

# Seamless Luggage Experience

'From a hospitality sector perspective'



Appendices

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## APPENDIX A: EXTENDED LUGGAGE SERVICE DESCRIPTIONS

### D2D services:

#### Global delivery services



**Send my bag:** U.S. company that offers global door-to-door service for both odd-size as well as regular size luggage. It is able to do so by making use of DHL logistics services. Passenger who make use of this service need to prepare their luggage by printing and attaching the necessary shipping labels directly to their luggage. When traveling between continents, passengers need to attach an additional custom clearance form to their luggage. For additional fees these extra services are provided: Shipping labels printed and shipped to your address, cancellation insurance, luggage insurance, and tracking status sms service. This shows that luggage services are selling ancillaries to their own services.



**Luggage Mule:** Is a U.K. based luggage service that provides global luggage shipment services for both regular and odd-sized luggage. The company utilizes the services of UPS, DHL, DPD, and Parcelforce for the shipments of passenger luggage. For this reason, luggage transit times can vary from 1 day (within the U.K.) to 7 days (Ibiza) based on the chosen final destination. To be eligible for this service, one of the destinations (either origin or final) needs to be in the U.K.



**Luggage Free:** Also a company based in the U.S. which offers a global door-to-door service for both odd-size as well as regular size luggage. (Make use of FedEx and DHL logistics services) Furthermore, this company has further developed their revenue model by providing different levels of service and pricing structures. First of all, 'Luggage Free' charges per lbs. shipped, thereby incentivizing passengers to ship as little as possible. Furthermore, passengers can choose between 1,3, or 5-day delivery within the U.S. and 3 or 5-day delivery within the EU. An additional service that is included within the U.S. for a \$50 surcharge, is handling the labeling procedure of the luggage. This way passengers can choose which level of service they want to purchase based on the amount of money they want to spend.

**BAGS:** One of the core services of this U.S. luggage service is to collect check-in luggage from the reclaim carousel and deliver it to the final destination. Thereby, bypassing customs. This is described more thoroughly in the D2DO service subchapter. However, BAGS offers on-site (at resorts, hotels, conventions, and or cruises) luggage check-in and boarding pass printing services for American Airline passengers. This enables passengers to experience a D2D experience on the return leg of their journey. It must be said that these on-site check-in services are not widespread and mostly implemented at resorts during conferences or other large events. Nonetheless, BAGS shows that through the formation of partnerships a widespread of (niche) service concepts can be provided. One more take away from this offers is that business travelers who are traveling towards a convention might seem as a promising target segment.

#### European delivery services



**Luggage Forward:** Another U.S. based company who also offer D2D luggage transportation for both regular as odd-sized luggage. (Utilizes a combination of FedEx, UPS and DHL logistics network) Luggage forward has required 6 other luggage shipping services of the last couple of years. Thereby, making the company one of the U.S. market leaders within the luggage service industry. The other acquired D2D luggage services were: Luggage Express, Virtual Bellhop, Luggage Club, Baggage Quest, and Sports Express.



**Care 4 Luggage:** Is a Dutch luggage service, that provides D2D luggage delivery within the European Union for both odd-size and regular luggage. It is able to supply this service through the utilization of the CEO's own couriers service. This being, Königs Couriers. They offer a variety of shipping services for both odd-sized luggage such as sports equipment as well as standard suitcases up to 30 Kgs. Passengers need to travel to or from a Dutch destination to be eligible for this service.



## TRAVEL LIGHT

**Travel Light:** Is another Dutch luggage service, which provides D2D luggage services for odd-size and regular luggage. However, in comparison to the other D2D luggage services Travel Light only offers D2D services to 18 European destinations. The company is able to offer passengers this service by making use of the TNT logistics network. Similar to the travel requirements of 'Care 4 Luggage', one of the destinations needs to be situated in the Netherlands for passengers to be eligible for this service.



**BaggageExpress:** BaggageExpress is an Italian D2D luggage service, which offers D2D luggage services for odd-size and regular luggage to all member states of the European union. It has utilized the services of UPS to perform its luggage shipments. Furthermore, the company has formed a partnership with Costa Cruises thereby enabling their 'Perla Diamante' members, top tier of Costa Cruises loyalty program, to ship their luggage to their cabins for free. However, this service is only available for a view selected ports. Additionally, BaggageExpress services are not priced competitively as can be seen within table x.x. Thereby, it is assumed that this service is more targeted at the more luxurious and service orientated traveler.

### D2D0 services



**Airportr:** Is a British luggage service that offers check-in luggage collection at the passenger's doorstep after which it is transported to a landside Airportr Kiosk either at London Heathrow or London Gatwick airport. Passengers are able to book 1-hour time slots in which their luggage will be collected from their homes. When collected, the luggage is labeled and wrapped in plastic bags to prevent the luggage from being tampered with. Due to the partnership formed with British Airways, passengers who travel with British Airways are able to have their bags checked-in at their doorstep 24 hours before departure, thereby skipping the initial part of the traditional luggage journey. After the passenger has arrived at its destination airport, he or she can collect their luggage at the traditional luggage reclaim.

Therefore, Airport also falls into the D2R cluster. It is not possible to directly deliver the passengers luggage from the belly of the plane to the final destination due to European customs regulations. These regulations prohibits PAX luggage being picked up and brought through customs by third parties. It is also a possibility to have your luggage delivered to your home when arriving at one of the former mentioned airports. However, the service is currently only available for residence of or people traveling to the city of London.



**PostNL:** The Dutch postal company has started a similar service to that of Airportr with the exception of offering its services nationwide within the Netherlands and only delivering its luggage to Schiphol airport. Passengers can choose to have their luggage collected at their doorsteps either 1,2 or 3 days in advance of their departure. Once transported, the luggage can be collected at the luggage depot of Schiphol airport. Similar to Airportr, PostNL has partnered with an airline. This enables passengers flying with Corendon, to have their luggage checked-in at their doorstep after which it can be collected at the traditional baggage reclaim at the destination airport. Therefore, PostNL also falls into the D2R cluster.



**Leave your bags:** Is an Amsterdam based luggage service that focuses on the transportation of luggage from hotels and Airbnb's situated within Amsterdam to Schiphol airport and vice versa. It does so by making use of TNT logistics network and the service is able to be booked 1 day in advance. Once the passenger has printed out and attached the required luggage labels to their luggage, the pieces of luggage are collected at their accommodation, where after it is transported to a landside kiosk at Schiphol airport. The landside kiosk also functions as the drop-off point for passengers who want to have their luggage transported into the city.



**No Luggage:** Is a Spanish luggage service that offers luggage services towards and from the airport, for both odd-sized and regular types of luggage. Furthermore, the company

## APPENDIX A: EXTENDED LUGGAGE SERVICE DESCRIPTIONS

also seems to offer its services at certain AVE stations (Alta Velocidad Española, Spanish high speed train line). The company does not possess any landside kiosks at any Spanish airports or train stations.

Therefore, delivery appointments need to be made between the courier and passenger when they will collect their luggage. In general, the delivery locations at airports and train stations are at the 'Kiss & Ride' parking lots.



**Ta Q Bin:** Is similar to the previous described services in this subchapter, except that Ta Q Bin is only active within Japan. The service can be used by passenger who want to send their luggage between home, a train station, or airports. Furthermore, Ta Q Bin offers more additional features such as: luggage storage, same day luggage delivery, special souvenir delivery, tourist information, and additional designated drop-off and pick-up points at selected 7/11 stores.

### P2D services

#### Luggage not through airport



**Oman Air (in cooperation with DHL):** Oman air is marketing a DO2D luggage service in cooperation with DHL. However, what this service exactly entails is still unclear. The only information that is available was released within a press release that stated:

***'Passengers of Oman Air have the ability to drop-off their luggage at any DHL service station after which it can be shipped to any destination within Oman Airs' network'.***

The press release further states that the lead time can vary between 2-3 days. That being said, no indication are given on the luggage restrictions or related costs. After having had personal contact with Oman Air customer service it has become apparent that the service is only available for shipments out of Oman. Thereby, supplying passengers with just one luggage free journey leg.

#### Luggage through airport



**BAGS:** As stated before, one of their main services for passengers is the transportation of check-in luggage dropped

off at airport kiosks directly to the final destination. By doing so, BAGS bypasses the reclaim process of the journey. However, this is only possible on domestic flights within the U.S. or to international airports and ports that have a U.S. custom and border protection (CPB) 'Pre-clearance zone'. Pre-clearance zones are a separate facility at foreign ports or airports that are staffed by U.S. CPB officers and aim to streamline U.S. border procedure by placing this process at the origin destination. Thereby, reducing custom passenger congestion within the U.S. Looking from a competitive perspective it must be said that BAGS does not seem as a threat to the European market as the company seems to focus on the North-American market. Furthermore, currently there are only 2 Pre-clearance zones out of the North-American regions. These being located in Ireland and in Abu Dhabi.

#### Wardrobe storage services



Finally, there is one final luggage service that operates within its own scope, this being DUFL. DUFL, is an American company that offers a premium travel service by storing and shipping personal clothing travel kits. Passenger are able to make a selection of personal items that they want shipped from their DUFL storage unit to their final destination. Once the passenger has concluded its business the items are collected, cleaned, and returned to the individuals DUFL storage unit. This luggage service is marketed at the upper class business passenger and is available within the U.S. and selected business hubs within Europe, Canada, Singapore, Tokyo, Hong Kong, and Melbourne. Even though, personal luggage storage is the company's main value proposition, it also offers D2D luggage services within the U.S. for both odd-size and regular sized luggage.



## APPENDIX B: LUGGAGE SERVICE PARTNER ANALYSIS

### Partner Overview

Figure A1 shows an overwhelming view of the amount of partners each all the different luggage service companies have. Which specific partners each of the luggage services has can be seen in table TA 1. To create a more comprehensible overview figures A 2 to A4. have been created. The figures give an overview of the different types and amount of partners each of the luggage services have. The goal of these images is to see which partners might be necessary, which customer segments are approached, and which market segments are still unsupplied.

The type of partners have been clustered into 5 main categories, these being:

- Logistics companies: Companies whose core business is the shipment of letters, parcel and cargo
- Transportation: Includes companies that transport people (airlines and cruises), are necessary for the transportation (airports and ports), or enable people to travel (car rentals)
- Lodging & Accommodation: Includes companies that supply any form of lodging and accommodations (apartment rentals, hotels and resorts)
- Service & Holiday: Includes companies that arrange personal travel and holidays (travel agencies, tour operators) and companies that supply the costumers every need (concierge services.)
- Retail: Includes shops that are either being used as a drop-off or pick-up points (convenience stores, malls, and wholesale stores), as well as sporting equipment rentals and specialty suitcase brands.

### Global D2D

Figure A2. Illustrates the amount and type of partners each individual D2D luggage service has. When looking more closely at this figure, certain trends appear. For one, it seems that the D2D luggage services that are operating from the U.S. have created a larger network of partnerships in comparison to that of its European counterpart (Luggage Mule). BAGS has been included into the global D2D luggage analysis because they do offer this service even though it is in specific aforementioned circumstances. However, it must be said that the overall partnerships that BAGS has created seems out of proportion to the other D2D luggage services. This is due to the fact that the D2D luggage service is one of the services that BAGS offers its clients. It further provides services such as: delayed baggage deliveries, remote airline check-ins, same day shopping deliveries, concierge services and more. Therefore, the majority of partnerships formed will not be taken into account. Furthermore, the proposed luggage service of Oman air has been included into this partner analysis due to the similarities in service between the D2D and P2DD service luggage model.

When looking at the logistics partner cluster (tier 1), 4 of the 5 luggage services use multiple logistics companies to fulfill their shipment needs. The most prominently used logistics companies are: FedEx, DHL, and UPS followed by DPD, TNT, and Parcel force. Which logistics company Bags utilizes is unknown and is therefore not taken into account for this analysis. It is assumed that the utilization of multiple logistics companies is necessary to be able to deliver global



Figure A1: Partner collage

## D2D luggage shipments.

Naturally, the bulk of all the formed partnerships can be found within the transportation cluster (tier 2) as this sector is where the need of luggage originates. However, an interesting development is that so many partnerships have been formed with ports and cruises. This implies that a D2D luggage service is well suited for this type of travel. Looking from a North-American market perspective, one could say that this market is well saturated and hard to penetrate with a new D2D luggage concept. This however is not the case when looking from a European perspective. Therefore, it is advised to take this in consideration when analyzing the European hospitality sector market.

When specifically looking at the aviation partnerships formed by Luggage forward and Luggage free, these being Blue star jets, Jetsmarter and Air Canada, it becomes apparent that a certain customer segment is targeted. Jetsmarter and Blue star jets provide private jet services and are thereby targeting more upper class service oriented customers. Air Canada formed a partnership with Luggage forward to promote the service for PAX who are traveling with odd-size luggage. This is proven by the following statement that is posted on the Luggage Forwards' website.

***'Air Canada exclusively recommends Luggage Forward's door-to-door luggage delivery service to passengers who wish to send luggage, golf clubs, skis, or snowboards ahead to their destination.'***

Thereby, PAX who are traveling with odd-sized luggage might be an interesting customer segment to look into.

Within the lodging and accommodation tier (tier 3), many partnerships have been formed with upper class hotels and resorts. For example, included establishment are the St.Regis in Aspen, offering ski shipping services through Luggage Free and the Luxury collection hotels who offers luggage liaison services for its top tier 'Starwood Preferred Guests' (SPG) members use Luggage forwards' services. This further, establishes the fact that the more service oriented PAX and PAX who are traveling with odd-size luggage are a compelling customer segment to target. Even though the luggage services that have formed these partnerships are operating from within the U.S.A, the hotels they offer this service to are also situated throughout Europe. Therefore, one could say that the upper class hotel segment might be saturated when it comes to luggage services.

Upper class and more service oriented travel continues to be a trend as most of the partnerships formed within the Holiday and service tier (tier 4) are with niche and luxury travel agents and tour operators. An example of such is for instance Abercrombie & Kent, an American tour operator who provides luxury holiday packages ranging from small group travel to fully private trips including private jets. Furthermore, multiple partnerships have been formed with tour operators and travel agents who specialize in organizing unique golf holidays around the globe. (Kalos golf, Perry golf, Haversham & baker golfing expeditions). These findings further confirm that the more service oriented PAX and PAX traveling with odd-size luggage holds potential as the targeted customer segment.

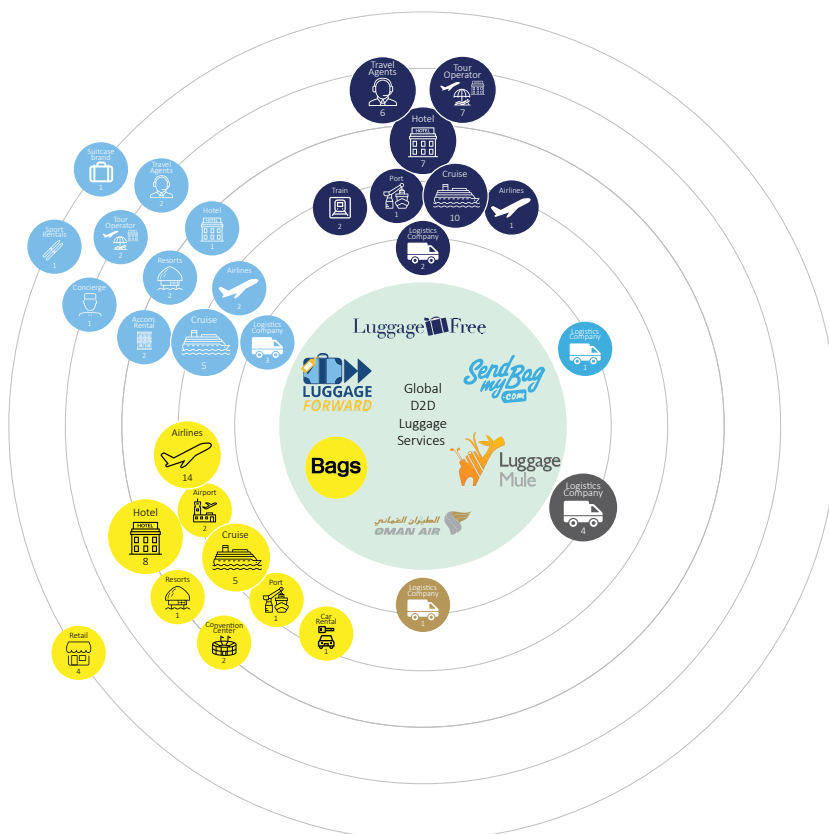


Figure A2: Global D2D partner overview

## APPENDIX B: LUGGAGE SERVICE PARTNER ANALYSIS

The partnerships that have been formed by Luggage forward in the Retail tier (tier 5), are with companies that provide specialized sporting suitcases and ski rentals. Similar to the prior findings, this also shows that odd-size travel is a suitable customer target segment.

### European D2D

The European D2D luggage services have formed far less partnerships than its global counterparts. One thing that is for certain that is for certain that it is possible to offer D2D luggage services within Europe by making use of a single logistics partner. This is proven by the fact that all three European luggage service make use of a single logistics partner. These being, Königs koeriers, TNT, and UPS.

Looking at the transportation tier (tier 2) only a few partnerships have been formed. Travel Light is referred to by Schiphol at their odd-size page. As stated earlier, BaggageExpress has formed a partnership with Costa Cruises offering its 'Perla Diamante' premium loyalty members free luggage shipping. Furthermore, the only other partnerships formed within the European luggage service category is by Travel Light with the tour operators TUI and Neckermann (part of Thomas Cook). However, similar to the partnership formed with Schiphol, this is done through referral on their websites. When looking more closely at these referrals it becomes clear that customers need to proactively look for these option as they are not incorporated within the booking flow.

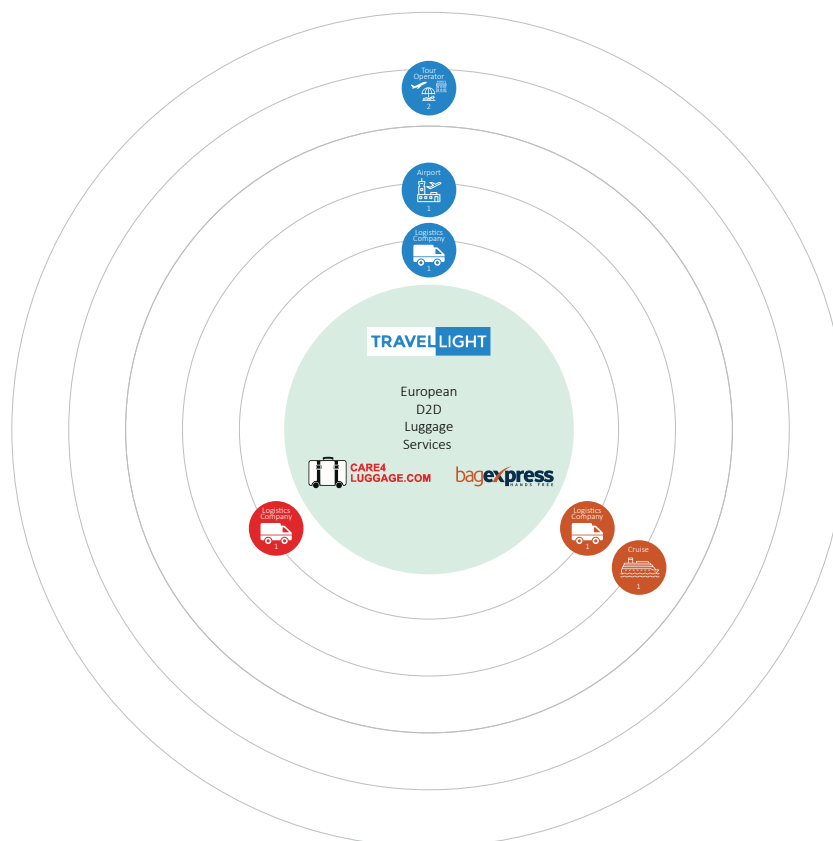


Figure A3: European D2D partner overview

## D2DO/P2D & D2R

Finally, a closer look is taken at the clusters D2DO/P2D & D2R. For this analysis these different service models have been clustered together due to their similarity.

Due to the fact that these services mainly operate in one leg of the journey, there is no need for multiple logistic company partnerships. Further so, certain services even perform their own logistics like for instance Airportr and No luggage.

As stated before, Airportr and PostNL have formed partnerships with airlines such as British Airway and Corendon airlines (which is owned by the tour operator Corendon), thereby enabling customers to directly check-in their luggage at their doorstep. This shows, that the aviation sector is looking at how to improve their customer experience whilst simultaneously trying to create additional revenue. Furthermore, PostNL and Leave your luggage have formed a partnership with Schiphol which enables them to provide pick-up kiosks in the land side area of the airport. One truly noticeable partnership within the D2DO/P2D cluster is the one that Ta-Q-Bin has formed with the American-Japanese convenience store 7/11. This partnership shows that the delivery address does not necessary need to be a type of accommodation. Therefore, possible different drop-off locations will be further looked into.

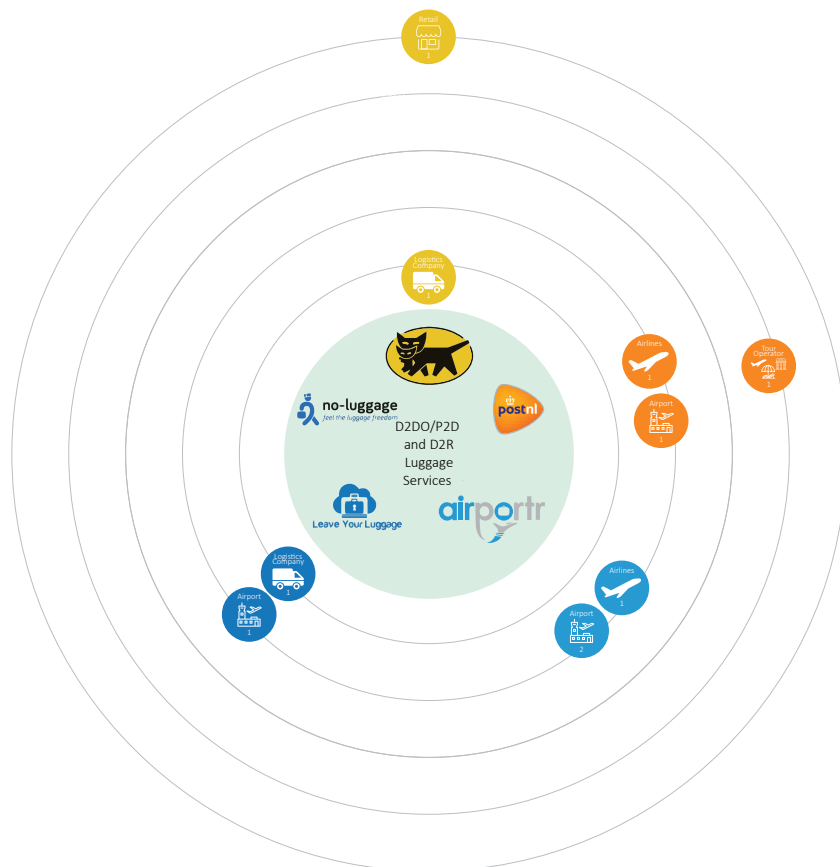


Figure A4: D2DO/P2D & D2R partner overview



## APPENDIX C: EXTENDED TRAVEL LIGHT CASE STUDY

### Travel Light Analyses

Travel Lights business model and service process has been analyzed, to see which resources and processes are necessary to be able offer D2D luggage services. This research was conducted by means of a creative session in which Sven de Laaf (CEO) and Robin Scholtes (Operations and Customer Care Manager) participated. During this session a Business Model Canvas (BMC) was created and a service blueprint clearly illustrating the current process.

### Travel Light service process

The process starts when a customer has decided to use a D2D luggage service instead of the traditional luggage journey. In general the actions taken by Travel Light can be divided into 5 steps. These steps being:

- Priming
- Processing
- Preparing
- Supplying
- Informing

Below a brief description will be given on the different actions each stakeholder needs to complete. Figure x.x. illustrates each of these actions based on the time before departure and return (x-axis).

### Priming

#### Travel Light

Travel Light starts off with priming customers by executing online marketing strategy through social media (facebook). On Wednesdays and Fridays the company posts inspirational photos and videos on how interesting locations and activities. Monday's are selected to activate potential customers by placing advertisements that offer Travel Light services and compares it to the traditional luggage journey.

### Processing

#### Customer

The process starts when a customer decides to make use of the D2D service. The booking process starts via the native website of Travel Light. The customer is first asked to fill in the destination country of their trip, what date they are departing, if they are planning a return journey, what type and how much luggage they plan on taking. Once this has been established an initial quote is shown. The date of departure needs to be at least 2 weeks in advance when booking the service. This is due to the fact that Travel Light needs time to process the order, send a welcome package to the customer and inform the logistics partner about the shipments.

From here the customer is asked to fill in specific details about their own address as well as the address they are staying during their trip and what kind of accommodation this is. Furthermore, their preferences is asked for the pick-

up and delivery date of their luggage at home. Once this has been completed the final payment details need to be communicated and the service is booked.

One important side note is that it is the responsibility of the consumer to inform the reception of their accommodation, that they are making use of a 'D2D' luggage service and that their luggage will arrive a day early.

### Travel Light

When receiving an order, Travel Light starts off with assigning a consignment number to the email address of the order. This enables Travel Light to inform the logistics company of the shipment and send Track & Trace information directly to the customer. After this has been completed, the pick-up and delivery address is checked to ensure that they are correct. If any discrepancies are found the customer is informed whether the given address information is correct. When everything is in order a confirmation email is send with the pick-up date.

The API (application programming interface) that Travel Light owns, is able to hold the shipping data until the time is right to inform the logistics company. This is done to reduce the amount of time shipment orders are backlogged in the logistics company backend system. Thereby, lowering the chance of disruptions. Furthermore, this is necessary due to the recycling of consignment numbers by their logistics partner.

### Preparing

#### Travel Light

The company needs to prepare the welcome package that includes the shipping labels and packaging necessary to ship the selected luggage type. The boxes and other included materials are assembled in a social workplace after which the specific shipment labels are printed and added by the company themselves.

### Supplying

#### Travel Light

When the welcome packages have been assembled, they are sent to the customer. This usually is 10 days before departure and is realised by making use of PostNL delivery services.

### Customer

Once the welcome package has been received, the consumer can start preparing their luggage. Once the suitcase or other type of luggage has been packed, the piece of luggage is prepared for the shipment. This is done by either packing the suitcase in a plastic bag or other odd-sized luggage in a special cardboard box. After these steps have been completed the customer can attached the shipping label to the outside of the piece of luggage. It is important that the correct shipping label is firmly attached to their luggage and that they don't forget to pack the return shipping labels.



## Informing

### Travel Light

Roughly 4 days before departure the logistics company receives the pick-up order from Travel Light. Once the luggage has been collected, the consumer is updated on the Track & Trace information provided by the logistics company to Travel Light. The process described above is almost identical for the return journey. The only difference is the consignment number that is communicated towards the logistics company. Therefore, a return shipment is seen as two single shipments by the logistics company. Which in turn has its own downside as mentioned by Sven de Laaf.

***‘TNT regards a return shipment as two single shipments. Sending it from A to B is seen as one shipment and the return shipment is seen as a new single shipment. This is why it is not possible to send luggage to Non-EU countries, because TNT cannot recognize that it is the same parcel. This in turn leads to having to pay import taxes for your own luggage’. ( de Laaf, 2017)***

### Logistics company

Once the shipment order has been received, the logistics company needs to plan and arrange pick-up of luggage at the customers pick-address. From here it the piece of luggage can be shipped, making use of road transport. Road transport is used to keep the shipping costs as low as possible. Hence, the amount of days the piece of luggage remains in transit. The logistics company informs Travel Light on the progress of shipment through their Track & Trace system until the delivery has been completed.

### Customer

The customer is regularly informed on the status of their luggage by Travel Light. The only actions that remain are transporting themselves to their final destination and preparing their luggage for the return journey once their trip has come to an end. .

## Return Journey

### Travel Light

As mentioned before the return journey process is very similar to initial journey. If the duration of the customer's trip is longer than 3 weeks, new shipping labels are emailed to the customer. These shipping labels are send 4 days in advance. It is also at this moment that the logistics partner is informed about the return shipment.

### Customer

If necessary, the customer has to print the return shipping labels that Travel Light has emailed them. There is no need for the customer to fundamentally adjust their usual packing ritual as the luggage will be collected 1 business day after they have left their accommodation. After having packed their luggage, is a matter of preparing it in the same manner as they did on their initial journey and attach the return shipping labels. On the day of departure, the customer leaves their luggage at the reception who should have been informed beforehand about the usage of the D2D luggage service.

### Logistics company

In comparison to the initial shipment, nothing has dramatically changed process wise. The main difference is that instead of collecting the luggage from the home or other pick-up address (office, local store etc..) of the customer, it is collected at the reception of the accommodation.

## APPENDIX C: EXTENDED TRAVEL LIGHT CASE STUDY

### Travel Light Business Model Canvas

As stated before, a BMC was created to get an overview on which resources are necessary to be able offer a D2D service. Furthermore, this was done to understand what the exact value proposition is that Travel Light offers its customers and which customer segment they see as their key target market. The created BMC can be seen in figure C1.

### Customer Segment

The reason why certain customers make use of a D2D service can be very different from one another. That is also why Travel Light does not target a single customer segment but multiple. The targeted customer segments are:

-Active family and group holiday seekers: Families, couples or a group of friends who go on an active holiday. The activities these customers perform on their holiday requires them to bring along odd-size luggage. This can include Ski's, snowboard, kiteboard sets, bicycles, golf bags, or other large sporting equipment.

-(Long stay) Elderly customers : Elderly customers have been targeted due to the fact that in general this customer segment is less mobile than other travelers and therefore experience a lot of pain during their travels. Furthermore, within the Elderly segment the sub-segment 'Long stay elderly' is targeted. This sub-segment spends the winter months abroad and therefore bring a lot of check-in luggage.

*'The most important target groups are elderly, customer who go on ski holidays and cyclist. And also families, however they are not the early adopters. The other groups make use of the service out of necessity, they encounter the most pain during their journey. Families are more focused on comfort and ease. Once this service will reach more widespread adoption, companies will figure out how to approach families.'* (de Laaf, Travel Light, 2017)

*'It's necessity vs. comfort, people are writing to me that due to this service they are able to go on holiday again'* (de Laaf, Travel Light, 2017)

Furthermore, Travel Light focuses more on the baby boom generation due to the following reasons:

*'The older generation is a 100% fit, let's say the baby boom generation. They have enough money to make use of the service, they don't travel during the holiday season, they are the most interesting group for us to approach'* (de Laaf, Travel Light, 2017)

This quote entails that Travel Light is focusing on a more premium customer and that making use of a D2D luggage service is still seen as a luxury for which a more premium price is paid. However, this is a business decision that is made based on the resources that the company holds. Whether this is the correct strategy is something that further research should uncover.

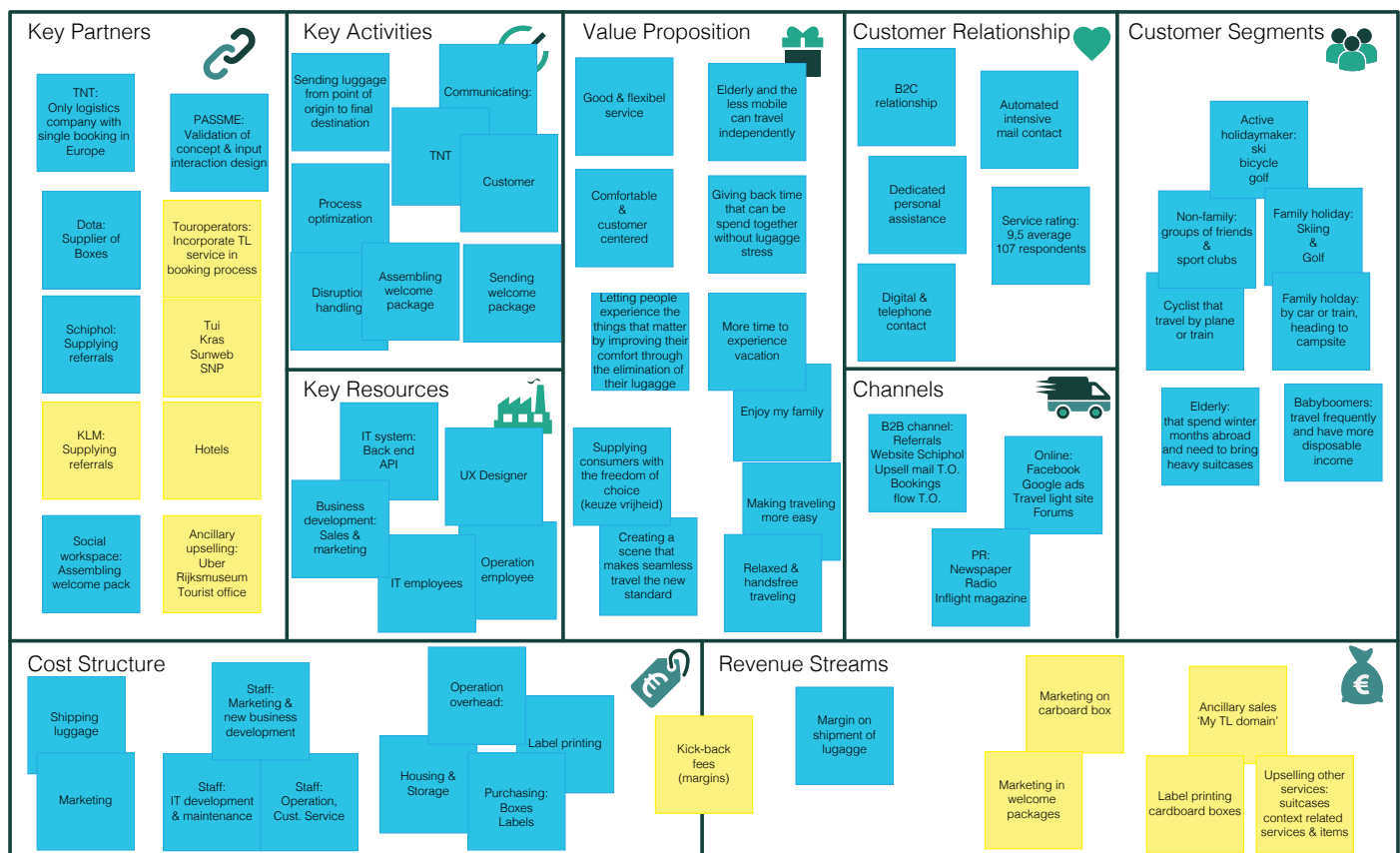


Figure C1: Travel Light BMC

### Value Proposition

As Travel Light approaches multiple customer segments, its service creates a different value proposition for each of the targeted customer segments. One thing that can be agreed upon is that the service ultimately improve the customer journey by the elimination the need to bring your luggage during your transport. This can lead to customers spending their time more rewardingly, by for instance experiencing more quality time with their travel companion(s).

When looking from at the Elderly target segment (and the less mobile), making use of such a service can enable them to independently go on holiday again. Thereby, making them feel more empowered.

### Customer Relationship

Currently Travel Light maintains intensive mail relationship with its customers. This is necessary to ensure the customers are comfortable with the fact that their luggage is traveling separately. Thereby, ruling out all forms of anxiety related to luggage.

*'The thing that we accomplish at the moment is maintaining intensive personal contact with our clients. The moment they are anxious about something it is our job to reassure them. Our customers should be anxiety free, especially since the disruption rate within the logistics industry is far less in comparison to that of the airlines.'* (de Laaf, Travel Light, 2017)

### Channels

Currently the main channels Travel Light acquires its customers is through google advertisements, forums and Facebook. The service is also referred to by Schiphol airport and on an additional website of Neckermann. However, the service is not prominently market through those channels and customers need to actively look for other luggage options. Other companies such as booking sites have been approached but do not see the added value of offering a D2D service within their booking flow.

*'We have discussed our proposition with booking.com and Trivago but they aren't interested. The reason being that they are a booking site and want to have an as high as possible conversion rate. With every extra step in the booking flow the conversion will drop.'* (de Laaf, Travel Light, 2017)

Former marketing strategies have also included radio commercials. Even though the commercial generated a lot of activity on the site, it did not manage to translate into an increase in conversion.

*'We found that our radio marketing campaign generated a lot of traffic on our website. However, this additional traffic did not lead to an increase in conversion because people were triggered while traveling to work. Usually that is not the moment when people book holidays.'* (de Laaf, Travel Light, 2017)

It can be concluded that Travel Light is struggling with creating awareness around the D2D luggage service concept. This is further substantiated by the following quote:

*'When people buy their tickets, Transavia will approach you if you want to buy additional check-in luggage, it is at this moment that the passenger should hear this little voice in their head saying 'Travel Light'. This not the case. It is so difficult to penetrate the B2C market for a small startup like us that it would be best to sell our services B2B2C.'* (de Laaf, 2017)

### Key activities

The main activities that Travel Light needs to perform is facilitate the shipment of luggage from origin to destination and back again. This facilitation is achieved by informing the necessary stakeholders at the right moment and supplying them with the data and items that they need for the service. What these activities entail and who the necessary stakeholders are will be discussed in more detail in the 'Travel Light service process' subchapter.

### Key Resources

Key resources are needed to perform key activities. In the case of facilitating the luggage shipment, the main resources needed are Travel Lights API and backend system. This means that Travel Light at the core is a IT company that only possesses an online platform through which the corresponding stakeholders are connected with each other.

### Key Partners

One of the most important partners that Travel Light has is it logistics partner TNT. As stated before, Travel Light is merely a facilitator in the shipment of luggage. Furthermore, their packaging supplier is seen as a key partner as well as the companies that supply referrals. In the near future, Travel Light aims to expand their partnerships by including hotel chains, tour operators, and other services such as touristic attractions and Uber services.

### Costs

The main costs that Travel Light has are: the costs of shipping luggage, development and maintenance costs of the platform, staff, and general operation overhead costs. The most significant costs are linked to the development of the platform and of course the shipment themselves. How much the platform costs to develop was not discussed but as an indication the following quote from Dennis van der Noll, TNT representative, can act as a guideline:

*'The next couple of days I have 3 meetings with companies that are interested in the same subject matter. I am always surprised the amount of financing they are willing to spend in the development of their online platforms. A big player is visiting me tomorrow, who is going to invest €8,5 million in the development of their online platform.'* (van der Noll, TNT, 2017)

## APPENDIX C: EXTENDED TRAVEL LIGHT CASE STUDY

### Revenue Stream

Currently Travel Light only has a single revenue stream and that is a margin of the luggage shipment sales. However, there is a huge potential for the company to generate additional revenue. The service can receive kick back fees for referring to other services or products. Furthermore, the company can upsell additional ancillaries or provide different service levels which can add extra value for their customers. Example of additional revenue streams is shown in the following two quotes:

*'I'm not ruling out that I will also sell suitcases and bags in the future. A lot of customers contact me asking if I could also sell them such items, ski bag or a Samsonite suitcase. Why not?'* - (de Laaf, 2017)

*'I am not excluding the thought that there might be some sort of free-memium business model. Ship luggage 7 days before, but this allows me to try and upsell as much as possible, express service deliver in 3-4 days and premium for next day delivery. All the data that I receive will be sold to 3rd parties but this way I am able to offer my service to you for free.'* (de Laaf, 2017)

## APPENDIX D: PARTICIPATING HOSPITALITY ESTABLISHMENTS AND KEY INSIGHTS

Who	Company	Date	Insights
Sven de Laaf	Travel light	17/01/17	Overall service process of D2D luggage service concept, possible service providers, possible customer segments, D2D luggage service can hold different value propositions for different customer segments
Robin Scheltes	Travel light	17/01/17	
Matthijs Hermsen	Pin High	10/02/17	Golf specialty tour operator, biggest customer segment is the recreational golfer, initial test done by marketing manager wasn't satisfactory, golf hotels are located in exclusive and remote areas, best selling ancillary is the golf-clubs rentals, firm doesn't seem enthused to offer D2D luggage services as an ancillary
Maxime Hoogland	Center Hotels Amsterdam	13/02/17	Small hotel chain with 3 hotels within the city of Amsterdam, only target city trippers or business PAX, these types of PAX predominantly bring C.O. Luggage, if service would become popular hotel would only be able to offer it to a small amount of guest due to the lack of storage space
Oscar van Oefellen	Drop & Go Amsterdam	13/02/17	Identified possible drop-off and pick-up location, eager to cooperate in the D2D luggage service concept, most clients make use of service because they can't check into accommodation, stores mostly C.O. Luggage
Paul van Thienen	KRAS	17/02/17	Elderly travelers are a large part of their customer segment, currently offering service to cyclist who train in Mallorca, Tour operators own or have formed partnerships with cruises, roughly 20% of their customer base consists out of families traveling with young children to beach holiday destinations

Toon Kessen	Thomas Cook	21/02/17	Luggage ancillary sales are dropping on an annual basis, families traveling with young children is an important customer segment, currently looking at offering an alternative luggage ancillary, referral on site to Travel Light is not succesful, ancillary should be included within traditional booking flow
Sylvia Molenkamp	Amsterdam Rai	02/03/17	Performed own survey among clients, main customer base are business PAX, Business PAX are interested in having something done with their luggage, preference is for either having it picked up from the airport and delivered to the hotel and back again or transported form the Rai to the airport
Bert Vaessens	NS	13/03/17	Offering drop-off or pick-up locations within larger stations is an issue from a space and safety perspective, currently NS offer 24 hours lockers, rent prices at the train stations are premium, indicated that the feasibility of having a drop-off and pick-up locations at one of the big stations as
Mark Groen	Belvilla	15/03/17	Belvilla's main customer segment are families traveling with young children within Europe, experienced strong growth over the last couple of years, offer more service than Airbnb but business model is based on the same sharing economy principle, single employee can be responsible for up to 50 houses in quite remote places, hence it would not be possible to ensure that someone could be present during the delivery of the luggage
Chaim Scheepers	Starwood Marriott	16/03/17	Main customer segment are business PAX, but most valueable guests are Luxury travelers, have an average stay of 1.7 nights per guest, highlighted the large adjustment in packing and travel behavior of business PAX, saw more value in offering a Duffl like concept for their customers base

Dennis van  
der Noll

FedEX/TNT

19/12/17 Integrators possess all own resources to perform shipments of parcels, TNT specialized in roadtransport, costs of shipment are 0,25 per kg with an additional 6,5 surcharge, direct routes can be created if the demand is great enough this can save 24 hours in delivery time, EFTA countries should be avoided due to higher likelihood of packages being held back by customs, best to focus on Western-Europe and the Mediterranean



## APPENDIX E: EXTENDED MARKET AND SALES CYCLICITY ANALYSIS

The author has chosen to set the scope of this analysis to the Dutch market. Furthermore, since no exact data on the different customer segments is present beforehand, the analysis is based on the findings from multiple sources. Which sources have been used will be reported on accordingly.

### Market size - Large

Within the year of 2016, a total 35,5 million holidays (NIBTC-NIPO, 2017A) were partaken by the Dutch population. Of the total holidays, 51% were to foreign countries, resulting in a total of 17,9 million foreign holidays. Furthermore, on 38% of these foreign holidays (NIBTC-NIPO, 2017A), flying was used as the mode of transportation. This results in a total of 6,8 million flying Dutch leisure PAX.

### Luxury oriented travelers

Through a segmentation analysis done by the Dutch research and branding committee NBTC-NIPO, it was found that 12 % of the Dutch leisure travelers can be seen as luxury and service oriented (NBTC-NIPO, 2008). This would mean that when looking at the total Dutch flying leisure PAX market, 816.000 PAX can be considered to fit with the luxury orientated customer segment.

### Odd-size heroes

Whilst no exact PAX traveling with odd-size data is available, the numbers on odd-size luggage handled at Schiphol airport is. Tabel x.x. shows what type and the amount of odd size luggage that is being shipped. These numbers were supplied by a representative of Amsterdam (PASSME, 2017A). As can be seen in table x.x., a total of 36.400 pieces of odd-size luggage were handled by Schiphol airport. Of these 36.400, only 9.464 are sporting equipment related. Even though these numbers only represent the pieces of odd-size handled by Schiphol airport, it is assumed that the overall number of odd-sized pieces of luggage handled within the Dutch aviation sector isn't much larger. This assumption is made due to the fact that Schiphol transports the most PAX of all the airports located within the Netherlands.

A reason for the low amount of odd-sized luggage might be that most PAX still choose the car as their mode of transportation when they go on holiday. This is further confirmed by the following quote:

***'Not all of our customers actually fly, a lot will take the car. You will be surprised how many Dutch people use the car as their mode of transportation. The reason why they still like to make use of our service is because this way they don't have to travel with a Ski-box on top of their car or overpack the interior. It makes their overall journey more comfortable' (de Laaf, Travel Light, 2017)***

### Families traveling with young children

Through a national enquiry performed by the popular airline ticket booking site 'Cheaptickets.nl', it was found that 21% of the families with children up to 12 years old, had chosen to fly their holiday destination within 2013 (Cheaptickets, 2013). Due to the fact that no other data can be found on

the current percentage of Dutch flying families, it is assumed that this number has remained the same.

Tabel x.x. Shows that in 2016 there were a total of 1.479.040 households within the Netherlands who had children up to the age of 12. When applying the percentage of flying families with the Netherlands a total of 310.598 households supposedly have traveled by plane to their holiday destination. Seeing as the average number of people per household in the Netherlands is 2.2, this total customer segment would consist of 683.316 persons.

### Business travelers

Research performed by NBTC-NIPO shows that a total of 4.7 million foreign business trips were partaken by Dutch business travelers. Flight as a mode of transportation was used for 50% of the total foreign business trips, resulting in a total market size of 2.35 million PAX. The average Dutch business trip last 3 days. Based on the findings from the context mapping session, this would imply that the chances of this target group bringing check-in luggage is slim.

***'If I have to travel with both check-in as carry-on luggage, I would make sure that I pack clothing and other items in my carry-on that allow me to live normally for 3 days. So you could say that I am planning ahead for the possibility of my luggage being lost.' (RB, quote 1765)***

***'90% of my flights within Europe are business and I always travel with carry on because I find it really annoying to wait on anything. I think it is a waste of time, especially when I am on a business trip.' (JV, quote 872)***

### Elderly travelers

Facts & figures presented by Schiphol show that 13% of all departing leisure PAX are 60 years or older (Schiphol, 2015). Even though this percentage is an average of all leisure PAX and not merely Dutch leisure PAX, this percentage is used within this analysis due to lack of more reliable data. Thereby, this would translate into a total market size of 884.000 elderly PAX.

### Sales cyclicity

Sales cyclicity entails the amount or repurchases a certain product offers. In this specific situation that would translate to the amount of times each customer segment flies per year. Besides, the flight frequency, the chances of bringing check-in luggage has also been included. Below the sales cyclicity potential of each chosen customer segment will be briefly discussed.

### Luxury oriented travelers

The segmentation research performed by NBTC-NIPO has found that the more luxury orientated PAX travel around 5 times per year. Where, 2 trips are usually long and 3 trips are shorter like for instance city trips. This would imply that the sales cyclicity of luxury orientated PAX is high in comparison to the Dutch population. Research performed by National Institute for Budget information (NIBUD) shows that only



4% of the Dutch population goes on holiday for more than 3 times a year.

However, as short trips are no longer than 3 days, it assumed that the likelihood of bringing check-in luggage is small. This assumption is further supported by the following quotes, supplied by participants of the context mapping session.

*'I mostly travel with carry-on luggage, either some sort of duffle bag or I borrow someone's carry-on trolley. The reason why I travel most with this type of luggage is because I mostly travel for short periods of time, city trips and short holidays' (SB, quote 1564)*

Therefore, the sales cyclicity of this customer segment has been labeled as average.

#### Odd-size heroes

No exact data could be found on the cyclicity of this specific customer segment. However, based on the fact that most odd-sized luggage sporting equipment, such as skis and snowboards, are used during a specific season it is assumed that the cyclicity is low. This assumption is also based on the overall low amount of odd-sized that is handled by Schiphol.

#### Families traveling with young children

Research performed by the Dutch Central Bureau of Statistics (CBS), showed that on average households where the youngest child is aged between 0-5, go on 2 short and 1.9 long trips per year. In households with the youngest child between 6-13, the average dropped to 1.7 short and 1.8 long trips per year. Furthermore, this target segment almost always brings check-in luggage, due to the amount of luggage needed.

*'We like to travel with two large check in trolleys because they are easy to roll around, and we can fit everything we need in them for our entire family. I would prefer to just travel with a small carry-on trolley, but that is not realistic.'* (SP, quote 1991)

Even though it seems as if this customer segment has an average cyclicity, it was found that 40% of families travel by car to their holiday destination (Stena Line, 2015). That the car is a more viable mode of transportation is further confirmed by the participants who participated within the context mapping sessions. As can be seen in the following quotes:

*'I travel once or twice a year, that is mostly due to the kids and due to the fact that we are quite constrained from a financial point of view. And if we travel I think that 7 out of 10 times we would grab the car. We visit family in Denmark with the car and long weekends trips to other cities we would also just drive.'* (AS, quote 164)

Therefore, the cyclicity is labeled as low for this customer segment.

