

Schools Out

Travel Survey Summary Paper

Our class designed an online survey using Survey Monkey to collect information from our family members concerning their vacation needs, interests and concerns. Some of the questions we developed as a group were related to cost, number of travelers, activities, location, documents, safety, the economy and health. I summarized and analyzed the survey results and evaluated the information in order to determine the type(s) of vacation suitable for our class's target families.

My survey sampling was my immediate family members and close friends and a total of 16 people responded. Seventy-five percent of our respondents are willing to spend between \$1,000 and \$3,000 and their destination preferences are North America and the Caribbean. They all have birth certificates and drivers licenses, so the location choice is appropriate. The majority of our family members prefer water related activities, historical tours, shopping, the theatre, dining, and dancing. These are activities that everyone in the family can enjoy. The group did not have any health issues but most were concerned about safety and the economy which affected their vacation choices.

My recommendation is for the family to go to Jamaica and stay at the ***Grandiosa Hotel*** which is located near the beach in Montego Bay. Montego Bay is known for its duty-free shopping, cruise line terminal, beautiful beaches, fine dining, shopping, and art galleries. The hotel is close to Doctor's Cave Beach, Agua Sol Theme Park, Montego Bay Marine Park, and Walter Fletcher Beach. The Grandiosa Hotel recreational amenities include an outdoor pool and a spa tub. The hotel also features an airport shuttle and a restaurant.

Based on a family of four for a seven day vacation in June of 2011, the package price is **\$710**

per person and includes Air Jamaica flights, hotel, taxes, and fees for a total of **\$2,840**. This is my recommendation based on the attached survey results.

Figures: Taken from [expedia.com](https://www.expedia.com)