quality hotel (2–3 stars)

D. High-quality hotel (4–5 stars)

E. Accommodation with relatives/friends

F. Other

5. How is your schedule usually set when visiting abroad?

A. Determined in full as part of an organized tour

B. Determined in full by my workplace or other work-related entity responsible for the trip

C. Determined in part by one of the above factors, and in part subject to my discretion

D. The full schedule is at my discretion

6. In general, what is the duration of your stay in the destination?

A. 1–3 nights

B. 4–6 nights

C. 7–14 nights

D. 15 nights or more

**Section B**

Questions 7–16 deal with flight and consumer traits of your last visit to one of the following cities:

7. Which city did you visit on your last trip?

A. Berlin

B. Rome

C. Barcelona

D. Paris

E. London

8. What was the **main** purpose of the visit?

A. Vacation

B. Participation in cultural events (not as part of work)

C. Business

D. Professional/work-related

E. Studies

F. Visiting relatives

G. Participation in sports activities

H. Medical

I. Other

9. In which type of flight and class did you fly?

A. Economy class, low-cost flight

B. Economy class, regular flight

C. Premium class

D. Business class

E. First class

10. Did you receive an upgrade (seat, class) on this flight as compensation or at no extra charge?

A. Yes, a **seat** upgrade for priority travelers (a more comfortable seat and/or in a better location) in economy class

B. Yes, upgrade from economy class to premium class

C. Yes, upgrade from economy class or premium to luxury class (business or first class)

D. Yes, upgrade from business class to first class

E. I did not receive any upgrade

11. Please mark the number corresponding to your level of satisfaction with the following characteristics of your **most recent flight**, on a scale of 1–7:

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Not at all satisfied |  |  | Satisfied to a moderate degree |  |  | Very satisfied |
| Airport in the country of origin | Cleanliness | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Organization | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Comfort | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Courtesy | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Waiting in lines | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Number/variety of stores | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Quality of stores | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Number/variety of restaurants | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Quality of restaurants  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Access to boarding gate | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Waiting time for flight | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|  |
| During the flight | Cleanliness | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Comfort | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Quiet | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Quality of meals served | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Content of in-flight entertainment system | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Courtesy of airline crew  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Behavior of other passengers  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|  |
| Airport in the destination country | Cleanliness | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Organization | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Comfort | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Courtesy | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Waiting in lines | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Baggage collection | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

12. In the following table, indicate the extent to which your **actual** experiences in each setting matched the level of your **expectations**, on a scale of 1–7.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Worse than I expected |  |  | Exactly as I expected |  |  | Better than I expected |
| Experience at the airport in the country of origin | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Experience during the flight  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Experience at the airport upon arrival in the destination country | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

13. The following question concerns **various expenses** **during** **your visit to the destination**. Please indicate the difference between the amount of money you **planned** to spend and the amount you actually spent on various items at the following locations **during your visit to the destination**. Mark the number that corresponds to your estimate, on a scale of 1–7:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | I spent much less than expected |  |  | I spent exactly what I expected |  |  | I spent much more than I expected |
| Shopping and restaurant complex in the **destination country** airport | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Food and drink (culinary) | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Cultural events | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Sporting events | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Tourist attractions | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Electronics | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Clothing and footwear | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Toiletries | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Artwork and craft items | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Transportation | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Telephone and internet | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

14. Please mark the appropriate answer on a scale of 1–7:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Not at all confident |  |  | Moderately confident |  |  | Very confident |
| How confident are you regarding the accuracy of your answer to question 13? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

15. In your estimation, in what period during your visit to the destination were your financial expenses highest?

A. On the first day of the visit

B. On the last day of the visit

C. Other days during the visit (neither the first nor last days)

D. My expenses did not vary throughout different time periods of the visit

E. This question is not relevant because my visit lasted less than two nights

16. How would you define your overall satisfaction with your destination during this visit according to your expectations of it?

A. More satisfied than expected

B. Satisfied, as expected

C. Unsatisfied, as expected

D. Less satisfied than expected

17. If you were to visit another of the following cities: Berlin / Copenhagen / Barcelona / Moscow / London (**other than** the one you visited on the last trip) for the same travel purpose, do you think your consumer behavior would have been different?

A. Yes, absolutely

B. Yes, to some extent

C. I'm not sure if it would have changed

D. Definitely not

Here are some demographic items regarding your personal background. Please **circle** the most appropriate answer for you:

18. Gender: male / female / other

19. Age: 18–24 / 25–34 / 35–44 / 45–54 / 55–64 / 65–74 / 74+

20. Marital status: single / married / other

21. Region of residence: North America / South America / Europe / Asia and the Middle East / Africa / Australia and New Zealand

22. Employment status: employee / self-employed / student / soldier / unemployed / other

23. Education level: high school / high school full matriculation / associate degree / academic degree / other

24. How would you define your income level (gross) relative to the average in your country?

A. Far above average

B. Slightly above average

C. Around average

D. Slightly below average

E. Far below average

**Thank you so much for your important contribution to this research and for the time you have invested in filling out this questionnaire!**