#### Business travelers

Schiphol airport found that business travelers have an average flying frequency of 7.1 times per year (Schiphol, 2015). Furthermore, NBTC-NIPO found that there is an increase in the amount of business trips that are taken by the Dutch workforce. Initially this would imply that the sales cyclicity of this group is high.

However, Eurostat data shows that 74% of the business trips undertaken by the European citizens are between 1 and 3 days long (Eurostat, 2017). This would imply that on average 1.9 trips would be longer than 4 days. Therefore, the likelihood of this target segment needing to bring check-in luggage seems rather small. Furthermore, the participants within the context mapping sessions showed carry-on luggage is the preferred type of luggage. As can be seen by the following quotes:

*'90% of my flights within Europe are business and I always travel with carry on because I find it really annoying to wait on anything. I think it is a waste of time, especially when I am on a business trip.'* (JV, quote 872)

*'I prefer to travel with my Rimowa carry-on trolley. It is the ideal trolley. It is big enough for short travels and saves me a lot of time. No waiting at the check-in and no risk of losing it'* (RB, quote 1755)

Therefore, the sales cyclicity has been labeled as average.

#### Elderly travelers

In general elderly travelers travel more often on average when compared to the general Dutch population (NIBTC-NIPO, 2017B). Dutch leisure travelers aged from 65 to 75 take 2 short trips and 2.4 long trips on average per year (CBS, 2017B). Travelers aged 75 and up take 1.8 short trips and 2.0 long trips per year. In contrast to other customer segments it was found that this customer segment often shares 1 piece of check-in luggage even for short trips. This was also found by Delft University alumnus Eero Ervast (2017) and further proven by the participating couple within the context mapping sessions discussed in chapter 6.

*'When we travel for longer periods of time, let's say 2-3 weeks, we both carry a large samsonite suitcase. But if we would only go for a short trip, 4-7 days, we would choose for a smaller check-in trolley. I always need to bring check in luggage, I just need the extra kg's.'* (SS, quote 1133)

Therefore, the sales cyclicity of this customer segment is seen as high.

## Seamless Luggage Experience



PASSME 

Hi!

As part of my graduation project I have created this sensitizing booklet. This booklet contains a series of small assignments for you to complete concerning travel and luggage experience. I want to improve the travel experience of passengers who travel with check-in luggage.

I would like to emphasize that no answer is wrong and that you can complete the assignments in the way you prefer the most (dutch, english, written or drawn). All provided answers will be handled confidentially and will only be used for academic purposes.

The individual assignments are explained on the numbered activity cards. Please complete them in sequence. Completing the booklet should take approximately 40 minutes. If you want to complete the booklet in two sittings, please stop after assignment 4. If something is unclear or you have a question please call me (0641114320).

Thank you very much for your participation and enjoy!

Kind regards,

Julius

My name is...

and my age is....

Draw a self portrait

I am interested in...

I love to...

I travel .... times a year

By....

Purpose.....

Because....

In daily life, I.....

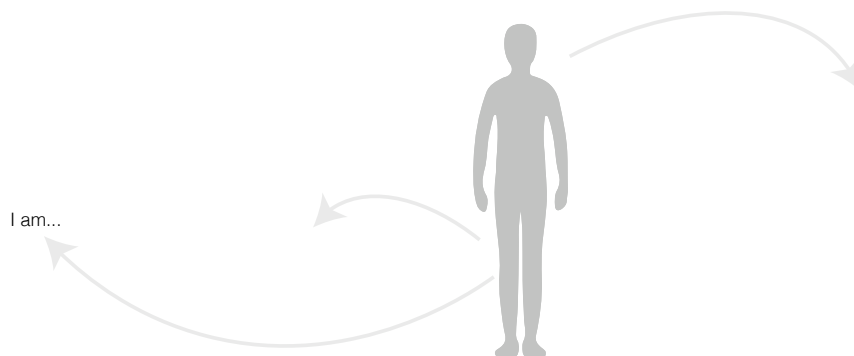
I love to travel to....

With....

1

2a

This is me, because....



I am a ..... traveller because.....

2b

-----

-----

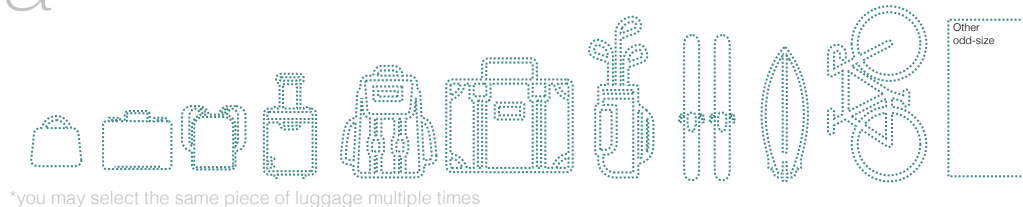
-----

3a

Carry on

Check in

Odd-size



\*you may select the same piece of luggage multiple times

A: I travel most with this type of luggage because...

---

---

B: I most prefer to travel with this type of luggage because...

---

---

C: I have had the worst experience with..... because...

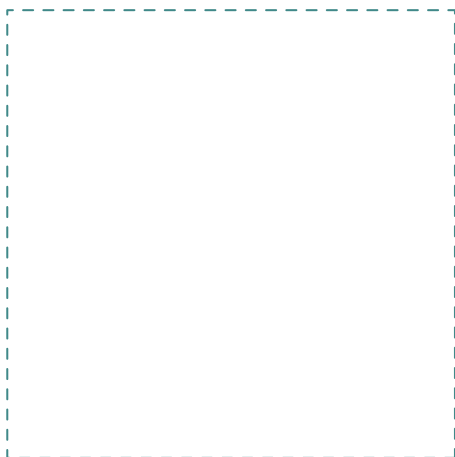
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Mind map

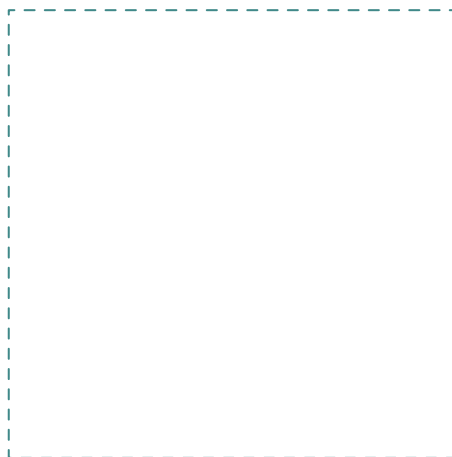
3b

Travelling  
with check-in  
luggage

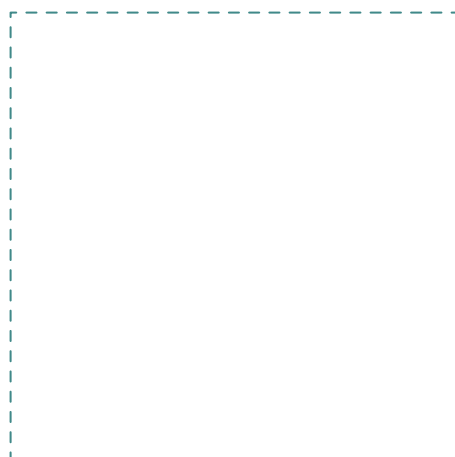
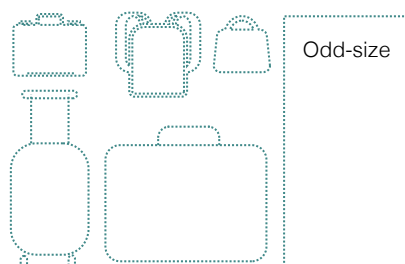
4a Who did you travel with?



b What was the purpose of your trip?



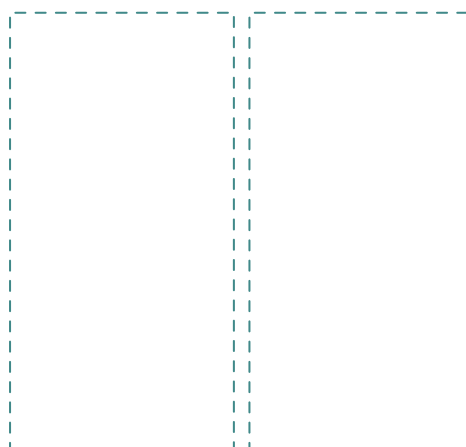
C In what did you pack?



d What did you pack?

Carry on  
Luggage

Check-in  
Luggage



# 5 My journey...

Example:

What is possible?

Google....?

I book these services...?.

Researching



Booking



Preparing



Transport



Airport



Flight



Airport



Transport

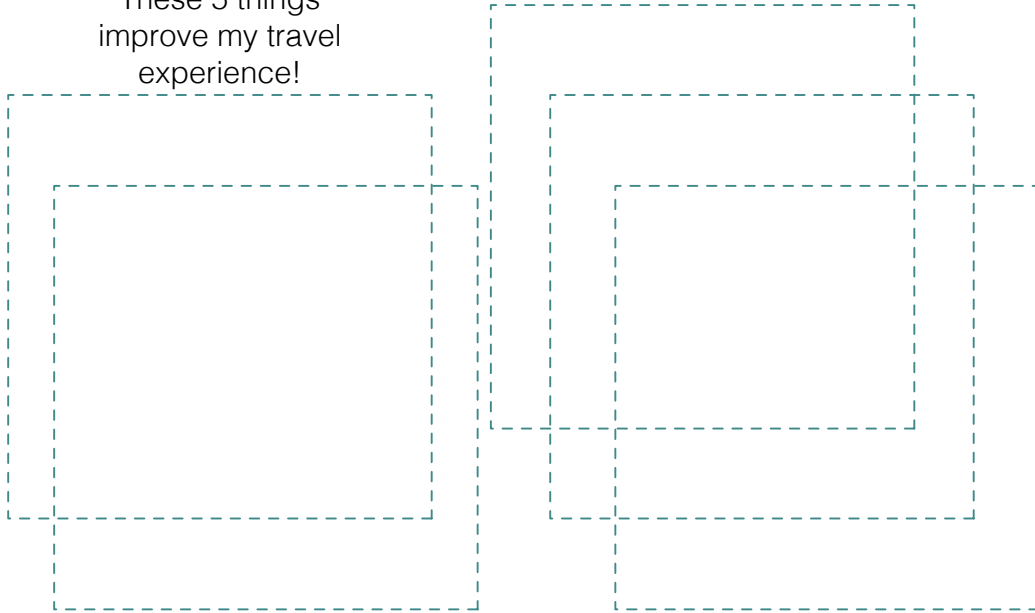


Final destination



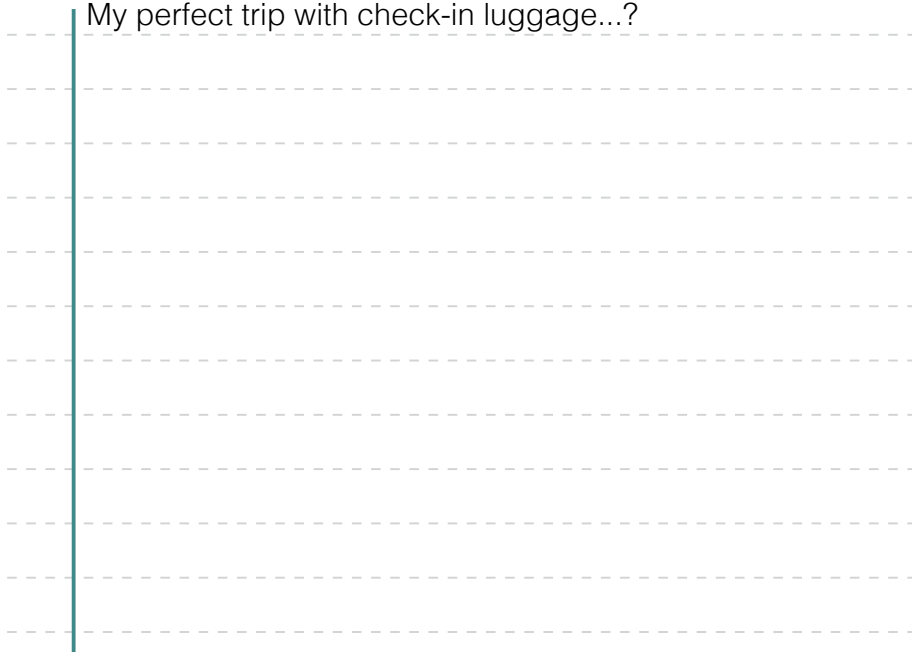
6

These 5 things  
improve my travel  
experience!

The form consists of two identical sets of three nested dashed rectangles. Each set is designed for a user to write down five things that improve their travel experience. The rectangles are arranged in a slightly offset, overlapping manner to provide space for multiple ideas.

7

My perfect trip with check-in luggage...?

The form for section 7 features a solid vertical line on the left side, followed by a series of horizontal dashed lines. This layout is intended to provide a structured space for a user to describe their perfect trip with check-in luggage.

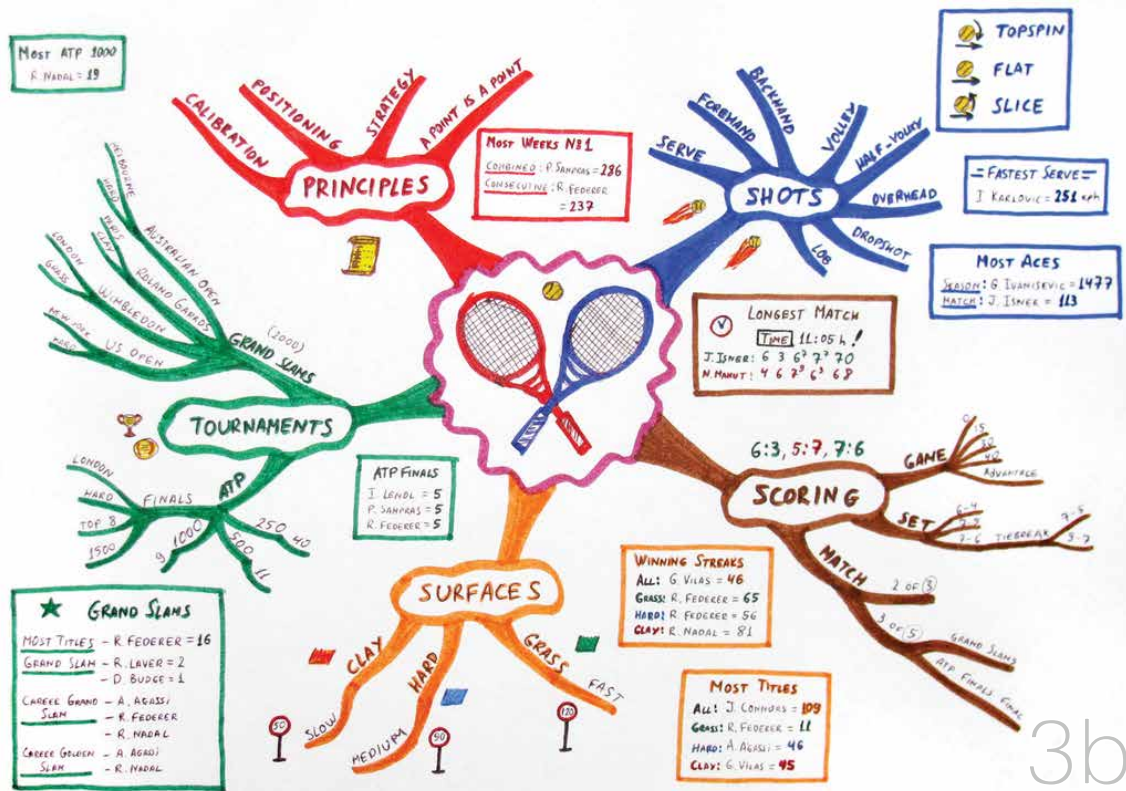
## APPENDIX F: SENSITIZING BOOKLET & INTERVIEW GUIDE

<p><b>1</b></p> <p>Please answer the questions listed in the speech bubbles and draw a quick self portrait on the post-it note.</p>	<p><b>2a</b></p> <p>How would you describe yourself as a person? Feel free to write or draw anything that comes to mind. For inspiration I have included a list of personal characteristics within the envelope marked 2A.</p> <p>Mark the three most characteristic things about yourself with a green dot sticker.</p>	<p><b>2b</b></p> <p>How does having these specific characteristics translate into your travel habits? Which actions do you perform because of this or which services do you use? What kind of traveller would you describe yourself as?</p>	<p><b>6</b></p> <p>Please write 5 examples of things, activities, services, facilities etc. that improves your travel experience when traveling.</p>
<p><b>3b</b></p> <p>Please make a mind map of about the topic of travelling with check-in luggage based on your own experiences. What are your experiences, feelings and associations with travelling with check-in luggage? I have included an example of a mind map marked 3B (about tennis) within the envelope , which shows the principles of a mind map! Good luck!</p>	<p><b>3a</b></p> <p>Please stick a green dot sticker on the type of luggage you travel most and answer question A:</p> <p>Please stick a yellow dot sticker on the type of luggage you most prefer to travel with and answer question B:</p> <p>Please stick the red sticker on the type of luggage you have had the least pleasant travel experience and answer question C:</p>	<p><b>4a-b</b></p> <p>Think of the last time you travelled with check-in luggage. Please respond to the following questions. Feel free to write or/and draw on the post-it notes.</p> <p>A: Who did you travel with? And from where to where?</p> <p>B: What was the purpose of your trip? Which activities did you want to do or which goals did you want to achieve?</p>	<p><b>4c-d</b></p> <p>C: With what kind of bag or suitcase did you travel? (e.g. only suitcases, combination of suitcases and backpack/ handbag or carry on trolley, odd-size luggage such as golf bags or ski's etc.) Please mark the type of bag and/or draw it on the post -it.</p> <p>D: Write down a list of items you packed in both your carry on luggage as well as your check-in luggage.</p>
<p><b>5</b></p> <p>In assignment 5 you are presented with a timeline in which different phases of a journey are described. From the moment of thinking about your journey (researching) to actually taking all the necessary steps and arriving at your final destination. I would like to ask you to think about your last trip you travelled with check-in luggage and complete the tasks described on sequence cards 5a and 5b.</p>	<p><b>5a</b></p> <p>Describe your activities on the timeline for each of the different phases of your journey. Try to think about what you did, what you experienced and how you felt about it.</p>	<p><b>5b</b></p> <p>Mark the activities you experienced as positive and negative using the green and red dots.</p>	<p><b>7</b></p> <p>How would you imagine your ideal journey to your final destination when travelling with check-in luggage in the future?</p> <p>(everything is possible, nothing is too crazy, there are no wrong answers)</p>



2a

Accepting	Efficient	Insightful	Productive
Adventurous	Energetic	Intuitive	Professional
Ambitious	Enterprising	Judicious	Punctual
Assertive	Enthusiastic	Logical	Quiet
Careful	Focused	Loyal	Rational
Cheerful	Friendly	Mature	Realistic
Confident	Gentle	Meticulous	Reassuring
Conscientious	Genuine	Open-minded	Relational
Considerate	Good-natured	Optimistic	Reliable
Cooperative	Gregarious	Organized	Resourceful
Courteous	Happy	Outgoing	Responsive
Creative	Hard-working	Patient	Self-controlled
Decisive	Helpful	Perceptive	Selfless
Dependable	Honest	Persistent	Sensitive
Devoted	Humorous	Personable	Sincere
Disciplined	Imaginative	Poised	Thorough
Earnest	Independent	Polite	Truthful



3b

**Interview guide sensitizing booklets**

1

- Please introduce yourself and tell me a bit about the answers you have given.

2A

- Please describe the chosen characteristics that you have chosen.
- Why do these characteristics embody who you are?
- How does this show in your daily life?

2B

- Please explain what kind of traveller you are?
- Why do you see yourself as this kind of traveller?
- What kind of services do you use because of this?
- What kind of travel or preparation habits do you have because of this?
- Do you think other travellers can relate to your characteristics? (are there similar travellers in comparison to you)
- Would you like to be a different type of traveller?
- How would you achieve this?

3A

- Please explain why you choose to travel with this kind of luggage.
- What is your most preferred luggage and why?
- What would be your ultimate luggage experience?
- What was your worst experience concerning luggage?
- How did this experience influence your overall journey?
- Has the type of luggage you own ever influenced the goal that you wanted to achieve?

3B

- Could you please present your mind map?
- How come you have this..... association with check in luggage?
- Do you think that other travellers would have different associations about check-in luggage?

#### 4A + B

- Could you please describe the trip that you have chosen to use for this exercise?
- From where to where, with whom, what did you want to do or achieve during this trip. Purpose?
- How was your luggage going to contribute to achieving this goal or experience?
- What kind of luggage did your travel partner bring?
- Did this affect you in anyway?
- How did this make you feel?

#### 4C + D

- What kind of baggage did you pack?
- Why did you choose to use this type of combination?
- Do you possess other baggage items?
- What kind of luggage did you pack in what kind of baggage?
- Why did you choose to pack those items in those kind of baggage options.
- What items do you find most essential and do you want to have within arms reach during the entirety of your journey?
- Which items could you do without for a couple of days?
- Why? Or Why not?

#### 5A + B + C

- Please describe your journey?
- Which trip did you use as input?
- How often do you experience this journey?
- How did you orientate yourself for this journey?
- Which channels did you use?
- What did you experience?
- How did this make you feel?
- Which actions did you take to prepare yourself for this trip?
- Did you solely have to prepare for yourself?
- How many days before departure did you start to prepare?
- Did you make use of any services to prepare for this journey? What kind?
- What did you experience?
- How did this make you feel?
- How would you ideally prepare for travelling?
- How do you travel to the airport?

- Do you make use of any service?
- How does this make you feel?
- Is there something that you would like differently?
  
- Which actions did you perform when you arrived at the airport?
- Did you experience discomfort during/....?
- How would you like to see this in the future?
- How do you experience it now?
- Do you ever think about your luggage when you are on the airport?
  
- What kind of luggage needs do you have during your flight?
- How do you experience bringing your luggage onboard?
- How does this make you feel?
- How would you like to see this?
- Is it necessary for you to bring this type of luggage onboard?
  
- Which actions did you perform when you arrived your destination at the airport?
- Did you experience discomfort during/....?
- How would you like to see this in the future?
- How do you experience it now?
  
- How do you travel from the airport to your final destination?
- What is your final destination?
- Do you make use of any service?
- How does this make you feel?
- Is there something that you would like differently?
- Do you always directly go to your final destination?
- What would you like to do instead of heading to your final destination?
  
- Prepare for return journey? Anything different?
- Things that stress you out or that you enjoy?

6

- Which 5 services have you chosen?
- How do these improve your journey?
- Are these purpose related?
- What are you trying to prevent by using these services?
- How do these services or things make you feel?
- How did you find out about these things? Through experience or through?
- Is this typical for you, or do you think that other people can relate to this?

7

- Please describe your perfect journey with check in luggage.
- How does this differ from your current journey.
- Does this apply to all your journeys or just for ones with a specific purpose?
- Which aspects do you find most appealing or most relevant.
- If it was possible to create this journey, would you be willing to pay extra for it?
- If yes, how much would you be willing to pay for it?
- Why this amount? Is there a certain reason behind it?
- Have you thought about it from this perspective?
- Why are you not willing to pay for it?

Introduce baggage service idea?

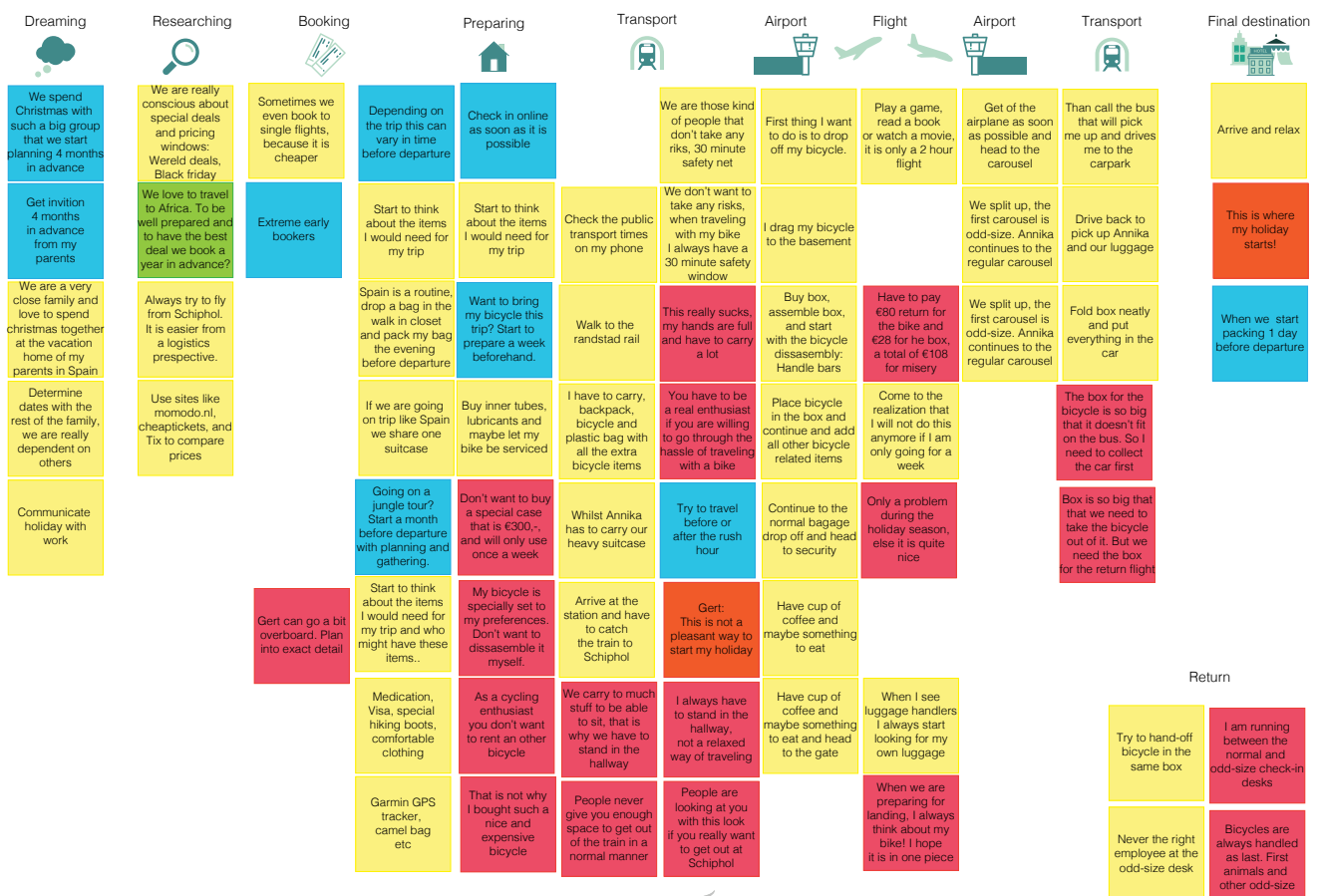
- How would you feel about a door-to-door luggage service?
- How much would you be willing to pay for it?
- Why this amount?
- Why not?
- How do you think would be interested in such a service?
- Image you would use such a service what would be the ideal place to pick up your luggage?
- And second favorite spot?
- Any recommendations?

## APPENDIX G: CUSTOMER JOURNEY MAPS

### Participants A&M: Families with young children



### Participants A&M: Odd-size heroes



## Participants MV: Luxury traveler



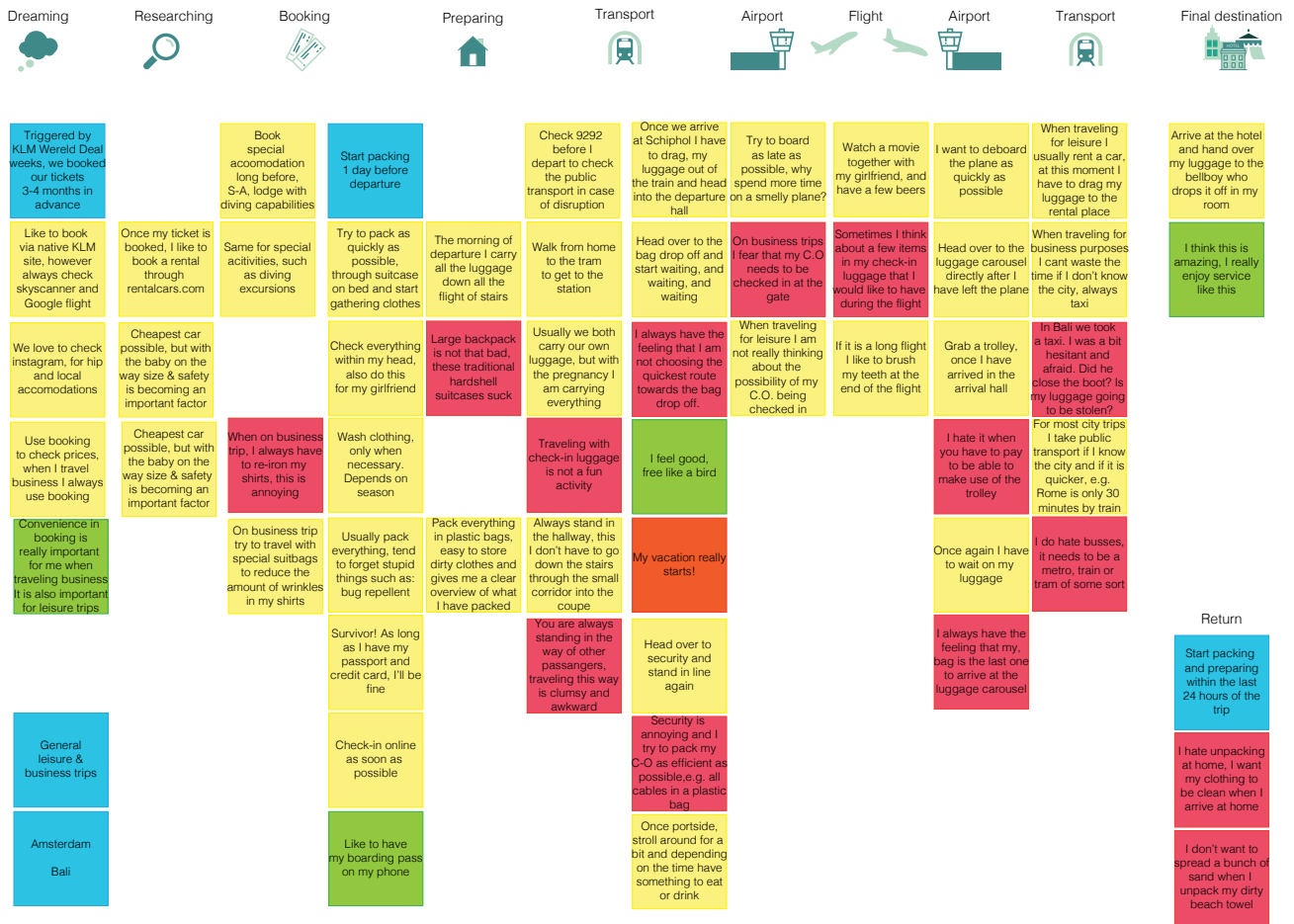
## Participant MH: Odd-size heroes





# APPENDIX G: CUSTOMER JOURNEY MAPS

## Participant JV: Business PAX



## Participant MM: Luxury traveler





## Participant RB: Business PAX



## Participants S&M: Families traveling with young children





## APPENDIX H: TRANSCRIPTS PARTICIPANTS

Interviewer: Julius Blaauw  
I-JB

Participant: Manou Schulte  
P-MS

Participant: Austin Schulte  
P-AS

<b>Question 1:</b>  P-AS: I love to play tennis, travel and have fun with friends. When I travel I like to see the world, and not just lay on a beach. Cultural and active trips are the best, an example of such a trip is when I traveled to my dad who owns a sailboat and sailed over the caribbean.  P-AS: I travel once or twice a year, that is mostly due to the kids and due to the fact that we are quite constrained from a financial point of view. And if we travel I think that 7 out of 10 times we would grab the car. We visit family in Denmark with the car and long weekends trips to other cities we would also just drive.  P-MS: Traveling by plane with the kids is just so expensive. All the extra's you have to purchase and having to buy a full ticket for infants.  P-MS: When we travel with the plane we always have to carry so much stuff I really is a hassle. Bringing the buggy along and all the other necessities. When we travel with the car it is just easier to bring everything we need.  P-MS: We need to bring a buggy, special food, chairs, maxi cosi, a good bed. Sometimes the hotel will have a few of these items but it is nice to bring your own stuff and know that it will work.  P-MS: There are these special bags for	
159. Fun with friends 160. See the world 161. Active & cultural 162. Sailing caribbean with dad 163. Travel twice a year 164. Restricted by the kids 165. Constraint money 166. Mostly by car 167. Flying with kids is expensive 168. Buying ancillaries 169. Full ticket 170. Carry so much luggage 171. Real hassle 172. Traveling by car is easier 173. Bring everything we need 174. Baby items and necessities 175. Hotel has facilities 176. Prefer own items	

P-MS: The characteristics that describe me best are patient, I am really patient both at home or at my work. I am very organized, I like to make lists and check off to do's. And I am a hardworker, I want to do a good job and not just deliver the bare minimum.  P-MS: I need to know what I can expect. I want to have my entire itinerary figured out before I depart, so that I don't encounter any surprises. I also like to travel with someone. So I would describe myself as a well organized traveler.  P-MS: I don't like to leave and not know beforehand where we are going to sleep. When we book our tickets I also like immediately book our accommodation. I want to have everything arranged at once. Especially with the kids now, I want to have everything arranged.  <b>Question 3A:</b>  P-MS: I like to travel with a large sport bag or duffel bag because I can fit a lot of stuff in it. However, when I travel by plane I like to bring a suitcase. You don't know how people will handle your belongings so having a hard shell suitcase helps protect your belongings better.  P-MS: I always want to travel with check-in luggage, because I like to bring a lot of stuff. I always pack additional spare clothes, so I don't have to buy anything there. So when we fly, we fly far away. But if we would go on a weekend city trip, I would just take carry-on. I do mind in that case that I can't bring all my toiletries.  P-MS: My worst experience is actually traveling by car with ski's. We had to rent a skibox that you can attach to the roof of your car, but our car didn't have special fitting on which the box could rest. So it was	197. Patient at work and home 198. Organized, make to do lists 199. Hard-worker  200. Know what to expect 201. Itinerary planned 202. Encounter no surprises 203. Like to travel together 204. Well organized traveler  205. Like to have everything arranged beforehand 206. Book accommodation and ticket simultaneously  207. Want to have everything arranged now with the kids  208. Sports bag because I can fit a lot ff stuff 209. Suitcase travel by plane for safety reasons 210. Don't trust handlers  211. Always travel with check in luggage 212. Like to bring a lot off stuff 213. Don't want to buy anything there 214. Carry-on for weekend trip  215. Worst experience traveling with ski's with a car. 216. Arrange additional fittings car
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buggies which you can rent but you still don't know how they will handle your buggy when it is loaded into the plane. It is still not ideal, because you don't have your buggy when you are at the airport, so you are carrying your child all the time.  P-AS: We went to Italy with our oldest daughter when she was a few months old. We had borrowed my dad's SUV, but it was totally packed with luggage that we needed for the baby. It is just not possible to bring all that stuff by plane when you are traveling with a baby.  P-MS: I'm the opposite, I love to chill on the beach and just relax. Also do a few activities but mostly just relax in the sun.  <b>Question 2:</b>  P-AS: I am all-round, creative, loyal, open minded, polite, intuitive I do a lot of things based on my gut feeling, resourceful, adventurous and imaginative. I trust my initial instincts and that also reflects in the kind of traveler that I am. If I need to go to Groningen by car, I would just drive up to the north and look where the roads takes me. Once I really can't find it I would turn on my navigation. I really enjoy this.  P-MS: I have chosen: cheerful, gentle, dependable, careful, happy, patient, organized, disciplined, hard-working, friendly, cooperative I like to work together with other people, and honest.  <b>Kind of traveler:</b>  P-AS: I am an intuitive traveler that does everything based on my instinct. When I drive to Denmark I just drive north, I don't mind taking a 100km detour by mistake, I think it is part of the journey. I kinda like it, I think this is due to my adventurous character.	
177. Special carrying bags buggy 178. Not ideal solution 179. Need buggy before I leave 180. Carrying child 181. Vacation Italy by car 182. Borrow SUV, big car 183. Totally packed with items needed 184. Not possible to bring everything you need by plane 185. I love to chill on the beach during holiday 186. Relax in the sun 187. Intuitive, creative and resourceful 188. Trust instincts 189. Just go and see where the road takes me 190. Only use navigation when I really can't find it 191. Organized, hard-working and patient 192. Like to work together 193. Intuitive traveler makes choices based on instinct 194. Just drive 195. Make a 100 km detour 196. Adventurous character	

a lot of hassle to be able to even attach the box to the car, let alone packing it.  P-MS: I did have a bad experience once at the airport when the border control wanted to check my bag. The ambulance was quite hostel because I was surrounded by soldiers with automatic rifles and the border control officer was searching through my neatly packed suitcase. It just wasn't a very relaxing experience.  P-AS: I prefer to travel with a sports-bag, because it is light, easy to carry, and it fits a lot of stuff. It can also be used as carry-on luggage if you pack it lightly.  P-AS: I have always used this kind of luggage, just pack it lock it up with a small padlock and go for it. I use the lock because I don't want people to either go through my stuff, or put anything extra in my bag. It is just a precaution I like to take.  P-AS: Worst experience was when I wanted to check in my sports bag and the zipper broke. So I had to seal it on the airport and buy a new bag at the final destination.  <b>Question 3B:</b>  P-AS: I have chosen for the 5 following main associations: Flexible, manageable, lockable, multiple compartments, and volumes. The reason why I like to travel with a sports bag is because it allows me to be more agile, I just carry it over my shoulder and carry on with my journey. It is also versatile in what it can carry, one size fits all.  P-MS: I think about suitcases, especially when I travel by plane. I am always a bit anxious if my suitcase will arrive, if it is even loaded onto the plane. Is my suitcase not too heavy? I let Austin weigh our	217. Traveling with odd size is a hassle  218. Check bag border control 219. Surrounded soldiers 220. Searching through neatly packed suitcase 221. Not relaxing experience 222. Prefer travel with sports bag 223. Easy to carry 224. Fits multiple purposes  225. Always used this type off luggage 226. Lock it with padlock 227. Other people don't put extra things in bag 228. Worst experience zipper broke  229. Flexible, manageable, lockable multiple compartments, volumes.  230. Be agile 231. Carry over my shoulder 232. One size fits all  232. Anxious 234. Will it be loaded
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## APPENDIX H: TRANSCRIPTS PARTICIPANTS

