

Expedia market research

[Finance](#), [Market](#)



I'd recommend Expedite to give me some kind of suggestion on what we could write about because I, personally, had a hard time reminding myself what to write in this section. The last part of this survey is called "Add the Finishing Touches", which is another qualitative part of this survey. This is my favorite part of the survey because it asks me very specific questions, for example, what were your favorite and least favorite things about the hotel?

It really gives me the chance to express both my strongest positive and negative opinions regarding my stay in the hotel. This survey isn't too short or long, and I feel like this is a good length for a survey especially when it is divided into 3 parts, which somehow make me feel like there are not as many questions as it appears to have. Also, the questions were worded clearly in the more specific questions, and the general questions also give me a chance to put open-ended feedbacks.

Another thing I really like about this survey is that a lot of parts of it is stated as "optional", so I can just fill out the parts that I wish to, and still be able to submit it online, while some other surveys often require me to fill out the whole thing even when I don't have much feedback for certain sections.

Personally, I was really motivated to complete this survey for two main reasons. First, I am the kind of person that really goes through a lot of reviews on hotel websites before deciding on which hotel to book, and customer reviews are generally my main decision factor on booking hotels.

Second, I had a very strong negative opinion regarding my hotel stay. With the lack of rewards involved, I would assume people who don't put much emphasis on reading reviews or don't have a strong feeling, either positive

or negative, on their hotel stay experience won't be motivated to complete this survey. I would recommend Expedite to add in some kind of reward in the completion of this survey, for example, to have a chance to win Expedite credit if one completes this survey. Expedite Market Research By ruby reminding myself what to write in this section.

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