<p>suitcases at home so we don't experience any surprises when we arrive at the airport. I also am a bit anxious about the fact if my suitcase will be in one piece and if nothing is stolen. I like it when I have dropped of my suitcase so I don't have to drag it through the airport. And the last association is, how long do I have to wait for my suitcase when I arrive at the pickup carousel.</p> <p><b>Question 4:</b></p> <p>P-MS: We both described the trip to from Amsterdam to St.Vincent and the Grenadines. Was quite an elaborate trip because we had to fly to barbados, get on a waterplane there to St.Vincent and Grenadines and then step onto a boat and sailed to Trinidad and Tobago.</p> <p>P-MS: I traveled with a backpack and a suitcase, which wasn't ideal for on a boat. However, I feel much more secure when I travel by plane to check in a sturdy suitcase than a soft sports bag. I also have the feeling that it is less easy to steal belongings from a hardshell suitcase than a soft canvas sports bag.</p> <p>P-MS: In my carry-on I basically packed my wallet, Phone, keys, magazine, food, water, tickets and passports. In my suitcase I packed, clothing, shoes, toiletries, coffee cups for my dad, and dutch food like chocolate sprinkles and peanut butter.</p> <p>P-AS: I choose the same trip. The only thing that is different that I packed in my carry-on is camera with lenses, headset, Ipod, and chargers. The rest is just the usual like passports and important travel documents.</p> <p>P-AS: Things that I mostly find essential are things which I can entertain myself with. The rest I just bring for safe keeping.</p>	<p><b>235.</b> Too heavy <b>236.</b> Austin weigh the suitcases <b>237.</b> Don't experience any surprises <b>238.</b> Anxious about stolen <b>239.</b> Anxious about the state off suitcase <b>240.</b> Like it when dropped off <b>241.</b> Don't have to drop off <b>242.</b> How long do I have to wait <b>243.</b> Amsterdam to St.Vincent and Grenadines <b>244.</b> Elaborate trip <b>245.</b> Get on water plane <b>246.</b> Get on boat <b>247.</b> Backpack and suitcase <b>248.</b> Suitcase wasn't ideal <b>249.</b> Feel secure about sturdiness suitcase <b>250.</b> Less easy to steal <b>251.</b> Toiletries in suitcase</p>
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<p>the original site of the hotel. Stuff like that, just to be sure that we do have a good accommodation and don't pay too much.</p> <p>P-MS: I love to book package deal because I have the security that I both have my accommodation and trip arranged. It off course depends on what kind of holiday you are going on. If you want to see a lot of stuff it might not be the best option, but if you just want to chill it might be better. I went to a resort with my mom and my daughter once, I thought it was great. It also includes a shuttle from the airport to the hotel, so you are really taken care off. They unburden you of all these different actions you have to do. I don't like it when I arrive to have to arrange transport or look for the car rental. I love it when everything is taken care off.</p> <p>P-AS: I would never do that because I don't enjoy trips like that.</p> <p>P-MS: We are triggered by the destination, if something looks nice and we decide to to first book our tickets and then our accomodation, we then start to look what we are going to do over there.</p> <p>P-MS: I hate to book tickets because it is never clear what the cheapest option is. I also find it confusing with the whole deleting of your cookies and stuff like that. I just want to have it clear from the beginning so that I can book more easily and more self assured. That is why I let Austin book the tickets.</p> <p>P-AS: Planning is not my strong suite, I like to live from day to day. The best thing for me would be a flying experience similar to that of getting onto a train. Just arriving at the airport and buying a ticket to Sevilla or somewhere else.</p> <p>P-AS: The moment when it is possible I will</p>	<p><b>271.</b> Like to book accommodation through same site <b>272.</b> double check accommodation <b>273.</b> Read reviews <b>274.</b> Good accommodation and don't pay too much <b>275.</b> Love package deals <b>276.</b> Security off both trip and accommodation <b>277.</b> Not the best option if you want to see a lot <b>278.</b> Chill with mom and daughter <b>279.</b> Includes shuttle <b>280.</b> Really taken care off <b>281.</b> Don't like to arrange transport on the spot <b>281.</b> Love it taken care off <b>282.</b> Don't enjoy those trips <b>282.</b> We are triggered by the destination <b>283.</b> Afterwards look what we are going to do <b>284.</b> Hate booking tickets <b>285.</b> Never clear cheapest option <b>286.</b> Clear from the beginning <b>287.</b> Partner book tickets</p>
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<p>P-MS: My toiletries are something that I really need before I depart, even though I always buy new toiletries before I depart. I don't bring half a bottle of shampoo or lotion. I could miss my luggage for a while, but it is nice to have your toiletries with you. My clothing I could miss for a longer period of time. I guess a week, don't know why I should.</p> <p><b>Question 5:</b></p> <p>Research &amp; Book:</p> <p>P-MS: My dad invited us and due to my job we had to go during the summer holiday. Because he was on a boat, we had to do quite a bit of research to figure out which destination was possible for him to sail to and what would be cheapest destination for us to travel to.</p> <p>P-MS: When we go on a more normal trip, we try to book tickets and accommodation simultaneously. Because I am a teacher, I stuck with certain dates that I can go on holiday. When try to figure out what we really want to do, we start of with a really broad perspective. Do we want to go to the beach? Do we want to travel to multiple cities? Are we going camping? It takes a while for us to decide what to do because Austin has difficulty with making up his mind. That is why we book not too long before we depart. I would say something like 2 or 3 weeks before we depart. The longest would be 6 weeks but that would be an exception.</p> <p>P-MS: We just use google and from there you are automatically redirected to sites like cheaptickets or vliegwinkel.nl. But we do like to book our accommodation through the same site.</p> <p>P-AS: However, we do like to double check the accommodation. Read reviews, look at</p>	<p><b>252.</b> Essential things that I can entertain myself with <b>253.</b> For safe keeping <b>254.</b> Toiletries are essential before departure <b>255.</b> Always buy new toiletries before I depart <b>256.</b> Don't bring half a bottle off shampoo <b>257.</b> Could miss luggage for a while <b>258.</b> Nice to have toiletries with you <b>259.</b> Clothing I could miss for a week <b>260.</b> Dad invited <b>261.</b> Due to job summer holiday <b>262.</b> Cheapest destination to travel <b>263.</b> Book ticket and accommodation simultaneously <b>264.</b> Stuck to certain dates <b>265.</b> Broad perspective what we want <b>266.</b> Difficulty making up mind <b>267.</b> Book not too long before departure <b>268.</b> 2 or 3 weeks before departure <b>269.</b> Longest would be 6 weeks <b>270.</b> Redirected to sites like cheaptickets</p>
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<p>check in online, it is just easier and this way I don't have to stand in the queue.</p> <p>P-MS: Standing in the queue is not the biggest problem for me. I like to have the ability to choose the seat in the airplane. I think that is more important.</p> <p><b>Preparing &amp; Packing:</b></p> <p>P-MS: The moment that we have booked, I will start to prepare immediately. I am excited to go on holiday, which entuses me to think about what we need to pack and if I need to buy anything new. Make to do lists and start gradually striping things off my list. This is also where the holiday feeling starts.</p> <p>P-MS: A week before we depart I will gather everything we need and dump it onto one big pile. Gradually through the week, I will start washing and pack the bags once everything is clean.</p> <p>P-MS: I take care of the laundry and make sure we have the necessary items such as sunscreen and other toiletries but Austin is responsible for his own packing.</p> <p>P-AS: Once I have booked our holiday my brain sort of switches off. The day before departure I will realize: Oh I am leaving tomorrow maybe I need to start packing. I just grab everything that I need, a few T-shirts, underwear, shorts, and just throw it in my bag. But one thing that I always do is pack one extra set of clothes, let's say I am gone for 5 days, I make sure that I have enough for 6. You never know what might happen.</p> <p>P-MS: My packing ritual is very different. I first start with thinking about what I want to bring, then I collect all the things and lay them out on the bed. After this I start to compare the double items and make a</p>	<p><b>288.</b> Planning not strong suite <b>289.</b> Live day to day <b>290.</b> Best experience similar to train <b>291.</b> Check in online easier and don't have to stand in the queue <b>292.</b> Ability to choose seat <b>293.</b> Prepare Immediately <b>294.</b> Think about what need to pack <b>295.</b> Make to do lists <b>296.</b> Holiday feeling starts <b>297.</b> Week before I will collect clothes <b>298.</b> Gradually start washing <b>299.</b> Pack once clean <b>300.</b> In charge off the laundry and necessities <b>301.</b> Responsible for the kids <b>302.</b> Brains switch off after booking <b>303.</b> Day before booking realize <b>304.</b> Grab a few things <b>305.</b> Always bring an extra set off clothes</p>
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<p>decision which item I want to bring or if I need to buy anything new. Nonetheless, I always bring too much stuff with me.</p> <p><b>Transport:</b></p> <p>P-AS: My holiday feeling starts when I start traveling. So, the moment I step through my front door and lock it. I must say if I go on holiday by car than I would especially have this holiday feeling when I cross the border.</p> <p>P-MS: There is a massive difference when you travel with kids or without them. Normally I really enjoy packing and preparing but with kids there is just so much to pack and to think about that it can be a quite stressful experience.</p> <p>P-MS: When we would travel with the kids by plane I would most definitely not take the public transport because we have to bring so much luggage and additional items. It would be too much. The toys and all the additional food and drinks, it would be too much to carry. I also need to take care of my children during the journey.</p> <p>P-MS: I prefer it if somebody could just bring us to the airport, gives me a more pleasant feeling and is less stressful. This trip however, we had to go by train which I just find a bit of a hassle. First I need to take the tram than afterwards take train. You are carrying heavy bags, so it just isn't pleasant.</p> <p>P-MS: The moment when I have dropped off my bag is a relief. You don't have to worry about whether or not you have forgotten anything in the train or in the car or anything like that.</p> <p>P-AS: I like to travel with public transport. The connection is quite good, and normally I have my sports bag but this time we had a suitcase which is less nice to carry.</p>	<p>306. Never know what can happen</p> <p>307. Collect everything I want to bring</p> <p>308. Lay on the bed</p> <p>309. Compare double items</p> <p>310. Do I need to buy anything new</p> <p>311. Always bring too much</p> <p>312. Holiday starts when I close the door.</p> <p>313. Especially when I cross the border</p> <p>314. Big difference when you travel with kids</p> <p>315. Normally enjoy packing and prepping</p> <p>316. So much to pack can be stressful</p> <p>317. Not take the public transport with kids</p> <p>318. Would be too much too carry</p> <p>319. Would also take care of my children during journey</p> <p>320. Prefer to be brought</p> <p>321. Brought gives pleasant feeling and less stressful</p> <p>322. Public transport isn't pleasant</p> <p>323. Bag drop off is a relieve</p>
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<p>P-MS: My dad was waiting for us there with a taxi and we traveled from there to the marina, where we had to get into one of those small dinghies and sail to the boat.</p> <p>P-AS: In this situation it would have been better to have just a sports bag because it fits everywhere. A hardshell suitcase isn't ideal to travel with on a boat.</p> <p>P-MS: On different journeys we either take public transport or have a shuttle bus arranged to pick me up. In case of the latter, I still need to wait at the carousel, collect my own bag and load it onto the bus, it is not ideal but doable.</p> <p><b>Final Journey:</b></p> <p><b>Return journey:</b></p> <p>P-MS: I think about before we depart, just to be sure I know at what time I fly back and know where I am supposed to be, how I am going to bring everything back home, do I need an extra bag, or leave some spare kg's? However, once I am at my final destination I try to postpone thinking about my return journey as long as possible.</p> <p>P-MS: I try to postpone repacking as long as possible, so let's say till the evening before departure.</p> <p><b>Luggage thoughts:</b></p> <p>P-MS: I never think about my luggage during my journey once it has been checked in.</p> <p><b>Question 6:</b></p> <p>P-MS: The five things that I have chosen are: No queues, good and friendly service</p>	<p>340. Will suitcase arrive</p> <p>341. Consumes time</p> <p>342. People waiting</p> <p>343. Relax just wait</p> <p>344. Travel with taxi with dad</p> <p>345. Get on small boat</p> <p>346. Better to have sports bag</p> <p>347. Hard shell case isn't ideal for travel</p> <p>348. Take PT or shuttle bus</p> <p>349. Still have to wait for my luggage at carousel</p> <p>350. Carousel not ideal</p> <p>351. Think about return before departure</p> <p>352. How going to bring everything back</p> <p>353. Postpone thinking about it</p> <p>354. Start packing the evening before</p>
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<p>P-AS: When we enter the train we sit in the hallway because we are carrying a suitcase. It isn't pleasant to have to carry it down the stairs into the coupe where we can't store it anyways.</p> <p><b>Schiphol Baggage Drop off</b></p> <p>P-AS: We try to arrive the time that is recommended by the airline. Not a minute more.</p> <p>P-MS: There just isn't a whole lot to do and I don't want to spend my money on the airport but at my final destination.</p> <p>P-MS: I want to drop off my bag as quickly as possible, just get it over with and head through to security.</p> <p><b>Schiphol airport</b></p> <p>P-MS: Maybe have a quick drink but we normally just want to depart as quickly as possible.</p> <p><b>Flight:</b></p> <p>P-AS: Have quick read, listen to some music. Nothing much actually.</p> <p><b>Arrival:</b></p> <p>P-MS: Want to get off the airport as quickly as possible so we sort of run towards the carousel. I am always a bit stressed when I am standing there because you never know if your suitcase will arrive, it always consumes a lot of time, people are waiting to pick you up. There are a lot of thoughts that run through your mind.</p> <p>P-AS: I am quite relaxed, just wait for your luggage and exit.</p> <p><b>Transport:</b></p>	<p>324. Don't have to worry about forgetting something</p> <p>326. Like traveling with public transport</p> <p>327. Good connection</p> <p>328. Suitcase in PT isn't nice</p> <p>329. Sit in hallway</p> <p>330. Carry down the stairs</p> <p>331. Arrive recommended time</p> <p>332. Not a whole lot to do</p> <p>333. Don't want to spend money</p> <p>334. Spend money at FD</p> <p>335. Drop off get it over with</p> <p>336. Quick drink</p> <p>337. Depart as quickly as possible</p> <p>338. Run to the carousel</p> <p>339. Stressed at the carousel</p>
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<p>through every process, shops and restaurant at the airport where I can have a small drink even though I don't like spend a lot of time at the airport, good in flight entertainment, and clear wayfinding so that I can figure out where I need to go.</p> <p>P-AS: I also choose good in flight entertainment, something to listen to, flexible and easy to carry luggage, on time departures and no waiting for your luggage at the arrival airport, and finally happy people around who don't bother you in any way. Not smelly or not too loud.</p> <p><b>Question 7:</b></p> <p>P-AS: The best thing would be like I described before, flying becoming more like grabbing a train. Just arrive ask for a ticket to Sevilla and leave all the planning and responsibility over to them.</p> <p>P-AS: What I wrote down is that your luggage is picked up from home and delivered at your final destination. However, I must say that I think that the whole planning aspect of a trip is more annoying than carrying my luggage.</p> <p>P-MS: I would like to have a fair price for my trip with no delays. I like to check in my luggage so that I don't have to carry it anymore and experience this relieved feeling, grab a coffee, watch a nice movie during the flight, have a some good food on board, deboard and directly grab your suitcase and start to enjoy your holiday.</p> <p><b>Door 2 Door reaction:</b></p> <p>P-MS: I think it is really important that the service looks and feels reliable. Will my suitcase arrive where it needs to arrive? I would immediately look for online reviews, because I like to read how other people experienced the service. Real experiences,</p>	<p>355. Don't think about luggage during journey</p> <p>356. No queues</p> <p>357. Friendly service</p> <p>359. Restaurant</p> <p>360. IFE</p> <p>361. Clear wayfinding</p> <p>362. IFE</p> <p>363. Easy to carry luggage</p> <p>364. No waiting for luggage</p> <p>365. Happy people</p> <p>366. Flying becoming more like train rides</p> <p>367. Just arrive and buy a ticket</p> <p>368. No planning</p> <p>369. Luggage is picked up from home</p> <p>370. Delivered at final destination</p> <p>371. Planning is most annoying</p> <p>372. Fair price</p> <p>373. No delays</p> <p>374. No carrying luggage</p> <p>375. Experience relief</p> <p>376. Directly grab suitcase</p>
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<p>from real people!</p> <p>P-MS: I would really like it actually, because the biggest hassle I experience during traveling, especially with children is having to drag so much luggage around.</p> <p>P-MS: If I could make use of such a service I would consider flying with the kids more. But still, I need to be able to bring what I want and need.</p> <p>P-MS: I would like to pay as little as possible for the service. I think it would be best if it was included in the package. Like I said, we sometimes book package deals so if it would be included in the price I would be more likely to go for it. If I had to book it by itself it would be less likely for me to pay, I would think to myself don't be such a spoiled luxury queen and just carry your luggage.</p> <p>P-MS: If it also need to be checked-in I would say as late as possible? Maybe the day before departure. I need the stroller for the little one, which I would like to use as long as possible.</p> <p>P-MS: If I had to pay extra for the service and would need to hand over my luggage including my stroller a week before departure, I wouldn't be willing to pay for it.</p> <p>P-MS: My kids don't have the same amount of clothing as I have. And there are a few items of which you don't have spares. For instance a small sleeping bag, sometimes something goes wrong and you need to quickly wash it. If you have to miss those items for a week, it just isn't doable.</p> <p>P-MS: What could be an option if you send a big bag with the large items beforehand, and carry some smaller items with you in a carry-on. Is this ideal?</p>	<p><b>377.</b> Feels and looks reliable</p> <p><b>378.</b> Look for online reviews</p> <p><b>379.</b> Biggest hassle drag luggage</p> <p><b>380.</b> consider flying with kids</p> <p><b>381.</b> Bring what I want</p> <p><b>382.</b> Pay as little as possible</p> <p><b>383.</b> Best if included in package price</p> <p><b>384.</b> Less likely to pay for it by itself</p> <p><b>385.</b> Pick Up as late as possible</p> <p><b>386.</b> Need a stroller for the little one</p> <p><b>387.</b> A week is too long</p> <p><b>388.</b> Not willing to pay</p> <p><b>389.</b> Kids don't have enough clothing</p>
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<p>P-MS: Currently the worst thing is traveling to the airport, so if I could just have someone take care off that would be nice. However, having a full fledged door to door service would be the best. I don't even think it is that expensive, €69 euros.</p> <p>P-AS: However, when you buy your ticket you need to select these additional services. Do I want to select this in the normal booking flow? I think you should offer it somewhere else.</p> <p>P-MS: I must say I would trust it more if a large airline than a smaller company. They are an established brand which gives me a more secure feeling.</p> <p>P-MS: One thing that I don't really like is that I have to wait another week to be able to do my laundry. Normally when we arrive we plan an extra day or two before we have to work so that we can do the wash and take care of everything. I would like to have it back within 2 days.</p> <p>P-MS: I don't like it when people touch my stuff, so I wouldn't like it if somebody else washes my clothes.</p>	<p><b>390.</b> Just isn't doable</p> <p><b>391.</b> Send large bag beforehand</p> <p><b>392.</b> Traveling to airport is the worst</p> <p><b>393.</b> Door to door would be best</p> <p><b>394.</b> €69 is not that expensive</p> <p><b>395.</b> Do I want to select this in booking flow</p> <p><b>396.</b> Trust it if a large airline would offer it</p> <p><b>397.</b> Established brand</p> <p><b>398.</b> Don't like it to have to wait for dirty laundry</p> <p><b>399.</b> Plan extra days to do washing</p> <p><b>400.</b> Have it back within 2 days</p> <p><b>401.</b> Don't like it when people touch my clothes.</p>
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<p><b>Interviewer: Julius Blaauw</b> <b>I-JB</b></p> <p><b>Participant: Annika van Scherpenzeel</b> <b>P-AS</b></p> <p><b>Participant: Gert-Jan van Scherpenzeel</b> <b>P-GS</b></p> <p>I-JB: Well thank you both for participating, I would like to start the interview with discussing the answers you have given in the first assignment on the first page.</p> <p>P-GS: Well I am Gert-Jan, I am 30 years old. I am interested in food, kickboxing, photographing wildlife and cycling. In daily life, I work, eat and sleep. I am currently a sales manager. I love to be with friends and travel.</p> <p>I-JB: And where do you love to travel too?</p> <p>P-GS: I love to travel to Africa and Asia with Annika because I love the wildlife and both continents. I travel around 4 times a year by plane, mainly for leisure purposes.</p> <p>I-JB: And you Annika?</p> <p>P-AS: I am Annika I'm 29 years old. I am interested in traveling, doing nice things with my family, having dinner with my friends. In daily life, I work, eat and sleep. I currently work as a relocation advisor. I love to spend time with friends, eat, listen to music. I travel twice a year by plane, bus, train. Mainly for leisure and vacation purposes, to visit family. I usually travel with Gert, because it is fun and traveling can be very educative. Learning new cultures!</p> <p>I-JB: You answered twice a year and you</p>	<p><b>527. Love travel to Africa &amp; Asia</b> <b>528. Travel 4 times a year for leisure</b></p> <p>529. Travel for leisure</p> <p>530. Traveling can be educative</p>
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<p>P-AS: Yes I do. If you look at logical, I always choose the most logical solutions. Try to be efficient and don't try to make it more difficult than necessary.</p> <p>Good-natured because you need to be able to be a bit flexible in the case something goes wrong. I mean we are not really high-end travelers. You need to be able to see the positive side of a negative situation. Especially when you travel to Africa or Asia. Logical would be more related to the planning aspect of the journey and good-natured more to the experience of the journey itself.</p> <p>I-JB: Nice to know. But looking at assignment 2B, as what kind of traveler have you described yourself?</p> <p>P-AS: I am an easy-going traveler because I like to see what happens. You can plan as much as you like but if you do not know the place it will always be different than planned. You need to be flexible and easy-going otherwise, it will be no fun at all. I mean we like to be as organized as possible before we depart, but in Africa, you are reliant on so many different factors that you can never prepare for everything. If you, for instance, suffer a flat tire or a bag goes missing you need to be able to adjust to the new circumstances.</p> <p>I-JB: Clear, and Gert how would you describe yourself?</p> <p>P-GS: I am a fun traveler because I like to go to awesome places and will always find an extreme thing to do and make others laugh. Combining our two personalities usually leads to fun experiences. It is good that one of us is the more sensible one.</p> <p>I-JB: If we continue to the next question could you please describe which luggage combination you most like to travel with, with which combination you most often</p>	<p>539. Logic comes first</p> <p>540. Be efficient in traveling</p> <p>541. Be flexible when something goes wrong</p> <p>542. Not a high end traveler</p> <p>543. Keep positive in a bad situation</p> <p>544. Logical is related to planning aspect of traveling</p> <p>545. Good natured is experience related</p> <p>546. Easy going traveler</p> <p>547. Something can always happen</p> <p>548. Just go with it</p> <p>549. You are reliant on different factors</p> <p>550. Things you can't prepare for</p> <p>551. Be able to adjust</p> <p><b>552. Fun traveler</b> <b>553. Visit nice places</b> <b>554. Experience extreme activities</b> <b>555. One is more sensible</b> <b>556. Is good</b></p>
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<p>Gert answered 4 times a year. Are these trips within Europe? Or are they predominantly intercontinental?</p> <p>P-GS: Once a year to Spain and the rest of the times intercontinental. Sometimes we even visit Annika's mom in Germany, Stuttgart.</p> <p>I-JB: Could you both please describe which characteristics you have chosen to describe yourself? And of the chosen characteristics, which three are the most characteristic for you.</p> <p>P-GS: I have written down; Fun, crazy, wildlife, food, hyper, travel, sports, loyal, football, energetic, extremes, outgoing, helpful, happy. My top three are; Crazy, Loyal and Happy.</p> <p>I-JB: How do these characteristics translate into daily life?</p> <p>P-GS: It is always fun with Gert! I always think of something crazy to do, and I am always there for my friends or family when they need something.</p> <p>I-JB: And you Ann?</p> <p>P-AS: I have written; analytical, logical, sincere, open, loyal, friendly, good-natured, loving, realistic, careful, organized, efficient, cheerful, reliable, helpful, and love to discover. My top three are: Logical, Loyal, and Good-natured. Logical because I always choose for the most practical solution, Loyal as Gert mentioned towards friends and family and Good-natured because I always try to look at the positive things of every situation.</p> <p>I-JB: And do you think that having these characteristics influence the type of traveler you are?</p>	<p><b>531. Family home in Europe</b> <b>532. Mostly intercontinental travel</b> <b>533. Visit Family</b></p> <p><b>534. Try to have fun</b> <b>535. Loyal to friends and family</b></p> <p>536. Practical traveler</p> <p>537. Loyal to friends and family</p> <p>538. Look at the positive side of the situation</p>
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<p>I-JB: And you Annika, what is your favorite combination? And with which combination do you travel most often with?</p> <p>P-AS: I travel with 2 backpacks, a small one, and a large one. When we travel to far destinations I like to travel with this bag because it can carry a lot of clothing and items.</p> <p>I-JB: And when we take a look at your worst experience, I see that you both have selected traveling with a bicycle.</p> <p>P-AS: Yes</p> <p>P-GS: Yes, it quite straight forward actually, it is a major hassle every time! I travel to Spain with my bicycle once a year. In the Netherlands it is not such an issue, you just have to make sure that you arrive 1 hour earlier at the airport. I don't have one of those suitcases that cost €300, so I have to buy one of those carton boxes at Schiphol for €28 and check it in at the odd-size counter.</p> <p>I-JB: And what is inside of this box?</p> <p>P-GS: Nothing! It is just a regular moving box except that it is made for bicycles. You need to disassemble your pedals, after this, you need to disassemble your handlebars else the bicycle won't fit in the box. One thing that is a bit of an advantage of such a large box, is that there is a lot of space left, once you have packed it. This allows you to pack additional items such as your pump, new tires, tools, shoes, and helmet. Like I said, in the Netherlands, it is not such an issue. You just need an hour extra at the airport to disassemble your bike.</p> <p>I-JB: But how do you travel to the airport?</p> <p>P-GS: We usually take the train, so I have to carry my bicycle into the train. Sometimes somebody drives me to the</p>	<p>564. Dual backpack</p> <p>565. Fits a lot of stuff</p> <p><b>566. Traveling with bike is a hassle</b></p> <p><b>567. Do it once a year</b> <b>568. Arrive 1 hour earlier</b></p> <p><b>569. Don't have bicycle box</b> <b>570. Buy cardboard box at airport</b></p> <p><b>571. Need to disassemble bicycle</b></p> <p><b>572. Can fit additional stuff inside box</b></p> <p><b>573. Netherlands is not the problem</b></p> <p><b>574. Travel by train</b></p>
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## APPENDIX H: TRANSCRIPTS PARTICIPANTS

travel and with which kind of luggage you have had the worst experience.	
P-GS: I travel most with a backpack and a trolley. Backpack because it is light and when I am at my destination and need to carry things around I at least have something to put it in. The trolley because I can fit a lot of items in it and it carries roughly 10 kg.	<b>557. Backpack is convenient at destination</b>
I-JB: It is a carry-on trolley?	<b>558. Trolley can fit all my carry-on items</b>
P-GS: Yes	
I-JB: And why do you choose for a carry-on trolley?	
P-GS: Because a backpack is not ideal to put your clothes in, and the carry-on suitcase has the allowed dimensions for the overhead bins. So, you can fill the trolley with everything you need without worrying that it is not allowed.	<b>559. Trolley is convenient</b> <b>560. Sure that it will fit</b>
P-AS: And your electronics are also quite heavy, it also offers them a bit more protection.	561. More protection for electronics
I-JB: And for what kind of trips do you use this combination on?	
P-GS: Mainly for short trips in Europe.	<b>562. Trolley for short trips</b>
P-AS: You also brought the trolley with you to Africa, just to carry all your electronics in it.	563. Or solely to carry electronics
P-GS: True, but it really destroyed my suitcase. I had placed it in the boot of the car and the trolley got really dirty. So, if I would bring it again I would have to place it in a different spot in the car. I don't mind if it is one of those 'Staats Loterij' suitcases but if you have an expensive trolley it is quite a waste.	

line with people who are bringing along dogs and other stuff, and for some reason, they always get preferential treatment and let me stand there. So, at this moment you have to walk back to the check-in desk to ask if they could send another employee to come collect my bicycle and I need to ask this 2 to 3 times I guess. Which results in me waiting for at least 1,5 hour before somebody has finally collected my bicycle.	<b>588. Walk between check-in and odd size</b>
	<b>589. Heavily reliable on the correct employee</b>
	<b>590. 1,5 hours extra waiting time</b>
P-AS: Every single time we bring the bicycle along, we are checked in only 30 minutes prior to departure.	591. Checked in only 30 minutes before departure
P-GS: It makes the journey really cumbersome.	<b>592. Cumbersome journey</b>
I-JB: Would you say stressful?	
P-GS: Not really stressed, well the first time because we were not experienced with this situation and only had 30 minutes left before departure. But if you bring your bicycle, it is one of those things that you have to mentally prepare yourself for: 'Fuck, I need to wait and have to deal with all that misery.'.	<b>593. Experienced with this process, not stressed</b>
	<b>594. Mentally prepare yourself</b>
I-JB: How expensive is it to bring your bike?	
P-GS: Transavia charges €40 for a single flight, so €80 return including the box sums up to a total of €108. And renting a bicycle for a week costs around €120, but as a cyclist, you don't want to ride on somebody else his bike but on your own. I think that any enthusiastic cyclist is prepared to pay that price, and there are even people who are willing to pay €300 for a special suitcase.	<b>595. Pay €80 for return and €28 for box</b>
	<b>596. Renting a bicycle costs €120</b>
I-JB: It must also be very frustrating for you Annika because you are also just standing there waiting in line.	<b>597. Bike enthusiast want to ride on his own bike</b>
P-AS: Yes, it starts with that you have to	598. Have to depart early

airport. It is not ideal. That much is true. It is rather a big nuisance. At Schiphol, there is always somebody at the odd-size counter to accept your bicycle. At this point, you hope that they load it into the plane and that it will arrive at your final destination. But when you arrive, because you have a bicycle with you, you need a large car to transport that large box. However, it is so large that it does not fit well and you can't just throw it away because you need the same box for the return journey. I mean this box is massive and it is made from quite thick cardboard so it is hard to transport. Besides, you don't want to damage it because you still need it to properly protect your bicycle for the return journey. If we would be traveling with 4 people it would not be possible to bring along my bicycle. So, if we travel with just the two of us it is possible else not. Except of course if you have a bicycle rack, but you usually don't have these laying around abroad.	<b>575. Hope that they load it onto plane</b>
I-JB: Sound like quite a hassle.	<b>576. Need a large car to transport box</b>
P-GS: It is. You need a car because it doesn't fit within the taxibus, you need to disassemble your bike which is not the worst thing, but you can only bring it when we are together, you need to keep the box and you never know how the handle your bike which is worth a couple thousand euro, you hope that it arrives in one piece but you never know. Well, once your holiday is over you need to start preparing for your return journey. You carefully fold the box so that it fits within the car. You can already prep your bike at home, once at the airport you put the bicycle back into the box and seal it up. And in Spain, the odd-size luggage is far less well organized. Because the box is big it does not fit on the standard odd-size luggage belt, so you need to wait for the right person to arrive at the odd-size luggage station. You are always standing in	<b>577. Need to reuse box</b>
	<b>578. Only possible when traveling with 2</b>
	<b>579. Or you need a bicycle rack</b>
	<b>580. Need a car with bike</b>
	<b>581. Cannot bring it when traveling with more than 2</b>
	<b>582. Anxious that bike arrives in one piece</b>
	<b>583. Carefully fold box so can be reused</b>
	<b>584. Prep bicycle at home</b>
	<b>585. Odd size is awful in Spain</b>
	<b>586. Always waiting in line</b> <b>587. Bicycles aren't priority</b>

depart early because of the extra necessary time needed to pack the bicycle and it is just annoying that you have to wait so long. If you just have normal luggage you know what to expect. Because we have experienced this so often we know of course what to expect but still, it doesn't make it any better. I mean Gert is running from desk to desk...	<b>599. Annoying that you have to wait so much</b>
P-GS: I almost need to pick a fight to have my bicycle picked up.	<b>600. Know what to expect, doesn't make it better</b>
P-AS: It just leads to a non-enjoyable flight. Am I going to make my flight? Luckily we have not yet experienced missing our flight back home due to the bicycle but the entire experience is bad and it influences our moods.	<b>601. Almost have to pick a fight to be helped</b>
I-JB: I can understand. Have you traveled with other odd-sized luggage?	<b>602. Non enjoyable journey experience</b>
P-GS: With golf bags, but the advantage of traveling with golf bags is that they are checked in at odd-size but are loaded onto the normal collection carousel. I am not sure how that works. It was a while back that I traveled with clubs. But there is, of course, a major risk factor that your clubs will break. So, you need to be smart with putting brooms in your bags to protect your drivers.	<b>603. Bike process is Bad influence on mood</b>
I-JB: Your parents have multiple sets in Altea?	<b>604. Golf bags can be collected at carousel</b>
P-GS: Yes, they own two sets each and in Spain, there are I think about 4 golf sets. So, I never have to bring my own clubs, which is a relieve.	<b>605. Risk factor that clubs break</b>
I-JB: Let's continue to the mind map. Could you both please present what you have written?	<b>606. Never bring my own clubs, is a relieve</b>
P-GS: Well I immediately think about the	



<p>extra time you need to check-in. You have to think about what you want to put in your check-in luggage. I would for instance never place any kind of electronics in my check-in luggage. I don't trust it. They might open your suitcase and then it is gone. An example is a brother in law of Annika's. He has got one of those sleeping apnea machines. But he lost his suitcase and now his machine is gone, he does not have a spare so he needs to buy a new one. I also think about the amount of kg's that I can bring. If it will arrive, especially if you are going on a trip with multiple destinations. My sister once lost her suitcase and during the entire trip, her suitcase had to follow her. Just halfway through her holiday, she had her own suitcase. It is a genuine fear of mine that this will happen to me once. That is why I always bring a spare set of boxer shorts in my hand luggage and maybe some other clothing. But combine this with all my electronics and my hand luggage become quite heavy.</p> <p>I-JB: Ok, and you An?</p> <p>P-AS: I have written my thoughts more in phases.</p> <p>I-JB: That is no problem!</p> <p>P-AS: The phases that I have described are, preparation, packing, check-in and pick-up. Well, preparation starts off with looking at my luggage and suitcases. Are they still in order and can't I still use them? What kind of luggage am I going to bring along? Is this going to be a suitcase or is it a big backpack?</p> <p>I-JB: And what does this choice depend on?</p> <p>P-AS: Destination, if I know that is easy to travel with a suitcase than I will bring a trolley and a backpack. But if I am for</p>	<p><b>607. Extra time for check-in</b></p> <p><b>608. Never pack valuable in check-in</b></p> <p><b>609. Don't trust handlers</b></p>
	<p><b>610. Amount off kg's</b></p> <p><b>611. Will it arrive</b></p> <p><b>612. Multiple destination trip, hassle</b></p>
	<p><b>613. Genuine fear to lose suitcase</b></p> <p><b>614. Bring spare underwear</b></p> <p><b>615. Carry on becomes heavy due to distrust</b></p>
	<p>616. Is my luggage good to travel with</p> <p>617. What type of luggage am I bringing</p> <p>618. How easy is it to travel at the destination</p>

<p>small kids, which was quite an experience. This was during the Christmas holiday and we went to Cape Verde and Spain. I decided to bring a suitcase and a small carry-on trolley. But last we brought a big check-in trolley suitcase because we had to carry a lot of Christmas presents. This suitcase was more suited because it offered better protection.</p> <p>I-JB: And which journey did you choose Annika?</p> <p>P-AS: I have chosen the same trips.</p> <p>I-JB: Oh ok, and do you share your luggage?</p> <p>P-AS: Yes, when we go to Spain we share a single suitcase. But in this case, we needed the extra space for the presents. So we had actually packed some clothing in the carry-on.</p> <p>I-JB: Ok, if we look at the items that you would pack in your carry-on. You already mentioned, food &amp; beverages, electronics..?</p> <p>P-GS: Laptop, headphones, a sweater because you are going from a cold to a warm climate, fragile and expensive gifts.</p> <p>I-JB: And you Annika?</p> <p>P-AS: I brought my medication and some extra clothing because Gert had to carry the presents.</p> <p>I-JB: If we take a look at the items that you have packed. Which items would you consider as essential that you would really need during your journey towards your final destination?</p> <p>P-GS: Headphones and a sweater.</p>	<p><b>630. Traveling with small kids was an experience</b></p> <p><b>631. Brought suitcase to pack and protect presents</b></p> <p>632. We share suitcase for trips to Spain</p> <p><b>633. Valuables, sweater and fragile items</b></p> <p>634. Medication and spare clothing</p>
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<p>instance visiting my dad in the Philippines where I have to hop on buses and boats than I will bring my larger backpack.</p> <p>P-GS: The initial journey to the plane is not the problem, but when you are going travel around a particular region or country it will become a problem.</p> <p>I-JB: You use one of those backpacking backpacks?</p> <p>P-AS: Yes we do. It can hold up to 30 kg's, but then it is actually too heavy to carry. Normally we pack around 13 kg's each. When we travel with a suitcase we take more with us but it is actually way too much. But let's continue to 'Packing', is it going to fit, is it going to be too heavy, what am I going to pack. Am I going to pack spares in my carry on in case my backpack goes missing? Items like medication I usually pack in my suitcase or check-in luggage but still, it is quite a risk. Normally I would just pack a bottle of water and a book and I'm done with my carry on luggage, but now I have to pack spares for a few items which makes it heavier than necessary. I have also written check-in because you need to take into account the extra time needed at the airport if it is busy or when you are traveling with odd-size luggage. Where do I check in? And then finally pick-up. How long is it going to take? Is it going to fit in the car, yes or no? And do you have your own luggage? I once almost took somebody else their suitcase. And visa versa, so I had to yell at the other passenger stop! That's my suitcase!</p> <p>I-JB: Thanks, let's continue to the next assignment. This question is about with what kind of luggage you traveled and what you packed in which kind of luggage item. So Gert, if you could start?</p> <p>P-GS: I traveled with Annika, family and</p>	<p><b>619. Initial journey is not a problem</b></p> <p><b>620. Traveling through the country is</b></p> <p>621. When traveling with suitcase we pack too much</p> <p>622. Is the bag going to be too heavy to carry</p> <p>623. Pack spares in my carry-on?</p> <p>624. Pack medication in carry-on.</p> <p>625. Carry-on becomes extra heavy due to spares</p> <p>626. Extra journey time due to check in</p> <p>627. Where do I check in</p> <p>628. How long is it going to take</p> <p>629. Is this my suitcase?</p>
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<p>P-AS: Yes</p> <p>P-GS: Well, it depends. We are probably talking about international flights. So I brought my laptop because it's chill to have it with you. But also, when you travel with Transavia, they don't have entertainment systems. So, I brought a movie with me on my laptop to entertain us both.</p> <p>I-JB: And maybe also you medication Annika?</p> <p>P-AS: Well not really. It is of importance of course, but I don't necessarily need it during my flight. Like I said before, I only need a book and a bottle of water and I am good to go.</p> <p>I-JB: Ok, let's say that you two are traveling to Spain. You guys have one suitcase and a carry-on which holds some clothing. The clothing that you have packed within the carry-on, how long could you do without those clothes? Not on the destination but before departure?</p> <p>P-AS: Well my work clothing is different than my holiday clothes?</p> <p>P-GS: Let's say 3 days in advance? That is not a problem.</p> <p>P-AS: Clothing wise it is not such an issue, but let's say that you are going on a trip for 3 weeks, you need a lot of clean underwear. Then it might become a bit of a problem because it would require me to have lots of underwear.</p> <p>P-GS: If you had to send your suitcase earlier, you would need to prepare and plan better. It would mean that I need to pack my suitcase earlier and thinks in advance about all the things I might need. I am a last minute guy, a day before departure I start packing. I think this is more a guy thing</p>	<p><b>635. Bring own entertainment, not supplied by carrier</b></p> <p>636. Only need book and water</p> <p>637. Work clothing is not similar to leisure</p> <p><b>638. 3 days in advance is not a problem</b></p> <p>639. Long trips, need a lot of underwear</p> <p><b>640. Would need to prepare beforehand</b></p> <p><b>641. Pack suitcase earlier</b></p> <p><b>642. Pack 1 day before departure</b></p>
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## APPENDIX H: TRANSCRIPTS PARTICIPANTS

<p>P-GS: There are a few airlines that fly to Alicante, and because I have flown this route a few times I know which airlines and which airports are linked to which journey. We prefer to fly from Amsterdam, even though Rotterdam is closer. The reason for this is because it is way easier to get there by train. Once you know all this, it is just a matter of finding the best deal. Sometimes we even book two single tickets because it is cheaper. So Transavia outbound and Vueling inbound.</p> <p>P-AS: We also take departure time and arrival time into account and which day of course. It is way cheaper to fly on a Tuesday than on a Friday.</p> <p>P-GS: We also need to think about what we want to bring with us. Within the Transavia booking flow your luggage is included but with other airlines, this is not the case. You need to complete this later on.</p> <p>I-JB: Which channels do you use to do your research? Google or any specific sites?</p> <p>P-GS: You start by looking at the airline's native websites because sometimes they offer good deals. But I also use Momondo quite a lot. I also make use of CheapTickets.nl and Tix. You always start comparing between the different sites because they have these special deal windows in which you could save around €10 on your flight.</p> <p>P-AS: When we booked our tickets for Africa there was a black Saturday deal.</p> <p>P-GS: Yes! When we book tickets for long journeys we take deals and specials into account. For example, 'Wereld Deal Week' or other similar deals. We booked our tickets through Black Friday Special, which saves us €400 in total.</p>	<p><b>651. Only few airlines that fly to this destination</b></p> <p><b>652. Prefer to fly via Amsterdam</b></p> <p><b>653. Sometimes even book two single flights if cheaper</b></p> <p>654. Departure times are important</p> <p>655. Some days are cheaper to fly</p> <p><b>656. Airline choice dependent on what we bring</b></p> <p><b>657. Luggage is not always included in the booking flow</b></p> <p><b>658. Use native Airline websites.</b></p> <p><b>659. Use momondo, cheap tickets, tix</b></p> <p><b>660. Could save €10</b></p> <p>661. Booked via black friday deals</p> <p><b>662. Ica flights think about wereld deal weken</b></p>
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<p>was a bit different. You have to determine which trip you want to make and how you want to do this. Look at which domestic flights you might need to take, but all the hotels we booked on the spot. Of course, you read a lot about the destination beforehand because you are really excited to go, and when you travel to Africa you need quite a lot of stuff. So, you start looking at what friends brought and what you might be able to borrow from family members. For example, a Garmin GPS tracker for navigating through the desert, big flashlights. Those are quite specific items that you need. Those items you start to collect a few months in advance. But clothes and other similar items usually a day in advance.</p> <p>I-JB: But this is long preparation time is for very specific holidays?</p> <p>P-AS: Exactly. I think that when we went to Cambodia we started 1 months in advance.</p> <p>I-JB: Ok, but in this journey, you are heading to Spain. When do you start to pack your bag for this trip?</p> <p>P-AS: 1 day in advance</p> <p>P-GS: yes, 1 day in advance. When you go to Spain, the only thing you have to pack are your swimming trunks a few t-shirts and some shorts. But for me specifically, if I bring my bicycle I will start planning a week before departure.</p> <p>P-AS: But in that case, you also need to think about that big box.</p> <p>P-GS: True, but you also need to think about all the additional items you need to bring. If I could put my bicycle and all its additional items in a van and I know that it will safely arrive, that would be great!</p>	<p>673. Trip to Cambodia is different type of prepping</p> <p>674. Thinks about domestic flights</p> <p>675. Hotels were booked on the spot</p> <p>676. Look at what friends brought</p> <p>677. Might be able to borrow stuff</p> <p>678. Start collect specific items a few months in advance</p> <p>679. Clothes and similar items a day in advance</p> <p>680. Cambodia start prepping 1 months before departure</p> <p>681. For Spain prepare one day in advance</p> <p><b>682. For Spain we only need t-shirts and swimming trunks</b></p> <p><b>683. When I bring my bike I start prepping a week before departure</b></p> <p><b>684. Think about additional cycle items you need to buy</b></p>
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<p>than a woman thing. By the way, I think that woman might have issues with makeup.</p> <p>P-AS: Yeah, those items are not allowed to be packed in your carry on so if you want to bring them and send your luggage in advance you need to have spare toiletries.</p> <p>I-JB: Ok, great! Let's continue to the 5th assignment. The big one! In this part, we are going to draw out your journey. Could you please start with describing which journey you have chosen?</p> <p>P-GS: We both have chosen the same trip to Spain. We flew from Amsterdam to Alicante.</p> <p>I-JB: Looking at this trip. When did you decide to go, or when did you start dreaming about going to Spain?</p> <p>P-GS: I think it was 4 months in advance. We were planning our Christmas break and we got invited by my parents. When you are spending Christmas with your family you need to plan these things far in advance because you need to take into account the agenda of every family member. But if I, for instance, would go to Asia or Africa I would book my tickets a year in advance. We are early bookers if you look from a ticket perspective.</p> <p>I-JB: 4 months in advance you receive an invitation from your parents if you would like to come to Spain. How do you prepare for something like that? What necessary steps do you need to complete?</p> <p>P-GS: First we decide on the date that we are going to be there. Once that is clear, I tell my boss when I would like to take my Christmas holiday and then I will start to look for the best deals on tickets.</p> <p>I-JB: And how do you do your research?</p>	<p><b>643. More a guy thing</b></p> <p><b>644. Woman might have make-up issues</b></p> <p>645. Need to have spare toiletries</p> <p><b>646. Planned 4 months in advance</b></p> <p><b>647. Family trip</b></p> <p><b>648. Book tickets a year in advance for ICA</b></p> <p><b>650. Look for best deals once boss is informed</b></p>
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<p>I-JB: Ok, so you have booked your ticket, which is 4 months in advance. How do you live up to the moment of departure? When do you start thinking about your trip and which actions do you perform to prepare yourself for this journey?</p> <p>P-GS: The trip to Spain is really easy. But if you look at longer trips you start planning way ahead. Where are we going to sleep, where are we going to, what do I want to see and what do I need? If I am going to hike through the jungle, I will need to bring my walking shoes and clothing that is comfortable during the hike. I need to bring a day pack.</p> <p>P-AS: You need to make sure you even have walking shoes!</p> <p>P-GS: Yes, you need to make sure that you have them. Medication, for when you are heading to a region where malaria is an issue.</p> <p>I-JB: And how long before departure are you busy with making sure that everything is in order?</p> <p>P-AS: Well it depends on how motivated we are....</p> <p>P-GS: True. I can go really overboard with preparing for our holidays. For instance, our next trip in September is totally taken care of and paid for.</p> <p>P-AS: He was done and ready a year in advance.</p> <p>P-GS: But those are trips where you have to be well prepared and book well in advance because else they are fully booked.</p> <p>P-AS: But our previous trip to Cambodia</p>	<p><b>663. Saves us €400</b></p> <p><b>664. Planning for Spain is easy</b></p> <p><b>665. Longer trips start planning way ahead</b></p> <p><b>666. What do I need</b></p> <p><b>667. Right medication for the region</b></p> <p>668. Preparing is dependent on how motivated we are</p> <p><b>669. Can go overboard with preparing</b></p> <p><b>670. Next trip is already taken care of (8 months)</b></p> <p>671. Was done 1 year in advance</p> <p><b>672. If you are not well prepared early is will be fully booked</b></p>
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<p>I-JB: Well you said that if you bring your bicycle that you start preparing a week in advance. But what do you do during this preparation?</p> <p>P-GS: Just gathering all the necessary items. You want to know that everything is in order, service your bike at the bike shop, bring some additional inner tubes, lubricants so that you don't have to buy anything there.</p> <p>P-AS: Also, you start thinking more about how you are going to travel to the airport. When you have to leave and when you are going to collect the box.</p> <p>I-JB: OK, so you say one day in advance. You get back from work and then in the evening, you would start packing?</p> <p>P-GS: Oh I have to say that if my bike is picked up 3 days in advance that is fine, but on my return journey I wouldn't like to have that. I would prefer it on the day of departure or the evening before departure.</p> <p>I-JB: Yes I agree, but let's say you are going to Spain and you are bringing your bicycle. You would pack your bags in the evening. This happens in your bedroom with your suitcase on the bed?</p> <p>P-GS: Well we have quite a lot of space, I mean we have a walking closet so we just put the bags there and start packing. But it is very easy I must say, Just gather everything, stuff it in the suitcase and let's go.</p> <p>P-AS: But we both have made this trip so often that we know exactly what to bring. That helps.</p> <p>P-GS: And when we go on a longer trip we would think a bit more about what we are bringing.</p>	<p><b>685. Would be best if I could put it in a van and not have to worry</b></p> <p><b>686. Gather all the necessary bike items</b></p> <p><b>687. Is my bike in tip top shape</b></p> <p>688. Think about departure when traveling with bike</p> <p><b>689. Pick up bike 3 days in advance is fine</b></p> <p><b>690. Pick up for return on day of departure</b></p> <p><b>691. Have a walk in closet where we pack</b></p> <p><b>692. Gather stuff and let's go</b></p> <p>693. Made this trip often, know what to pack</p> <p><b>694. Longer trip would need to think more</b></p>
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<p>I-JB: And how does that make you feel?</p> <p>P-GS: It is not a relaxed way of traveling. But traveling with suitcases in the train is not pleasant in general. It never fits, maybe only a carry-on trolley. But if you place your suitcases on a chair you will receive strange looks from other passengers. That is why I always stand, waiting in the hallway with the suitcases.</p> <p>P-AS: But then you are also standing in the way of a lot of people.</p> <p>I-JB: Do have a bad feeling when traveling in this context?</p> <p>P-GS: It is not the ideal recipe for the start of your holiday. The best thing would be if somebody would pick you up at home and drop you off at the airport. But that is not always possible.</p> <p>P-AS: We do try to travel after or before the rush hours.</p> <p>P-GS: Yes, but the departure time always is the determining factor for when we leave.</p> <p>I-JB: And when you arrive at Schiphol, could describe the process of getting out of the train?</p> <p>P-AS: Well not....haha</p> <p>P-GS: Schiphol is always busy.</p> <p>P-AS: Everybody wants to storm into the train before anyone has had the chance to get out.</p> <p>P-GS: And people don't give you the space to get off, which is really annoying when you are traveling with bulky bags and a bicycle. Everybody is looking at you grumpy with a look like: 'Do you really want to get off this train?'. Yes, I really want to get off</p>	<p><b>701. Cannot sit, have to stand in the hallway</b></p> <p><b>702. Not relaxed manner off travel</b></p> <p><b>703. Traveling with suitcases in train sucks anyways</b></p> <p><b>704. Strange looks from passengers</b></p> <p><b>705. Always stand in the hallway</b></p> <p><b>706. Not ideal start off your holiday</b></p> <p><b>707. Best would be to be dropped off and picked up</b></p> <p>708. Try to take rush hours into consideration</p> <p><b>709. Schiphol is always busy</b></p> <p><b>710. Storm into train, before getting out</b></p> <p><b>711. No space to get out, annoying</b></p>
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<p>I-JB: We have arrived on the day of departure. You are carrying your bicycle. How are you traveling from home to the airport?</p> <p>P-GS: Depends on how many family members there are, but let's just say that An and I are going together. Then I would walk to the metro from my house, take it to the station and then grab a train to Schiphol.</p> <p>I-JB: You are carrying a trolley, your bike, and a backpack?</p> <p>P-GS: Yes, it sucks.</p> <p>P-AS: Last time we did bring everything. Trolley, backpack, and your bike.</p> <p>I-JB: And that really sucks?</p> <p>P-GS: To be honest, both your hands are full.</p> <p>I-JB: It sounds quite miserable. You have to first get on the metro.</p> <p>P-GS: You have to put a lot of effort in when you want to bring your bike.</p> <p>P-AS: Yes you do...</p> <p>P-GS: And for the person who doesn't cycle it is an extra burden.</p> <p>I-JB: How do other people using the public transport experience this situation? Do they judge you?</p> <p>P-GS: I think that they first would think to themselves: 'Dear god, what a lot of stuff is that guy bringing along'. Plus, you can't just sit anywhere so you have to stand in the hallway.</p>	<p><b>about what we bring</b></p> <p><b>695. Normally take the metro and then train</b></p> <p><b>696. Carrying trolley, bike and backpack sucks</b></p> <p><b>697. Both your hands are full</b></p> <p><b>698. Have to put a lot of effort in to bring bike</b></p> <p><b>699. Extra burden for my partner</b></p> <p><b>700. People judge in public transport</b></p>
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<p>this train. They are all standing there like idiots.</p> <p>I-JB: You have arrived at Schiphol, you need to take the escalator upstairs. What steps do you need to take after this moment?</p> <p>P-GS: Because I know where I need to be, I first drop-off my bicycle.</p> <p>I-JB: And you didn't do this before?</p> <p>P-GS: Well yes, but you first had to find out where you could drop off your bicycle. Which I know now. But you have to walk to the basement, with the two of us and drop the bike off. You have to take into account that everywhere you go, you are dragging all your stuff with you. Once you have arrived at the bicycle basement (odd-size), you will start to disassemble the parts of the bike that you yet have not disassembled. For example, the handlebars. Else the bicycle is not easy to transport. Then you buy the box, assemble the box which is quite easy, but you need to know how to do this. Then place your bicycle and all other items in the box.</p> <p>I-JB: Other items? How do you carry those to the airport?</p> <p>P-GS: Sometimes I'm lucky that somebody can drop me off at the airport, if not I usually carry that in a plastic bag. The situation is really shit! If I am just going for a week I would never do this.</p> <p>P-AS: That is not true!</p> <p>P-GS: Well, from now on then. Looking back at the entire journey and talking about it in this interview made me realize how shit it really is.</p> <p>I-JB: The odd-size at Schiphol is quite well</p>	<p><b>712. People are judging, you want to get off?</b></p> <p><b>713. Know where to drop off bicycle</b></p> <p><b>714. First had to figure out location drop-off</b></p> <p><b>715. Walk to the basement</b></p> <p><b>716. Everywhere you go dragging stuff</b></p> <p><b>717. Disassemble bicycle at the basement</b></p> <p><b>718. Buy box and assemble it</b></p> <p><b>719. Pack bicycle and other items in box</b></p> <p><b>720. Sometimes lucky to be dropped off at the airport</b></p> <p><b>721. Carry extra items in plastic bag</b></p> <p><b>722. Shit situation</b></p> <p><b>723. Never do this for a weekend trip</b></p>
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## APPENDIX H: TRANSCRIPTS PARTICIPANTS

organized?	<b>724. Entire journey is really shit</b>
P-GS: Yes it is quite well organized from an odd-size perspective.	
I-JB: You have dropped off your bicycle, what now?	
P-GS: We already check-in online, so we only need to drop off our suitcase. We do this at the normal baggage drop off.	<b>725. Schiphol odd-size well organized</b>
P-AS: That is quite quick. It is actually really efficient. Don't have much anything bad to say about this process.	
P-GS: Well depends, if it is the holiday season, even though it is only baggage drop off, you still need to wait in line. But we usually travel in the off-season, so that is quite a benefit. And if we do travel in the holiday season, we arrive rather early.	<b>726. Already checked in online</b> <b>727. Only need to drop-off suitcase</b>
I-JB: And why do you arrive so early?	728. Luggage drop-off is quick and efficient
P-GS: Because we don't want to take any risks. If you have to carry so much stuff and there is a problem with the public transport, then you have a problem. that is why we build in this time safety net. If we arrive early it is fine, we just have an extra cup of coffee and maybe have a bite to eat. I don't want to experience any stress.	<b>729. Depends on the season</b> <b>730. Holiday season still have to wait in line</b> <b>731. Usually travel in off-season</b> <b>732. Arrive early at airport in holiday season</b>
I-JB: How much time is this safety net?	<b>733. Don't want to take risk</b>
P-GS: Around 30 minutes I would say.	<b>734. Build in safety time</b>
P-AS: Yes, and on the morning of departure we always check the public transport times online just to be sure.	<b>735. Arrive early, drink extra cup of coffee</b>
P-GS: We are those kinds of people that don't want take any risks.	
P-AS: And we especially don't want to experience any stress. You just don't want	<b>736. Safety net is 30 minutes</b>
	737. Always check PT times in the morning

with all the strict rules and regulations, that when I brought some gel that is only half full that I still need to hand it over to the security guard. That is something that irritates me. This only occurs when I have carry-on luggage. And sometimes the lines can be very long, which is annoying. This is what you meant right?	747. Don't think about luggage
I-JB: Well, I actually meant that when you are flying, for example, that you would think about your suitcase or your bicycle.	<b>748. Not forget strict regulations</b>
P-GS: Depends. Sometimes when I see the handlers load luggage, I will automatically search for my own luggage. Then you know that your luggage has been loaded onto the plane. When we are preparing to land I sometimes think to myself, 'Fuck, I hope my bicycle is still in one piece and does it arrive quickly at the odd-size carousel.'	<b>749. Hand over gel, irritates me</b> <b>750. Only when i travel with CO luggage</b>
P-AS: I hope it just arrives.	<b>751. Automatically search for luggage</b>
P-GS: Yes, so I hope it arrives and I hope that it is not damaged. Once you start to descend you start to think about the next steps you need to take to pick-up your bike. Which, astonishingly, happens rather quickly.	<b>752. During landing, hope bicycle is in one piece</b> <b>753. Hope it quickly arrives</b>
I-JB: Ok, so you arrive at the airport and then you continue to the baggage carousel. What steps do take from here?	754. Hope it arrives
P-GS: Well this is quite well organized. The first carousel you see if for odd-size baggage followed by regular baggage carousels. Normally we have a command and conquer strategy. So I wait at the odd-size carousel and Annika collects our regular luggage.	<b>755. Hope it arrives and undamaged</b> <b>756. During descend think about next steps</b> <b>757. Need to pick up bike, happens quickly</b>
P-AS: This generally goes rather quickly.	
P-GS: Pick-up is not really the issue, the drop-off is the problem because no-one is	<b>758. First carousel you see is odd-size</b>

to mess up your holiday by missing your flight.	<b>738. Don't want to take any risks</b>
I-JB: Once you have completed these steps and head through security, what do you do at the airport?	
P-GS: Eat.	739. Don't want to experience any stress 740. Don't want to mess up holiday
P-AS: As usual haha...	
P-GS: Depends on what time our flight departs, but usually have a cup of coffee, eat something, do a bit of window shopping to kill some time.	
I-JB: You two enjoy it to be at the airport?	
P-AS: In general, yes but it is getting less interesting I must say. It seems like there is less to do. Maybe because they are renovating certain parts of Schiphol.	<b>741. Usually have a cup of coffee</b> <b>742. Do some window shopping</b>
P-GS: It also depends heavily on the airport.	
I-JB: Ok, now we are in the air. What do you do whilst you are in flight?	743. Less to do at the airport
P-GS: Watch movies and things like that.	<b>744. Depends on the airport</b>
P-AS: Read my book, listen to some music, play a game.	
I-JB: This is a 2-hour flight?	
P-GS: Yes, it is a short trip. Maybe look a bit out of the window.	<b>745. Watch a movie</b>
I-JB: The moment that you have dropped off your luggage to the moment you arrive at the arrival airport, is there a moment that you think about your luggage?	746. Read and listen to music
P-AS: No...	
P-GS: Well what you must not forget, is	

ever at the odd-size desk.	<b>759. Command and conquer strategy</b> <b>760. I handle odd-size, Annika regular luggage</b>
I-JB: We have already discussed this process, so let's continue. You have collected your luggage and bicycle. Do you rent a car?	761. This goes rather quickly
P-GS: We take a bus, but you have to inform the bus company that you are bringing along your bike...	<b>762. Pick-up is never the problem</b> <b>763. Drop-off is, there is no-one at the desk</b>
P-AS: No that is not true. The box doesn't fit into the bus so you need to take the bus to the car and then drive back to pick me and the luggage up from the airport.	
P-GS: The entire journey of bringing your bicycle with you is one big drama, because the box, and thus the bicycle, does not fit in the bus. Which means that I need to pick up the car alone, leave Annika by herself at the airport with all the luggage, pick up my parent's car at their own parking space next to the airport, and then head back.	<b>764. Inform the bus company traveling with bike</b>
I-JB: How long is the initial bus trip to the car park?	765. Bike doesn't fit on bus 766. Take bus to car and then drive back
P-GS: Takes about 10 minutes, it is quite close by and everybody who lives there has their own parking space. But you need to call them to come pick you up with the bus because they are not allowed to double park at the airport.	<b>767. Entire journey off bringing bicycle is drama</b> <b>768. Bike doesn't fit on the bus</b> <b>769. Pick up car alone</b> <b>770. Head back to the airport</b>
P-AS: Normally we would take the bus together but in case we bring the 'fantastic' bike I have to sit there. This little joke with the bus to the car park and back again costs us another 30 minutes of travel time. I can assure you that when it is cold it is not a pleasant experience.	<b>771. Takes about 10 minutes</b>
I-JB: I can imagine that the additional hassle with the bus is not conducive to the holiday spirit.	<b>772. Need to call the bus to come pick you up</b>
	773. Normally take bus together

<p>P-GS: Bringing your bicycle is not conducive for your holiday spirit. If I have to be totally honest.</p> <p>P-AS: No....</p> <p>I-JB: Ok, now we are at your final destination. This is your home, how before your return journey do you start to prepare?</p> <p>P-GS: The evening before departure. It is our second home so maybe a day or two before departure you let the cleaning lady come by and start doing the wash.</p> <p>I-JB: OK great, you have clearly illustrated that traveling with a bike is a real issue, but from which moment do start to experience a real holiday spirit?</p> <p>P-AS: With or without a bicycle? haha, the moment we arrive at the house. I've written down, happy to be there. Traveling with a bicycle is just a big hassle and I'm really relieved when I am sitting in the house and can leave the journey behind me.</p> <p>P-GS: I could solve it by buying a bicycle travel suitcase for €300 because it is smaller and does fit within the normal processes.</p> <p>P-AS: But you still have to drag everywhere and stuff.</p> <p>P-GS: True, not everybody has a suitcase like that, not everybody wants to rent one, and you also need to almost fully disassemble your bike and hope that you can properly assemble it again. Both wheels, handlebars, pedals, and seat. I mean my bicycle is perfectly adjusted to my body, it is just not a pleasant to have to disassemble it and then hope that you can do a good as job as the professional bicycle mechanic when putting it back together.</p>	<p>774. Picking up car takes another 30 minutes</p> <p>775. Not pleasant when it is cold</p> <p><b>776. Bringing bicycle is not good for the holiday spirit</b></p> <p><b>777. Start preparing day before return journey</b></p> <p>778. Experience holiday feeling when we arrive at the house</p> <p>779. Traveling with a bicycle is a big hassle</p> <p>780. Relieved when I'm sitting in the house</p> <p><b>781. Could solve it by buying bicycle suitcase</b></p> <p><b>782. Smaller and fits in the luggage process</b></p> <p>783. Still have to drag it everywhere</p> <p><b>784. Need to fully disassemble your bike</b></p>
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<p>every kind of manner. Improved efficiency, especially when we are looking at the odd-size process in Spain. And finally good and healthy food in the airport and the plane. But my two main beneficial things are comfort and efficiency.</p> <p>I-JB: Ok we have arrived at the final questions, could you both please describe what your perfect journey would be when traveling with check-in luggage?</p> <p>P-AS: No check-in luggage at all, haha...</p> <p>P-GS: Easy check in, no holdup at customs or security, no hold up at boarding, enough space for my bag on the plane. My bag is ready when I arrive, so I don't have to wait at the carousel but it is already available for pick up when I arrive at the baggage hall. Maybe implement some baggage reclaim process with a number system? Tracking my bag via an application is something that I would be interested in. It probably is already possible but I don't want to invest in it. And if it is possible to pick-up my bicycle before departure and maybe even pick-up my regular luggage so that I can only travel with carry-on luggage, that would be great. It would actually be best if my bicycle is delivered the day after I have arrived at my destination. I don't care if it is driven there or flown, just so long that it arrives on time. But with the guarantee that it will arrive. A guarantee is really important, I don't want to hear that the lorry had a flat tire and that I have to wait for two additional days before my bike arrives. If to guarantee that my bicycle is on time I have to hand it in 3 days in advance instead of 2 then I would agree to that.</p> <p>I-JB: Ok, and you Ann?</p> <p>P-AS: I approached it from a different perspective. I wouldn't mind traveling without any check-in luggage. The best</p>	<p><b>797. Pack valuables in check-in luggage and be sure</b></p> <p>780. Fast service, little to no waiting</p> <p>781. Good service in case of disruption</p> <p>782. More comfort</p> <p>783. Improved efficiency</p> <p>784. Good and healthy food</p> <p>785. Main things are comfort and efficiency</p> <p>786. No check in luggage at all</p> <p><b>787. Easy check-in</b></p> <p><b>788. No holdup at customs</b></p> <p><b>789. No hold up at boarding</b></p> <p><b>790. Enough storage room onboard</b></p> <p><b>791. No waiting at carousel</b></p> <p><b>792. Reclaim system with numbers</b></p> <p><b>793. Tracking my bag with app.</b></p> <p><b>794. Don't want to invest in tracking</b></p> <p><b>795. Pick up bicycle and luggage before departure</b></p> <p><b>796. Only travel with carry-on luggage</b></p> <p><b>797. Best if bicycle delivered day after arrival</b></p> <p><b>798. With guarantee that it will arrive</b></p>
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<p>I-JB: Ok, we are almost there, if we look at the 6th assignment. What are the 5 services or items that you have written down that improve your journey?</p> <p>P-GS: I have written down: charging possibilities at the airport and in the plane because it is nice to know that when you have had a 12-hour flight you also have a full battery on your phone. It's a stress point less. No waiting at the check-in and boarding, it is always business class go first and the rest of you peasants have to figure it out for yourselves. On the shorter flights, this results in barely enough space to store my carry-on luggage. Last trip I had to store between my legs. I had the opportunity to check the trolley in free of charge but I wanted quickly deboard the plane. I thought that I was going for efficiency however, this turned out to be just plain uncomfortable. Knowing my bags are at my destination, would be fantastic. Let's say the morning after my arrival with some kind of tracker included in the package so I can clearly see where my bicycle is, that would be great. Good food in the plane and healthy food at the airport and not only junk-food. I always try to lead a healthy lifestyle when I am traveling but you are heavily limited in your choices. It is especially hard when you are trying to follow some kind of diet. I can imagine that if you have a healthy food court at Schiphol that you would generate more revenue. Come to think of it, something that jumps to mind now is being able to pack valuables in your check-in luggage and be sure that it will arrive.</p> <p>I-JB: OK, great and you Ann?</p> <p>P-AS: I have written down, fast service. So as little as possible waiting time. Good service, in the case of a disruption, for instance, that they help you instead of saying wait here and we will see what we can do. Comfort, which is applicable in</p>	<p><b>785. Hope that you can assemble it again</b></p> <p><b>786. Bicycle is perfectly adjusted to my body</b></p> <p><b>787. Can't do an as good job as a professional assembling it</b></p> <p><b>788. Charging possibilities</b></p> <p><b>789. Charged devices is a stress reliever</b></p> <p><b>790. No waiting at boarding and check-in</b></p> <p><b>791. Results in poor luggage room onboard</b></p> <p><b>792. Onboard trolley is efficient, but turn out to be uncomfortable</b></p> <p><b>793. Knowing my bags are at my destination</b></p> <p><b>794. Morning after my arrival with tracker</b></p> <p><b>795. Good food</b></p> <p><b>796. Limited healthy food choices when traveling</b></p>
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<p>thing would be to have it picked up a few days in advance or to drop it off at a location anywhere near my house, I have spares for most of my toiletries so that will not be a problem. It would be best if it would be delivered at my final destination. If I would be traveling to Spain I wouldn't mind if it was sent to the airport but I would prefer to have it shipped to my hotel. As long as it is reasonably priced. I don't want people to unpack my luggage, just drop it off and that's it. On the return journey, I wouldn't mind if it is picked up on the day of departure. But what we do now is that we arrive one day early so that we can wash and chill a bit before we have to go to work. So I would like to have it back as soon as possible.</p> <p>I-JB: And you wouldn't like to make use of a laundry service?</p> <p>P-AS: No, I don't want people to touch my clothes, or I don't like it when people are going through my stuff in my suitcase. I don't have anything to hide, but I've heard plenty of times that people's suitcases have been checked and that certain items have gone missing. I don't mind the dirty clothing, but what I find important is that I can collect my suitcase at the same time after work. And the best would be if it was in my neighborhood.</p> <p>I-JB: Ok, when would you like to collect your suitcase? How many days after arrival?</p> <p>P-AS: If I want it picked up 2-3 days in advance then I would also like to have it back 2-3 days after arrival. I mean I do have other clothing at home but I would just like to have the items back then.</p> <p>P-GS: You would need to change the way people think about traveling. It is just a question of changing people's expectation.</p>	<p><b>799. Hand in 3 days before for 100% guarantee, worth it</b></p> <p>800. Wouldn't mind traveling without check-in luggage</p> <p>801. Have it picked up a few days in advance</p> <p>802. Pick-up location near my house</p> <p>803. Would be best if it is delivered at my final destination</p> <p>804. Wouldn't mind if it was shipped to airport</p> <p>805. As long as it is reasonably priced</p> <p>806. Wouldn't mind if picked up at the day off departure</p> <p>807. Arrive one day earlier so we can wash and chill</p> <p>808. Have it back as soon as possible</p> <p>809. Don't like people touching my stuff.</p> <p>810. Don't want people going through my suitcase</p> <p>811. Suitcases checked and items were missing</p> <p>812. Pick-up suitcase after work</p> <p>813. Pick-up near my home</p>
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## APPENDIX H: TRANSCRIPTS PARTICIPANTS

<p>If you know what to expect then you can plan accordingly.</p> <p>I-JB: But do you guys see a future for a door-to-door luggage service?</p> <p>P-GS: It depends on how much it costs.</p> <p>I-JB: Would you do it for your normal luggage Ann?</p> <p>P-AS: It really depends on the price, initially I would consider it for the bicycle. I mean if Gert would do it, I would be happy to contribute.</p> <p>P-GS: But to be honest, if I am going cycling in Spain with a group of friends in the near future, then I would make sure that I have some sort of road transport for the bicycles. Let's say that they get picked up on a Wednesday and that they get delivered on Sunday when we have arrived.</p> <p>I-JB: And how much would you be willing to pay for such a service?</p> <p>P-GS: I am paying €80 right now, and I don't think that it would be possible to travel without a protective box around your bicycle. So let's say €110? €120?. You also need to take into account that the cost of renting a bicycle is €120.</p> <p>P-AS: But you also need to think about the luxury of having your own bicycle. You also don't have the hassle anymore of bringing it along. I think that if you would charge a bit more that people will be willing to pay.</p> <p>P-GS: I would seriously consider €120-150. I do think it is quite expensive, though.</p> <p>I-JB: And a normal suitcase?</p> <p>P-AS: That really depends on the price, and we also have the luxury now that we don't</p>	<p>814. Have it picked up 2-3 days in advance 815. Have it delivered 2-3 days after arrival back home</p> <p><b>816. Need to change how people think</b> <b>817. Changing people's expectation</b> <b>818. Know what to expect, plan accordingly</b></p> <p><b>819. Depends how much it costs</b></p> <p>820. Really depends on price 821. Would consider for the bicycle</p> <p><b>822. If I go with friends I will organize some sort off road transport</b></p> <p><b>823. Pickup on wednesday, delivered on sunday.</b></p> <p><b>824. Paying €80 now</b> <b>825. Not possible to travel without protective box</b> <b>826. €110,€120?</b> <b>827. Renting bicycle costs €120</b></p>
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<p>P-GS: Basically the PostNL network. Imagine if they have a courier service which allows them to pick it up at the office.</p> <p>P-AS: But then I would have to drag my luggage to the office. I would rather drop it off before or after work.</p> <p>P-GS: It would be best if you could pick it up outside of working hours so that I do not have to make any adjustments to my working schedule, then I wouldn't mind if they come pick up my luggage from home.</p> <p>P-AS: I would prefer to drop it off.</p> <p>P-GS: In the case of traveling with my bicycle, I would prefer it if they come pick it up due to its size.</p> <p>P-AS: Yes, but if I am only traveling with my backpack I would rather drop it off at a central point. I don't want to have the stress that when I am working I might need to run out of a meeting to hand over my luggage.</p> <p>I-JB: Wouldn't it be possible to place it at the reception or at your secretary?</p> <p>P-GS: It would be possible to place it at my reception I am not sure if it is possible at your work Annika. But I can't imagine that the receptionist would be pleased if I parked my bicycle there.</p> <p>P-AS: If you don't travel by car to your work than you would be dragging your suitcase to the office in the public transport.</p> <p>I-JB: And what about the station? That it would be possible to place it in a locker system or something similar to that?</p> <p>P-GS: That would be ideal because you could determine by yourself when you are going to drop off your luggage. To have to</p>	<p>848. Start with parcel pickup points 849. Bruna, PostNL in the neighborhood</p> <p><b>850. PostNL network</b> <b>851. Courier service pick up at the office</b> 852. Don't want to drag it to the office 853. Drop off beforehand</p> <p><b>854. Pickup outside working hours</b> <b>855. Don't make any adjustments working schedule</b> <b>856. No adjustments, pick up at home</b> 857. Prefer drop off <b>858. Prefer pickup for bicycle due to size</b></p> <p>859. Traveling backpack, rather drop off 860. Don't want stress at work, run out of meeting for pickup</p> <p><b>861. Could drop it off at reception</b> <b>862. Receptionist not pleased with bicycle</b></p>
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<p>have to bring so much stuff.</p> <p>P-GS: The tipping point will come, if I look at the experience I have had with traveling with my sister who has little children if you see how much shit they have to bring with them for those children, it would be fantastic if I could send my luggage for a couple of bucks. You have to pay anyway for your luggage, I think it is about €40 return. And you are not carrying one suitcase, you are carrying 2 or three. If it is possible to send at least one or both beforehand...</p> <p>P-AS: When traveling with small children, I would really consider it. But now that we are just with the two of us, it is not a big problem.</p> <p>P-GS: It also depends on how safe it is.</p> <p>I-JB: What if we can guarantee that it will definitely be delivered?</p> <p>P-GS: Well that is a must, but also that you can ensure that everything that is packed will still be inside the suitcase upon arrival. Maybe some sort of extra protection or some sort of casing, then I would also be willing to put some more valuable stuff in my luggage. When I start thinking about what I have to pack in my carry-on for Botswana I already start to dread those extra 10 kgs that I have to drag around during my journey.</p> <p>I-JB: We discussed a bit earlier already. But looking at pickup and drop-off points, what kind of stops could you imagine that can fulfill this function?</p> <p>P-AS: I immediately start to think about parcel pickup points, I mean we order quite a lot of products online. I have a Bruna, a PostNL in the neighborhood, why not there?</p>	<p>828. Think about the luxury of having own bike 829. Don't have the hassle of bringing it along 830. Be able to charge more</p> <p><b>831. Seriously consider €120-€150</b> <b>832. Do think it is expensive</b></p> <p>833. Normal suitcase depends on price 834. Luxury that we don't bring so much stuff beforehand</p> <p><b>835. Experience with traveling with little children</b> <b>836. See how much shit they have to bring</b> <b>837. Would be great to send luggage</b> <b>838. Have to pay anyway for luggage</b> <b>839. Carrying 2-3 suitcases</b> <b>840. Send at least one or both beforehand</b></p> <p>841. Traveling with small children would consider it. 842. Two of us is not a big problem</p> <p><b>843. Also depends on safety</b></p> <p><b>844. Need to ensure everything remains packed</b> <b>845. Some sort of extra casing</b> <b>846. Put more valuable stuff in luggage</b> <b>847. Start to dread extra kg's off carry-on</b></p>
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<p>drop it off at a central hub is not a problem. Even if I had to drop it off at the Forepark because it is close by. But it has to be within a maximum 10-minute effort timeframe. I think that would be a good guideline. Look we both have cars, but if you don't then you want to be able to drop it off at your local Primera or station.</p> <p>P-AS: But seriously, when we have kids it is something that I would consider to use.</p> <p>I-JB: Well thank you both, anything to add?</p> <p>P-GS: When can I send my bicycle? haha...</p>	<p>863. Don't travel by car to work, drag suitcase public transport</p> <p><b>864. Train station locker would be ideal</b> <b>865. Drop off at central hub not a problem</b> <b>866. Drop off at Forepark</b></p> <p><b>867. Maximum 10 minute effort timeframe</b> <b>868. No car, don't want to drop it off</b></p> <p>869. When we have kids something to consider</p>
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Interviewer Julius Blaauw  
I-JB

Participant Jeroen Voorham  
P-JV

<p>Question 1:</p> <p>P-JV: I travel more than 20 times a year within Europe, mostly by plane, for business. When I travel for leisure I usually go to other continents.</p> <p>P-JV: 90% of my flights within Europe are business and I always travel with carry on because I find it really annoying to wait on anything. I think it is a waste of time, especially when I am on a business trip.</p> <p>P-JV: For pleasure, I like to travel to other continents with my girlfriend because I like to explore new areas and countries.</p> <p>P-JV: I must say that the journey is also part of my holiday, I kind of enjoy traveling. I like Schiphol and I like to spend some time on the airport. However, when I travel for business purposes I like to arrive as late as possible at the airport.</p> <p>Question 2:</p> <p>P-JV: I have chosen 3 main characteristics, ambitious, cheerful, happy, hard-working, extremely rational and a bit selfish and imaginative. And the three that describe me the best are ambitious, happy and rational.</p> <p>Kind of traveler:</p> <p>P-JV: I see myself as a practical traveler. Because I have to travel a lot for work, I try to be as efficient as possible. Don't waste</p>	<p>870. Business travel within Europe 871. Continental travel for leisure</p> <p>872. Business trip with carry-on luggage</p> <p>873. Annoying to wait on business trip</p> <p>874. Enjoy exploring new countries</p> <p>875. Journey also part of holiday</p> <p>876. Enjoy traveling 877. Like spending time on airport 878. Business arrive as late as possible</p> <p>879. Practical traveler 880. As efficient as possible</p>
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<p>traveled to Costa Rica with my student houses and my suitcase didn't arrive for 2 days. I just traveled for 18 hours and I haven't got any clean clothes to wear.</p> <p>Question 3B:</p> <p>P-JV: The first association I have with check-in luggage is 'Timeline'. Because you have to pack your suitcase, then you need to carry it downstairs, need to either put it in the car or take it along in the public transport, afterward you need to head over to a desk or a baggage drop-off. Once you have arrived you need to collect it from the carousel, take it to your hotel in the public transport and then finally unpack it. This is a major hassle.</p> <p>P-JV: You are busy with dragging that thing, and always waiting. It's clumsy and heavy, and the trolley's at the airport aren't always free. But the still the most annoying thing is having to wait. Either at the drop-off or at the collection carousel. For some reason, I always have the feeling that my suitcase is the last to arrive.</p> <p>P-JV: On the other hand you always have enough stuff with you, actually most of the time too much. So, you are carrying unnecessary kg's. When you are packing you think to yourself: 'Oh I can bring this, and this and that is also possible while in the end, the only thing you really wear are your swim shorts, a few t-shirts and a sweater that you had packed in your carry-on for during the flight.</p>	<p>897. Bad experience, suitcase didn't arrive for 2 days</p> <p>898. Check-in association, timeline</p> <p>899. Pack suitcase 900. Carry downstairs 901. Car or public transport</p> <p>902. Head to desk</p> <p>903. Collect from carousel 904. Take to hotel in public transport 905. Unpack 906. Major hassle</p> <p>907. Busy dragging and waiting 908. Clumsy and heavy</p> <p>909. Waiting most annoying</p> <p>910. Suitcase last to arrive</p> <p>911. Always enough stuff with check-in 912. Bring too much</p> <p>913. Carrying unnecessary kg's</p> <p>914. Wear things which fit in carry-on</p>
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<p>any time. If I have to wait I will make sure that I can do some work. Something that I really appreciate is that I can make use of priority lanes.</p> <p>P-JV: I find queueing a waste of time, so I try to prevent this as much as possible. For example, I will check-in online as soon as possible, this saves me time at the airport. But at the security check, you always have to wait which I find a waste of time.</p> <p>Question 3A:</p> <p>P-JV: When I travel with carry-on, I like to bring a trolley because it is easy to roll around and I usually go on short trips so it can hold enough.</p> <p>P-JV: The worst experience I had with my carry-on trolley is that I had to check it in because of the excessive amount of carry-on luggage. This beats the whole purpose of bringing a carry-on. This is why I always tend to queue a bit early before boarding, to make sure that I have enough space to store my trolley.</p> <p>P-JV: The last few times I traveled with check-in was with a large backpack, the good thing about traveling with a backpack is that it is easy to carry. Those old hard shell suitcases are less maneuverable. However, your clothes are less wrinkled when unpacked if you make use of a suitcase.</p> <p>P-JV: My worst experience was when I</p>	<p>881. Work during waiting</p> <p>882. Appreciate priority lanes</p> <p>883. Queueing is time waste 884. Prevent waiting 885. Check in as soon as possible</p> <p>886. Always wait at security</p> <p>887. Like carry-on trolley</p> <p>888. Easy to roll 889. Holds enough</p> <p>890. Bad experience check in trolley</p> <p>891. Beats purpose of carry-on</p> <p>892. Queue early boarding to prevent</p> <p>893. Check in luggage mostly large backpack</p> <p>894. Backpack easy to carry 895. Hard shell case less maneuverable</p> <p>896. Are wrinkled in backpack</p>
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<p>Question 4:</p> <p>P-JV: The trip I choose, was to Bali. I went with Nathalie and the purpose was to ultimately chill out. We also wanted to make a round trip so that is why I packed a backpack. If you want to step onto a boat having to lift a suitcase isn't ideal.</p> <p>P-JV: So I brought a backpack and a smaller rucksack. In the end Nathalie her clothes ended up in my backpack because I pack more efficiently.</p> <p>P-JV: In my carry-on I packed my iPad, toothbrush, toothpaste, sunglasses, book, passport, sweater, and I also always bring adapters. I usually don't like to pack my expensive items in a backpack because it is easier to open in comparison to a suitcase.</p> <p>P-JV: The rest I pack in my check-in luggage. My swimsuit, flipflops, clothes, shoes, toiletries. So basically things that you don't need during your journey.</p> <p>P-JV: Sometimes I think to myself, shit I packed that in my suitcase. You think to yourself where did I pack it, wouldn't it be better if I had packed that in my carry-on luggage? I don't wear lenses, but Nathalie does. It would be really bad if you packed something like your lenses, glasses, or medication in your check-in luggage and it doesn't arrive. I don't need anything as long as I have my passport and my credit card.</p> <p>P-JV: I could do without the things that I packed in my check-in luggage for a few days. Both before I depart or when I have returned. That wouldn't be a real problem, just as long as I don't have to wait for it. If I packed something that I want to wear, too bad. I just have to wear something else.</p>	<p>915. Choose trip to Bali 916. Leisure and chill out 917. Round trip so packed backpack</p> <p>918. Backpack and smaller rucksack 919. Clothes Nathalie in my backpack 920. Pack more efficient</p> <p>921. Electronics, adapters, toothbrush and sweater in carry-on</p> <p>922. Prevent packing expensive items backpack</p> <p>923. Pack toiletries and clothing in check-in</p> <p>924. Things I don't need during journey</p> <p>925. Shit that is stuck in my check-in luggage</p> <p>926. For example lenses or medication</p> <p>927. I only need my passport and creditcard</p> <p>928. Couple of days without check-in luggage</p> <p>929. Both before I depart as when I arrive</p> <p>930. Just don't want to wait for it 931. Just wear something else</p>
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## APPENDIX H: TRANSCRIPTS PARTICIPANTS

<p>Question 5:</p> <p>Research &amp; Book:</p> <p>P-JH: I used the same trip to Bali because it was the last time I traveled with check-in luggage. I actually only travel with check-in luggage when I travel for leisure purposes.</p> <p>P-JH: If I travel with medical devices for business purposes I would make sure that I send it before I depart. Just pack it in a conference kit or something like that.</p> <p>P-JH: Normally we are triggered through the KLM 'wereld deal weken', if we want to go on a cool long trip then this is a cheap way to buy our tickets.</p> <p>P-JH: We first start off with booking a ticket. But there are different channels that I also use such as cheap tickets or Skyscanner. Google flights has become a quite good in finding reasonable tickets.</p> <p>P-JH: Instagram has also become an inspirational tool. I must say that I don't really use it but Nathalie does. She does some research who are hip and trendy Instagrammers and looks at what they recommend.</p> <p>P-JH: We are going to Capetown soon and we decided to book an Airbnb. The reason for this choice was because it was cheaper than booking a hotel and it looked way better on the pictures.</p> <p>P-JH: I also make use of booking because it is easy and quick to book. I like to use it for business trips.</p> <p>P-JH: I will book a rental car as soon as I have booked my ticket. Sometimes I use Avis, but I like to search through</p>	<p>932. Bali trip last time check-in luggage</p> <p>933. Only travel with check-in during leisure</p> <p>934. Medical devices send beforehand</p> <p>935. Pack it in conference kit</p> <p>936. Triggered KLM wereld deal</p> <p>937. Cheap tickets</p> <p>938. Start with ticket</p> <p>939. Cheaptickets &amp; Skyscanner</p> <p>940. Google flights quite good</p> <p>941. Girlfriend Instagram for inspiration</p> <p>942. Research hip and trendy</p> <p>943. Trip to Cape Town booked airbnb</p> <p>944. Cheaper and better looking</p> <p>945. Booking.com easy and quick</p> <p>946. Use it mainly for business trips</p> <p>947. After ticket book car rental</p> <p>948. Avis</p>
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<p>those are things that you really need to think about, which I don't always do. Which isn't a huge deal, as long as I have my credit card or debit card and my passport I will be fine. Those are the basics.</p> <p>P-JH: The evening before I leave I will indeed pack my bag and once that has been completed I hope that I have forgotten anything. Off course I run it through my mind what I have packed and if I haven't forgotten anything but sometimes this still occurs. It also is hard to check what you have packed in a backpack. One tip I can give you is to pack all your clothing in plastic bags, this way you know what you have brought and you also have something to put your dirty laundry in.</p> <p>P-JH: On business trips, I always have to bring extra shirts. The evening before I depart I have to iron my shirts, but once I have arrived at my hotel and I unpack my shirt I need to iron them all over again because they wrinkle so much.</p> <p>P-JH: It might happen that when I travel to a similar climate that I need to wash something, but most of the time this is not an issue.</p> <p>P-JH: I check in online, normally I get a reminder and then I immediately do it. I like to have my boarding pass on my phone. A paper boarding pass is just something that I can lose.</p> <p>Transport:</p> <p>P-JH: Most of the time I make use of public transport when I travel to the airport. I have to walk to the tram and after that, I have to take the train to the station.</p> <p>P-JH: So a week before I leave I always check 9292OV to see which connection I</p>	<p>967. Forget them often</p> <p>968. Not a problem</p> <p>969. Passport and money I'm fine</p> <p>970. Pack evening before departure</p> <p>971. Hope haven't forgotten</p> <p>972. Run through mind packing</p> <p>973. Forget items occurs</p> <p>974. Hard to check packed bag</p> <p>975. Pack in plastics bags</p> <p>976. Know what is packed through plastic bags</p> <p>977. Also use as laundry bags</p> <p>978. Business trips, bring extra shirts</p> <p>979. Iron shirts before departure</p> <p>980. Iron shirt again after arrival</p> <p>981. Travel same climate wash clothes</p> <p>982. Check in online after reminder</p> <p>983. Like boarding pass on phone</p> <p>984. Paper BP. something to lose</p> <p>985. Mostly public transport</p>
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<p>rentalcars.com. They are the cheapest. But it highly depends on the country that I'm in. When I was traveling in Bali we rented scooters at a local shop.</p> <p>P-JH: I normally take the cheapest, but it depends on what I want to do on my trip, how the road conditions are and how much luggage I bring with me. When I rent a car on a business trip, I usually choose the cheapest and smallest car.</p> <p>Preparing &amp; Packing:</p> <p>P-JH: There are a few things that you need to prepare yourself for far in advance. Visa, medication or certain vaccinations. Sometimes, it is also necessary to book certain accommodations or activities far in advance because else the will be fully booked.</p> <p>P-JH: We both like to scuba dive, so what you have to do in that case is book your accommodation including your diving trip. Sort of like a package deal. We did this last time we went to Capetown.</p> <p>P-JH: The evening before we depart I will start to collect my clothes and other belongings I want to pack. Nathalie prefers to start a few days earlier. She lays out a lot of her clothes in little piles in the bedroom.</p> <p>P-JH: I am responsible for my own packing. I'm a grown man. However, I must say that when Nathalie is finished she always asks me if she hasn't forgotten anything? And a lot of the times when I have run through such a list we discover that she indeed has forgotten something.</p> <p>P-JH: Most of the times I don't really buy anything extra for my holiday. Maybe some anti-mosquito spray or some sunscreen. But</p>	<p>949. Book through rentalcars.com</p> <p>950. Bali rented scooters</p> <p>951. Normally book cheapest rental</p> <p>952. But depends on country and driving conditions</p> <p>953. Prepare far in advance few things</p> <p>954. Visa, medication, vaccinations</p> <p>955. Certain accommodations book early</p> <p>956. Like scuba diving both</p> <p>957. Book package deal diving with accommodation</p> <p>958. Collect clothes evening before</p> <p>959. Nathalie prefers to start a few days ahead</p> <p>960. Makes small piles beforehand</p> <p>961. I'm responsible for my packing</p> <p>962. Always check what Nathalie packed</p> <p>963. Run through mental lists</p> <p>964. Forgets stuff often</p> <p>965. Don't buy anything specific</p> <p>966. Maybe mosquito repellent or sunscreen</p>
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<p>need to have and if there are any disruptions. I double check it the evening before and triple check it the morning I wake up. If there is a problem with the public transport or if it is too early, I would ask a friend or family member to drop me off.</p> <p>P-JH: I never make use of a taxi service for my outbound journey because it is way too expensive. But what is strange, when I travel for business I do always take a taxi from the destination airport to the hotel</p> <p>P-JH: Normally we both would carry our own bags but since Nathalie is pregnant, I am guessing that I have to carry both. She is carrying something else nonetheless!</p> <p>P-JH: Train is always a bit awkward, no matter if you are carrying a small trolley or a backpack I always get the feeling that I am in the way. It's a clumsy situation, the train tilts over and my bag falls over, so I want to grab and now I am almost falling over.</p> <p>P-JH: Most of the time I sit in the hallway because when you want to enter the coupe you have to walk through such a small doorway and down the steps. It is a less than ideal situation.</p> <p>Schiphol Baggage Drop off:</p> <p>P-JH: I have traveled a couple of hundred times, but every time I arrive at Schiphol I have to check the check-in boards to see where I need to go. I always have the feeling that when I arrive at the check-in counters that I haven't walked the most efficient and quickest route.</p> <p>P-JH: From here it is waiting in the queue, waiting longer, waiting even longer and once it is your turn to drop off your luggage something happens with the machine. So</p>	<p>986. Check 9292 week before</p> <p>987. Double check evening before</p> <p>988. Problem PT ask friend</p> <p>989. Taxi too expensive</p> <p>990. Business taxi to final destination</p> <p>991. Both carry own luggage</p> <p>992. Pregnant, carry both</p> <p>993. Train is awkward</p> <p>994. Always in the way</p> <p>995. Clumsy situation</p> <p>996. Sit in hallway</p> <p>997. Traveled 100 times</p> <p>998. Always check check-in boards</p> <p>999. Think I don't walk quickest route</p> <p>1000. Waiting starts from here</p>
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now you have to wait for assistance.	1001. Machine breaks down 1002. Wait for assistance
P-JH: Once I have dropped off my luggage I feel free and happy. Nice, I've got rid of it. It's kind of a strange thing when you think about it because you are so happy to get rid of it but the clothes and items it contains are quite essential for your holiday.	1003. Feel free and happy
P-JH: It is also at this point that my holiday starts. This is the moment that I can relax. The steps before, such as packing and traveling to the airport, I would say are a necessary evil.	1004. Got rid of it
Schiphol airport:	1005. Strange feeling
P-JH: I have become quite efficient when heading through the security. Since a few months, you also have to unpack all your cables. So I pack my cables in small plastic bags in my carry on. This way I can grab all my cables in one go.	1006. Holiday starts here
P-JH: I saunter through the airport, and usually buy something to eat or to drink according to the context. Early? Just buy a cup of coffee, but last time I was delayed with Nathalie during the afternoon we had a really nice lunch at a Japanese restaurant.	1007. I can relax 1008. Preparing is necessary evil
P-JH: When I am traveling for leisure purposes I tend to board as late as possible. Because my trips are longer I don't have to worry about the excessive amount of carry on luggage, so there is enough storage space onboard for my backpack. Besides, I going to be on the plane for a while, let's not increase that time.	1009. Become efficient through security
Flight:	1010. Pack cables separately
P-JW: Watch a movie, drink a beer, watch a movie, drink a beer. Usually, we will start off watching a movie together. But after this	1011. Saunter
	1012. Buy food
	1013. Leisure, board late
	1014. Long flights, less carry on
	1015. Don't increase plane time
	1016. Watch a movie drink a beer

P-JW: Sometimes the hotel will send a bell boy who will grab your bag and bring it up to your hotel room. I usually just follow the bell boy but I still enjoy the fact that he is carrying my bag. It's one of those things that makes me happy.	1028. Make use off the bell boy
Return journey:	1029. Enjoy bell boy service
P-JW: I will start packing or at least preparing for my return journey somewhere within the last 24 hours before departure.	1030. Start repacking within last 24 hours
Luggage thoughts:	1031. Want something in my check in luggage
P-JW: Sometimes during my journey, I have this realization that I want something that is packed in my check-in luggage.	1032. Quickest route airport
Question 6:	1033. Hand over luggage at arrival airport
P-JW: I want to have the quickest way to my check-in counter or luggage carousel on my mobile phone.	1034. Bring luggage to hotel
P-JW: Or what I would also love is the moment that I arrive at the airport that I just have to hand over my luggage to a member of the airline staff and that I am ensured that they will take care of it. A sort of porter plus.	1035. Instant access check-in luggage in plane
P-JW: When I arrive, I would like to have somebody that collects my luggage and brings it to my hotel.	1036. Luggage tracking
P-JW: Instant access to check-in luggage. The moment that I might need something that is stored in the hold compartment of the plane that I can reach it.	
P-JW: I would like to have a homing device to my luggage so I always know where it is.	
Question 7:	

initial movie, she starts watching her romcom and I will probably watch some stupid action flick.	
Arrival:	
P-JW: Once I arrive I want to get off the Airport as quickly as possible. I will start looking for the reclaim carousel, maybe grab a trolley. Shit, I need to pay for it nevermind.	1017. Leave airport asap
P-JW: Now I have to wait for my luggage which is always the last piece to arrive.	1018. Look for carousel 1019. Need to pay for trolley
Transport:	1020. Luggage arrives as last
P-JW: Normally when I travel for leisure I have arranged a rental before, for business I usually take a cab. However, when I was in Bali I grabbed a cab to the hotel.	1021. Leisure arranged rental car
P-JW: The feeling that I always experience when I step into a cab is, 'Shit I do hope the cab driver closes the boot properly because somebody could open it and quickly grab my bag. Is it safe? That is what I'm thinking about, especially in Denpasar where all those cab drivers are approaching you to sell them their services.	1022. Don't trust cab driver
P-JW: I would prefer to have some sort of pick up service arranged by my hotel before I arrive.	1023. Is my luggage safe
P-JW: However, when I travel within Europe I usually just grab the public transport. It can be even quicker than grabbing a cab. It must be a metro or a train, I hate buses. They suck, except the one in Barcelona. It stops a few times and it is really clear where it is heading and how much it costs.	1024. Prefer pick-up service hotel
Final Destination:	1025. Within Europe grab public transport
	1026. Metro or train
	1027. Hate buses

P-JW: This is so cool. I leave fully unprepared from home, once I take a seat on the plane everything I want on board is nicely presented in my seat and once I arrive at my final destination all my clothes and other necessities will be in my hotel room or stored in the closet.	1037. Leave unprepared
P-JW: I wouldn't mind just getting new toiletries at the final destination but I do think I would like to have my own clothes. But why not, clean clothes that you like and that fit.	1038. Everything presented to me onboard
P-JW: When you return you just leave it there, and when I arrive back home it will be back at home washed, clean and folded. That I could practically forget about it. I hate to do my own wash when I get back from holiday. It takes me about a week. You grab your towel out of your backpack which still holds tons of sand.	1039. Clothes and necessities at hotel
Door 2 Door reaction:	1040. Wouldn't mind new toiletries at destination
P-JW: It would definitely be something that I would be interested in. But it might be more interesting for the business traveler than the leisure traveler. It would be great if I have a set of clean dress shirts everywhere I go.	1041. Maybe even clothes
P-JW: I wouldn't send my trolley because it contains a few items which I need the evening before. But if it would only contain clothing than it would be possible, but then I am still carrying something substantial.	1042. Leave stuff when return
P-JW: Oh, I could do without my luggage and clothing a week before I depart. That wouldn't be a problem. Even better, if I	1043. Have it delivered clean and folded
	1044. Unpacking takes a week
	1045. Sandy towel
	1046. Something interested in
	1047. More interesting for business
	1048. Clean shirts everywhere I go
	1050. Wouldn't send trolley
	1051. Need items before departure
	1052. Could do week without clothing

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<p>could have a standard set of traveling clothes that would be shipped to my destination. Or that I some company knows what I like to wear and my sizes and then just sends me new clothes.</p> <p>P-JW: It depends on the total price of the journey. But somewhere between the €50 and €100 is something that I would be willing to pay.</p> <p>P-JW: I'm not really keen on the idea of having to drop my bag off somewhere. Maybe you could drop it off at a boll.com pickup point or an Albert Heijn.</p> <p>P-JW: I would love it if it washed. I would be willing to pay the normal laundry fee but not more.</p> <p>P-JW: I am a service seeker If it improves efficiency or speeds up my journey than I am willing to pay for it.</p>	<p>1053. Best to have standard traveling set</p> <p>1054. Set shipped to destination</p> <p>1055. Or new set of clothes shipped</p> <p>1056. Between 50 and 100</p> <p>1057. Don't want to drop off luggage</p> <p>1058. Bol.com or Albert Heijn</p> <p>1059. Love if clothes are washed</p> <p>1060. Service seeker</p> <p>1061. Pay for improved efficiency</p>
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Interviewer Julius Blaauw  
I-JB

Participant Margot Mes  
P-MM

Question 1:	
P-MM: I am 57 years old work at the UWV. I travel about 3-4 times a year. Both long and short trips for leisure purposes. Short trips are within Europe and longer are to other continents	402. Travel 3-4 times a year 403. Long and short trips 404. Eu is short
P-MM: I work as a freelancer at the UWV, 5 days a week, and I love to read, stroll through Rotterdam and do some shopping. Just stuff basic people like to do. I love to travel, that is my biggest passion.	
P-MM: I would say that my hobby is planning my next holiday. My preferred holidays are visiting cities, areas of which I know that there aren't a whole lot of other tourists.	405. Planning holiday is my hobby 406. Love none touristic locations
P-MM: Trips such as these, I undertake either with my sister in law or my best friend. Sometimes with the kids. I have three children, they are 32, 26 and 23 years old.	407. Travel with sister-in law and friends
P-MM: If the flight is longer than 6 hours I won't fly economy anymore. Pure from a comfort perspective. Also after 6 hours, I start to get uncomfortable and everything becomes tiring. My feet start to swell, it is just too much.	408. Fly business class on 6+ hours flights 409. Get uncomfortable after 6 hours
P-MM: It depends on who I travel with whether or not I take a long journey. Last summer I went to Sweden, but that was with a friend.	410. Distance trip depends on company
P-MM: I fly with her every summer to a city within Europe. We like short city trips. The	

P-MM: My worst experience was in Bangkok. During my return journey, I had to repack my suitcase at the check in because it was heavier than 23 kg. I never think about this, apparently, you cram more stuff in your suitcase when you go back home.	429. Overweight suitcase check-in
P-MM: So, I had to repack some of my clothing into another bag. That was a really awful experience. It is something which I find quite difficult to estimate. I am not that organized that I will bring a small scale with me, so it is always a bit of a gamble. Luckily this time I had brought an extra bag, but what if I hadn't?	430. Cram more in on return 431. Repack in other bag 432. Not organized enough to bring scale 433. Gamble on the weight
P-MM: Sometimes what I do, because I fly business class and I'm entitled to 3 check-in bags, is to additionally check in the duffel bag. Just to be sure. Throw all my toiletries in there.	434. Check in additional bags for safety
Question 3B:	
P-MM: The first thing that comes to mind is having to carry it and lifting it onto the conveyer belt. Which is awfully heavy. I find that bothersome.	435. Carrying luggage by myself 436. Bothersome to carry
P-MM: Also that I never know how heavy my suitcase is. I always encounter this problem. If I go on a fancy holiday where I also will bring a nice pair of heels and a dress I usually tend to bring too much clothing.	437. No clue how heavy suitcase 438. Bring too much clothing
P-MM: Last time I traveled to Tanzania, somebody had stolen sealed perfume from my bag. So you are never sure what happens to your check-in luggage.	439. Stolen perfume from luggage
Question 4:	
P-MM: Last trip with check-in luggage was to Abu Dhabi and within Europe must have been to Stockholm. When I went to Stockholm I traveled through Sweden for 2	440. Check in to Stockholm

summer before I went to Tanzania and every winter I fly to Bangkok because I really like the city and everything there is just chill.	
Question 2:	
P-MM: Curious because I like to see the world, hard-working and organized. I am not a perfectionist but I do need to know that some sort of structure is there. When I depart there needs to be some sort of planning, or some arrangements need to have been made.	411. Curious to see the world 412. Hard working 413. Somewhat organized 414. Need to have some arrangements
Kind of traveler:	
P-MM: I love comfort, but I am also able to survive in a hut with no running water or electricity. As long as I know it beforehand.	415. Love comfort 416. Also able to survive 417. Know it beforehand
Question 3A:	
P-MM: Depending on the trip of course, but either a large 23 kg Samsonite suitcase, a large backpack, one of those large Kipling bags, or a Northface duffel bag. It really depends on the kind of holiday on what I will bring. If I know I have to carry my luggage a lot, I will bring a smaller piece of luggage.	418. Large 23 kg samsonite for long trips 419. Large backpack 420. Kipling bag 421. Northface duffel bag 422. Small luggage if I have to carry luggage
P-MM: Carrying luggage is a serious issue for me.	423. Carrying is an issue
P-MM: If I have to carry my luggage a lot I will bring a combination of the Kipling and the backpack. I can fit quite a lot in the backpack, this way I have to pack less in the Kipling making it more bearable to carry.	424. Combine luggage types to reduce weight 425. Bearable to carry
P-MM: I most like to travel with the Samsonite because it is most manageable until you need to carry it. If that is the case I am not able to travel with it.	426. Prefer large suitcase 427. Most manageable 428. Can't carry it

weeks with my sister in law.	
P-MM: I brought one suitcase to Abu Dhabi because I traveled economy and when I went to Stockholm I brought my backpack and my Kipling bag.	441. 1 suitcase economy
P-MM: In my carry-on luggage I pack my e-reader, some napkins, small toiletries and not much more. In my check-in luggage, I pack my shoes, toiletries, and clothing.	
P-MM: The kind of clothing that I pack when I go on holiday differ from what I wear on a weekly basis, so I don't necessarily need those items I packed in the days before my departure.	442. Holiday clothing differs from usual clothing 443. Don't need those clothing beforehand
Question 5:	
Research & Book:	
P-MM: I was invited by a friend of mine to come visit her in Abu Dhabi to celebrate her birthday. I think I booked my tickets 2 months before I departed.	443. Invited by friend
P-MM: Stockholm was a different story. I was watching this nature documentary and immediately booked my trip after that documentary via Travelbird. This was 5 months in advance. Sometimes I just know I want to go and book far in advance, whilst other times I might book a few weeks before I depart. This can vary greatly.	444. Inspired by documentary 445. Impulsive booking via travelbird 446. Might book a few weeks before
P-MM: I like to use booking.com because it allows me to find something really quickly. However, I use it more as an inspirational tool than a booking platform. Because once I have found something I will compare prices on other sites. But I also use Airbnb, is nice.	447. Booking is easy to find 448. Use it as inspiration 449. Compare prices
P-MM: Normally I book through native airline sites, I have the 'my KLM' app on my phone which enables me to easily book	

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<p>tickets. It is way easier doing this on your phone than on your computer.</p> <p>P-MM: If the flight is longer than 6 hours I will book business. But for our annual trip to Bangkok, I will usually scour the internet for a few days to find the best deal.</p> <p>P-MM: I use comparison sites like Skyscanner and ticketspy, there is another one of which I have forgotten the name.</p> <p>P-MM: Normally I don't buy any ancillaries but when I went to Stockholm I had to purchase a check-in suitcase.</p> <p>Preparing &amp; Packing:</p> <p>P-MM: My trip to Abu Dhabi I just packed my bags a day before, I didn't have to prepare anything specially.</p> <p>P-MM: I don't make any piles or something, I maintain an overview in my mind. I have always done it this way.</p> <p>P-MM: I check in as soon as possible. I am not sure why actually, I just do it. I don't print my tickets anymore either. I carry all my travel documents digitally.</p> <p>P-MM: Make sure that my toiletries are security check proof. I don't want them to be thrown away at the airport.</p> <p>P-MM: Also I make sure that I arrange some sort of pickup service at the arrival airport or buy my public transport tickets online.</p> <p>Transport:</p> <p>P-MM: Normally I travel by car to the airport, either my partner drops me off or a friend. If it is necessary I will even grab a cab. I live really close to the train station, but I just can't carry my luggage.</p>	<p>450. Book through native sites 451. Make use of native airline application 452. Phone is easier</p> <p>453. 6 hour flight is business fair</p> <p>454. Scour internet for best deal</p> <p>455. Use comparison sites</p> <p>456. Don't buy ancillaries 457. Bought check-in luggage</p> <p>458. Packed day before departure 459 Nothing special packed</p> <p>460. Dont organize clothing 461. Overview in mind</p> <p>462. Online check in soon</p> <p>463. Carry documents digitally</p> <p>464. Toiletries security proof</p> <p>465. Arrange airport pickup 466. Buy PT tickets online</p> <p>467. Drop off by car, friend or family</p>
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<p>head to the luggage carousel and have to ask a stranger to help me carry my suitcase of the luggage carousel.</p> <p>P-MM: This isn't a very pleasant situation, it is always a bit awkward.</p> <p>Transport:</p> <p>P-MM: I always make sure that before I depart the last part of my trip is arranged. I would never just step into a cab. I either order a trusted chauffeur service beforehand or let myself be picked up by the Hotel.</p> <p>P-MM: I must say that when I was in Stockholm, I made use of the public transport. But I had bought my tickets beforehand.</p> <p>Final Destination:</p> <p>P-MM: Normally I stay in a hotels, but I tend to book more Airbnb during my city trips.</p> <p>P-MM: I first head to my final destination to drop-off my luggage and then head into the city. I don't really find it necessary or important to head to the hotel first, but I'm carrying my luggage around so I have to go.</p> <p>Return journey:</p> <p>P-MM: Repacking my suitcase is something I do very last minute. I am not neat at all so I just cram all my stuff into my suitcase. I will take care off it when I arrive home.</p> <p>Luggage thoughts:</p> <p>P-MM: I never really think about my luggage during my journey.</p> <p>Question 6:</p>	<p>485. Ask for help at carousel</p> <p>486. Unpleasant situation carousel</p> <p>487. Last part off my trip is arranged</p> <p>488. Picked up by chauffeur or hotel</p> <p>489. Grab public transport</p> <p>490. Bought tickets beforehand</p> <p>491. Airbnb during city trips</p> <p>492. Head to final destination to drop luggage</p> <p>493. Don't find it important to go to hotel</p> <p>494. Repack at the last minute</p> <p>495. Will take care off it when I arrive at home</p> <p>496. Don't think about it during journey</p>
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<p>P-MM: My holiday starts when I am traveling towards Schiphol.</p> <p>Schiphol Baggage Drop off:</p> <p>P-MM: I don't like to arrive last minute but arriving too early is also something I don't do. I guess I arrive at the recommended time.</p> <p>P-MM: Once I have been dropped off I walk to the baggage check-in desk because I have no clue how a self service drop off works. This is an unpleasant moment for me because I have to carry my bag onto the conveyer belt.</p> <p>P-MM: I do feel very relieved once I have dropped off my suitcase.</p> <p>P-MM: I am a silver flying blue member so I have access to priority lane. having to queue would also be something terrible.</p> <p>P-MM: I don't really mind the security, it is not ideal but it has improved greatly the last few years. It looks better than before and it seems to operate quicker.</p> <p>Schiphol airport:</p> <p>P-MM: Once through security I usually just do a bit of shopping or try to relax in the lounge with a cup of coffee.</p> <p>Flight:</p> <p>P-MM: On board I try to read on my E-reader. When I arrive at my seat I first grab the things that I want to use during the flight and then I will store it in the overhead bin.</p> <p>Arrival:</p> <p>P-MM: Once I have deboarded my flight I</p>	<p>468. Taxi drop if necessary 469. Can't carry luggage</p> <p>470. Holiday starts on journey towards Schiphol</p> <p>471. Don't arrive last minute 472. Arrive recommended time</p> <p>473. Use check-in counter</p> <p>474. No clue how self service works 475. Unpleasant to carry onto conveyer belt</p> <p>476. Feel relieved and free</p> <p>477.make use off priority lane</p> <p>478. Don't mind security 479. Not ideal</p> <p>480. Do a bit off shopping 481. Go to lounge 481. Drink a cup of coffee</p> <p>482. Read on E-read 483. Grab things I need 484. Store bag overhead bin</p>
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<p>P-MM: Pick up at airport is something I can appreciate greatly. No queue's is something that I would also like to see, not too much hassle at the security, I like bellboys that can carry my luggage.</p> <p>Question 7:</p> <p>P-MM: My ideal journey would be if I wouldn't have to carry my own luggage, but having it picked up a week before I depart is also not something that I would like. It would make me feel a bit nervous. I would like to have the ability to pack something in my suitcase last minute.</p> <p>P-MM: However, if you can leave your house without having to carry any luggage, you would feel very free. In that case, I would be able to take the train towards Schiphol. It feels great not having to travel with luggage.</p> <p>Door 2 Door reaction:</p> <p>P-MM: A week is way too long, I would say the evening before I depart. However, that is not possible of course. Else you really have to make a u-turn in your ritual and really know what you have packed.</p> <p>P-MM: You also need to think about what kind of clothing you might need over there, when I traveled to Abu Dhabi the weather wasn't that hot, so I had also packed clothes that I could have worn over here.</p> <p>P-MM: But when we travel to Bangkok, my partner is always dragging along a few suits. It would be nice if that wasn't necessary anymore.</p> <p>P-MM: When I return from my holiday I take my time doing the laundry. This usually happens in a few stages because I have a maid who helps me.</p>	<p>497. Airport pickup 498. No queues 499. Hassle security 500. Bellboys carry my luggage</p> <p>501. Dont carry luggage</p> <p>502. No pickup week before</p> <p>503. Feel nervous 504. Pack last minute</p> <p>505. Leaving without luggage 506. Feel free 507. Make use off train</p> <p>508. Week is too long</p> <p>509. A night before pickup</p> <p>510. Change packing ritual</p> <p>511. Think about kind off clothing</p> <p>512. Needed similar clothing</p> <p>513. Partner dragging suits 514. Wouldn't be necessary</p> <p>515. Take time for laundry 516. Few stages</p>
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<p>P-MM: Is it also possible for Airbnb? That trip to Stockholm would have been perfect for this trip. This way I wouldn't have had to carry my bags.</p> <p>P-MM: I would be willing to pay €70, I think that is reasonable. Especially when I am traveling alone. I am not going to carry my luggage is it isn't necessary.</p> <p>P-MM: One of the things about an Airbnb is that it is less easily accessible than let's say a Hotel. You need to figure out where to go, a solution like this would be great. This way I can also head directly into the city.</p> <p>P-MM: I wouldn't like to drop it off. As long as they can collect my suitcase after works hours, lets say after 18:00.</p>	<p>517. Maid helps me</p> <p>518. Perfect for Airbnb</p> <p>519. Wouldnt have to carry</p> <p>520. Willing to pay €70</p> <p>521. When Im traveling alone</p> <p>522. Not carrying if not necessary</p> <p>523. Airbnb less accessible</p> <p>524. Luggage service would be great</p> <p>525. No drop off.</p> <p>526. Pickup from 6 o'clock</p>
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## APPENDIX H: TRANSCRIPTS PARTICIPANTS

### Transcript Marianne 06-02-2017

<p><b>Interviewer: Julius Blaauw</b> <b>I-JB</b></p> <p><b>Participant: Marianne Vogel</b> <b>P-MV</b></p> <p>I-JB: Could you please explain why you would describe yourself as a relaxed traveler?</p> <p>P-MV: I am a relaxed traveler because I have completed everything that should be done before I depart. When I leave my house I don't have to think about how or what.</p> <p>I-JB: So you would say that you are prepared for before you have to leave?</p> <p>P-MV: Yes,</p> <p>I-JB: And to be able to be ready for departure so far ahead, are there any activities or actions you have to complete or do you make use of any services?</p> <p>P-MV: Usually I am just busy with stuff at home, I think it is really handy that I can check-in before I start my journey. This safe's me a lot of time. I am departing tomorrow and I have already checked-in this morning.</p> <p>I-JB: Do you have any other habits when it comes to traveling?</p> <p>P-MV: I usually check if I have everything at least three times before I depart to the</p>	<ol style="list-style-type: none"> <li>1. Relaxed traveller</li> <li>2. Well organized</li> <li>3. Don't have to think</li> <li>4. Prepare at home</li> <li>5. Early access convenient</li> <li>6. Precheck-in</li> <li>7. Multiple checks</li> <li>8. Complete</li> </ol>
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<p>P-MV: I prefer to take a handbag and a carry-on trolley because it is all allowed onboard, that way I can skip the luggage carousel at the arrival airport and you are sure that it will not be lost by the airport.</p> <p>I-JB: You are sure that it arrives?</p> <p>P-MV: I am always afraid that my luggage doesn't arrive.</p> <p>I-JB: You also wrote down, I can handle this on my own.</p> <p>P-MV: I can either take a trolley and a handbag or a suitcase and a handbag. I much more prefer the first combination because it is easier for me to carry. The only reason why I would ever consider of taking all the three baggage items would be if I need a lot of things on my holiday.</p> <p>I-JB: The last question is about the worst experience you have had with check-in luggage, could you elaborate on this?</p> <p>P-MV: A suitcase got lost once and traveling with golf clubs. Having to drag these bags all over the airport to find the spot where you need to drop them off. It is awful, and then when you arrive at your arrival airport you have to look for them. Usually, they are just discarded somewhere in a corner, not even being guarded properly.</p> <p>I-JB: Do you have friends or colleagues that share this opinion about odd-size luggage?</p>	<ol style="list-style-type: none"> <li>21. Light Luggage combination</li> <li>22. Airline rules</li> <li>23. Skip lines</li> <li>24. In charge of own luggage</li> <li>25. Anxious lost for luggage</li> <li>26. Choice in luggage combination</li> <li>27. Preference light luggage combination</li> <li>28. Heavy luggage combination</li> <li>29. Necessity amount of clothing</li> <li>30. Lost luggage</li> <li>31. Travelling with odd-size</li> <li>32. Burden carrying odd-size</li> <li>33. Long walk</li> <li>34. Bad pick-up point</li> <li>35. Luggage handled badly</li> <li>36. Not guarded luggage</li> </ol>
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<p>airport and when I arrive at the airport I check the labels that the ground staff puts on my suitcase. Because I have had the experience that the wrong label was put on my suitcase which lead to my suitcase being shipped to Lagos - Portugal instead of Lagos - Nigeria.</p> <p>I can assure that if your suitcases arrive without you at Lagos - Nigeria, you are going to miss a few items when you unpack them.</p> <p>I-JB: Do you think this is the ideal type of traveler to be or do you wish you were a bit different? How would you describe this type of traveler?</p> <p>P-MV: Organized, I am an organized traveler and wouldn't just impulsively catch a flight to somewhere. I like to have the feeling that there is a place for me to stay at my destination.</p> <p>I-JB: With which kind luggage pieces do you travel most and why do you choose to travel with these types of luggage?</p> <p>P-MV: I usually travel with a handbag and a suitcase. I need the extra carrying space because when I go on holiday I am usually away for longer than 3 days. I need quite a lot of clothing and other necessities which don't fit in a carry-on trolley.</p> <p>I-JB: And if we look at what type of luggage you most like to bring along on your holiday?</p>	<ol style="list-style-type: none"> <li>9. Check ground staff</li> <li>10. Bad experience</li> <li>11. Wrong destination</li> <li>12. Unguarded</li> <li>13. Stolen items luggage</li> <li>14. Well prepared</li> <li>15. Not impulsive</li> <li>16. Be assured</li> <li>17. Medium heavy luggage combination</li> <li>18. Need for carrying space</li> <li>19. Luggage dependent on time</li> <li>20. Limitation carry on</li> </ol>
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<p>P-MV: Most people that I know that book a golf holiday have a similar experience and you always have to pay extra luggage fees to be able to bring your luggage. It is not included in your ticket. That is why I think the odd-size luggage service is very bad, especially since your belongings are not guarded properly.</p> <p>I-JB: Could you please describe your mindmap?</p> <p>P-MV: When I think about check-in luggage I think about packing my suitcase, checking if I have all the necessary items, labeling your own luggage with name tags and bandana's so that I can always recognize my luggage. I use the name tag in case something goes wrong and my suitcase ends up missing. Once I have completed this, I head to the airport and check-in. Off course I check and see if the ground staff has put the right label on my suitcase, but I must say that with self-check-in kiosks this is less of a problem.</p> <p>I-JB: Do you place your labels yourself?</p> <p>P-MV: Yes, It is really easy. Then afterward you drop it off at the luggage bins and hope that it arrives.</p> <p>I-JB: Do you think that other people would have the same associations as you?</p> <p>P-MV: I think that people who have not traveled as much as I have, think more freely about or do not even think about what can go wrong with your luggage</p>	<ol style="list-style-type: none"> <li>37. Friends similar experiences</li> <li>38. Have to pay extra luggage fees</li> <li>39. Bad opinion service</li> <li>40. Not being looked after properly</li> <li>41. Packing</li> <li>42. Double check packed items</li> <li>43. Self labeling</li> <li>44. Making suitcase recognizable</li> <li>45. Precaution if luggage is lost</li> <li>46. Travel to airport</li> <li>47. Check work ground crew</li> <li>48. Pleasant experience kiosk</li> <li>49. Like self service</li> <li>50. Drop -off luggage</li> <li>51. Experienced traveller</li> <li>52. People don't know what can go wrong</li> </ol>
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because they have not experienced it as much as I have.	
I-JB: If we look at the luggage that you have packed within the different baggage types, what would you feel are essential items that you need to have within an arm's reach?	
P-MV: I am dependent on medication so that is a must to have with me at all times. Furthermore, I have special lenses in my glasses and sunglasses so that is also nice to have with me. Oh, I also like to read during my trip so I guess a book. The rest can actually be stowed away in my check-in luggage.	53. Medication important item
	54. Glasses important item
	55. Entertainment important
I-JB: If we look at the items that you have packed in your check-in luggage, how long could you do without before your departure?	
P-MV: Most of the items I pack in my suitcase have spares or duplicates for at home or are very specific for that trip and are not necessary for my daily life. Take my toiletries, for instance, that is just stuff I have in my bathroom. If necessary I would be able to miss these items a week before I leave.	56. Pack items of which I have duplicates
	57. Very specific items for that trip
	58. Could miss items for longer period of time
I-JB: And would you like this?	
P-MV: Yes, because your luggage has been checked in and taken care of and you do not have to think about it anymore. This is really what it means to travel light because I would only carry my handbag and a small bag for onboard.	59. Would like to have luggage pre checked in
	60. No luggage worries anymore
	61. Travel light with small bags

check if I have packed all of my medication. That's it.	71. Double check important items
I-JB: Do you check the weather or look at the traffic reports?	
P-MV: No I don't but I general I know that the roads towards Schiphol are very busy in the morning. Unpredictable actually when you think of it. That is why I try to take this into account and depart earlier from home than I have to.	72. Not worried about weather when departing
	73. Experience with busy roads to Schiphol
	74. Unpredictable journey to airport
	75. Anticipate disruption
	76. Precaution to depart early
I-JB: This means that you travel by car to the airport?	
P-MV: Public transport is way too risky. How many times has the train been delayed by a defect train in the Schiphol tunnel? Usually, a friend or family member drops me off at the airport. Tomorrow, for instance, I am being picked up by my friend who is traveling with me to Abu Dhabi.	77. Distrust in public transport system
	78. Train has had disruptions many times.
I-JB: You don't feel uncomfortable asking people to drive you towards the airport?	
P-MV: People always offer to bring me. It is nice that somebody cares for you, and usually, I have a nice chat with the person before I leave so that is something that I always enjoy. I also drive a lot of people to Schiphol, I like to drive that route.	79. Dropped off at airport
	80. Picked up by friend and travelling partner
	81. Travelling partner is friend
I-JB: Now that we have had the journey to the airport, what do you do once you arrive?	
P-MV: The services at Schiphol are nice and efficient, so if I arrive early I like to	82. Offered to be brought
	83. Somebody cares for you
	84. Enjoyable trip to airport
	85. Return the favour
	86. Like driving to Schiphol
	87. Good service at Schiphol

<b>Customer Journey Map</b>	
I-JB: How before you depart do you start packing your bag?	
P-MV: Usually a week before I depart. I put my suitcase in the backroom and attach a drying rack to my door on which I hang different sets of clothes. This is a kind of process that develops itself in a week. Sometimes I remove certain items from the rack and replace them with others and then at the end of the week I hang the original items back. It just how I like to prepare for my trip. I see this dry rack as a sort of presentation pedestal. It also helps me pack because I can quickly see if I pack similar items, haha, it prevents me from packing the same items three times.	62. Prepare one week before departure
	63. Use dry rack to display clothes
	64. Iterative process over a week time
I-JB: And this process takes about a week, but if necessary could you do it more quickly? and would you want to?	
P-MV: Yes, of course, I could do it more quickly, because if I need to leave very quickly for any kind of reason, I would be able to pack my suitcase within 10 minutes. But that is mostly due to my travel experience	65. Provides overview what I pack
	66. Prevents overpacking
I-JB: Let's take a look at the last day before you depart, what are the final things that you do?	
P-MV: I start of by checking if I haven't brought too many shoes, then I double	67. Able to do it more quickly
	68. Ready to go within 10 minutes
	69. Due to experience
	70. Check amount of items packed

have a bit of breakfast and look at all the other travelers. Then after this, I perform my last few groceries at the airport before I depart.	88. Have breakfast
	89. Look at travellers
	90. Last minute shopping
I-JB: Have you ever traveled towards the airport with public transport?	
P-MV: No I have not. Mainly because I think it is cumbersome. I have to enter the bus with two pieces of luggage after which I need to buy a ticket at the train station. Once I have entered the train you need to find a seat where you can still keep an eye on your luggage and then the hassle of getting of at the crowded Schiphol station where you have to navigate through the crowds. It is not a relaxing way of travel.	91. Too much of a hassle
	92. Amount of luggage
	93. Buy ticket for public transport
	94. Need to monitor luggage
I-JB: Once you have checked in and gone through security, is there a moment that you think about your check-in luggage?	95. Navigating through crowd
P-MV: Well, when I am waiting at the gate and I see those large luggage trolleys arrive at the airplane, I am always on the lookout for my own suitcase. I must say that I feel relieved once I have spotted mine! I currently have a bright pink suitcase, which is quite noticeable.	96. Non relaxing travel
I-JB: Can you tell me a bit about your experiences at the arrival airport?	97. Waiting for departure
	98. Check luggage trolley
	99. Look for own suitcase
	100. Feel relieved when found
P-MV: Visum anecdote..... Our luggage was thrown somewhere on the ground in the arrival hall because we were the last to arrive due to the extremely long lines at the visa collection desk.	101. Luggage thrown
	102. Random spot
	103. Last to arrive

## APPENDIX H: TRANSCRIPTS PARTICIPANTS

I-JB: Where you worried that your luggage would be missing?	
P-MV: No, because I was confident that it would be there this flight.	
I-JB: How long would it take you to prepare for your return journey.	
P-MV: I think that I can repack for my trip back to the Netherlands within 30 minutes. It is easy because I don't really have to think about what I have to pack, just have to make sure that when I pack I pack all the items that I brought with me.	104. Confident about luggage arrival
I-JB: This was quite a big and long trip to a different continent. But if we would look at a trip that you took a while back to Malta, how would they differ from each other when looking at the preparation aspect of traveling?	105. Repack within 30 minutes
P-MV: When I travel within Europe I usually start preparing a week before I depart. This is also due to the fact that I only had to pack summer dresses and more casual clothing instead of more specialized outfits.	106. Not a hard task
I-JB: And did you also travel to the airport by car that time?	107. Know what to pack
P-MV: Yes, a friend of my drove me to the airport.	108. Check I packed everything I brought
I-JB: What kind of baggage items did you pack?	
P-MV: I had the same kind of baggage items, so my suitcase and a large handbag.	109. Travel continental
	110. Prepare 1 week
	111. Only common items
	112. No specialized outfits
	114. Brought by a friend to the airport
	115. Same baggage combination

P-MV: Yes, I would most definitely make use of a taxi then.	
I-JB: You arrive at your final destination, your hotel, but is this also the place you want to head to initially or do you want to head into the city immediately?	130. Yes choose taxi service
P-MV: I like to freshen up a bit and unpack my suitcase after which I like to orientate myself a bit. Where am I situated in the city, how far away are all the must-see sights? I prefer this way more instead of being dropped at the beach and then having to look for your hotel afterward.	131. Freshen up on arrival
	132. Unpack suitcase
	133. Orientate on location
	134. Locations and sights around hotel
	135. Preference for settling down
	136. Don't like looking for my hotel
I-JB: Which 5 services or things do you think will improve your travel experience?	
P-MV: Well I think some sort of door-to-door service where I get picked up at home and dropped off at the airport and off course eventually brought to my final destination.	137. Door to door service
	138. Dropped off at airport
	139. Dropped off at final destination
I also like to have good coffee when I travel. It relaxes me and helps achieve that start of the holiday feeling.	140. Good coffee
Some shops at the airport that if I have forgotten anything I can still purchase them.	141. Helps me relax
	142. Start holiday experience
I also think it is important that there are good and clean facilities such as toilets and showers. Like when you travel business class that you can make use of the showers in the lounge, this is something that they	143. Shops at the airport
	144. In case I have forgotten something
	145. Clean bathroom facilities
	146. Travel business class
	147. Make use of shower
	148. Service available for everyone

I-JB: How was your airport experience at Malta?	
P-MV: Was quite nice. Because it is so small in comparison to Schiphol everything is a lot more efficient and quicker. When I arrived I could immediately head through border security and my luggage was already presented on the carousel. Once I collected my luggage I head for the exit where the driver of the hotel was waiting for us. I was then brought to the hotel by taxi bus, which was arranged by the tour operator.	116. Small airport Malta
I-JB: So you usually make use of a taxi or limousine service of some sort?	117. Efficient process
P-MV: Yes, I always try to book this within my journey. This way I am sure that I arrive at the place where I am supposed to be. Except when I went to Barcelona because I read that the Shuttle bus service was great and very quick. The only thing that still bothered me about that service is that you always have the feeling that you need to keep an eye on your luggage.	118. Immediately head through security
I-JB: Would you make use of the shuttle bus if you were carrying a suitcase?	119. Luggage already presented
P-MV: I would find it uncomfortable if I would have to drag a heavy suitcase towards and in that bus.	120. Driver of hotel waiting
I-JB: Would you say that traveling with a suitcase is a defining factor for you to make use of a taxi if a pickup service is not included within your holiday package?	121. Brought to hotel with taxi bus
	122. Tour operator in charge
	123. Always book door-to-door service
	124. Shure to arrive at final destination
	125. Exception in Barcelona
	126. Great shuttle bus service
	127. Bothered about service
	128. Keep eyes on luggage
	129. Uncomfortable carrying suitcase in public transport

airport or the airline should also offer its economy passengers.	
I-JB: When we look at the last question, what would be your perfect future journey with check-in luggage, what would your answer be?	
P-MV: Well that you can dispose of your luggage earlier, that would be great. The best thing would be that your luggage would already be at your final destination. It would be the best that when I set foot outside my front door, that I have that 'I am on a holiday' feeling.	149. Dispose of luggage early
I-JB: You don't have that feeling now? What is the biggest cause of this?	150. Luggage already at final destination
P-MV: I think that the queues at Schiphol have a lot to do with that and all the security checkpoints you have to cross.	151. Leave home
I-JB: Let's say that it is possible to book a service that allows you to send your luggage to your final destination. How much would you be willing to pay for this?	152. Experience holiday feeling
P-MV: I would be willing to pay €100 for a return flight. I think that seems like a reasonable price.	
I-JB: How much do you currently pay to be able to travel with check-in luggage?	153. Queues at Schiphol
P-MV: Nothing, it was included in my ticket because of the distance of the flight.	154. Many security checkpoints
	155. Pay a 100 euros
	156. Reasonable price



I-JB: Well ok, that was it thank you very much for your participation.	157. Did not pay for luggage 158. Included due to distance
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## APPENDIX H: TRANSCRIPTS PARTICIPANTS

Interviewer: Julius Blaauw  
I-JB

Participant: Mark van der Horst  
P-MH

Interviewer: Julius Blaauw I-JB	
Participant: Mark van der Horst P-MH	
Question 1:	
P-MH: My name is Mark, I am 27 years old. I currently work in the sports technology sector. I travel around 10 times a year, both by plane and car for either business or leisure. I love to travel to the beach with friends because it is awesome.	1326. Travel 10 times 1327. Plane and car 1328. Beach is awesome
Question 2:	
P-MH: I tried to select 3 characteristics. I've chosen, ambitious, realistic and efficient. I find the combination of ambitious and realistic an interesting combination. I am realistic ambitious which means that without overestimating myself, I try to make the most of everything that is possible. And being efficient fits well with these characteristics but only if the pressure is there, in my case.	1329. Ambitious 1330. Realistic 1331. Efficient 1332. Overestimating myself 1333. Make most off everything 1334. Being efficient
Kind of traveler:	
P-MH: I am a cautious traveler, because I just can handle the public transport. In my mind an airplane is also a form of public transport. I am a cautious traveler because I know how people work that travel with carry on luggage, so my realistic and shitty conclusions is, if you can't beat them than join them. I want to be onboard on time so	1335. Cautious traveler 1336. Know how people work  1337. Join them

can weigh a total of 25 kg, and on the way back because there was still a bit of water in the kites the bag weight 27 kg.	
P-MH: In the ski bag I just pack my snowboard, boots, ski clothing and protection. So basically everything needed for the holiday except my normal clothing.	1354. Everything I need except clothing
P-MH: I didn't have to pay anything because it was included in KLM's fare.	1355. Included in fare
Question 3B:	
P-MH: Where is my luggage? When I checked the piece in I will never see it again until the end of the journey. So is my luggage in the system, has it been packed inside the plane, is it on its way to the conveyor belt, which carousel do I need to go to?	1356. Where is my luggage? 1357. Never see it 1358. Luggage in the system 1359. Packed on plane
P-MH: Will my suitcase be checked, will it be opened, by whom, and why was it opened?	1360. Was it opened
P-MH: What are the dimensions of the allowed baggage? They vary slightly for different airlines, this really sucks. It just needs to be one standardized size. Everybody specially buy's these carry-on trolley and then for some reason it is too big for this one airline.	1361. Dimensions 1362. Variations sucks 1363. One standardized size
P-MH: Last time I traveled I didn't have a scale to weigh my suitcase, so I was a bit anxious when I departed because I didn't know if my suitcase would be the right weight? When I arrived it was too heavy, but I just smiled at the check-in lady and she didn't make a big deal out of it. But on my return journey I had to pay €90,- because is weight 27 kg instead of 23 kg.	1364. No scale 1365. Anxious at departure 1366. Suitcase right weight
Question 4:	
P-MH: Amsterdam to Capetown, with	1367. Pay extra return

that I can have my carry-on above my seat.	
P-MH: That is the reason that I stand in the long line before boarding. I have experienced it a few times that my carry on was not near my seat, and that beats the whole purpose of carry on luggage.	1338. Stand in line boarding 1339. C.O. not near seat
P-MH: One of the main reasons why I want it close to me is because I want to leave the plane early. 9 out of 10 trips I won't even touch my carry-on luggage.	1340. Leave plane early 1341. Don't touch C.O.
Question 3A:	
P-MH: I travel most with carry-on trolley, because within Europe I want to skip the check in queue and recovery carousel. And I have this peaceful feeling carrying my own luggage with me during the entire journey. I also like the compartments within the trolley, this way I can easily organize my stuff. I will just carry this trolley and either a check in bag, not a backpack. If I really need backpack at my final destination I will pack in in the trolley.	1342. Most C.O. trolley 1343. Skip queue 1344. Peaceful feeling own luggage 1345. Compartments help organize 1346. C.O. and Check in
P-MH: This is my favorite piece of luggage because this way I can deboarded the plane quickly.	1347. Deboard quickly
P-MH: My worst experience is not that bad, but I had to wait for a while for my check-in suitcase.	1348. Wait on C.I.
P-MH: I have traveled with Ski's and kitesurf gear. I have a special ski bag and my kite surfing gear is packed in a golf bag. This is more of an aviation hack, because the handlers never knew what they were handling when operating my Kite surfing gear. It is basically a kite surfing bag, but the word golf bag is printed on it very big.	1349. Ski & Kitesurf gear 1350. Special bag 1351. Kitesurf in golf bag 1352. Travel hack
P-MH: I pack my board, two kites, my wetsuit, bar and special surf belt. Once that is packed I just stuff it as full as possible. It	1353. Stuff full as possible

colleagues. We are spread over the world and this trip is a bit of a work, leisure and bonding get together. Also the biggest kite surf event of the year is held in Capetown, which is important for our business.	
P-MH: I traveled with my colleague but this was not intentional, on the way back I flew by myself.	1368. Travel with colleague
P-MH: I didn't bring any check-in luggage besides my kite surf bag. I kinda regret it because I should have brought an extra one so that I didn't have to pay extra.	1369. Regret not extra suitcase 1370. So didn't have to pay
P-MH: Carry-on I packed my: Laptop, carry on, chargers, book, contact lenses. And in my kite bag I packed: Kite gear, toiletries, towels, wetsuit, and sunscreen.	
P-MH: Things that are really essential for me during this trip are my laptop, so I can do a bit of work and my contact lenses.	1371. Essential Laptop & Contact lenses
P-MH: It depends on what kind of person you are. I have multiple spares of my toiletries for example but I guess that I can do without check-in luggage for around 2 days.	1372. Depends on type person 1373. Spares toiletries 1374. 2 days without C.I.
Question 5:	
Research & Book:	
P-MH: We realised at the company that this would a great opportunity for us to have a team bonding trip. So we knew a year before we departed that we would be going. It has become an annual thing.	1375. Knew year before 1376. Annual thing
P-MH: When traveling within Europe I'm usually triggered to book 6 weeks before departure. There are a few triggers though, first that somebody tells me that they want to go skiing, but I think that I will start researching and booking 6 weeks before I go.	1377. Within Europe, 6 weeks before 1378. Different triggers 1379. Somebody tells me

P-MH: But I also love the spontaneous trips, for instance if I see that it is going to snow on Wednesday, I might just decide to go on Friday and start driving towards the slopes on Saturday. It really depends.	1380. Love spontaneous trips
P-MH: But on average I would have to say between the 4 and 6 weeks. But if I start looking actively I can have it arranged within a week.	1381. Just decide to go
P-MH: I usually use a few channels and then check to see which is most affordable. So, expedia, google flights, cheaptickets. But the last few times I have flown I choose to book at KLM, because I just trust them. In the end, the cheaper airlines will hide costs which will eventually lead to your journey costing almost the same.	1382. Average booking 4-6 weeks 1383. Can arrange in 1 week
P-MH: I book a lot of hotels but I have to say that I am booking more Airbnb's now. I only hear good things about Airbnb and it is cheaper than other accommodations. The house we had in South-Africa was really chill!	1384. Different channels most affordable
P-MH: It depends on who I travel with. My parents for instance will stay at a hotel and not an Airbnb.	1385. Chose KLM trust them
P-MH: I had the luck of KLM's weird deal weeks, but I usually miss those.	1386. Cheaper airlines hide costs 1387. Costing almost same
P-MH: I usually don't rent cars because I don't need them, and if I need a car I will either rent it for one day or just make use of Ubers. This time however I needed a car because we had to do a lot of work related things, so I decided to rent one on the company credit card.	1388. Book a lot of hotels 1389. Start booking Airbnb's
Preparing & Packing:	1390. Depends on companion
P-MH: This happens in different steps, let's say that I need a visa than I will	1391. Usually miss deals 1392. Usually don't rent cars 1393. Rent car 1 day 1394. Use Ubers
	1395. Different steps

P-MH: Getting off the train is a point where everybody wants to get in and out at the same time, but I just head through the stream of people and head on up to the airport.	1420. Head through stream of people
Schiphol Baggage Drop off	
P-MH: I like to play it safe when it comes to arriving at the airport, so for EU flights I choose to arrive around 1.5 hours before I arrive and for intercontinental flights I choose to arrive around 2.5 hours before departure. Missing your flight must be the suckiest thing in the world.	1421. Play it safe 1422. 1.5 h EU 1423. 2.5 h ICA
P-MH: I first check where I need to drop off my luggage on those screens at the airport and then afterwards I will head to the check in desk.	1424. First check drop off 1425. Head over to desk
P-MH: In EU I like to have my boarding card digitally and for intercontinental flights I like to make use of printed boarding cards, just to be sure.	1426. EU boarding card digital 1427. ICA paper
P-MH: I was personally approached that I needed to head to another drop off point because of my odd-size luggage. Put my bag on the counter to weigh it, and saw that it was too heavy. So I laughed kindly at the check-in lady and she didn't make a fuss of it. Afterwards you need to go to the middle of the hall and drop it off at the odd-size belt. I've done this before so I know what to expect.	1428. Personally approached 1429. Other drop off point
P-MH: I don't worry about my luggage at all for it being damaged. I know how it can be handled so I think it is your responsibility to pack it carefully and be a bit prepared mentally.	1430. Know what to expect
P-MH: The guy in front of me was whining about that his bag is fragile, but at that moment I think to myself. Dude you do realize that this message is never going to	1431. Don't worry damage 1432. Responsibility pack carefully 1433. Prepared mentally

immediately arrange this when I have booked my ticket.	1396. Arrange visa immediately
P-MH: But the actual packing will happen only one day before departure. I will start off by laying everything on my bed and checking if I have everything and if I am not missing anything, or if it is too much and then I will just throw it in my suitcase.	1397. Packing on day before
P-MH: I don't take into account that I might need to wash something, if something is dirty then I will not bring it along. Only if it is possible to wash it there. But clothing that are very specific, like my snowboard outfit are washed 2 days after my arrival and will not be used until the next time.	1398. Laying everything on bed
P-MH: The only thing that is different for EU trips versus intercontinental is that you need twice the amount of clothes.	1399. Check and not missing 1400. Or too much
P-MH: I always check in online as soon as possible and choose the seat that I want to sit on. I am quite long, and I want to have a window seat. It helps me sleep better and I don't have to stand up for anyone who wants to go to the toilet.	1401. Don't wash something 1402. Dirty don't bring
Transport	1403. Specific clothing 1404. Washed after return
P-MH: I check the public transport the night before I depart, this way I am sure that I will not miss my train.	1405. Difference ICA 1406. Twice amount clothes
P-MH: Usually I grab the train because I can step on the train right in front of my house, and get off underneath the airport. The connection is really convenient.	1407. C.I. soon as possible 1408. Choose seat 1409. Long and window
P-MH: If you have a good bag for your odd-size gear, the journey towards the airport is doable. It still is a bit of a hassle and I would most definitely not sit in a coupe but in the hallway of the train. I don't want to burden other people.	1410. Check transport day before 1411. Not miss train
	1412. Usually train 1413. Get on in front house 1414. Connection convenient
	1415. Good bag, journey odd-size doable
	1416. Still a hassle 1417. Don't burden people

be repeated to other people further along in the process that are handling your bags? Just buy a better bag.	1434. Just buy better bag
P-MH: When I dropped my bag I have this feeling of security that because it will go on board, I will also go onboard. And it is very relaxing that I don't have to carry that bag anymore, so this is the moment that I will try to relax and grab a cup of coffee.	1435. Bag dropped secure feeling 1436. Relaxing don't have to carry
P-MH: If I am alone at the airport I usually just head through security immediately else if somebody brought me I will drink a quick coffee at Schiphol plaza.	1437. Usually head through security
P-MH: My holiday feeling starts when I pack my suitcase, then closing the door behind me, but the biggest moment is when I drop off my suitcase.	1438. Holiday starts at packing 1439. Biggest moment drop off
P-MH: The security check can take a while, but I always take this into account. But the security check at Schiphol is the best, it radiates this image of peace and quiet.	1440. Security takes a while
Schiphol airport	
P-MH: Once through security and passport check, I usually go to the toilet and buy a bottle of water. But I didn't have that much time, even though I was well in advance, the time it takes for me to check in my bags and head through security is always longer than anticipated.	1441. Check in longer than anticipated
P-MH: I bought a scale because I didn't want to have that uncertainty again, if my bags would be too heavy.	1442. Bought scale
P-MH: To make sure that we could navigate in Capetown I quickly downloaded the offline Google Maps map.	
Boarding:	
P-MH: And soon the 'sheep' queue will start	1443. Sheep queue

## APPENDIX H: TRANSCRIPTS PARTICIPANTS

to form at the gate, so I usually head to the gate quite on time. The reason why I do it is because I want to have space for my carry-on but also to get a sense of security. I am queueing I can't miss my flight now.	1444. Head early gate
Flight:	1445. Space for C.O. 1446. Queueing can't miss flight
P-MH: Normally I just watch a movie, listen to some music and have something to eat. However, this was the first time that I managed to do some work on the plane. I had to wireframe some app faces.	1447. First work plane
Arrival:	
P-MH: I first run to the toilet because tend to avoid going to the toilet on board. Afterwards I head through the visa and passport check and go through to the baggage reclaim carousel.	1448. First run toilet 1449. Head through visa 1450. Reclaim carousel
P-MH: The first thing that I tend to do is not to look for my luggage carousel number but to look for the odd-size carousel. So this is the moment for me to exit my sheep mode and start doing my own thing.	1451. Look for odd-size 1452. Exit sheep mode
P-MH: This is quite a popular trip for odd-size travelers, so spotting the odd-size carousel wasn't that difficult. But still, when the light starts to blink above the carousel you still hope that your suitcase leaves exits first.	1453. Lot odd- size travelers 1454. Hope your suitcase first
P-MH: I don't have any fear that my gear is damaged or that it will arrive, well at least less than with my normal luggage because I know that a lot of manual labor is involved in this process. They must be a real idiot to lose such a big bag.	1455. Don't fear 1456. Must be idiots 1457. Manual labor
P-MH: When you grab your bag it is twice as heavy, because you are so tired from your trip.	1458. Bag twice heavy 1459. Tired from trip
P-MH: Afterwards, look for an ATM and	

universal understanding what is allowed related to luggage dimensions and security processes. Do I need to take of my shoes? No stress during the carry-on check, everybody needs to relax and cool down.	1477. No stress C.O. Check
Question 7:	
P-MH: It is a bit silly but I would like to have no limits on weight and size. But what I really enjoy is if my luggage beats me in my journey. When I got back from Boston I was seated at the back of the plane, so my deboard time took a while. But when I arrived at the luggage carousel, my bag was already waiting for me that is really nice! However, what would be even better if my luggage beats my to my final destination. Even better, if it is already unpacked at my final destination.	1478. No limits weight and size 1479. Luggage beats me 1480. Deboard took while 1481. Bag was waiting for me 1482. Luggage final destination 1483. Unpacked final destination
P-MH: I wouldn't mind if somebody within a hotel would unpack my luggage. If a cleaning lady cleans the room now, she also has to touch your belongings. Is that a problem? Of course not.	1484. Don't mind somebody unpack
Door 2 Door reaction:	
P-MH: Traveling with odd-size is a drag, but there is not anything that I can do about it so you should just accept it.	1485. Odd-size is drag 1486. Just accept it 1487. Schiphol taxi interesting
P-MH: I used the Schiphol taxi service once, but I can imagine that they might be an interesting company to talk to? I mean we were picked up and we still had to check-in our own luggage, but why couldn't the taxi drive up to the plane and drop-off our luggage?	1488. Taxi drive to plane
P-MH: I would be interested in using a door to door service. However I do have to side notes, it shouldn't cost too much because I am so cheap that I'm not even willing to pay €20 for extra legroom. And the second thing is that there needs to be a %100	1489. Interested using service 1490. Shouldn't cost too much 1491. Not pay legroom 1492. 100% percent guarantee

grab some cash.	
Transport:	
P-MH: We had to look for the rental company but we had to drag our heavy gear over the airport, so my colleague decided to grab a trolley.	1460. Look for rental 1461. Drag heavy gear 1462. Grab trolley
P-MH: When we found the car rental we had to use our tertris skills to fit everything we brought into the car.	1463. Use tertris skills
Final Journey:	
P-MH: Interesting journey to the airbnb, driving on the wrong side of the road while I had to navigate through the dark countryside.	
Return journey:	
P-MH: I start preparing my luggage a day before I depart, start cleaning, desand and dry my kites to save weight. Then start to pack everything neatly again, including my clothes.	1464. Prepare luggage day before 1465. Clean and desand 1466. Pack neatly again
P-MH: When I travel within Europe, I start to think about it a day before I depart but will start to pack as late as possible. Normally I also bring a laundry bag, so I just have to toss that in my bag and I am done.	1467. EU day before 1468. Pack late possible 1469. Bring laundry bag
Luggage thoughts:	
P-MH: I don't really think about my luggage when I am through security, it is nice to see it but it doesn't do much for me.	1470. Don't think about luggage 1471. Nice to see 1472. Doesn't do much
Question 6:	
P-MH: I've chosen extra legroom, especially within EU because the seats are really small. Carry-on luggage within reach. No queues, that must be so chill. An	1473. Extra leg room 1474. C.O. within reach 1475. No queues 1476. Universal dimensions

percent guarantee that it will arrive. If it doesn't arrive and I need to head back to the airport to take care of this, that is totally fucked up.	1493. €40 return
P-MH: What I mean with not too much is the same price for extra legroom? Let say €40 return. Well come to think of it, I would need to compare it to how much the Schiphol taxi service costs.	1494. Compare cost taxi
P-MH: If it would be the same as normal check-in luggage I think I would try it, just because I am a quite curious guy. And if it pleases me, I will probably continue to use it.	1495. Same cost C.I. 1496. Curious guy 1497. Pleases, continue use
P-MH: During my city trips I first want to go to the hotel to drop off my suitcase, also so that I get that secure feeling: 'I can definitely stay here tonight'. However, if I receive an email or a text saying your luggage is waiting for you in your hotel room that would have the same guarantee feeling as having a key card for instance or being check-in at the hotel.	1498. City trip 1499. Drop off first 1500. Secure feeling 1501. Receive message same guarantee
P-MH: Not a problem with dumping my suitcase, but I don't want to pick it up somewhere in a city. My hotel should do that for me.	1502. Same as key 1503. Drop off ok 1504. Pick up not city
P-MH: A week is too long without my suitcase if I travel with odd-size even with normal luggage. I mean the conditions can change quite a bit during that time.	1505. Week is too long 1506. Conditions can change

**Transcript Michiel 09-02-2017**

**Interviewer: Julius Blaauw**  
**I-JB**

**Participant: Michiel Polder**  
**P-MP**

<p><b>Interviewer: Julius Blaauw</b> <b>I-JB</b></p> <p><b>Participant: Michiel Polder</b> <b>P-MP</b></p> <p>I-JB: Could you please introduce yourself by presenting the answers that you have given in the first assignment?</p> <p>P-MP: My name is Michiel, I am 40 years old. I like to travel to Bali because I enjoy good weather, do active things on my holiday's and like to surf. In daily life I work in my own company usually, I just sit at the office. The last year I have traveled to Portugal, Bali which are my favorite destinations and I visited my brother in the states and this I usually do this by myself.</p> <p>I-JB: And why are Portugal and Bali your favorite destinations?</p> <p>P-MP: Well they are great destinations for surfing, that is the main reason. And the weather is great in Bali during the winter.</p> <p>I-JB: Looking at the purpose of your trip, you would describe them as solely leisure?</p> <p>P-MP: Yes I would say pure leisure and vacation.</p>	<p>1507. Active things holiday</p> <p>1508. Usually by myself</p> <p>1509. Weather is great</p> <p>1510. Pure leisure</p>
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<p>P-MP: Yes, I need some sort of goal when I travel and I need to have something to do. I have issues with sitting still and being quiet.</p> <p>I-JB: And how does this translate into what kind of traveler you are?</p> <p>P-MP: Looking from a luggage perspective I usually travel with a rucksack, and I'm generally well prepared. Everything within arm's reach, check-in in a quick manner and then straight through to the customs and security check.</p> <p>I-JB: How have you described yourself at 2B?</p> <p>P-MV: As a solo traveler, for an extended period of time, last time was for 33 days through Indonesia. I enjoy it but I have noticed that other people find this a long time to be away, especially when you are traveling alone. And I tend to do things that regular tourists would not, stay clear of the well-known brands and franchises and dive into the local culture.</p> <p>I-JB: Well you have stated that you are a soloist and well-prepared traveler, but to be able to be such a traveler, are there any services or items that you make use of?</p> <p>P-MV: Off course I make use of the internet, google. Well that is source number 1, and if you travel to Indonesia you need a visa, in the States, you need one of those ESTA's. So I always check if my ticket is taken care off if my passport is still valid and maybe take care of my visa. That's it.</p>	<p>1518. Goal when travel 1519. Issues sitting still</p> <p>1520. Travel with rucksack 1521. Generally well prepared 1522. Everything quick</p> <p>1523. Solo traveler</p> <p>1524. Dive into local culture</p> <p>1525. Use internet google 1526. Need visa/esta 1527. Ticket, passport, visa</p>
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<p>I-JB: If we look at the next question, concerning personal characteristics, how would you describe yourself?</p> <p>P-MP: I choose, analytical, resourceful, entrepreneurial, creative, independent and soloist. And if I had to choose one word I would choose self-controlled, mainly because I tend to rely on myself for acquiring my own knowledge and information and have quite an entrepreneurial spirit.</p> <p>I-JB: Which characteristics would describe you best?</p> <p>P-MP: Resourceful, independent and enterprising. Independent because I like to travel alone. You are not reliant on other people who might want to do this or that. That is especially nice if you travel for a longer period of time. I want my own schedule, no bullshit with people who want to depart at certain times or don't want to fly too long. Enterprising, because the types of trips I like to go on are not your everyday kind of trips and I think that a lot of people just want to sit at the beach or want to relax. I find myself usually chosen for activities that are a bit daring in comparison to the mainstream preference. And resourceful because you have to be quite creative to find something new to do every time you want to go on holiday. Because doing the same thing over and over will become boring after a while.</p> <p>I-JB: So you find important that you are kept busy when you are traveling?</p>	<p>1511. Rely on myself</p> <p>1512. Entrepreneurial spirit</p> <p>1513. Like travel alone</p> <p>1514. Want own schedule</p> <p>1515. Chose daring activities</p> <p>1516. Find something new</p> <p>1517. Same becomes boring</p>
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<p>I-JB: This is the case of long-haul trips, but how would this change if you travel to Portugal for instance?</p> <p>P-MV: It mainly stays the same, only a few things are different. One of the preparations is that you have to think about switching your debit card to worldwide, you don't have to think about bringing foreign currency because of the euro. For the rest, it is basically the same. However, one thing that is quite strange is that when I fly on intercontinental routes the name printed on the ticket can differ quite a bit in comparison to European flights. One airline only wants your first and surname whilst other airlines print all your names on the ticket. That is something that drives me crazy. If something is not quite right, in the system, which happened to me last time, the name on the ticket has to be exactly the same as the name in your passport. When I received my ticket, I saw that my name didn't correspond with my full name as shown in my passport. Which I thought would be a problem when I want to board.</p> <p>I-JB: So what exactly happened? Did you have to go back to the check-in desk?</p> <p>P-MP: No, I called the airline and described the situation. They said that I was one of the few who had noticed but that I did not have to worry. It was just an error in their ticket system. However, it would have been nice to have known this beforehand. I experienced unnecessary stress.</p>	<p>1528. Debit card worldwide</p> <p>1529. Name printed different</p> <p>1530. Drives me crazy</p> <p>1531. Experienced unnecessary stress</p>
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## APPENDIX H: TRANSCRIPTS PARTICIPANTS

<p>I-JB: Ok, you have said that you are quite a well-prepared traveler. Do you think that this is the ideal traveler to be or would you like to be a different kind of traveler, if you look at your habits and preferences?</p> <p>P-MP: Looking from a preparation perspective not really. The thing is when you have traveled multiple times, you start to form certain routines. Passport, ticket, and let's go. It starts to become second nature.</p> <p>I-JB: Good, let's discuss the next assignment. Could you briefly describe what kind of luggage you travel most with, with which kind of luggage you most like to travel with and with what kind of luggage you have had the worst experience? And give a short reason why.</p> <p>P-MP: I usually travel with a trolley and a small backpack.</p> <p>I-JB: And is this a carry-on trolley?</p> <p>P-MP: No, it is a larger one, so it has to be checked-in. I always travel with a trolley and a backpack. Doesn't matter to which destination I travel. Short trip, long trip it doesn't matter.</p> <p>I-JB: And why do you choose this combination?</p> <p>P-MP: Backpack because it is handy to be able to bring items onboard and it allows you to keep your hands free when at the airport. The trolley because it has wheels</p>	<p>1532. Start form routines</p> <p>1533. Passport tickets lets go</p> <p>1534. Trolley and backpack</p> <p>1535. Larger check-in</p> <p>1536. Always trolley backpack</p> <p>1537. Items onboard</p> <p>1538. Hands free airport</p>
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<p>airlines, you have to pay big bucks to be able to bring it.</p> <p>I-JB: And how much is 'big bucks'?</p> <p>P-MP: A few hundred euro. You could almost buy a new board for that kind of money. Besides, the risk of losing it or damaging your board is big. I have heard it multiple times that people received their boards heavily damaged or that they even didn't arrive. I mean a surfboard is hard to lose so I guess that they get stolen. It is a definite risk to bring your own board, so that is why I wouldn't bring my own board. Maybe, when I get a shortboard, well no actually still not.</p> <p>I-JB: Ok thanks, let's continue to the next question. Could you present your mind map and give a brief description why you have these associations with check in baggage.</p> <p>P-MP: I usually bring my suitcase and a backpack. Associations that I have with my suitcase before I depart is; damage, is my suitcase going to survive this trip? Will it arrive? The weight of my suitcase? How much can I bring? Is it not too heavy? Not necessarily transportation, but does my suitcase have wheels? And also think about the dimensions. Furthermore, I think about things that I might lose if my luggage doesn't arrive so I think about the items I want to pack double. I bring my backpack because it is small and light thus, easy to carry. All your electronics should fit within your backpack because if you fit that in your suitcase they will get stolen. Everybody knows those stories! A simple</p>	<p>1548. Pay big bucks</p> <p>1549. Few 100 euros</p> <p>1550. Risk losing damaging</p> <p>1551. Heavily damaged</p> <p>1552. Definite risk</p> <p>1553. Shortboard still not</p> <p>1554. Suitcase survive</p> <p>1555. Will it arrive</p> <p>1556. Weight off suitcase</p> <p>1557. Dimensions</p> <p>1558. Pack items double</p> <p>1559. Electronics backpack</p> <p>1560. Electronics suitcase stolen</p>
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<p>and because it allows me to pack more items.</p> <p>I-JB: So you travel most with this combination and this is also your most preferred luggage combination. But with what kind of luggage did you have the worst experience?</p> <p>P-MP: My worst experience was with one of those old fashioned suitcases. They are big, heavy and there is no easy way to carry them easily. I can imagine that other people would like to have the possibility to bring 40 kg, but it is not necessary for me.</p> <p>I-JB: But you have traveled with those suitcases before?</p> <p>P-MP: Yes I did, but I realized rather quickly that I needed one of those suitcases with 4 wheels, not 2.</p> <p>I-JB: And you have never traveled with odd-size? For example your surfboard?</p> <p>P-MP: No I have not</p> <p>I-JB: But how do you get your gear for your surf holiday?</p> <p>P-MP: I rent my board.</p> <p>I-JB: And how do you like this?</p> <p>P-MP: It's fine. I would like to bring my board but it's a hassle. Also, it is not clear what is allowed at which airline. Some airlines don't allow it, some do and at other</p>	<p>1539. Trolley wheels</p> <p>1540. Pack more</p> <p>1541. Worst old fashioned suitcase</p> <p>1542. Heavy carry</p> <p>1543. 40 kg not necessary</p> <p>1544. Suitcase 4 wheels</p> <p>1545. Rent board</p> <p>1546. Bring board hassle</p> <p>1547. Not clear allowed</p>
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<p>digital camera even mysteriously disappears.</p> <p>I-JB: Is this solely on international flights or also on shorter flights, for example within Europe?</p> <p>P-MP: Also in Europe. Last time that I was in Portugal met an Italian who traveled from London to Faro and had his camera stolen from his check-in luggage. Just a simple camera, maybe worth a 100 euro. Stolen! So, all electronics should be carried in your backpack: Camera's, go pro's, headsets, phone, iPads etc. Another association I have is what I am allowed to bring through security. All those liquids, which you need to place in special see-through plastic bags which you can't get anywhere off-course. So to give a quick recap, I think about what are items that might get stolen and what am I allowed to bring through security.</p> <p>I-JB: Do you think that other travelers have the same 'theft' association as you do with check-in luggage?</p> <p>P-MP: Well I have gotten advice from other travelers, to not pack electronics in your check-in luggage because it gets stolen. At first, you don't even notice that they have opened your luggage. But when you unpack you start to notice that things are missing.</p> <p>I-JB: Ok, let's continue to assignment 4. Could you describe the trip you have chosen and what kind of luggage you brought with you?</p>	<p>1561. Bring through security</p> <p>1562. Items stolen</p> <p>1563. Items allowed</p> <p>1564. Don't notice open luggage</p>
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<p>P-MP: I choose my last trip, which was to Bali via Doha from Amsterdam. I choose for Emirates airlines, mainly because other people had pleasant experiences with this airline. New airplanes, so that is always nice. It was a leisure trip, holiday at the beach, surfing.</p> <p>I-JB: We already talked about the luggage combination that you brought to Bali, but the thing that I am currently interested in is what you pack in which type of luggage.</p> <p>P-MP: Mainly just electronics and solution for my lenses.</p> <p>I-JB: Would you call these items essential? Do you need these items during your travels?</p> <p>P-MP: The only things that I would really need is the solution for my lenses and maybe my charger for my phone. That way I am always reachable on my phone and my lens solutions just in case something goes wrong.</p> <p>I-JB: In your check-in luggage you only carry clothing?</p> <p>P-MP: I usually pack clothing, a few magazine's, maybe a book in my suitcase. And solely the things I need for on the way in my backpack.</p> <p>I-JB: Do you pack any other things in your check-in luggage?</p>	<p>1565. Bali, Doha, Amsterdam</p> <p>1566. Emirates other people experiences</p> <p>1567. Leisure holiday surfing</p> <p>1568. Essential lens solution</p> <p>1569. Charger phone</p> <p>1570. Things need backpack</p>
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<p>P-MP: Thought about it myself. It is reassuring to know that if something happens you have the items you need to take proper care of yourself. Something can always happen! You can be hit by a car when driving a scooter, you can fall, even if you have a small scratch on your toe it can get infected. Wounds don't heal as well as they do over here.</p> <p>I-JB: Good to know, but we are moving a bit too fast. Because is we move back a bit in your journey, how do you come to the realization that you want to go? Do you do any kind of research beforehand? Could you sketch a picture on how you researched and booked this trip?</p> <p>P-MP: I always perform a bit of research, is everything still in order and good?</p> <p>I-JB: And what do you look at?</p> <p>P-MP: I look at if there are any other accommodation providers in the area I want to stay, via google. Also, there are a few specific sites I use to do my research. Luex.com, Line Up Explorers is one of them.</p> <p>I-JB: How many days before departure do you usually start with your research?</p> <p>P-MP: This can vary quite a bit, sometimes it can even be a few months in advance. I check my work schedule and see if it is possible for me to go on vacation. Last time I booked rather late, only 2,5 weeks prior. I</p>	<p>1576. Reassuring something happens</p> <p>1577. Always perform research</p> <p>1578. Other accommodations google</p> <p>1579. Specific sites</p> <p>1580. Vary a bit</p> <p>1581. A few months</p> <p>1582. Check work schedule</p> <p>1583. Last 2,5 weeks before</p>
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<p>P-MP: My toiletries and towels, I mean if your luggage is lost you can easily buy a new toothbrush.</p> <p>I-JB: Looking at the items that you would bring in your check-in luggage, how long could you go without these items before you depart on your holiday?</p> <p>P-MP: Well if you depart to a sunny destination in the winter, you would not miss your swim shorts. If I would go on a shorter trip within Europe with the same kind of climate it might be a problem. But not really, if I lose something for a week I just need to buy a new t-shirt and some swimming trunks and I am back in business.</p> <p>I-JB: Let's continue to the 5th assignment, which journey have you chosen for this assignment?</p> <p>P-MP: I have chosen the same trip to Bali as described in assignment 4. This is not a problem right? I usually do the same thing every time I travel. The only thing that is different on this trip is that I bring a medical kit because I don't trust the dodgy hospitals in Indonesia.</p> <p>I-JB: Just in case you have an accident with your scooter or during surfing?</p> <p>P-MP: Exactly. They disinfect something there with a slice of lemon and that doesn't work!</p> <p>I-JB: And how did you come to this decision to bring your own medical kit?</p>	<p>1571. Easily buy toothbrush</p> <p>1572. Same climate problem clothing</p> <p>1573. Lose something buy new</p> <p>1574. Usually do same every travel</p> <p>1575. Bring medical kit</p>
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<p>start with booking my tickets and then accommodation.</p> <p>I-JB: You start with booking your ticket, which channel do you use?</p> <p>P-MP: The last couple of trips I booked through the airline's native site.</p> <p>I-JB: Why native sites and not through comparison sites?</p> <p>P-MP: The difference in price is not huge, and if something is wrong with my flight for example in Doha than I need to call the travel agency. The airline off course will redirect me to the channel where I bought my ticket.</p> <p>I-JB: So you would describe it as a form of reassurance?</p> <p>P-MP: It is just way easier in case of a disruption of any sorts. It just works.</p> <p>I-JB: On your last trip, you booked your tickets 2,5 weeks prior to departure. But how do you prepare for this trip? Which actions do you complete during these weeks and when do you perform them?</p> <p>P-MP: I only do a few things, I check if I need a visa, check my passport, Is my suitcase in good condition? Medical kit complete? And I always check if I have enough contact lenses with me and then I am good to go. If something is missing, I can fix it on the spot through internet banking.</p>	<p>1584. Ticket and accommodation</p> <p>1585. Book native sites</p> <p>1586. Price not difference</p> <p>1587. Wrong airline redirect</p> <p>1588. Easier in case disruption</p> <p>1589. Visa, suitcase, passport, medical kit</p> <p>1590. Contact lenses and go</p> <p>1591. Internet banking</p>
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## APPENDIX H: TRANSCRIPTS PARTICIPANTS

<p>I-JB: Do you complete these tasks during those 2,5 weeks prior to your departure or is there a specific moment in time that you complete these tasks?</p> <p>P-MP: I make to do lists and just check off the points on the list. Sometimes I think if it is necessary to buy some extra clothing, do I need new shorts for example. But those things are not very time-consuming.</p> <p>I-JB: But let's say the moment of packing your bag. When does this start?</p> <p>P-MP: Really packing? Short before leaving home. Let's say that I have to be at the airport at 17:00, I would leave my home at 16:00, then I start packing at 13:00. But in general, you already know what you want to bring with you.</p> <p>I-JB: At the airport at 17:00 leave at 16:00 is that enough time for you?</p> <p>P-MP: I wish to arrive at the airport as close to departure time as possible.</p> <p>I-JB: Why so late?</p> <p>P-MP: Else you are just waiting at the airport.</p> <p>I-JB: So you want to spend as little time as possible at the airport?</p> <p>P-MP: Yes, I want to arrive, head through security and immediately board plane and depart.</p>	<p>1592. Make to do list</p> <p>1593. Buy extra clothes sometimes</p> <p>1594. Not time consuming</p> <p>1595. Packing short before leaving</p> <p>1596. Know want to bring</p> <p>1597. Arrive airport close departure</p> <p>1598. Else just waiting</p> <p>1599. Arrive and immediately board</p>
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<p>I-JB: How do you feel when you find yourself in such a situation?</p> <p>P-MP: It is not ideal, especially not for other commuters but there is no other way. I try to take others into account but sometimes there is nothing you can do about it. You could also place it near the doors, but when the train accelerates my suitcase would roll away. And I would fear for my suitcase being stolen. Besides, I think the journey from the Hague to Schiphol is too long to sit in the hallway of the train. You want to experience some comfort, I just want to sit in a nice spot.</p> <p>I-JB: So you focus on comfort when traveling to the airport. Ok, now we arrive at Schiphol. What do you do?</p> <p>P-MP: Head out of the train, and head to a drop-off desk. I check-in online as soon as this is possible. That is why I directly head to a desk so that I can drop off my luggage. Arrive, weigh your suitcase, put labels on both your luggage items and that's it.</p> <p>I-JB: And how do you experience making use of such a drop-off desk?</p> <p>P-MP: It is fine, no problem with it usually. Some people tend to take too much stuff with them as if they were moving, but I am a very simple traveler. I only have one suitcase, it always weighs 14 kg.</p> <p>I-JB: But you are dependent on the people who are in front of you in the drop-off line.</p>	<p>1610. Not ideal</p> <p>1611. Nothing you can do</p> <p>1612. Suitcase roll away</p> <p>1613. Journey long sit hallway</p> <p>1614. Experience some comfort</p> <p>1615. Head drop-off desk</p> <p>1616. Check-in soon possible</p> <p>1617. Drop of luggage</p> <p>1618. No problem drop of</p> <p>1619. Simple traveler</p> <p>1620. Suitcase 14 kg</p>
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<p>I-JB: But let's go back a bit. The moment you leave your home, what do you do?</p> <p>P-MP: Walk to the train station and grab the train to the airport?</p> <p>I-JB: You walk to the train station?</p> <p>P-MP: Yes, it is perfect! The train stops underneath the airport. In the case of a very short trip, I tend to drive to the airport. But only when I am away for 3 days or shorter.</p> <p>I-JB: And why do you tend to choose the car for short trips?</p> <p>P-MP: If you have a late arrival at the airport is nice to just step into your car and drive home. A lot of the times you make use of budget flights, on those short trips, which have either very early or very late arrival times. It has occurred in the past that there isn't a decent train connection, so then you have to wait at the airport until your train departs which is annoying.</p> <p>I-JB: So basically pure from a comfort perspective. Ok, we are on the train at the moment. Where do you store your luggage? And where do you choose to sit?</p> <p>P-MP: Backpack is not such an issue but suitcase is. In the past, you could store your suitcases between those opposite chair sections but they have removed those. So I have to place my luggage in the aisle. Which can be quite annoying when it is busy.</p>	<p>1600. Walk grab train</p> <p>1601. Perfect train</p> <p>1602. Short trip drive</p> <p>1603. 3 days shorter</p> <p>1604. Arrive late nice car</p> <p>1605. Budget air</p> <p>1606. Late/ early arrival</p> <p>1607. No decent train</p> <p>1608. Luggage aisle train</p> <p>1609. Annoying when busy</p>
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<p>P-MP: That is very frustrating, you need to have a queue that moves in which competent travelers are waiting. There are always people who don't have their things in order and ask silly questions at the drop-off point. But in general, the lines aren't too bad. I have my passport ready, I have printed my ticket, I usually don't have to wait longer than a few minutes. Sometimes they even change my seat for me at the desk which can be nice. I like to sit at the aisle so that I can stretch my legs.</p> <p>I-JB: How do you feel when you have dropped off your luggage?</p> <p>P-MP: That is a huge relief, that is one less thing you have to carry or keep an eye on. That is the first thing I do when I arrive at the airport because I don't have to worry about anything then anymore.</p> <p>I-JB: What kind of emotion do you experience and how would you describe this? Do you have a holiday feeling at this point in your journey or is this at a different time?</p> <p>P-MP: It is a relaxed feeling but my holiday starts when I arrive at my destination or when I am sitting in my taxi to the hotel. Anything can go wrong. Schiphol is a busy place with a lot of queues with ignorant people. There are just a lot of uncertainties, for example, what if there is no train between Schiphol and The Hague.</p> <p>I-JB: Once you have dropped off your suitcase, do you ever have the thought that it might not arrive?</p>	<p>1621. Queue competent travelers</p> <p>1622. People silly questions</p> <p>1623. Wait few minutes</p> <p>1624. Huge relief</p> <p>1625. Don't worry anymore</p> <p>1626. Relaxed feeling</p> <p>1627. Holiday at destination</p> <p>1628. Queues ignorant people</p> <p>1629. Lot uncertainties</p>
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<p>P-MP: No not really.</p> <p>I-JB: Ok, you are currently at Schiphol and you don't have a lot of time due to your strict schedule, what do you do with your remaining time before you depart?</p> <p>P-MP: I quickly head through security. From past experience, I know that I can complete this rather quickly. What do I need to remove from my bag, which items should I take off etc? One thing that I do plan beforehand, if I have an evening flight let's say at 7 PM or something like that, I like to have an early dinner at the airport. I just don't want to spend so much time at the airport. I don't want to shop and I know what a Starbucks is. My most preferred trip would be to arrive, head through security, walk straight towards the gate, board and depart. No time to waste. Other people for example who have to travel for 2 hours to arrive at Schiphol have a genuine reason to arrive early. Just to be on the safe side in case something goes wrong with the public transport, but I live quite close. In the case of an emergency, I can always call a cab or a friend to drop me off at the airport.</p> <p>I-JB: Now you are on board, what do you do during your flight?</p> <p>P-MP: Put on my headphone and try to chill. First, half of the passengers needs to head to the restroom of course. Have a small bite, something to drink and try to relax. There needs to be a good entertainment system and proper legroom.</p>	<p>1630. Experience complete quickly</p> <p>1631. Remove from bag</p> <p>1632. Early dinner</p> <p>1633. Not spend time airport</p> <p>1634. Don't shop</p> <p>1635. Straight to gate</p> <p>1636. No time waste</p> <p>1637. Genuine reason early</p> <p>1638. Live close</p>
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<p>complete my visa! Why is it not possible to translate this to a digital channel? This way I can fill it in before I leave.</p> <p>I-JB: Clear! Ok, you arrive, head through the visa check, go to the carousel to collect your luggage. What do you do once you have your luggage?</p> <p>P-MP: Head through customs or the security and look for my taxi service. My hotel always has a pickup service. You just have to tell the hotel which flight you have and what time you arrive and they take care of the rest. It's perfect, chauffeur grabs my bags and off we go.</p> <p>I-JB: And what do you think of such a pickup service?</p> <p>P-MP: It's the best. Perfect! I would not want it any other way. Just imagine that you have flown half over the world, you are tired and then you need to arrange a taxi. Every taxi driver wants to take advantage of you, this is why I prefer to have this arranged before I arrive.</p> <p>I-JB: This is in Indonesia, but would you also do this in Portugal?</p> <p>P-MP: Over the entire world taxi drivers are crooks, when I was in Portugal I rented a car. But last time I also arranged a pickup service through the hotel, cost me €70. It was fun, the guy showed up with a large Mercedes. the chauffeur held the door open for me, bystanders must have thought that I was some kind of celebrity.</p>	<p>1648. Translate digital channel</p> <p>1649. Look taxi service</p> <p>1650. Hotel pickup service</p> <p>1651. Chauffeur grabs bags</p> <p>1652. Not other way</p> <p>1653. Every taxi takes advantage</p> <p>1654. Prefer arranged before</p> <p>1655. Taxi drivers crooks</p>
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<p>When you are comfortable the journey becomes a whole lot easier.</p> <p>I-JB: Ok, now we arrive at the arrival airport which actions do you complete?</p> <p>P-MP: Well when I leave the plain I always hope that my suitcase is the first to arrive at the carousel, that is always an exciting moment. Once my luggage didn't arrive, this was in Portugal.</p> <p>I-JB: Let's talk about that in a minute, but you do feel a bit anxious if your suitcase will arrive?</p> <p>P-MP: Well, I am confident that it arrives. I just want it to arrive as quickly as possible. There is always a bit of a risk if it doesn't arrive you need to take action. Fill in one of those missing property reports, that is not something you want to do. It is your holiday.</p> <p>I-JB: So once you have collected your suitcase you would say that your holiday has started?</p> <p>P-MP: Yes, when I am sitting in the taxi towards my hotel.</p> <p>I-JB: I see that you marked the visa check as a stressful moment in your journey.</p> <p>P-MP: yes normally the hand out these visa cards in the plane, but this time they did not. So, when I arrived at the airport I had to first look for the right form after which I had to fill it in. I am wasting time at the airport. I had plenty of time on the plane to</p>	<p>1639. Comfortable easy journey</p> <p>1640. Hope suitcase first</p> <p>1641. Exciting moment</p> <p>1642. Luggage didn't arrive</p> <p>1643. Arrive quickly possible</p> <p>1644. Doesn't arrive action</p> <p>1645. Missing property reports</p> <p>1646. Start holiday taxi</p> <p>1647. Wasting time airport</p>
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<p>I-JB: Now you have arrived at your final destination. What kind of establishment is this?</p> <p>P-MP: Usually a hotel, in Bali I like to go to the 'green room'</p> <p>I-JB: Once you have arrived, you directly go to your hotel. But is this the destination you want to go to or do you wish to go directly go into the city for example?</p> <p>P-MP: Well I can imagine that people want to arrive at the hotel drop their luggage and relax a bit. But if you travel for business purposes, you might want to quickly freshen up at the airport and go to your next meeting.</p> <p>I-JB: So one of the main reasons would be to drop off your luggage.</p> <p>P-MP: Yes, it is similar to the moment when you drop your luggage off at the airport. You are standing there with all your stuff only increasing the chance of you losing something.</p> <p>I-JB: But what do you usually do? Do you drop-off your luggage and directly head to the beach to go surfing?</p> <p>P-MP: Depends on the time I arrive. Normally, I just drop my stuff, organize a few things and head out! Last time I arrived at 12 AM at the hotel, I dropped my stuff met an American surfer and at 1 AM we were drinking a beer in the city.</p>	<p>1656. Usually hotel</p> <p>1657. Drop luggage</p> <p>1658. Business freshen airport</p> <p>1659. Similar drop luggage airport</p> <p>1660. Increasing chance losing</p> <p>1661. Drop organize head out</p>
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## APPENDIX H: TRANSCRIPTS PARTICIPANTS

<p>I-JB: Currently I have a good perspective on how you travel, but how do your preparations differ when you return back home?</p> <p>P-MP: It is exactly the same. My flight departed at 12 AM so I departed for the airport at 9 PM. Just to be sure a bit earlier, it can be quite busy on the roads in Indonesia. But I enjoy my last day to the fullest and shortly before I depart I just throw everything into my suitcase and leave.</p> <p>I-JB: Ok, now we have arrived at the final 2 assignments. Could you please describe the 5 chosen items or services that improve your journey?</p> <p>P-MP: Shorter waiting times at the airport. I am stuck in an airplane for 17 hours, why would I need to drink a cup of coffee at the airport 2 hours prior to my departure? Why would I need to dine at the airport when I already get four meals during my flight? Why waste my time when I can do it onboard?</p> <p>I-JB: And you also feel this way about European flights?</p> <p>P-MP: Yes, waiting or standing in line is one of the most annoying things ever.</p> <p>I-JB: Next point?</p> <p>P-MP: A good entertainment system can improve your journey greatly. Not 20 movies to scroll through but 200. This gives you something to do on the flight and enjoy</p>	<p>1662. Enjoy last day fullest</p> <p>1663. Shortly throw into suitcase</p> <p>1664. Shorter waiting times</p> <p>1665. Why dine</p> <p>1666. Waste time</p> <p>1667. Waiting most annoying</p> <p>1668. Good entertainment</p>
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<p>P-MP: You arrive, drop your luggage in some sort of machine that can scan and place labels, after this, you walk through an autonomous door complete security check and walk to the boarding gate. My luggage is directly shot from the machine into the belly of the plane through some high-speed conveyor belts and depart.</p> <p>I-JB: And at your arrival airport?</p> <p>P-MP: I want my luggage to be there before I arrive, similar experience to Eindhoven airport. Because it is so small, luggage is really quick to arrive. Come to think of it, why don't we all have standard suitcases, one size, and shape! This way we can improve the efficiency of this entire process! Maybe even place your backpack in some sort of hard case shell, this reduces the amount of time needed to load the plane.</p> <p>I-JB: If you look at the journey that you have described, would you be willing to pay extra to be able to experience such a journey?</p> <p>P-MP: Well, maybe I would. It is hard to say, it depends on the price I guess. If you look at priority boarding, for example, that is total shit. I don't want to sit longer on the plane. When I stand up in my seat I have to stand crooked and it just annoying. Let's just keep the time you spend in the plane to a bare minimum. When you sit in the front row as one of the first to enter the plane, you have to wait until 200 other people have entered the plane. All carrying</p>	<p>1671. Luggage shot belly plane</p> <p>1672. Luggage before I arrive</p> <p>1673. Really quick arrive</p> <p>1674. Standard suitcases</p> <p>1675. Improve efficiency</p> <p>1676. Reduce load time</p> <p>1677. Priority boarding shit</p> <p>1678. Time plane minimum</p>
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<p>yourself. And enough space for my legs! I love the new A380 because it is big, enough leg room good entertainment system. Just perfect. Also what I find important, if you do have to wait that there are good waiting facilities. Not cheap plastic seats, but comfortable seats. Enough space to walk around or to stand. When I was in Philadelphia I noticed that the Starbucks had those proper leather armchairs. That is inviting for me to have a cup of coffee, but the best thing would be to directly board the plane and depart immediately. My last item is good wifi, in Europe it is not such an issue anymore but if you travel abroad the quality of the wifi is way worse. If people have wifi they can at least read the newspaper or make calls if necessary. I like to make calls when I am waiting at the airport.</p> <p>I-JB: And who do you call in those cases?</p> <p>P-MP: For example, my brother or Piet-Hein or my parents. Just to kill some time. I must say that it depends greatly on whether you are on a direct flight yes or no. In transit, I don't mind as much to spend time at the airport but when I am traveling directly or I am at the first departure airport I just want to go. When I am at Schiphol, I just want to go because that is my goal for that airport. And waiting for 1 hour on a flight of 17 hours is different than on a flight of 2 hours because then your waiting time becomes a third of your total journey.</p> <p>I-JB: Final assignment, how would you describe your perfect trip with check-in luggage?</p>	<p>1669. Directly board best</p> <p>1670. Like make calls</p>
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<p>carry-on luggage, apologizing for accidentally hitting you with their elbow in your face. I dislike priority boarding, but if somehow they can speed the total process up and I can make use of it by paying extra. Why not? I mean, I already spend 12 euro for a pasta dish, 5 euro for a coffee and a bottle of water. If I can skip this why not? It would be great if you just had to be at the airport 1 hour in advance instead of 2 hours.</p> <p>I-JB: What I am currently working on, is researching the possibility of designing a door to door luggage system. Where your luggage is picked up from your home and dropped off at your final destination. This pickup moment is a week before departure and it arrives 1 day in advance of your arrival.</p> <p>P-MP: A week is long. It depends of course on what you will be needing on your trip. Let's say it is winter here and I am departing for a leisure trip to the beach, I would not miss my swimming trunks in that period. What might be a problem is when you forget to pack something? I mean I quite often buy the things I need a few days before departure when using such a service that won't be possible anymore. If I would go skiing now, I would need to pack my skis boots, warm jacket and items like that. But it is also cold here, so it wouldn't work.</p> <p>I-JB: Ok, you said that 7 days is too long. But how would you feel if you used it to send your surfboard to your final destination?</p>	<p>1679. Speed up total process</p> <p>1680. Skip why not</p> <p>1681. 1 h instead 2 h</p> <p>1682. Week is long</p> <p>1683. Depends on needing</p> <p>1684. Leisure winter beach</p> <p>1685. Forget packing</p> <p>1686. Buy things few days</p>
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<p>P-MP: That would be a good option, I mean I don't need my surfboard a week before I depart.</p> <p>I-JB: And would you consider to make use of such a service in that context?</p> <p>P-MP: It sounds like a fine option. I don't need to carry my stuff and it is already at my final destination. have you ever tried to carry a surfboard on your holiday? It drives you mad! I could also imagine people who travel with golf clubs would be interested in using such a service.</p> <p>I-JB: How much would you be willing to pay to make use of such a service?</p> <p>P-MP: I think I would be willing to pay as much as the airline is currently charging me. Of course, there is a big benefit of such a service, I don't have to carry my gear and it is more likely to arrive in one piece.</p> <p>I-JB: But you just said that shipping your board would cost a couple 100 euro?</p> <p>P-MP: True, I even believe that it is free when flying with emirates but still. When I was in Bali I met a few surfers who were waiting for their boards at the carousel. Quite anxious! Were there boards going to arrive and were they going to be in good shape? You are on holiday and want to feel relieved instead of anxious.</p> <p>I-JB: I have got one more question, currently we are thinking about setting up a door to door service. However, could you</p>	<p>1687. Surfboard good option</p> <p>1688. Fine option</p> <p>1689. Drives you mad</p> <p>1690. Travel golf clubs</p> <p>1691. Pay currently charging</p> <p>1692. Arrive one piece</p> <p>1693. Holiday relieved instead anxious</p>
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<p>think about different locations where people might want to drop off their luggage?</p> <p>P-MP: Well if you head to work in the morning and pass a train station I can imagine that people could drop it off there. Or the standard pickup points for parcels such as bol.com, Albert Heijn, PostNL and other venues like that. However, when you are sending large items I can imagine that people are not looking forward to cycling to the drop-off point with such items. Why don't you offer different service levels, pick up at home is more expensive than pickup at the pickup point?</p> <p>I-JB: Well this was the interview, thank you for your time.</p>	<p>1694. Drop train station</p> <p>1695. Standard pickup points</p> <p>1696. Different service levels</p>
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## APPENDIX H: TRANSCRIPTS PARTICIPANTS

**Interviewer: Julius Blaauw**  
**I-JB**

**Participant: Robert Blaauw**  
**P-RB**

<p><b>Question 1:</b> P-RB: I love to live well and stay healthy.</p> <p>I-JB: What do you mean with live well?</p> <p>P-RB: To lead a nice life. Relax and keep busy with doing cultural and educative activities. I travel about 10 times a year, by aircraft and car, both for business and leisure purposes. I would say that half of my trips are business related and that about 70% of all my trips flying is my main mode of transportation.</p> <p><b>Question 2:</b></p> <p><b>Characteristics:</b></p> <p>P-RB: I've chosen 6 attributes consisting out of primary and secondary attributes. My primary attributes are insightful, optimistic and dependable. I am the guy to go to and to have optimistic ideas about anything. For example energy. For my secondary attributes I have chosen, confident, loyal and rational. So no nonsense, but also loyal to causes that I believe in or people. These sets, both primary as secondary are acquired through the lesson of life.</p>	<p>1710. Live well healthy</p> <p>1711. Lead nice life 1712. Relax busy cultural educative 1713. Travel 10 times 1714. Business and leisure</p> <p>1715. Half business related 1716. Flying main transportation</p> <p>1717. Insightful, optimistic, dependable 1718. Optimistic ideas</p> <p>1719. Confident, loyal, rational 1720. Loyal causes and people 1721. Acquired through life lessons</p>
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<p>I-JB: So you are saying that the security check at the airport is the worst part of your journey, would you say that this is being worsened by the fact that you are carrying luggage?</p> <p>P-RB: It does have an influence. I try to travel as lightly as possible, but at the same time trying to bring as much as would fit in my carry-on luggage. The moment that you have to open your trolley at the security, it means that all your stuff comes pouring out because you packed it so tightly. You are kind of fucked because your things fall out of your trolley and it is difficult to reclose it. So if you are smart, you place your laptop and maybe your liquids in a backpack so that you don't have to open the trolley. However, is not always possible. When I am traveling for business purposes I will not be carrying a backpack but a laptop bag in which I can't fit extra toiletries. I just don't like security. Those annoying security employees who need to frisk you with their wet hands, it is disgusting. 'Please stand over there sir, do you mind....', yes I do mind!</p> <p><b>Question 3A:</b></p> <p>I-JB: The next question is about which type of luggage you travel the most with, type of luggage you most prefer to travel with and which luggage you have had the worst experience with.</p> <p>P-RB: I prefer to travel with my Rimowa carry-on trolley. It is the ideal trolley. It is big enough for short travels and saves me</p>	<p>1743. Luggage has influence 1744. Try travel lightly 1745. Bring much fit C.O.</p> <p>1746. Security stuff pouring out</p> <p>1747. You are fucked</p> <p>1748. Difficult to reclose</p> <p>1749. Smart liquids laptop backpack</p> <p>1750. Not always possible</p> <p>1751. Business purpose laptop bag</p> <p>1752. Don't like security</p> <p>1753. Frisk wet hands disgusting</p> <p>1754. I do mind</p> <p>1755. Rimowa C.O. trolley 1756. Big enough short travels 1757. Saves lot time</p>
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<p><b>Kind of traveler:</b></p> <p>P-RB: I'm a keen traveler because traveling is fun and planning well is part of the journey and enjoyment. Because of work and long experience I am a seasoned and well-organized traveler. This reflects back onto my rational side and insightful characteristic because I can imagine which hurdles I can encounter during my trip. That is why I am so organized.</p> <p>I-JB: You say you are a keen traveler, does this lead you to use any specific kind of services or products? Or do you have any specific habits because you are a keen traveler?</p> <p>P-RB: I prefer to have everything digitally and try to make the most of the loyalty programs that I am a member of. The thing that must be avoided is standing in a queue and to carry unnecessary items. I never print my boarding cards anymore because I prefer to have it on my phones. I just have to open my phone and there it is. The thing that I always experience as the worst part of my journey is the security. I try to be efficient and make use of my loyalty benefits, but for some reasons you always need to wait in a very long queue, take off your belt, the hassle of taking your laptop out of your trolley and your toiletries. It is by far the worst part of the airport, it is also at this point that you are most likely to lose something. Why don't they just place an MRI scanner so that I never have to open my luggage again? I don't want to take off my jacket and blazer, it is just one big hassle.</p>	<p>1722. Keen traveler 1723. Traveling fun 1724. Planning part enjoyment 1725. Seasoned organized traveler</p> <p>1726. Rational insightful characteristics</p> <p>1727. Imagine hurdles encounter 1728. Why so organized</p> <p>1729. Prefer everything digitally 1730. Make most loyalty programs</p> <p>1731. Avoid standing queue 1732. Carry unnecessary item 1733. Never print boarding card</p> <p>1734. Just open phone 1735. Worst part security</p> <p>1736. Be efficient loyalty program 1737. Always wait long queue 1738. Hassle trolley toiletries</p> <p>1739. Worst part airport 1740. Most likely lose something</p> <p>1741. Place MRI scanner 1742. Just one big hassle</p>
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<p>a lot of time. No waiting at the check-in and no risk of losing it. I must say that it requires some planning in packing the right stuff as a number of items that it can bring is rather limited. This is also my preferred type of luggage because it is convenient and fast!</p> <p>I-JB: You say that it requires a careful packing planning, would you say that traveling with carry-on luggage is a bit of an impediment?</p> <p>P-RB: Yes I would say so because it means that I can only bring one pair of shoes. If I have to travel with both check-in as carry-on luggage, I would make sure that I pack clothing and other items in my carry-on that allow me to live normally for 3 days. So you could say that I am planning ahead for the possibility of my luggage being lost.</p> <p>P-RB: My worst experience was lost check-in luggage, but I was prepared for this as I had already packed extra clothing in my carry-on luggage.</p> <p>I-JB: Would you say that you pack extra clothing in your carry-on luggage because you are an experienced traveler, or do you do this from an anxiety perspective.</p> <p>P-RB: I would say because I am an experienced traveler, but also because it is possible to carry extra clothing in your carry-on luggage. I always bring a clean shirt, and maybe something warm to wear if the climate there is precarious.</p>	<p>1758. No waiting C.I. 1759. No risk losing 1760. Requires planning packing 1761. Items bring limited 1762. Preferred luggage 1763. Convenient and fast</p> <p>1764. Impediment only bring one pair shoes</p> <p>1765. Pack clothing C.O. 1766. Live normally 3 days 1767. Planning ahead luggage lost</p> <p>1768. Worst experience lost luggage 1769. Prepared extra clothing C.O.</p> <p>1770. Extra clothing experienced traveler 1771. Possible carry extra clothing</p> <p>1772. Always clean shirt</p>
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<p><b>Question 3B:</b></p> <p>I-JB: And Robert, could you please present your mind map about check-in luggage?</p> <p>P-RB: It starts off with an itinerary. Do I have a non-stop, transfer or multiple transfer flight? This can be a deciding factor for what kind of luggage I would bring. Other criteria that I find important is the purpose of the trip. If I am traveling for business purposes I have little time to lose. Furthermore, I think about how I would travel to the airport. Will I be making use of public transport or my own car? or a taxi? Having heavy luggage is inconvenient when you are traveling with public transport. Also, I think about what kind of ticket do I have? Can I make use of my loyalty benefits, or do I need to arrive early to queue up? Same thoughts at the destination when traveling to your final destination, either taxi or train. When you arrive in your hotel the bell boy takes your luggage and brings it up to your room which I find annoying because it can take up to 30 minutes before he brings it up when I just want to get a move on and get out of that room. In short check-in luggage is a drag.</p> <p><b>Question 4:</b></p> <p>I-JB: Could you please describe which trip you have chosen for this assignment?</p> <p>P-RB: I traveled to LA in may. I traveled by myself on my outbound journey but was joined by my girlfriend a few days later. The purpose of the trip was a mix of business</p>	<p>1773. Starts with itinerary 1774. Non-stop or transfer</p> <p>1775. Deciding factor kind luggage</p> <p>1776. Purpose of trip</p> <p>1777. Business little time to lose 1778. Travel to airport</p> <p>1779. Heavy luggage inconvenient P.T.</p> <p>1780. What kind ticket</p> <p>1781. Use loyalty benefits 1782. Arrive early and queue</p> <p>1783. Thought destination transport</p> <p>1784. Bellboy luggage annoying</p> <p>1785. Take 30 minutes</p> <p>1786. Get out of room</p> <p>1787. Check in luggage drag</p> <p>1788. Traveled LA in may</p> <p>1789. Mix business leisure</p>
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<p>P-RB: One problem I see is that when you send your stuff a week before departure is what will happen when you decide not to go on this trip anymore?</p> <p><b>Question 5:</b></p> <p>Research &amp; Book:</p> <p>I-JB: How did you come with the idea to go to LA?</p> <p>P-RB: I was invited by the Guggenheim institute. However, this was the first time that I had to book my own tickets for a business purpose flight. I first used a price checking website after which I saw that the KLM had the best deal. Once I knew this I went to the native site of the KLM and booked my ticket from there. I also immediately rented a car via Avis, because it is linked to KLM. I wanted to make a lot of trips through America and you can barely cross the street without using a car in the states. It is not expensive and it is also the best way of getting to your hotel from the airport.</p> <p>I-JB: How many weeks before departure was this?</p> <p>P-RB: Quite a while before departure, I think 3 weeks or something like that. They had arranged a deal with the Hilton for visitors of the conference so I decided to stay with them.</p> <p>I-JB: You have arranged transport and accommodation 3 weeks prior to your</p>	<p>1803. Problem one week before 1804. Happen not go anymore</p> <p><b>Question 5:</b></p> <p>1805. Invited by Guggenheim 1806. First time book tickets business purpose 1807. Price checking website 1808. KLM best deal 1809. Native site airline 1810. Immediately rented car Avis 1811. Make lot trips America 1812. Not expensive best getting to hotel</p> <p>1813. Quite while before departure 1814. 3 weeks before 1815. Arranged deal Hilton</p>
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<p>and leisure. Went to a conference for networking purposes and stayed to do some sightseeing in California. I brought a check-in trolley and a carry-on trolley in which I packed enough clothing so for my conference. In my check-in luggage, I mainly packed clothing which I was going to use during the leisure part of my trip. So in my carry-on luggage, I packed my computer, toiletries, initial conference clothing and some shoes. In my check-in luggage, I packed general clothing, some suits and an extra pair of shoes.</p> <p>I-JB: Which items do you think of essential for your trip? Which items do you need to have within in arms reach all the time during your journey towards your final destination?</p> <p>P-RB: I think my phone, passport, a book or newspaper, and my computer. Sometimes you want to work during a long flight.</p> <p>I-JB: The items that you have packed in your check-in luggage, how many days before departure could you do without them?</p> <p>P-RB: It wouldn't be a problem for me to pack my bags a week in advance, provided that it is only clothing. This is of course based on the fact that you have enough clothing. One exception, if you pack a suit in a suitcase for a week, I can assure you that they are messed up when you unpack them. That is also a reason why I pack my suitcase at the last possible moment and try to unpack it as soon as possible, to reduce the amount of wrinkling.</p>	<p>1790. C.I. trolley and C.O. trolley</p> <p>1791. Packed clothing conference</p> <p>1792. C.I. clothing leisure part</p> <p>1793. C.O. computer, toiletries clothing</p> <p>1794. C.I. general clothing, extra shoes</p> <p>1795. Phone, passport, book, computer 1796. Work during flight</p> <p>1797. Not problem pack week advance</p> <p>1798. Only clothing</p> <p>1799. Have enough clothing</p> <p>1800. Exception suite in suitcase</p> <p>1801. Messed up unpack 1802. Pack late possible reduce wrinkling</p>
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<p>departure, when do you start to prepare further for this trip. What do you do and what do you think about?</p> <p>P-RB: I usually start to prepare or to think about my trip 2 days before departure. I check the weather forecast. For business trips what I pack is always the same, two suits, a few shirts, ties, and a good pair of shoes. My leisure itinerary is dependent on the weather, so for this trip, I packed a lot of summer clothing but also some warm sweaters because it can be a bit cold there. Also of course activity related.</p> <p>I-JB: You always check the weather 2 days before hand? Also if you only go for leisure purposes?</p> <p>P-RB: Why not? I already have everything that I want.</p> <p>I-JB: Anything else that you might need to arrange beforehand? Visa or something like that?</p> <p>P-RB: Well normally you need to arrange an ESTA but I already had one. One thing that I find incredibly annoying about the ESTA is that you never see how long your last ESTA is still valid. They should do something about this.</p> <p><b>Packing:</b></p> <p>I-JB: You say that you check the weather forecast 2 days in advance would you also say that this is the moment that you would start packing?</p>	<p>1816. Prepare 2 days before 1817. Check weather forecast 1818. Business always same 1819. Suits, shirts, ties, good shoes 1820. Leisure dependent weather 1821. Activity related</p> <p>1822. Arrange ESTA 1823. Annoying how long valid 1824. Do something about</p>
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## APPENDIX H: TRANSCRIPTS PARTICIPANTS

<p>P-RB: No normally I will start packing 2 hours before I leave home. I already know what I want to pack and I know where it is in my house. When I start packing I always make sure that I pack as neatly as possible. I find this very important, this way my clothes don't wrinkle too much and remain representable.</p> <p><b>Transport</b></p> <p>P-RB: Something that I do the day before departure is to see how I will travel to the airport. What I prefer to do nowadays if I have a short trip is to grab the car and park at long term parking. You can arrange this online and everything works automatically. When I arrive the parking barrier recognizes my number plate and I can just enter and park anywhere. After this, I just grab the shuttle bus to the airport. It is a perfect service. There are a lot of non-legitimate services that will use your car once you have left it with them for taxi services so I always chose to go for the legitimate service.</p> <p>I-JB: Why only for short trips?</p> <p>P-RB: Because else it will become too expensive. I believe that for a short trip you have to pay €50. Else it would be best to grab the train. The train is convenient if you look at where I live. I can either walk or take the tram to the station.</p> <p><b>Train:</b></p> <p>P-RB: I usually just take my luggage into the coupe and place it between the seats, if</p>	<p>1825. Start 2 hours before</p> <p>1826. Know what to pack</p> <p>1827. Pack neatly</p> <p>1828. Important clothe don't wrinkle representable.</p> <p>1829. Day before departure</p> <p>1830. How travel airport</p> <p>1831. Short trip car</p> <p>1832. Arrange online automatically</p> <p>1833. Recognize just enter</p> <p>1834. Perfect service</p> <p>1835. Non-legitimate service</p> <p>1836. Chose legitimate service</p> <p>1837. Else too expensive</p> <p>1838. Pay €50 short trip</p> <p>1839. Train convenient</p> <p>1840. Walk or tram to station</p> <p>1841. Luggage into coupe</p>
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<p><b>Boarding:</b></p> <p>P-RB: Since I am an elite member I am entitled to priority boarding. Which is nice, this way I can take my seat in peace and don't have to worry if I can stow my luggage away.</p> <p><b>Flight:</b></p> <p>P-RB: I usually just try to relax during flying and do a little bit of work. I believe I made some slides this flight but that was about it. Watched a movie and had something to eat I think. I always open my carry on luggage when I am flying, because I need to either grab my laptop or something to read. That is also the reason why I always book an aisle seat so that I can easily reach my carry on luggage.</p> <p><b>Arrival:</b></p> <p>P-RB: Arrived at LAX and then you have to go through immigration and customs. 20 planes arrived at the same time and I had to wait for over an hour. This really irritates me but sadly there is nothing that I can do about it. It is stressful because you are wasting an hour, which you just want to spend at your final destination. I have experienced this everywhere, from houston to washington to Los Angeles.</p> <p>P-RB: Because you have to wait so long at the immigration desk, your luggage has already arrived and been picked off the carousel. It is presented next to the carousel, so it is good that you don't have to wait for your luggage there.</p>	<p>1856. Elite member entitled priority</p> <p>1857. Seat in peace</p> <p>1858. Don't worry stow luggage</p> <p>1860. Relax do little work</p> <p>1862. Eat watch movie</p> <p>1863. Always open luggage</p> <p>1864. Always book aisle</p> <p>1865. Easily reach luggage</p> <p>1866. Arrive go immigration</p> <p>1867. Wait for hour</p> <p>1868. Really irritates</p> <p>1869. Nothing can do about</p> <p>1870. Stressful wasting hour</p> <p>1871. Experienced this everywhere</p> <p>1872. Wait long luggage already arrived</p> <p>1873. Picked off carousel</p> <p>1874. Good don't wait luggage there</p>
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<p>it is really busy I will sit in the hallway. There is always enough space to place your suitcases there and it is not that uncomfortable. I do prefer to go with the car but I think that more than €50 is just too expensive.</p> <p>I-JB: And getting off the train?</p> <p>P-RB: It is always a bit busy but I don't really mind.</p> <p><b>Schiphol Baggage Drop off:</b></p> <p>I-JB: You have arrived at the airport what do you do now?</p> <p>P-RB: I always make use of priority lanes to drop off my luggage. Seeing as I have already checked in online the day before. I always experience this as a pleasant experience because it is efficient and goes quickly. Once I have dropped off my suitcase I feel relieved! I am traveling light now, I don't have any anxiety concerning if I will see my suitcase again.</p> <p>I-JB: When would you say that your holiday feeling starts?</p> <p>P-RB: When I am on the plane I think. When I have left all the hassle behind.</p> <p><b>Schiphol airport:</b></p> <p>P-RB: Once I have cleared security I immediately head into the lounge. Have a cup of coffee, read the newspaper, eat a croissant.</p>	<p>1842. If busy sit hallway</p> <p>1843. Enough space not uncomfortable</p> <p>1844. Prefer car</p> <p>1845. More €50 too expensive</p> <p>1846. Don't mind getting off</p> <p>1847. Always priority lanes luggage</p> <p>1848. Checked in day before</p> <p>1849. Experienced pleasant is efficient</p> <p>1850. Dropped off relieved</p> <p>1851. Traveling light</p> <p>1852. No anxiety see suitcase</p> <p>1853. Holiday when on plane</p> <p>1854. Head immediately lounge</p> <p>1855. Read and eat</p>
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<p><b>Transport:</b></p> <p>P-RB: Next thing to do is to get out of the arrival hall and get onto a shuttle bus which will lead to the avis rental car park. Because everybody in the States drives a car, this system has been designed well. It is easy to find, easy to get into, and easy to store your luggage in. Actually, it is quite comfortable.</p> <p>I-JB: You don't mind that you have to keep an eye on your luggage during this bus trip?</p> <p>P-RB: No not really, it is quite visible and it is something you have to keep an eye on anyways.</p> <p>P-RB: Once you arrive at Avis, it just a matter of heading to the desk and loading your luggage into the car. Their service is impeccable, this time it took a bit longer than usual because they wanted to arrange a better car for me. I didn't mind having to wait in the Californian sun, besides, I was getting a better car for free.</p> <p><b>Final Journey:</b></p> <p>P-RB: I choose not to go for valet parking, which cost \$25. I am not that lazy that I can't walk 100 meters from the parking lot to the hotel. I think it is bullshit.</p> <p>P-RB: Normally I try to bring my own luggage to my room, but this time a bellboy had grabbed my luggage. Every service in the States is designed in such a manner</p>	<p>1875. Shuttle bus avis rental</p> <p>1876. System designed well</p> <p>1877. Easy get in store luggage</p> <p>1878. Quite comfortable</p> <p>1879. Quite visible keep eye on</p> <p>1880. Load luggage into car</p> <p>1881. Service impeccable</p> <p>1882. Arrange better car</p> <p>1883. Didn't mind better car free</p> <p>1884. Not go valet parking</p> <p>1885. Not lazy</p> <p>1886. Is bullshit</p> <p>1887. Bring own luggage room</p> <p>1888. Service states designed tip</p>
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that you can tip the hotel or restaurant employees. It is really annoying because you need to carry small bills, which I usually don't do. Besides, they usually arrive 30 minutes late to your room with your luggage and they treat you as if you are retarded and never have been inside a hotel room before. 'Look sir, here is the mini bar and this is how the lights work'. You can have a tip when I think you deserve a tip and stop kissing my ass. In a moneyless society like today, the tipping system is very annoying. Can't this be included in the overall price?	1889. Annoying carry small bills 1890. Arrive 30 minutes late room
<b>Return journey:</b>	1891. Have tip when deserve
P-RB: I can be ready to go in no time because I already know what I need to pack. It is basically just repacking the things that you have brought with you in the first place. I will start packing maybe 30 minutes before check out. You know everything when it comes to returning to the airport and how long it will take to get there so the return journey is a lot more relaxed. Furthermore, leaving the States is a lot more relaxing than arriving. This can be explained by the fact that the security is less of a hassle to go through.	1892. Moneyless society tipping annoying 1893. Include overall price
P-RB: If I was on business trips I would make use of laundry services. However, I would only use it if I was there for longer than a week and if it was paid for by the company. I would usually have my clothes washed a day before departure. This way you would travel back home with clean clothes.	1894. Be ready no time 1895. Basically repack things brought 1896. Pack 30 minutes before 1897. Know everything 1898. Return journey more relaxed 1899. Leaving states more relaxing 1900. Less security hassle 1901. Business use laundry 1902. Only longer than week 1903. Paid by company 1904. Washed day before 1905. Travel clean clothes 1906. Pleasure once own butler

P-RB: The best would be if they come collect it at your home and drop it off in your hotel room. Don't need to drag my suitcase around anymore. On the return journey, it would be the same, but they need to deliver it on a designated time of your choosing. When you are at home you need to do a lot of stuff and you don't want to be waiting for your suitcase. I want to know in which 1-hour timeslot my luggage is delivered. For example, bring it over to my place at 7 in the evening. And it would be even better if the laundry was already done. So that your clothes are washed and folded neatly.	1926. Deliver designated time 1927. Don't want waiting suitcase 1928. 1 hour timeslot delivered 1929. My place 7 evening 1930. Laundry already done 1931. Clothes washed folded
I-JB: Would you be willing to pay extra for the entire service?	
P-RB: Yes,	1932. Pay 50 extra
I-JB: And how much?	1933. Depends comparison ticket 1934. Costs 1000, 50 not much 1935. Cost 300, 50 much
P-RB: €50 euro or so? Or is that too much? It really depends on what the relation is in comparison to the ticket price. If you have a ticket which costs a €1000 than €50 is not that much. However, if you have a ticket that cost €300 than €50 is a lot in comparison.	
I-JB: And what if this service would enable you to book a €200 euro ticket because you save on other services.	1936. Save other service makes sense 1937. Don't head hotel great 1938. Immediately spend time want 1939. Valuable city trip
P-RB: Yes that actually makes sense, and another thing that is great is that you don't have to head to your hotel first to drop off your suitcase. You can immediately spend your time the way you want. This is	

P-RB: I once had the pleasure of having my own butler in the hotel. This was in Moscow in Russia. Besides taking care of all the usuals things, he also made sure that my suitcase was packed and ready to go at the reception.	1907. He packed suitcase
<b>Luggage thoughts:</b>	1908. Short trip london 1909. Go hotel stupid trolley
P-RB: Just imagine that you are going on short trip, let's say to London, you usually arrive around 7 am and have to go to the hotel because you are carrying this stupid trolley. If you didn't have this trolley you could be able to have some nice breakfast in the city and afterwards head to a museum or some other leisure related activity. Sometimes the hotel is even quite far away so you are wasting valuable time with delivering your suitcase at the hotel, whilst you are not even able to check in yet. There are better ways of spending this time than to dropping off your luggage. I think it would be best for me if I could just leave my trolley at the airport and have it delivered to my hotel.	1910. No trolley nice breakfast city 1911. Head museum leisure activity 1912. Hotel far away 1913. Wasting valuable time 1914. Not able check in yet 1915. Better way spending time 1916. Best deliver hotel 1916. Non-stop flights 1917. E-boarding 1918. Digital visa phone 1919. Biometric scanners 1920. No need passport 1921. Personalized flight services 1922. When served or sleep 1923. Come collect at home 1924. Don't drag suitcase 1925. Return journey be same
<b>Question 6:</b>	
P-RB: I choose for non-stop flights, e-boarding, and digital visa on my phone. I would also like to see electronic and digital biometric scanners or something. This way I wouldn't need my passport all the time. Further, I would like to have personalized in flight services. I want to decide when I can be served or when I want sleep.	
<b>Question 7:</b>	

especially valuable when you are on a city trip.	1940. Not tempted C.O. for C.I.
I-JB: Would this tempt you to bring a suitcase instead of a carry-on trolley?	1941. C.O. become pick up 1942. Cool only travel backpack 1943. No nonsense security 1944. Happens luggage leave airport 1945. Simply bring hotel
P-RB: No it would not, but why wouldn't my carry on luggage become my pick up luggage? How cool would it be that when I travel I only have a small backpack? No more nonsense with liquids and toiletries at the security. But the main questions still is, what happens with your luggage when you leave the airport? Can't they simply bring it to your hotel for you?	1946. Wouldn't mind drop supermarket 1947. Don't experience hassle destination airport 1948. Make use current hotels 1949. Part loyalty program 1950. Remain customer drop off luggage
P-RB: I wouldn't mind to drop off my bags at the local supermarket, but the most important thing is that I don't want to experience any hassle in the destination airport. Why wouldn't you make use of the current hotels? I am part of their loyalty program, isn't this a better way to ensure that I remain a customer if they allow me to drop off my luggage?	
37:56 P-RB: One problem I see is that when you send your stuff a week before departure is what will happen when you decide not to go on this trip anymore?	
Door 2 door reaction?	

## APPENDIX H: TRANSCRIPTS PARTICIPANTS

Interviewer: Julius Blaauw  
I-JB

Participant: Stephanie van der Pol  
P-SP

Participant: Marnix van der Pol  
P-MP

<p><b>Question 1:</b></p> <p>P-SP: We travel 3 to 4 times a year only for holiday purposes.</p> <p>I-JB: And what is the deciding factor for you if you travel by car or by plane?</p> <p>P-SP: Distance, When we went to Denmark we drove and when we went to Greece we flew.</p> <p>P-MP: And driving is cheaper than flying when traveling with the family.</p> <p>I-JB: So budgetary reasons are also a decisive factor?</p> <p>P-MP: Or we pay for 4 tickets or we pay for petrol, so it saves us a lot of money when we drive.</p> <p>P-SP: But when we fly we always have to rent a car, so those are additional costs. That is also a reason why we prefer to travel with our own car. The kids also have the ability to watch some movies whilst we are traveling.</p>	<p>1951. Travel 3-4 times holiday</p> <p>1952. Distance 1953. Denmark we drove 1954. Greece we flew</p> <p><b>1955. Driving cheaper with family</b></p> <p><b>1956. Pay tickets, pay petrol</b></p> <p><b>1957. Safes lot money</b></p> <p>1958. Fly always rent car</p> <p>1959. Prefer travel own car</p> <p>1960. Kids watch movies traveling</p>
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<p>P-MP: That is very true, I don't have to be organized because there is already somebody that does it for me.</p> <p>I-JB: And do you mind?</p> <p>P-MP: I just to find it really nice but now it is becoming a bit annoying. I am more a bit annoyed by myself.</p> <p>I-JB: How come?</p> <p>P-MP: If you don't organize anything, then you will not be able to do anything that you want. So in our case I would always follow the decisions that Stephanie has made for us. If you look at what kind of traveler I am, you could describe me as last minute. I like to pack my bag as late as possible but depart on time from home. I don't like to be stressed. I don't want to miss my flight, so if I have to check in two hours before departure than I will check in two hours before departure.</p> <p>I-JB: And do you make use of any services before departure?</p> <p>P-MP: I tend to check in online but I don't see that as a major benefit as long as I still need to drop off my luggage. When you look at the current check-in process, it seems as if the check in time has remained the same or increased. In the past they used to have 10 check-in desk and now they only have 4 check-in desk.</p> <p>I-JB: They try to push people towards the self service kiosks.</p>	<p><b>1976. Somebody organized for me</b></p> <p><b>1977. Becoming annoying</b> <b>1978. Annoyed by myself</b></p> <p><b>1979. Not able do you want</b></p> <p><b>1980. Follow Stephanie's decisions</b></p> <p><b>1981. Last minute traveler</b></p> <p><b>1982. Pack late as possible</b></p> <p><b>1983. Don't like be stressed</b> <b>1984. Don't miss flight</b> <b>1985. C.I. two hours before</b></p> <p><b>1986. C.I. online</b> <b>1987. No benefit still drop of</b></p> <p><b>1988. Check in time increased</b></p> <p><b>1989. Only 4 C.I. desk</b></p>
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<p>P-MP: It is almost not doable for us to go on holiday with the plane and not have a car at our final destination. This is because of all the stuff that we have to bring with us.</p> <p><b>Question 2:</b></p> <p>P-SP: I am intuitive, hard working, loyal, and a doer. I am also quite well organized, when I think of something that I need to do I will write it down on a 'To Do' list. This also reflects in what kind of traveller I am. I am patient, open minded, self controlled, realistic, and polite.</p> <p>I-JB: And what does realistic mean in this context?</p> <p>P-SP: When I arrive at the airport I know that there will be queues and that I will have to wait. I know this beforehand so I can prepare for this mentally. I also like to think ahead of the amount of time I am going to be so that I can take into account for what I can do, need to do and need to bring. How many bottles for Feline? How many diapers, do we need to bring toys.</p> <p>I-JB: And how would you describe yourself Marnix?</p> <p>P-MP: I am happy, humorous, practical, efficient, polite, rational, sensitive, good-natured and chaotic. And the three that describe me most are, chaotic, polite and good-natured.</p> <p>I-JB: It is funny to hear, that you are chaotic and that Stephanie is well organized.</p>	<p><b>1961. Not doable fly no car f.d.</b></p> <p><b>1962. Because stuff have to bring</b></p> <p>1963. Intuitive, hard working, loyal, doer 1964. Well organized</p> <p>1965. Write to do list</p> <p>1966. Kind traveler I am 1967. Patient, open minded, self controlled, realistic and polite</p> <p>1968. Arrive airport know queues</p> <p>1969. Know before prepare mentally</p> <p>1970. Into account need to do/bring</p> <p>1971. Bottle feline 1972. Diapers and toys</p> <p><b>1973. Happy, humorous, practical, efficient, polite, rational, sensitive, good-natured, chaotic</b></p> <p><b>1975. Chaotic, polite, good-natured</b></p>
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<p>P-MP: I experienced them once when flying with the KLM, I really liked that.</p> <p><b>Question 3:</b></p> <p>P-SP: We like to travel with two large check in trolleys because the are easy to roll around, and we can fit everything we need for our entire family in them. But I would prefer just to travel with a small carry-on trolley but that is just not realistic.</p> <p>I-JB: And why is this your most preferred?</p> <p>P-SP: Because then I don't have to wait in line at the baggage drop off. So I check in online and just head straight through to security. And the most annoying thing to bring is the buggy. This is because it either arrives at the carousel or I have to pick it up at some special pickup point, it is never clear.</p> <p>I-JB: Could you please describe from where to where you need the buggy?</p> <p>P-MP: Well we need it during our travel to the airport and then at the airport. When we start to board we need to hand it over to the ground crew in the sky bridge just before entering the plane. Then they take it to the runway and load it into the plane. It starts to become confusing when you land, with some airlines they drop the buggy off in the skybridge at other airlines they drop it off at the gate, or they drop it off at the regular luggage carousel. It is really confusing.</p>	<p><b>1990. Liked self service kiosk</b></p> <p>1991. Two large trolleys</p> <p>1992. Fit everything need</p> <p>1993. Prefer small carry on</p> <p>1994. Not realistic</p> <p>1995. Don't wait drop of</p> <p>1996. Straight through security</p> <p>1997. Annoying bring buggy</p> <p>1998. Pick up never clear</p> <p><b>1999. Need during travel airport</b></p> <p><b>2000. Board hand over</b></p> <p><b>2001. They load unto plane</b></p> <p><b>2002. Confusing when land</b></p> <p><b>2003. Buggy skybridge</b> <b>2004. Drop at gate</b> <b>2005. Regular carousel</b> <b>2006. Really confusing</b></p>
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<p>P-SP: And last time when we flew we had a transfer, so we didn't know if it would arrive. Did they label it through, were we supposed to pick it up somewhere?</p> <p>P-MP: When we were waiting at the carousel in Athens we did experience some anxiety because we just didn't know if it would arrive. The reason why a buggy is so important is that you can fixate your children and keep them in one place. This is necessary because it is so busy at airports and you want to get a move on. To either catch your next flight or continue on your journey.</p> <p>I-JB: Do you have any other bad experiences related to luggage?</p> <p>P-SP: No not really, the only thing that I find annoying is that your luggage doesn't arrive simultaneously. The first items arrives and then you have to wait another 20 minutes for the next suitcase.</p> <p>I-JB: And you Marnix, could you share your experiences and habits when it comes to traveling with luggage?</p> <p>P-MP: I usually travel with a large check-in trolley. I also like this the most because it holds a lot of stuff and I am able to roll it around. This immediately is also its downside. Because it holds so much it is heavy, and because of the wheels it is hard to tip it over or to let it stand by itself on the train. I would prefer to travel with something that is rollable but also light.</p>	<p>2007. Transfer if it would arrive</p> <p>2008. Supposed to pick up?</p> <p><b>2009. Anxiety carousel arrive</b></p> <p><b>2010. Buggy fixate children</b></p> <p><b>2011. Necessary busy airport</b></p> <p><b>2012. Get a move on</b></p> <p><b>2013. Catch next flight or continue</b></p> <p>2014. Annoying luggage don't arrive simultaneously</p> <p>2015. 20 minutes next suitcase</p> <p><b>2016. Large C.I. trolley</b></p> <p><b>2017. Hold stuff roll it</b></p> <p><b>2018. Downside heavy</b></p> <p><b>2019. Hard tip over train</b></p> <p><b>2020. Prefer light rollable</b></p>
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<p>I-JB: And for the kids?</p> <p>P-MP: No it wouldn't be such a problem. Because we don't bring everything that they own.</p> <p><b>Question 5:</b></p> <p>Packing:</p> <p>P-SP: A week before departure I will start to look at swimsuits and other necessities for the kids. I will check their closet to see if they have grown out of anything and thus if I need to buy some clothing for this trip.</p> <p>I-JB: And you do this 1 week in advance?</p> <p>P-SP: yes usually one week in advance and then start packing 3 days before departure.</p> <p>I-JB: And you are doing the laundry beforehand?</p> <p>P-MP: We never bring dirty laundry.</p> <p>P-SP: No we don't bring dirty laundry, but I will not specifically start doing the laundry before departure. When you have a family you do the laundry everyday, maybe that you will focus a bit more on specific clothing but I wouldn't say that I really think about it.</p> <p>I-JB: How do you start the packing process? Is this an ongoing process or do you do this in phases?</p>	<p><b>2031. Don't bring everything kids</b></p> <p>2032. Week before look necessities kids</p> <p>2033. Check closet</p> <p>2034. Buy clothing trip</p> <p>2035. Start packing 3 days</p> <p><b>2036. Never bring dirty</b></p> <p>2037. Not do laundry before</p> <p>2038. Family laundry everyday</p> <p>2039. Don't think about</p> <p>2040. Pack one setting</p>
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<p>I-JB: Which associations do you have with check-in luggage?</p> <p>P-MP: It's a hassle, it takes a lot of time, large queues, slow, long waiting times at the carousel, stressed and tired.</p> <p><b>Question 4:</b></p> <p>P-SP: We were traveling to Athens, via Zurich, from Amsterdam. We were carrying two large check in trolleys, a babybag (verschoontas), and a backpack.</p> <p>P-SP: Essential items are really the pampers and baby food. Our main goal of the journey is to entertain the kids and that they are ok. There is zero time to entertain yourself or relax a bit. I do bring a magazine or a book with me in my carry on but it rarely gets read.</p> <p>I-JB: How long can you do without the stuff that you have packed in your check-in luggage?</p> <p>P-SP: Maybe a week. Toiletries would be a problem, but clothing wouldn't be an issue. I mean in general it is holiday and summer clothing that you wouldn't need when you are at home. Towels we can miss for longer periods of time. Only thing that would be a problem would be toiletries.</p> <p>I-JB: And imagine that you would go on holiday to a destination with a similar climate? Would that be a problem?</p> <p>P-SP: No because I have 4 jeans I would only bring 2 with me.</p>	<p><b>2021. C.I. Hassle, queues, time, stressed, tired</b></p> <p>2022. Large trolleys, baby bag, backpack</p> <p>2023. Essential pampers food</p> <p>2024. Goal entertain kids</p> <p>2025. Zero entertain yourself</p> <p>2026. Without toiletries problem</p> <p>2027. Summer clothing wouldn't need</p> <p>2028. Miss towels longer</p> <p>2029. Only toiletries problem</p> <p>2030. No problem 4 jeans</p>
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<p>P-SP: No when the moment arrives, I will pack in one setting. You make little piles based on the things that you need. How many underpants, how many pants, how many socks, you think about how many of each item you need to bring.</p> <p>I-JB: And you do this for yourself and the kids?</p> <p>P-SP: I pack for myself and the kids, and Marnix packs for himself.</p> <p>I-JB: Is there a final check moment to see if you have everything?</p> <p>P-MP: No not really, I mean, I know that they also have stores on the other side of the world. Just as long as I have my passport and my wallet I will be fine.</p> <p><b>Transport</b></p> <p><b>Tram</b></p> <p>P-MP: Stephanie takes care of the children whilst I carry the suitcases. She has Feline in the buggy and Oliver walking beside her. Oh, she also carries the diaper bag. I am busy with carrying two suitcases and a backpack. And what is really stressful is getting into the tram. Because there is a time limit on how long the doors will stay open. So I first need to help Stephanie with the kids after which I quickly need to load the suitcases into the tram and all this whilst the doors want to close. When we arrive at the station this situation starts all over again.</p>	<p>2041. How many each item</p> <p>2041. Pack myself and kids</p> <p><b>2042. No final check</b></p> <p><b>2043. Stores other side world</b></p> <p><b>2044. Passport and wallet</b></p> <p><b>2045. Stephanie takes children</b></p> <p><b>2046. I carry suitcase</b></p> <p><b>2047. Feline buggy oliver walking</b></p> <p><b>2048. Carrying two suitcases</b></p> <p><b>2049. Stressful getting into tram</b></p> <p><b>2050. Time limit doors</b></p> <p><b>2051. Help stephanie</b></p> <p><b>2052. Arrive station situation starts over</b></p>
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## APPENDIX H: TRANSCRIPTS PARTICIPANTS

<p><b>Train</b></p> <p>P-MP: When we enter the train we have to sit in the general hallway area. Which is totally not comfortable and not relaxed, especially when traveling with kids. You just want to have normal seats and you are seated on those foldable ones. The kids are walking around and the doors open continuously. You are also seated next to the dirty toilet, there are little steps. You are continuously alert, and trying to calm down your children. What also is a problem, is that we use those roller suitcases so the suitcases will start rolling around in the train. There is a lot to do and watch out for in a non comfortable environment.</p> <p><b>Schiphol Baggage Drop off</b></p> <p>P-SP: This is a very stressful point and total shit.</p> <p>P-MP: What are you going to do? Wait with a trolley two suitcases and two children in the queue? This is the moment the family is split up. Mom goes away to entertain the children whilst I wait in the queue for 25 to 30 minutes because it is holiday season. You are always waiting and standing in a queue.</p> <p>P-SP: Standing in line with kids is a no go.</p> <p>P-MP: Queues in general are a burden, but it is extra difficult with kids because they don't understand why they have to wait.</p>	<p><b>2053. Train sit hallway</b></p> <p><b>2054. Not comfortable especially kids</b></p> <p><b>2055. Just want normal seat</b></p> <p><b>2056. Kids walking around</b></p> <p><b>2057. Next dirty toilet</b></p> <p><b>2058. Continuously alert</b></p> <p><b>2059. Suitcases start rolling</b></p> <p><b>2060. Lot to do</b></p> <p><b>2061. Non comfortable environment</b></p> <p><b>2062. Very stressful drop of</b></p> <p><b>2063. Wait with children</b></p> <p><b>2064. Family split up</b></p> <p><b>2065. Wait queue 30 minutes</b></p> <p><b>2066. Always waiting queue</b></p> <p><b>2067. Queues burden</b></p> <p><b>2068. Extra difficult kids</b></p>
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<p>the aisle a High-five but if somebody is sleeping they will find this very annoying.</p> <p><b>Layover:</b></p> <p>P-MP: Was the best thing that we could have done. The flight obviously is shorter which reduces the time that they need to sit still. And when we arrived in the airport we found a sort of large playground for the kids which they loved. We first thought that it would be a bad idea to book the cheapest tickets with an layover but it turned out to be the best decision that we could have made.</p> <p><b>Arrival: (Carousel)</b></p> <p>P-SP: When you arrive at the carousel you just start thinking, come on come on when will my baggage arrive. This is also a moment that we split up as a family, I head of to a corner or somewhere where there is a bit more space and Marnix waits at the carousel to pick up our luggage. It is also a moment for me that I can go to the toilet with them, probably need to clean a diaper and Olivier also needs to go to the toilet.</p> <p>P-MP: When I look at this journey it looks really stressful, I am never going to fly again haha.</p> <p>P-SP: Normally when I get back from the toilet, Marnix already has the suitcases. Except this time our buggy didn't arrive. So after a while we decided to let the buggy go.</p> <p>I-JB: This was a cheaper buggy?</p>	<p><b>2080. Layover best thing</b></p> <p><b>2081. Flight shorter time sit</b></p> <p><b>2082. Playground kids</b></p> <p><b>2083. Bad idea cheapest tickets</b></p> <p><b>2084. Best decision</b></p> <p><b>2085. When baggage arrive</b></p> <p><b>2086. Family split up</b></p> <p><b>2087. Marnix waits pick luggage</b></p> <p><b>2088. Go toilet kids</b></p> <p><b>2089. Journey really stressful</b></p> <p><b>2090. Back toilet marnix suitcases</b></p> <p><b>2091. Buggy didn't arrive</b></p> <p><b>2092. Let buggy go</b></p>
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<p><b>Schiphol airport</b></p> <p>P-SP: We try and make a real outing for the kids. So we have something to eat and something to drink, and try to entertain them as much as possible.</p> <p>P-MP: Something that we do miss is some sort of children play center or fantasy land. Kids lose their energy and it is a moment for us to catch our breath.</p> <p>I-JB: Now it is time to board.</p> <p>P-MP: You are forgetting a steps, the journey you have to make to the gate with the kids. From a place where there is a lot to do, to a boring gate.</p> <p>P-SP: You need to think in advance how long it will take you to get anywhere, when you are travelling with two kids.</p> <p><b>Boarding:</b></p> <p>P-SP: Have to drop off our buggy inside the sky bridge.</p> <p>P-MP: This is actually really nice, that is what I call service.</p> <p><b>Flight:</b></p> <p>P-MP: When we are in the plane we have one job and that is to entertain the kids.</p> <p>P-SP: We need to make sure that they are calm, that they don't run through the aisle, that they don't bother other passengers. Fien for example loves to give everybody in</p>	<p><b>2069. Make outing kids</b></p> <p><b>2070. something eat drink entertain</b></p> <p><b>2071. Miss play center</b></p> <p><b>2072. Kids lose energy catch breath</b></p> <p><b>2073. Boring gate</b></p> <p><b>2074. Think advance travel time</b></p> <p><b>2075. Drop off buggy</b></p> <p><b>2076. Really nice service</b></p> <p><b>2077. One job entertain kids</b></p> <p><b>2078. Sure calm don't bother</b></p> <p><b>2079. High-five aisle annoying</b></p>
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<p>P-MP: Yes it was our travel buggy which I picked up from marktplaats for a few bucks. So we thought to ourselves nevermind just let it be. We also need to drive for a while so let's just continue on our journey.</p> <p>I-JB: Did you need to buggy on the airport?</p> <p>P-MP: No not really but it would have been nice to have it. This mainly because it enables use to strap one child in and it is possible to hang some luggage on it.</p> <p><b>Transport:</b></p> <p>P-MP: Afterwards we went looking for the car rental place but had some difficulty finding it. It took me an hour to finally find it and then it is just a matter of driving to the final destination. It was a 4 hour drive but we have done it before. Oh small moment of stress is when you arrive at the tollbooth and totally forgot about it. So you are looking through your bags looking for change.</p> <p><b>Return journey:</b></p> <p>I-JB: When do you start to prepare for you return journey?</p> <p>P-MP: The evening before we depart, I would say?</p> <p>P-SP: No, I start 2 days before we depart with doing some laundry and collecting all the stuff that we had brought with us for the kids.</p>	<p><b>2093. Cheaper travel buggy</b></p> <p><b>2094. Let it be</b></p> <p><b>2095. Let's continue</b></p> <p><b>2096. Nice to have</b></p> <p><b>2097. Enables strap child</b></p> <p><b>2098. Look car rental</b></p> <p><b>2099. Driving final destination</b></p> <p><b>2100. Done it before</b></p> <p><b>2101. Small amount stress tollbooth</b></p> <p><b>2102. Looking bags money change</b></p> <p><b>2103. Evening before departure</b></p> <p><b>2104. 2 days before</b></p> <p><b>2105. Laundry collecting stuff</b></p>
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<p><b>Luggage thoughts:</b></p> <p>I-JB: Is there a moment in your journey, from the departure airport to the arrival airport that you think about your luggage?</p> <p>P-MP: No absolutely not. I am just relieved that I don't have to carry it anymore.</p> <p>Question 6:</p> <p>P-MP: There is one thing that I find most important and that would be if it is possible to send luggage from door to door. My parents used to send a large box or crate, put all our stuff in it and send it off. I would love to have this now, I would not even mind to drop it off at the local post-office.</p> <p>I-JB: And how long ago is this?</p> <p>P-MP: I would say 30 years ago.</p> <p><b>Additional Questions:</b></p> <p><b>Door 2 door reaction?</b></p> <p>I-JB: What are your thoughts on such a service and would you be interested in using such a service?</p> <p>P-MP: The funny thing is that I was thinking about doing this last time we went to Greece.</p> <p>P-SP: Well it depends on what the costs are linked to such a service.</p>	<p><b>2106. Relieved don't carry</b></p> <p><b>2107. Important luggage door to door</b></p> <p><b>2108. Parents send crate</b></p> <p><b>2109. Love to have this</b></p> <p><b>2110. Drop off don't mind</b></p> <p><b>2111. Thinking doing it</b></p> <p>2112. Depends costs</p> <p><b>2113. Think pay C.I. now</b></p>
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<p>P-MP: Why not make use of all the delivery vans that drive through my street. Everybody shops online, and I have one of those vans riding through my street every hour. Why not let them pick it up.</p> <p>I-JB: How long could do without your luggage before your departure?</p> <p>P-MP: If it would be longer than a week it would become a problem. Toiletries is a problem anyways but I can maybe put them in my carry on luggage.</p> <p>P-SP: I would say a week? However, I think that 4 to 5 days would be the best.</p>	<p><b>2129. Them pick up</b></p> <p><b>2130. Longer week problem</b></p> <p><b>2131. Toiletries problem</b></p> <p><b>2132. Put them C.O.</b></p> <p>2133. 4-5 days best</p>
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<p>P-MP: But when you think about it, I also need to pay for my check in luggage now. So I don't think that it will differ that much in price. However, what is a bit of a problem is that we were staying in a privately owned home that does not have an address.</p> <p>P-SP: But then we would have to send it to a postal office in Mythone that is closed when we arrive.</p> <p>I-JB: How much would you be willing to pay for such a service?</p> <p>P-SP: I think we pay around €100 euro's now so I would say the same. You are paying for the convenience and inconvenience. Inconvenience being that we probably can't pick up our suitcases when we arrive.</p> <p>P-MP: It is strange because why should you pay for inconvenience if convenience already exists? I would be happy to pay a bit more now. But age is a really important factor for parents who travel with kids. If your children are bit older and they are able to carry their own luggage, that would change a whole lot. So I would say that in this age group making use of such a service would be more a necessity and as a way to relieve stress, but there will be a tipping point that it will transform into something you do pure from a luxury standpoint.</p> <p>I-JB: Could you think of other drop-off locations people might be interested in to drop off their luggage?</p>	<p><b>2114. Don't differ much</b></p> <p><b>2115. Problem privately home</b></p> <p>2116. Postal office closed arrive</p> <p>2117. Pay € 100 now</p> <p>2118. Pay for convenience</p> <p>2119. Can't pick up suitcase arrive</p> <p><b>2120. Why pay inconvenience</b></p> <p><b>2121. Happy pay bit more</b></p> <p><b>2122. Age very important</b></p> <p><b>2123. Older kids carry luggage</b></p> <p><b>2124. This age group</b></p> <p><b>2125. Relieve stress</b></p> <p><b>2126. Tipping point luxury</b></p> <p><b>2127. Make use delivery vans</b></p> <p><b>2128. Everybody shops online</b></p>
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## APPENDIX H: TRANSCRIPTS PARTICIPANTS

Interviewer Julius Blaauw  
I-JB

Participant Suze Siskens  
P-SS

Participant Nico van Wingerden  
P-NW

Question 1:	
P-NW: We have traveled a lot but due to Suze's health issues we're not able to travel the same way we used to. We can't stroll around big cities as long any more and do bit more intensive activities like hiking. We still can go for bike rides which is nice.	<b>1062. Traveled a lot</b> <b>1063. Health issues travel differently</b> <b>1064. Can't stroll or hike anymore</b> <b>1065. Go for bike rides</b>
P-NW: Every winter we rent an apartment on the Costa Brava in Spain and retreat there for a couple of months.	<b>1067. Rent apartment Spain</b> <b>1068. Retreat winter months</b>
P-NW: We arranged the apartments there via local residents or other long stay tourist. You just meet people in bar or on some terraces who are renting out apartments or are responsible for someone's apartments.	<b>1069. Arrange apartment local residents</b> <b>1070. Meet people renting apartments</b> <b>1071. Responsible for apartment</b>
P-SS: Normally we travel by car to Spain because we are staying there for a longer period of time, lets say 2 to 3 months, but this year we are going by plane.	1072. Travel by car 1073. Longer stay 1074. 2 to 3 months 1075. Going by plane
P-SS: If we are gone for a longer period of time, we like to bring our bicycles and other items such as comfortable patio chairs, special food items and things like that. Else we would just take the plane and then I	1076. Like to bring bicycles 1077. Comfortable patio chairs 1078. Special food items

<p>P-SS: We are really travel enthusiast, but since my heart attack I'm not as mobile as before. Now I don't mind to just check into an all inclusive hotel and don't do anything. But still see a lot! Just rent a car and travel through the city or the countryside, I just can't lay flat on my back for two weeks and do nothing.</p> <p>P-SS: I don't like driving to Spain anymore. It takes so long, and with the plane you can cover the same distance so much faster. Alicante is only 2.5 hours away by plane, with the car it is almost a 1 day drive.</p> <p>Question 2:</p> <p>P-SS: I've chosen happy, polite and realistic. I am happy with my life, with what I have experienced and what I am able to do, even though I have had a heart attack.</p> <p>P-NW: I have chosen adventurous, creative, energetic, independent, calm, ambitious and adaptive. I like to challenge myself, I used to be a fireman. Quite an action packed career which I enjoyed and in which you need to be creative and adaptive when certain approaches don't work.</p> <p>Kind of traveler:</p> <p>P-NW: I would say that my characteristics also reflect the kind of traveler I am. I did experience quite adventurous holidays but also more relaxing and calm. We like to be independent and arrange everything ourselves. It is cheaper and you have control over what you are going to do!</p>	1101. Travel enthusiast 1102. Heart attack 1103. Not as mobile 1104. All inclusive hotel 1105. Still see a lot 1106. Rent a car 1107. Can't do nothing 1108. Driving to Spain 1109. Too long 1110. Plane 2,5 hours 1111. Happy life 1112. Experience and able to do 1113. Adventurous 1114. Challenge myself 1115. Fireman 1116. Creative and adaptive 1117. Experience adventurous holidays 1118. Also relaxing and calm 1119. Be independent 1120. Cheaper and control
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wouldn't be able to bring my bicycle with me. Which I would really miss!	1079. Not able to bring bicycle 1080. Would miss bicycle
P-NW: We've made some beautiful trips in the past. Traveled through China, went to Brazil, we even cycled across the entire coast of Malaysia. We brought our own bikes. Just disassembled the pedals, turned the handlebars and packed them in that plastic bubble foil. Easy as that! Just a day later we were cycling through Asia on our own bicycle!	<b>1081. Made beautiful trips</b> <b>1082. Cycled across Malaysia</b> <b>1083. Brought own bikes</b> <b>1084. Packed them in bubble foil</b> <b>1085. Easy</b> <b>1086. Cycling a day later</b>
P-NW: The trip to the airport was quite pleasant. A friend of ours dropped us off at the airport with our bicycles, by car.	<b>1087. Friend dropped us off</b>
P-SS: Since all the terrorist attacks and the increase in security traveling has become less pleasant. Especially when they frisk you! The security guards are even touching the inside of my thighs. This makes me feel very uncomfortable.	1088. Terrorist attack 1089. Increase security 1090. Traveling less pleasant 1091. Touching insight thighs 1092. Very uncomfortable
P-SS: The queues are getting worse as well.	1093. Queues worse
P-SS: I also like to go with friends on short trips of around 4-5 days. By plane, to other cities such as Bilbao. Or Greece, I like to go everywhere except those Islamic countries. I just don't feel safe over there.	1094. Short trips with friends 1095. By plane 1096. Except Islamic countries 1097. Don't feel safe
P-NW: The ambiance on the airports is really bad, they can never ask you anything on a normal tone. Everything has to be yelled at you. We have seen enough so let's stay closer to home.	<b>1098. Bad ambiance airport</b> <b>1099. Yelled at</b> <b>1100. Stay closer</b>

<p>P-SS: I am a similar kind of traveler. Independent traveler, who likes to have control over the itinerary who always brings way too much luggage.</p> <p>P-SS: I like to bring everything I am really fond off. This way I always have something to choose from when I am on holiday. But I must say that we always stay below the maximum weight limit. I pack and Nico weights the suitcases.</p> <p>P-NW: I am the different, as long as I have a few t-shirts, pants and underpants I'm fine. You can wash your clothes at the destination anyways.</p> <p>Question 3A:</p> <p>P-SS: When we travel for longer periods of time, let's say 2-3 weeks, we both carry a large samsonite suitcase. But if we would only go for a short trip, 4-7 days, we would choose for a smaller check-in trolley. I always need to bring check in luggage, I just need the extra kg's.</p> <p>P-SS: Bringing luggage with you has become a huge business for airlines. It is really expensive to bring it with you. We fly a lot with Transavia, so it is not included in our tickets.</p> <p>P-NW: Last time I traveled with easyjet I was amazed at what people brought with them onboard. These carry-on luggage items were huge! It is getting ridiculous. It is</p>	1121. Independent traveler 1122. Like control itinerary 1123. Bring too much luggage 1124. Bring everything fond of 1125. Choose from 1126. Below maximum weight 1127. I pack 1128. Nico weights <b>1129. I'm different</b> <b>1130. Few t-shirts</b> <b>1131. You can wash</b> 1132. Longer period 1133. Both carry suitcase 1134. 4-7 days 1135. Check-in trolley 1136. Need check-in luggage 1137. Need extra kg's 1138. Luggage huge business 1139. Really expensive 1140. Fly with transavia <b>1141. Last flight easy jet</b> <b>1142. Amazed at people</b> <b>1143. Carry-on huge</b> <b>1144. Ridiculous</b> <b>1145. Same for fat people</b>
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the same for very fat people. Why shouldn't they be forced to buy two seats?	
P-SS: I agree, it is disgusting and I wouldn't want to sit next to somebody like that.	1146. Disgusting
P-NW: I've had a few bad experiences, from waiting very long to check in my bag or to retrieve it from the carousel to having lost my luggage.	<b>1147. Bad experiences</b> <b>1148. Waiting check in</b> <b>1149. Lost luggage</b>
Question 3B:	
P-NW: We always try to make our suitcase as recognizable as possible, so we seal the suitcases and add stickers to them so that when we arrive at the carousel we can easily spot them. Never put medication in your, check-in luggage and the type and size of suitcase.	<b>1150. Suitcase recognizable</b> <b>1151. Seal and stickers</b> <b>1152. Easily spot them</b> <b>1153. No medication luggage</b>
P-SS: Indeed, always put medication in your check-in luggage. Something might go wrong. But I also think about the weight that I am allowed to bring, always pack a backpack in the suitcase.	1154. Medication check-in 1155. Go wrong 1156. Think about weight
P-NW: Check-in and drop off is never a problem. We always check in online as soon as possible and from there it is just a matter of dropping of your suitcase. The lines usually aren't too bad because we hardly ever travel in the holiday season.	<b>1157. Never a problem</b> <b>1158. Check-in online</b> <b>1159. Soon as possible</b> <b>1160. Dropping suitcase</b> <b>1161. Lines aren't too bad</b> <b>1162. Don't travel holiday</b>
Question 4:	
P-SS: We chose our trip to Canada. We were invited by a friend of ours to visit him in Toronto. From there we road tripped	1163. Trip to Canada 1164. Invited by friend 1165. Road tripped through Canada

cheaptickets to see if there are any nice deals.	<b>1185. 6 weeks before</b>
P-NW: For this trip we choose Toronto, we were invited by a friend of ours. I think we booked 6 weeks before we departed.	1186. Always looking 1187. Nico fill in information 1188. Don't like to do
P-SS: Like I said I'm always looking on the internet for good travel deals. Once we found something it is Nico's jobs to fill in all the necessary information. That is just something that I don't like to do.	<b>1189. Fly well known airline</b>
P-NW: We do find it important to fly with a Dutch airline or at least a well known and highly regarded airline.	1190. Sometimes Tui 1191. Book comfort class 1192. Luggage online 1193. Own insurance 1194. Everything online 1195. Spain winter 1196. Agreement house owner 1197. Arranged last minute 1198. Adaptive nature 1200. Read review 1201. Know service 1202. Enjoy reviews
P-SS: Sometimes we also fly with TUI, but we always book comfort class because the seats are so small! And we book our luggage online as well. We have our own insurance so we skip those steps but we prefer to do everything online.	
P-SS: When we go to Spain for the winter we normally have an agreement with the house owner that we want to rent it again for the next year. But last time we arranged everything a bit last minute, I think a few weeks or so. But that is our adaptive nature.	
P-SS: On thing that I do find very important is when booking an accommodation or a trip for instance, is to read the reviews. This is the only way to know how the service really is. We also quite enjoy it to read these reviews and do a bit of research.	

through Canada together.	1166. Spontaneous trip
P-SS: He also visited use when we were staying in Spain, afterwhich he had to continue his journey to Lisbon afterwhich we decided to just join him. It wasn't planned at all but we really like these spontaneous trips.	<b>1167. Large check-in luggage</b> <b>1168. Suze packs bags</b> <b>1169. Weights suitcases</b>
P-NW: We carried to large check-in suitcases. But I don't pack my own bags, Suze does that. My only task is to weigh the suitcases to see if they are the right weight.	1170. Pack for two 1171. Tell me overpacked 1172. Packing is my thing 1173. Lists what to bring 1174. calm my thoughts 1175. Twitchy week before 1176. Sort clothes 1177. What to buy 1178. Travel to countries 1179. Special medication 1180. Risk getting sick
P-SS: That is true, I pack for the two of us and he tells me whether or not I have overpacked. This routines works quite well.	
P-SS: I always pack because that's my thing. We always have lists on what we want to bring and once it is packed, I just check it off. It helps me organize and calm my thoughts.	
P-SS: I think that a week before we depart I start to get a bit twitchy. I already start to sort our clothes, do the wash, look at what I need to buy.	
P-SS: Something that we won't do anymore is travel to countries where you have to take special medication like malarone. When I go on holiday I don't want to risk getting sick, especially not in the state that I am in now.	
Question 5:	
Research & Book:	
P-SS: I look everyday! On my phone, I have a tablet but my phone is just so much easier. I look through channels such as sunweb, ticketspy, travelbird and	1181. Look everyday 1182. On phone 1183. Look through channels 1184. Sunweb, ticketspy, travelbird, cheaptickets

P-SS: We either book our accommodation via people we know or through Caré. But we have also used sites such as sunweb for instance or fox travels, but the later mostly for longer trips.	1203. Book people we know 1203. Long trips 1204. Sunweb or fox travels <b>1205. Big roadtrip</b> <b>1206. Arranged flight and car</b> <b>1207. Booked along the way</b>  <b>1208. Secure feeling</b> <b>1209. Road takes you</b>
P-NW: When I turned 50 we made a big roadtrip through the states which was marvelous. The only thing we had arranged was a flight and a rental car, the rest we used booked along the way and on the spot. Great!	
P-SS: A lot of older people, especially those we meet in Spain, need to have the secure feeling that they have arranged an accommodation. We are the total opposite. Just step into the car and go! See where the road take you.	
Preparing & Packing:	
P-SS: First things we do is arrange a visa, check online what we need to take care off, maybe already exchange some money? Maybe buy a traveler's guide or book of some kind.	1210. First Visa 1211. Check online necessities 1212. Exchange money 1213. Travelers guide <b>1214. Spain just pack</b> 1215. Week before departure 1216. Suitcase side room 1217. Bit by bit 1218. Check-list <b>1219. Weigh them</b>
P-NW: When we go to Spain there is not a lot of preparing to do. We just pack and go.	
P-SS: A week before we depart I will ask Nico to grab the suitcases out of the storage so that I can pack. Once that has been done, I usually will lay them down on the floor in the side room and start packing them bit by bit. With my check-list off course!	

## APPENDIX H: TRANSCRIPTS PARTICIPANTS

P-NW: Once it is packed it is my job to weigh them.	<b>1220. Moment check-in</b>
P-NW: The moment when we can check-in online I will check-in the both of us.	1221. Detective work
P-SS: I do all the research and detective work and Nico is responsible for filling all the forms and arranging the payments. He is a better reader than I am. I am not patient enough. He also prints the tickets.	1222. Nico responsible paying
P-NW: We complement each other.	1223. Not patient
P-SS: I also arrange additional mobile phone packages for in the EU. I used to have massive bills because I like to call my friends back home.	<b>1224. Complement each other</b>
P-NW: We also need to make arrangements with our neighbours to open our mail if it is important. Oh, and we also make sure that everything coming into the house is disconnected: water, electricity, gas. So, we also need to make sure that our fridge is empty.	1225. Additional mobile phone
P-SS: Bag is fully packed the evening before we go, so we can take a shower in the evening. Wake up early and just depart without having to do a lot in the morning.	1226. Massive bills
Transport:	<b>1227. Arrangements neighbours</b>
P-SS: My holiday really starts when we leave the house. But I must say I also get this holiday feeling once the holiday is booked. It is nice to have something to look forward to.	<b>1228. Disconnect house</b>
P-SS: When we travel by plane we grab the train towards the airport. Perfect! Our neighbour drops us off at the station and	1229. Packed evening before
	1230. Wake up early
	1231. Holiday start leave the house
	1232. Holiday feeling once booked
	1233. Look forward to
	1234. Grab train to airport
	1235. Dropped at train station
	1236. Connection is perfect

P-SS: The security is the worst part of my journey. When we traveled to Canada, the security employee almost put his hands down my pants during the frisking process. Excuse me! That seems to cross the border of common decency.	1248. Common decency
P-NW: Nowadays you almost need to strip naked. Watch, belt, shoes, jacket, etc. I think it is all a bit excessive.	<b>1249. Bit excessive</b>
P-SS: I just dumped all my valuables and belongings into one of those crates, but the question I ask myself is whether or not the security employees really can keep an overview. It is so busy at the security.	1250. Dump valuables
P-SS: When we are through the security, we have a quick drink somewhere and pay a quick visit to the casino to gamble. It is so exhilarating.	1251. Employee keep overview
P-SS: After these activities it is time to board, we usually try to arrive as close as possible to our departure time.	1252. Quick drink 1253. Visit casino 1254. Exhilarating
P-NW: We never arrive at Schiphol at the advised time, 3 hours in advance never!	1255. Close to departure time
P-SS: Depending on whether we are travelling with carry-on or check in luggage we head to the gate a bit earlier. This way we can secure enough room for our own luggage onboard.	<b>1256. Don't arrive advised time</b>
P-NW: One of my biggest annoyances is having to wait for my carry-on luggage, because other people brought too much luggage onboard.	1257. Carry-on arrive earlier
	1258. Enough room
	<b>1259. Biggest annoyances</b>
	<b>1260. Too much luggage</b>
	1261. Long flight

from there we just grab the train. The connection is perfect, and the station is underneath the airport.	<b>1237. Taxi dependent on time</b>
P-NW: We have taken taxi's before but this is dependent on time. That is one of criteria nowadays, only book flights with normal departure times.	<b>1238. Flights normal time</b>
P-SS: Early departure is not something we enjoy!	1239. Don't enjoy early departure
P-SS: We do have to carry those to big suitcases into the train, that is a bit of an issue but we have no other choice. But on the other hand I think to myself, so what I am going on holiday.	1240. Carry suitcases train
P-NW: We do have to sit in the hallway but that is not such a big problem for us. Neither is getting out of the train. We have taken this trip so many times that we have become accustomed to the crowd that gathers at the platform.	1241. Is an issue
Schiphol Baggage Drop off:	<b>1242. Sit in hallway</b>
P-SS: We head to a check in desk, hand over our passport, weight our suitcases and that's it. It is real easy and pleasant unless you have to stand in a queue. If you are bit older this becomes a nuisance and uncomfortable.	<b>1243. Accustomed to trip</b>
P-SS: They should solve this somehow, for instance that you can get rid of your suitcase earlier in the process.	1244. Easy and pleasant
Schiphol airport:	1245. Older queue nuisance
	1246. Get rid earlier
	1247. Security worst part

Flight:	1262. Take pill 1263. Music and read
P-SS: If it is a long flight I will take a sleeping pill and take a nap, else I would just listen to some music and read a bit.	<b>1264. Fly economy</b> <b>1265. Entertain yourself</b>
P-NW: We fly economy so you have to entertain yourself a bit. But if there is in flight entertainment that is nice, else I would read a book or also try to sleep.	1266. Pay luggage
P-SS: Paying for your luggage is something that we can't avoid. It is doable now, but it shouldn't become more expensive. If that is the case, I would consider buying my toiletries and other items at my final destination.	1267. Doable now
P-NW: I understand it completely, the plane uses extra energy to carry all that extra weight so the fuel costs need to be redeemed somehow.	1268. Consider buying toiletries
Arrival:	<b>1269. Fuel costs redeemed</b>
P-NW: We don't like to spend so much time on the airport, so we try to head off as soon as possible. In this case we had to stand in the queue for our passport and visa check.	<b>1270. Head off soon</b>
P-SS: I never experience this anxious feeling whether or not my suitcase will arrive at the luggage carousel. Once the airline left our suitcase in New York, but they took full responsibility for it and delivered it to my doorstep a few days later.	<b>1271. Queue for passport</b>
P-NW: Like everybody else I would position myself near the opening of the baggage carousel so I can quickly see if our suitcases are being dropped onto the belt.	1272. Not anxious suitcase
P-SS: Waiting at the carousel is never really a problem. Nico waits at the carousel and I usually take a seat somewhere in the near the carousel belt. There is nothing you	1273. Left our suitcase
	1274. Delivered to doorstep
	<b>1275. Position opening carousel</b>
	1276. Nico at carousel 1277. I take seat 1278. Have to wait

can do about it so you just have to wait.	1279. Spain arrange pick-up
Transport:	1280. Prefer pick-up
P-SS: When we go to Spain we arrange that a local friend of ours picks us up from the airport, but we don't mind taking the bus, metro or train. However, I still prefer to be picked up.	1281. Unpleasant experiences taxi
P-NW: We have had some unpleasant experiences with taxi's in the past. Cab drivers are a strange bunch of people who aren't really trustworthy.	1282. Aren't trustworthy
P-SS: Sometimes it is included in the trip that we book, else we will book it in advance. I don't want to burden my children when I arrive at Schiphol for instance.	1283. Sometimes included
Final Journey:	1284. Don't burden children
P-SS: Our final destination can either be a hotel, apartment and in this case it was our friends home.	1285. Final destination
Return journey:	<b>1286. Day before</b>
P-NW: Usually a day before we depart.	1287. Bring check-lists
P-SS: I bring my check lists with me on my trip and there is nothing else to think about really. Just check if we have everything and go.	1288. Don't think about luggage
Luggage thoughts:	<b>1289. Small airport</b>
P-SS: No not really, I never think about my luggage when I am at the airport.	<b>1290. Load luggage</b>
P-NW: It is quite fun to see when you are at a smaller airport how they load the plane with bags and suitcases. But it is not something I specifically about. It is just a	<b>1291. Trust airline</b>

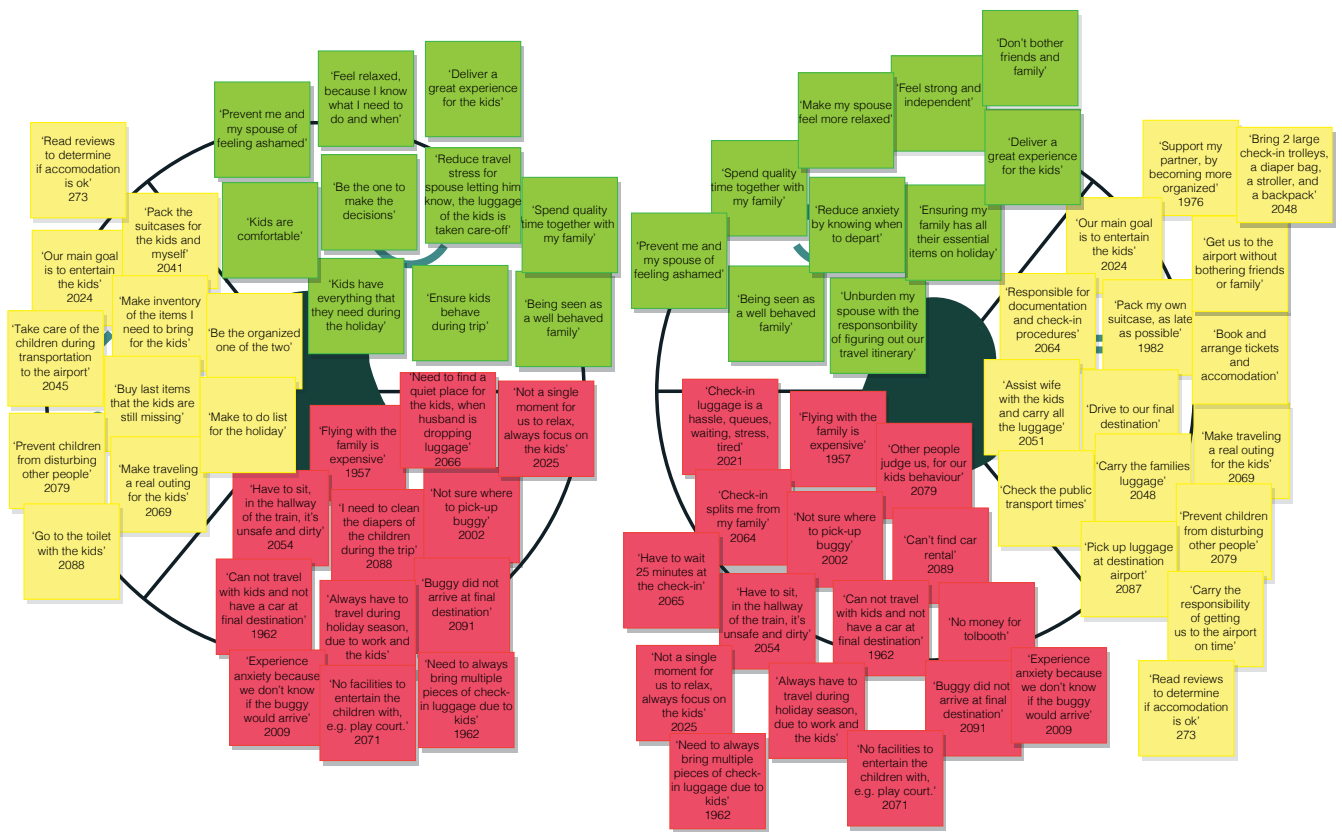
P-SS: I wouldn't just drop it off at a store, the industrial site would be ok.	<b>1312. Send to hotel</b>
P-NW: If I stay at a hotel I would have it deliver to them, else in a big city I would send it to some kind of drop off spot.	<b>1313. Send to drop off spot</b>
Door 2 Door reaction:	<b>1314. Implement in steps</b>
P-SS: What cool that you are designing this.	<b>1315. Great to use</b>
P-NW: Look this service is quiet revolutionary so I can imagine that you have to implement it in steps.	<b>1316. Picked up 3 days</b>
P-SS: Would be great to be able to use such a service.	1317. Track every step
P-NW: Maybe have it picked up at my adress 2-3 days before I depart.	1318. Pay €50
P-SS: Look at what Bol.com is doing, I can track my package every step of the way. This could also be implemented in this service.	1319. 5 days no problem
P-SS: I would be willing to pay €50 for a return flight, seems reasonable?	1320. €60 is a lot
P-SS: 5 days before departure wouldn't be a problem for us. But I must say that €60 is quite a lot of money. But when you compare it to the current cost of check-in luggage I would be more tempted. Actually I would be interested in making use of such a service.	1321. Would be tempted
P-SS: Your journey becomes really easy and pleasant, no more dragging your suitcase and no more hassle at the airport. But the thing that I also like is the security factor. This way I am sure that no suitcases containing strange or nasty things will be	1322. Easy and pleasant
	1323. Security factor
	1324. No strange things on plane
	<b>1325. No one check in luggage</b>

matter of trust in the airline.	1292. No queues
Question 6:	1293. No delays
P-SS: Services that improve my journey are: no long queues, no delays, minimal touching during the security check, better procedure for carry-on luggage, and they need to do something about overweight people who only buy one seat.	1294. Minimal touching
P-NW: I have similar answers the only thing that I would add are that I would like to see more legroom in the economy class and have better audio quality onboard. I can never understand the captain or the cabin crew.	1295. Carry-on procedure
Question 7:	1296. Overweight people
P-SS: It would be perfect if there were no queues. Also, it would be great if I could print out my luggage labels at home and just have drop my bag off at a conveyer belt at Schiphol. Help speed up this process. Furthermore, I would like to a quick pass through the security check. The best thing would be if everything would just be speed immensely, no wasting time during my stay at the airport.	<b>1297. More legroom</b>
P-NW: The best thing would be if my luggage would be send as a package. Have it picked up a few days before I depart and just send to my final destination in Spain. Door to door, that would be the best.	<b>1298. Audio quality</b>
P-NW: Maybe I could even drop it off at my local post office, shopping mall, maybe even somewhere on an industrial site. I wouldn't mind.	1299. No queues
	1300. Print label
	1301. Drop at conveyer
	1302. Speed up process
	1303. Quick pass security
	1304. No wasting time
	<b>1305. Luggage send package</b>
	<b>1306. Picked up days before</b>
	<b>1307. Door to door</b>
	<b>1308. Local post office</b>
	<b>1309. Industrial site</b>
	1310. Wouldn't drop store
	1311. Industrial site ok

loaded unto the plane.	
P-NW: The ideal picture would be if nobody would bring check-in luggage to the airport.	



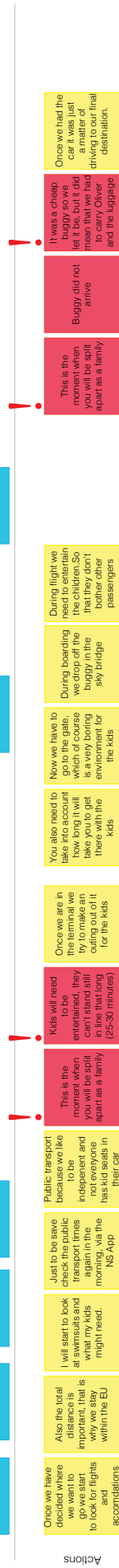
# APPENDIX I: PROFILE MAP TARGET CUSTOMER SEGMENT



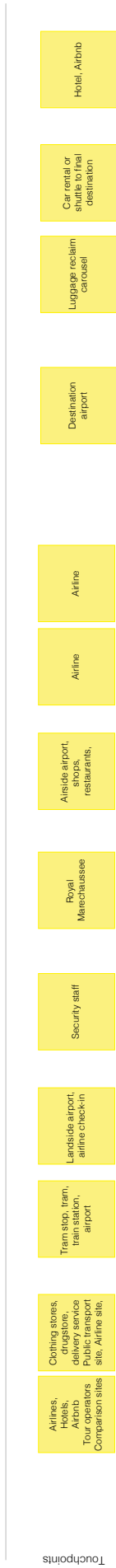




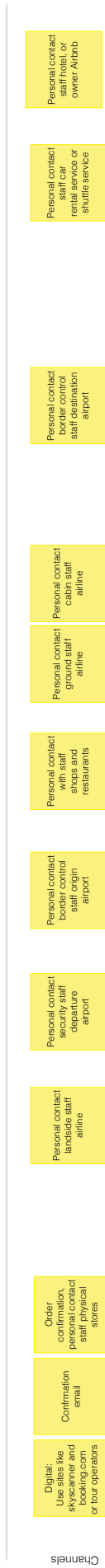
Time frame



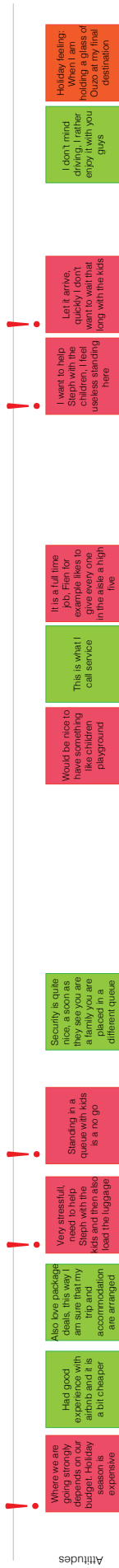
Actions



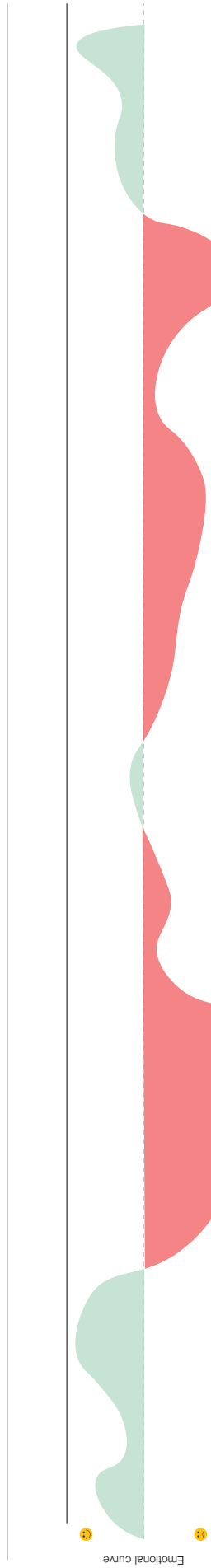
Touchpoints



Channels



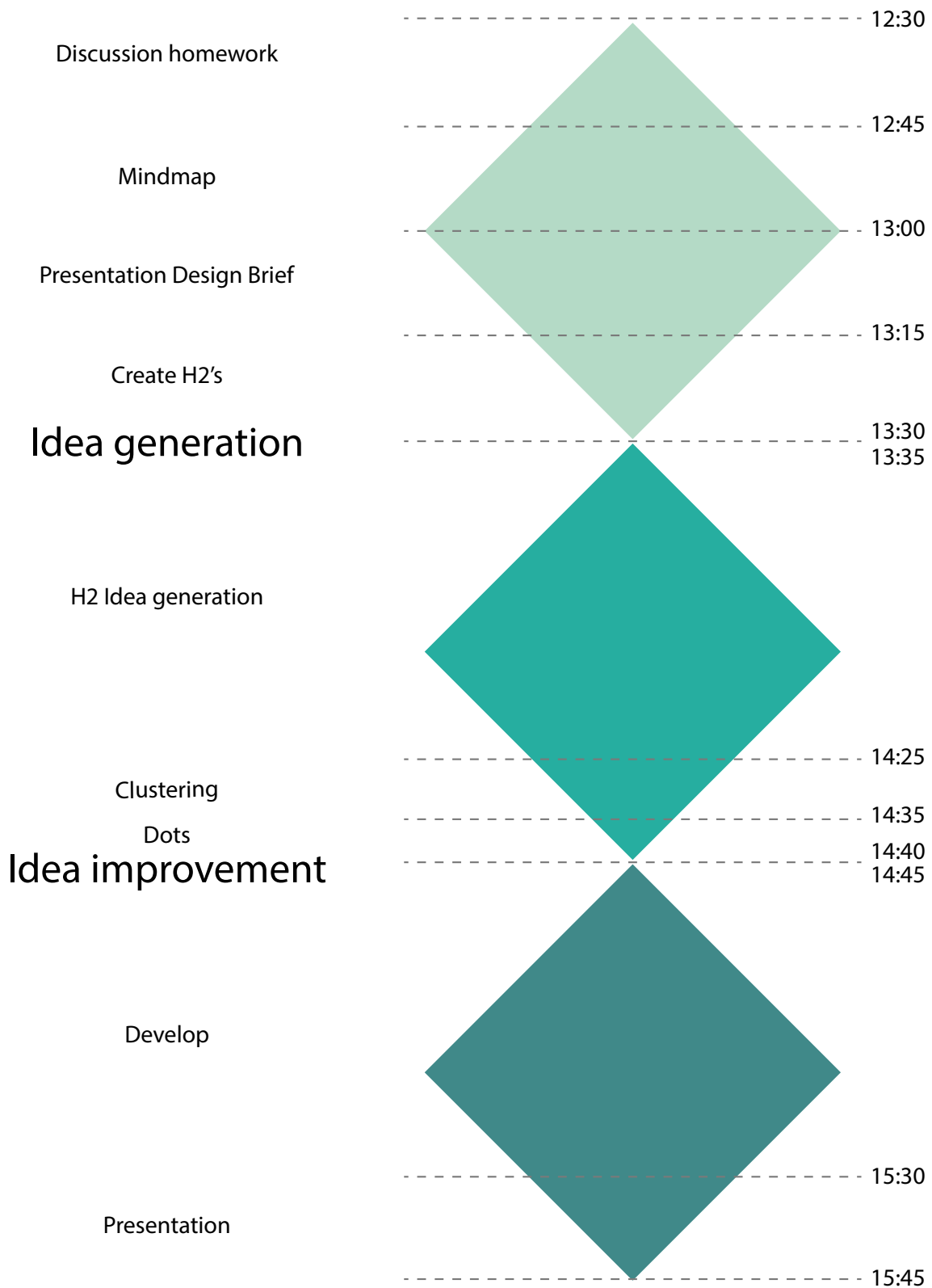
Attitudes



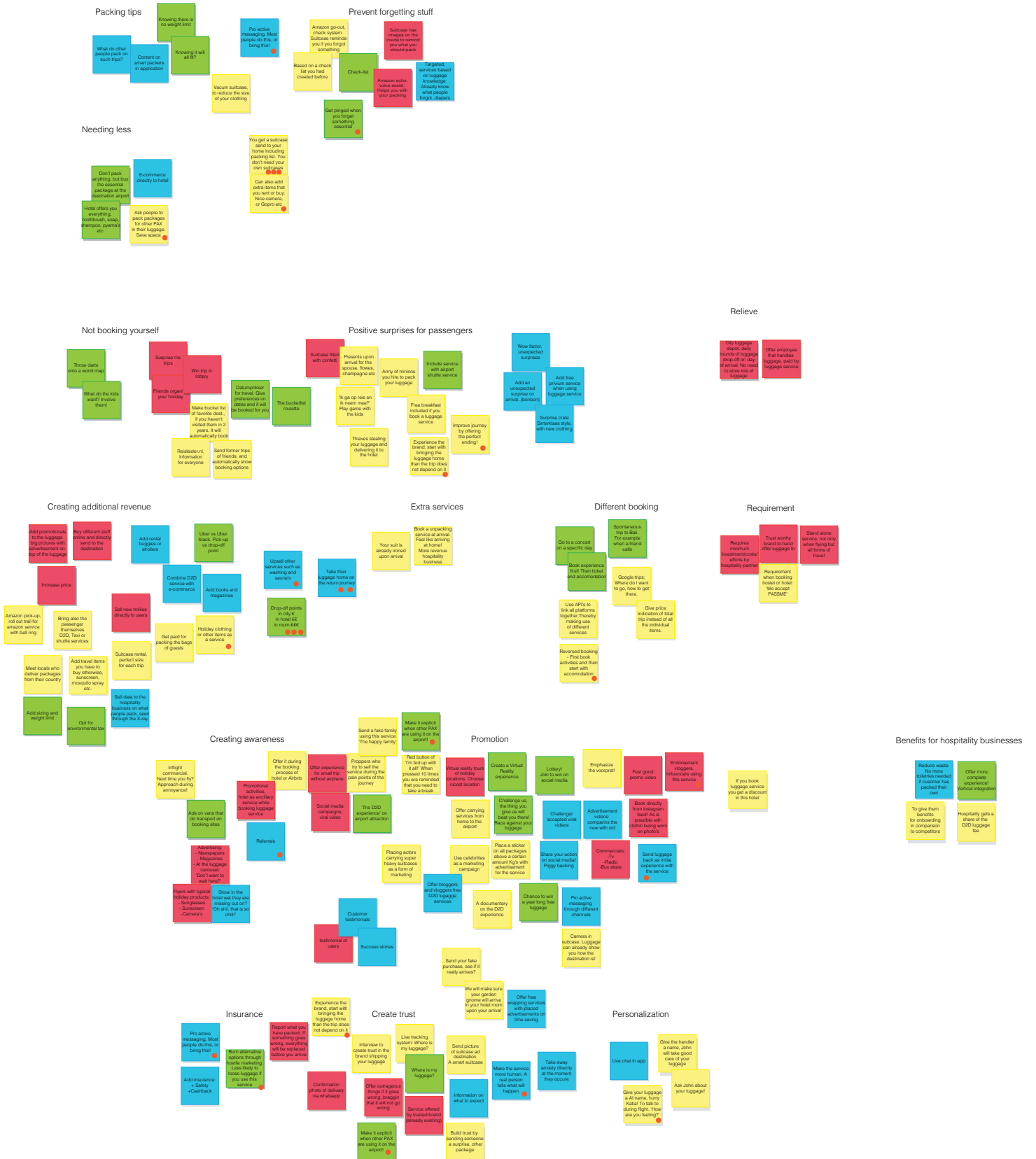
Emotional curve



## Problem analysis



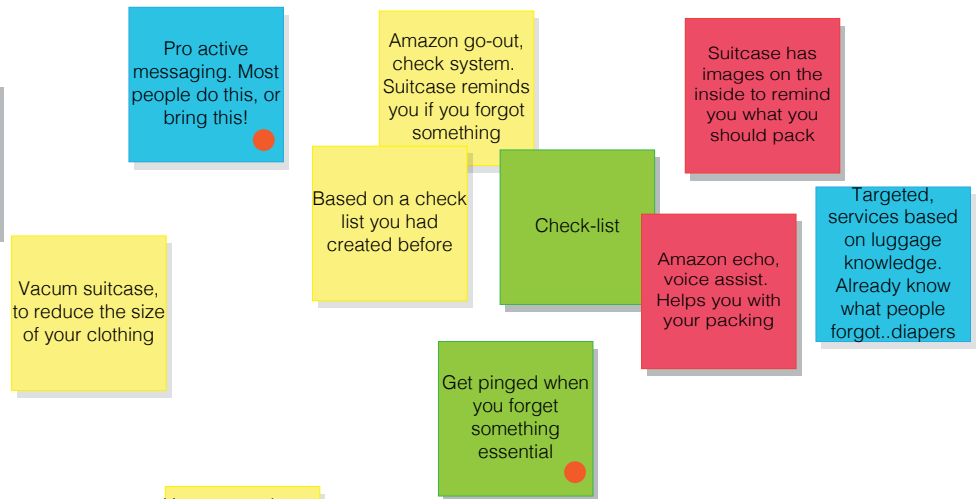
## Brainstorm results and clusters



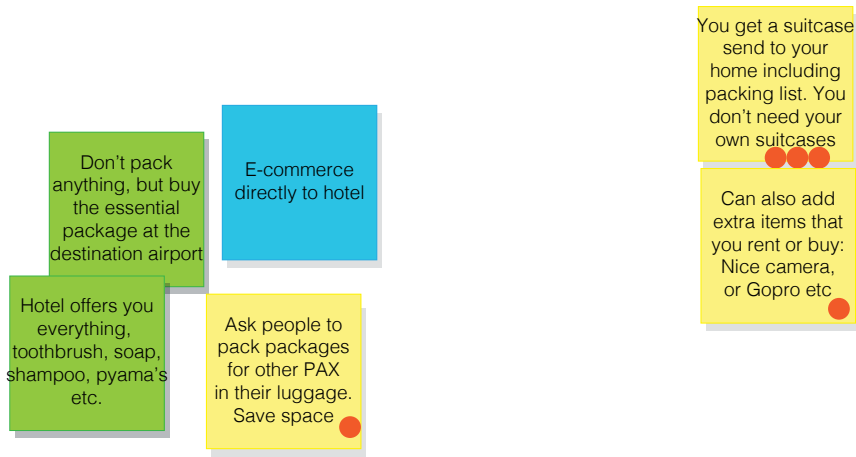
## Packing tips



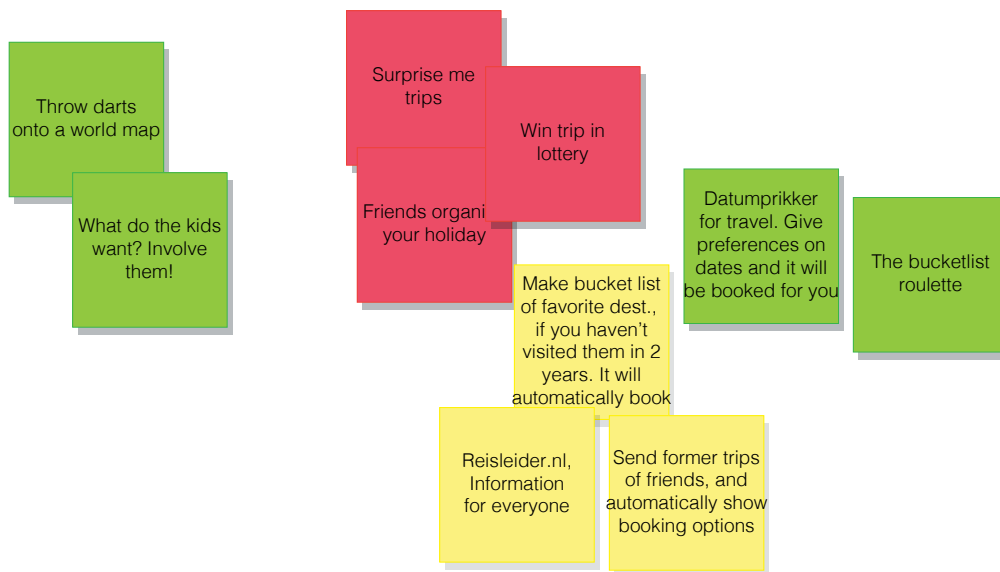
## Prevent forgetting stuff



## Needing less

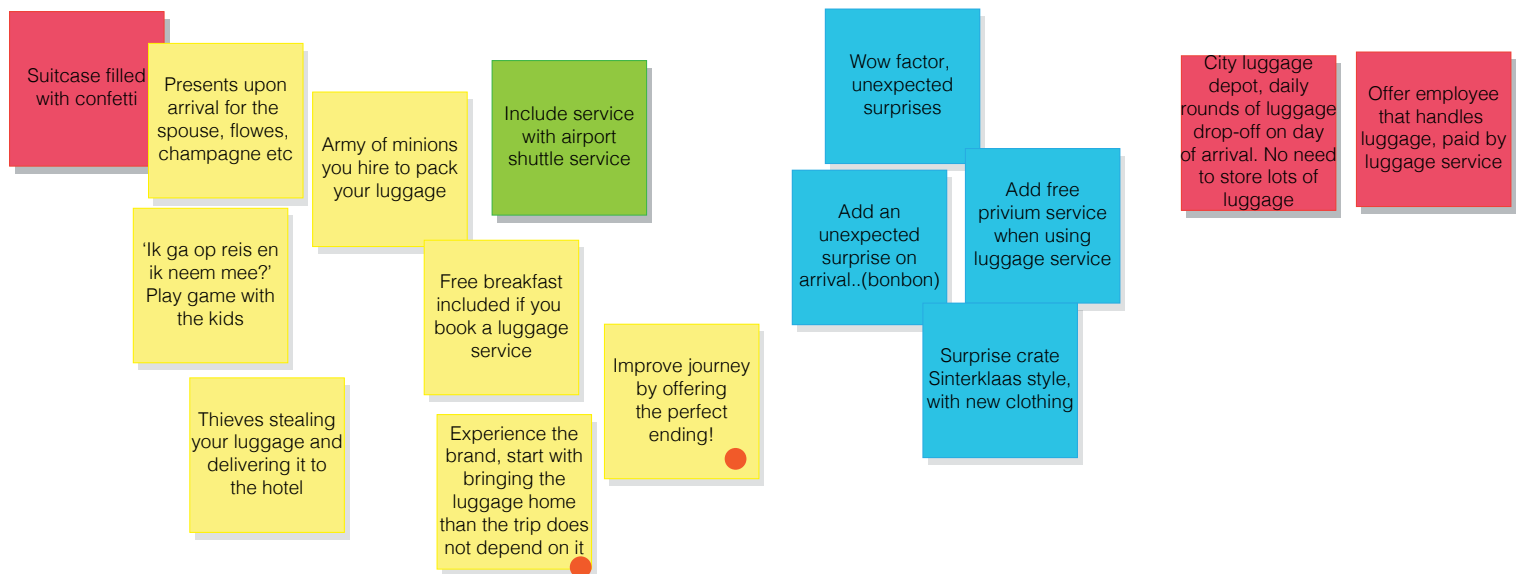


## Not booking yourself



## Relieve

### Positive surprises for passengers



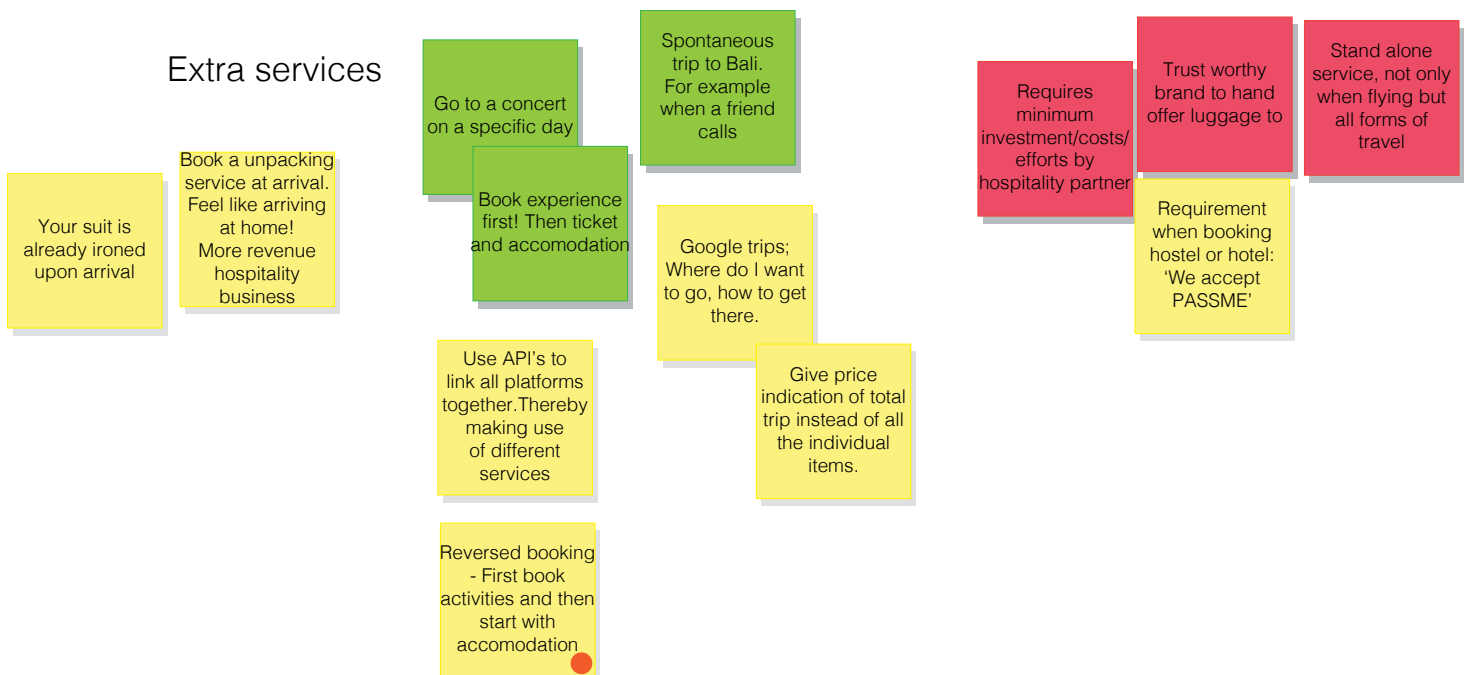
## Creating additional revenue



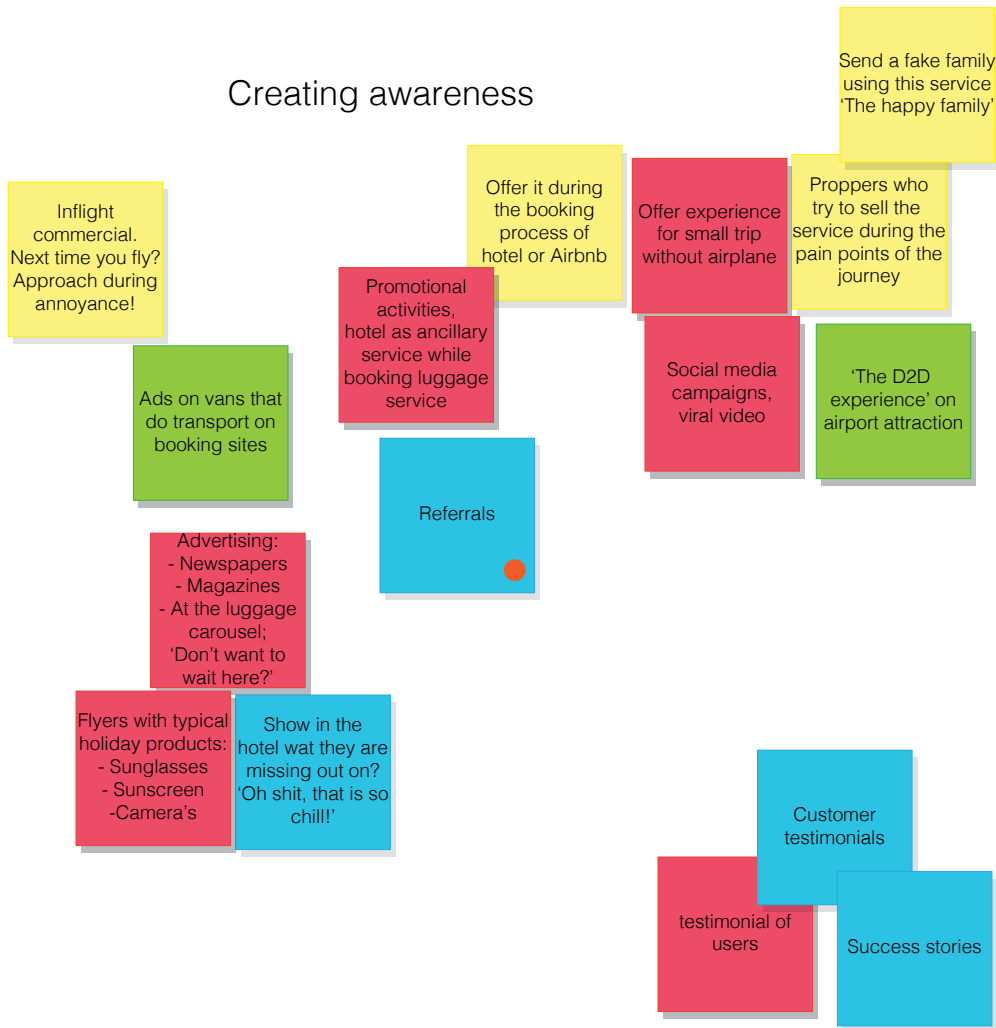
## Different booking

## Requirement

### Extra services



## Creating awareness



## Promotion

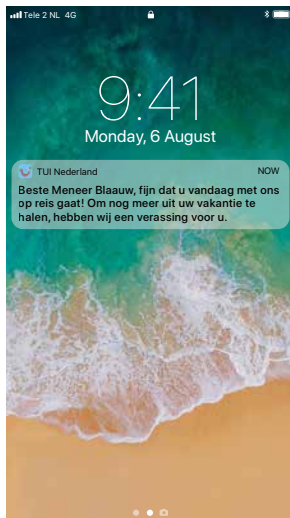


## Benefits for hospitality businesses





## Back-home service offer



**Kloppen de volgende gegevens?**

Om er zeker van te zijn dat wij de juiste gegevens van uw hebben, willen wij de volgende informatie met u controleren.

**Vakantiegegevens:**

Boekingnummer: BGGZTH

Reizigers: 2 volwassenen, 2 kinderen

Alcudia Pins, Spanje  
06-08-18 tot 13-08-18

**Persoonsgegevens:**

Eerste voornaam: Julius ✓

Achternaam: Blaauw ✓

**Adres en contactgegevens:**

Land: Nederland ✓

Postcode: 2518BG ✓ Huisnummer & toev.: 56 B ✓

Straatnaam: Anna Paulownastraat ✓

Dit adres gebruiken als afleveradres ✓

Mobiel telefoonnummer: 003112345678 ✓

E-mailadres: blaauwjulius@hotmail.com ✓

**Naar volgende stap**

Terug naar vorige stap.

**Kies ruimbagage en afleverdatum**

Geef hier aan hoeveel stuks ruimbagage u wilt terug versturen en op welke datum u deze thuis afgeleverd wilt hebben.

**Aantal stuks ruimbagage:**

Reiziger 1: 25 kg ruimbagage

Reiziger 2: 25 kg ruimbagage

Reiziger 3: geen beschikbare bagage

Reiziger 4: geen beschikbare bagage

Totale kosten: €40,00  
Gratis

**Afleverdatum thuis:**

	MA 13-08	DI 14-08	WO 15-08	DO 16-08	VR 17-08
Terug Reis				Optie 1	Optie 2
				✓	

**Naar de laatste stap**

Terug naar vorige stap.

**Laatste controle bestelling**

De bestelling is bijna compleet! Check alle gegevens nog eenmaal zorgvuldig. Als alles klopt kan de bestelling onderaan bevestigd worden, en kan jij verder met het genieten van jouw vakantie.

**Persoons en afleveradresgegevens:**

Julius Blaauw

Anna Paulownastraat 56-B,  
2515BG, Den Haag  
Nederland

Dit adres gebruiken als afleveradres ✓

0031612345678  
blaauwjulius@hotmail.com

**Aantal stuks ruimbagage en afleverdatum:**

2 x 25 kg ruimbagage

Afleverdatum: 16-08-18 ✓

Totale kosten: €40,00  
Gratis

**Bevestigen**

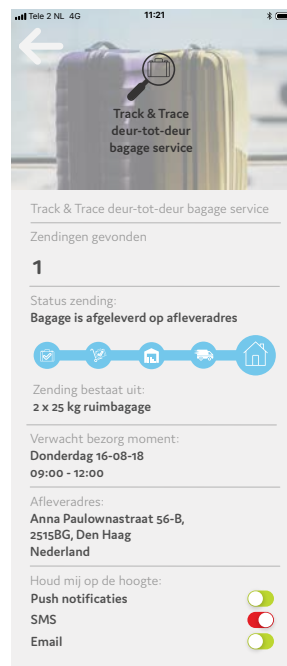
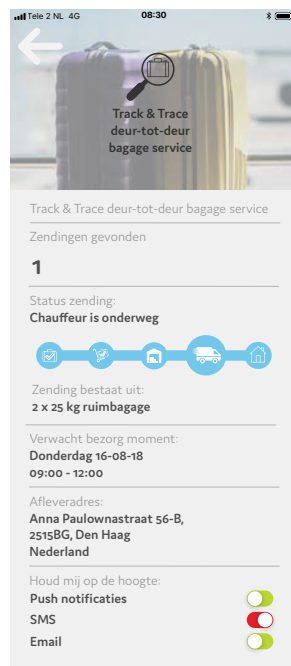
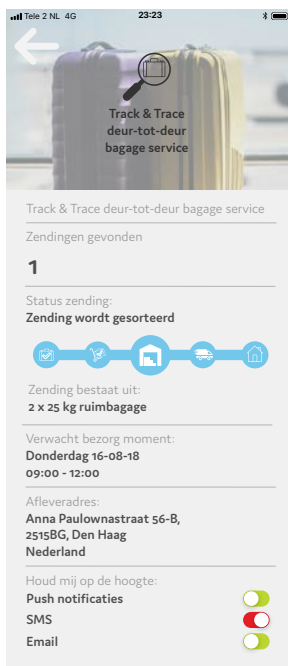
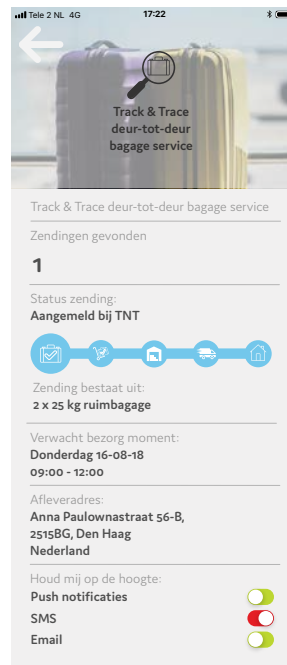
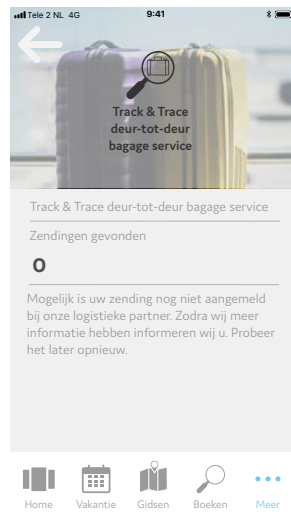
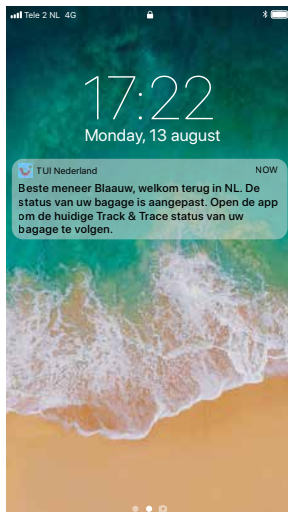
Terug naar vorige stap.

**Bedankt voor je bestelling!**

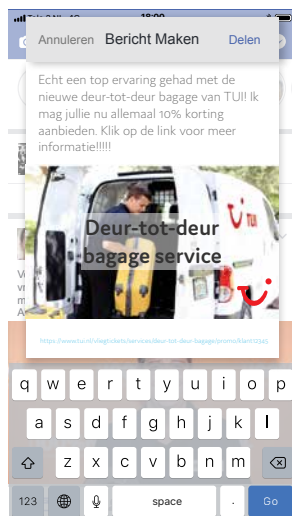
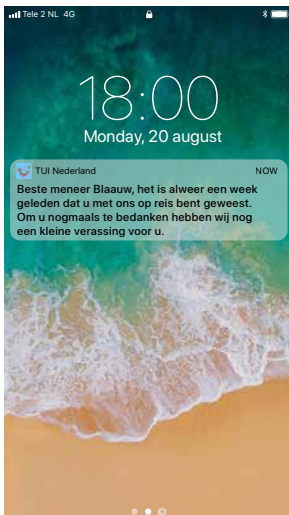
Je bestelling is succesvol afgerond. Je ruimbagage wordt op 16-08-18 bij u thuis afgeleverd. Zodra de track & trace informatie beschikbaar is, kunt u uw bagage volgen in de TUI Nederland app in het submenu 'Meer'. Wij wensen u een fijne vakantie en ruimbagage vrije terugreis toe!

**Terug naar vakantie overzicht**

## Track and trace back home



## Referral strategy





Wij hebben een verrassing voor je!

TUI Nederland

To: Julius Blaauw

Beste Julius,

Omdat wij zo blij zijn dat je met ons op vakantie gaat willen wij jou graag de mogelijkheid aanbieden om gratis gebruik te maken van onze deur-tot-deur bagage service op je terugreis. Met de nieuwe deur-tot-deur bagage service stuur je jouw ruimbagage van ons hotel naar thuis om zo nog optimaal te ontspannen tijdens je terug reis, zonder gesjouw met koffers.

Hoe werkt het?

Tijdens het uitchecken in ons hotel is het alleen een kwestie van je ruimbagage te laten bij de receptie. Zij zorgen ervoor dat de jouw bagage op de juiste manier wordt klaar gemaakt voor verzending. Je bagage wordt 2 dagen na je vertrek thuis geleverd door onze logistieke partner, TNT.

Laat deze kans niet aan je voorbij schieten en klik op de link hieronder om door verwezen te worden naar de actie

<http://www.tui.nl/vliegtickets/services/deur-tot-deur-bagage>

Vriendelijke groet,

Team Tui





Julius Blauw

To: Jan Jansen

Beste Jan,

Je hebt van Julius Blauw maar liefst 10% korting gekregen op onze nieuwe deur-tot-deur bagage service. Met de nieuwe deur-tot-deur bagage service stuur je jouw ruimbagage van tevoren naar je verblijf om zo ontspannen aan uw vakantie te beginnen. Je bagage wordt 3 dagen voor vertrek opgehaald door onze logistieke partner, TNT, en 1 dag voor u aankomst afgeleverd bij je verblijf, zo zijn wij er zeker van dat jij je bagage heeft als het nodig is! Na een heerlijke vakantie gehad te hebben is het alleen een kwestie van je ruimbagage in te pakken en achter te laten bij de receptie van ons hotel tijdens het uitchecken. Wij zorgen ervoor dat uw ruimbagage 2 dagen na je terugreis afgeleverd wordt bij jouw thuis. Zo kan je nog maximaal genieten van je reis en ontspannen thuiskomen. Wel zo lekker!

Gebruik de volgende persoonlijke promocode bij je volgende boeking om gebruik te maken van deze 10% korting op het heen en weer versturen van 1 stuk ruimbagage van 25 kg.

Promocode: **Ruimbagage25JB1234**

Klik de link hieronder om meer te weten te komen over deze te gekke nieuwe service. Hopelijk tot snel!


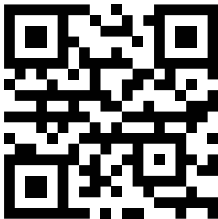
<http://www.tui.nl/vliegtickets/services/deur-tot-deur-bagage>

Vriendelijke groet,

Team Tui



Luggage receipt

<b>Bagage Bon</b>	
<b>👤 Persoons en afleveradresgegevens:</b>	
Julius Blaauw	
Anna Paulownastraat 56-B, 2515BG, Den Haag Nederland	
<b>🧳 Aantal stuks ruimbagage en afleverdatum:</b>	
Boekingnummer: BCGZTH	
Afleverdatum: 16-08-18	
Bagage type: 2 x 25 kg ruimbagage	
<b>🔍 Track &amp; trace code:</b>	
Bagagecode: 12345678	
	
Scan de QR-code met de TUI app	





**TUI**  
*Discover your smile*

## TUI Deur-tot-deur baggage service

**Gratis**  
Deur-tot-deur  
baggage service!  
Speciaal voor  
jou!

Geen gesjouw  
meer met baggage!

## TUI Deur-tot-deur baggage service

Omdat wij zo blij zijn dat je met ons op vakantie gaat willen wij jou graag uitnodigen om gratis gebruik te maken van onze deur-tot-deur baggage service tijdens je terugreis. Zo reis jij licht en handsfree naar huis, en kunt je optimaal ontspannen met je reisgezelschap tijdens de terugreis. Dus pak deze kans en sla de rijen bij de check-in en baggageband op de terugreis over!

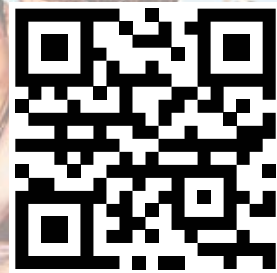
### Hoe werkt het?

Tijdens het uitchecken laat je jouw ruimbagage achter bij de receptie van ons hotel. Zodra, je vertrokken bent zal onze logistieke partner, TNT, jouw ruimbagage ophalen en 2 dagen later thuis afleveren. Zo kan je nog maximaal genieten van jouw reis en ontspannen thuiskomen. Wel zo lekker!

Download de TUI Nederland applicatie, accepteer onze push-notificaties, en scan de QR-code om naar de actie verwezen te worden. Het is ook mogelijk om via jouw 'Mijn TUI' portaal gebruik te maken van deze actie op [www.tui.nl](http://www.tui.nl). Klik op de deur-tot-deur bagageservice actie in jouw overzicht en vul de unieke promocode in.

Meer informatie is te vinden op de TUI-website of in de TUI Nederland applicatie in de 'Vakantie extra's' submenu.

Wij wensen jou veel plezier met deze nieuwe service en vooral een hele een fijne vakantie!



Promocode: Ruimbagage25JB1234

Validation Questions:

Participants:

Date:

When looking at the proposed concept (back-home service and ancillary strategy), Which values does one relate to both services as described in the value hierarchy pyramid?

How does the proposed back-home concept score on the following acceptance and risk criteria? (return journey)

	Very low (--)	Low (-)	Not high nor low (0)	High(+)	Very high (++)
Compatibility with current travel behavior					
Relative advantage in comparison to normal luggage journey					
Trialability of the service					
Functional risk of the proposed service					
Financial risk of the proposed service					



How does the proposed D2D luggage service score on the following acceptance and risk criteria? (outbound journey)

	Very low (--)	Low (-)	Not high nor low (0)	High(+)	Very high (++)
Compatibility with current travel behavior					
Relative advantage in comparison to normal luggage journey					
Trialability of the service					
Functional risk of the proposed service					
Financial risk of the proposed service					

What are your overall thoughts on the back-home service concept?

When within the customer journey would you like to be approached for the back-home service?

How likely are you to buy the ancillary on your next trip if you could have experienced it first for free? (score 1-5, 1 being very low and 5 being very high)

How much would you be willing to pay for the D2D luggage service concept?

Are you willing to pay a reduced fee for the back-home service if it is offered to you during your holiday? If yes, how much?

What are your overall thoughts on the referral concept?

How likely are you going to refer people if you and your referral get a 10% discount per referral? (score 1-5, 1 being very low and 5 being very high)

How likely are you to buy the ancillary on your next trip if you get a referral discount? (score 1-5, 1 being very low and 5 being very high)

What do you think is a good and fair referral reward?

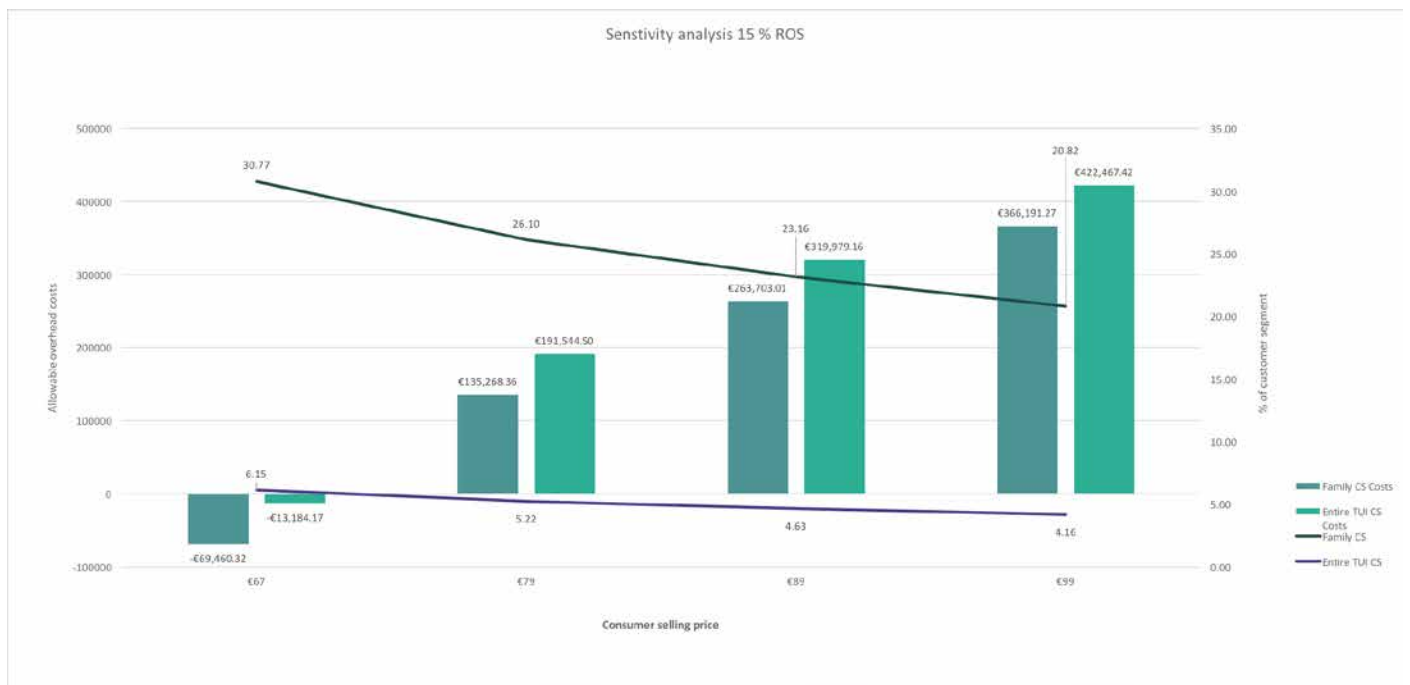
Through which channel do you prefer to be approached? (mobile, desktop, offline)

Do you have anything to add?

## APPENDIX N: SENSITIVITY ANALYSIS

Families traveling with you children						
	<b>Consumer price</b>	<b>€67</b>	<b>€79</b>	<b>€89</b>	<b>€99</b>	
	<b>Selling price</b>	55,37	65,29	73,55	81,82	
10% lug. Sale	<b>Required margin</b>					
	<b>Required profit</b>	358.718,02	358.718,02	358.718,02	358.718,02	
#	<b>Required sales</b>	43.189	36.629	32.513	29.229	
15 % profit	<b>Necessary revenues</b>	2.391.453,48	2.391.453,48	2.391.453,48	2.391.453,48	
	<b>Allowable costs</b>	2.032.735,46	2.032.735,46	2.032.735,46	2.032.735,46	
	Platform development costs	-350.000,00	-350.000,00	-350.000,00	-350.000,00	
	Platform maintenance costs	-87.500,00	-87.500,00	-87.500,00	-87.500,00	
	Marketing costs	-286.974,42	-286.974,42	-286.974,42	-286.974,42	
	Promotion costs	9.214,75	9.214,75	9.214,75	9.214,75	
	Referral costs	-28.936,59	-28.936,59	-28.936,59	-28.936,59	
	Shipment costs	-1.336.999,89	-1.133.911,30	-1.006.505,54	-904.838,31	
	Packaging costs ship.	-10.797,23	-9.157,15	-8.128,25	-7.307,22	
	Staff training costs	-10.202,40	-10.202,40	-10.202,40	-10.202,40	
	<b>Allowable overhead</b>	<b>-69.460,32</b>	<b>135.268,36</b>	<b>263.703,01</b>	<b>366.191,27</b>	
	<b>Per-sale figures</b>					
	Selling price	55,37	65,29	73,55	81,82	
	Total costs	47,07	55,50	62,52	69,55	
	<b>Total % of customer segment</b>	<b>30,77</b>	<b>26,10</b>	<b>23,16</b>	<b>20,82</b>	

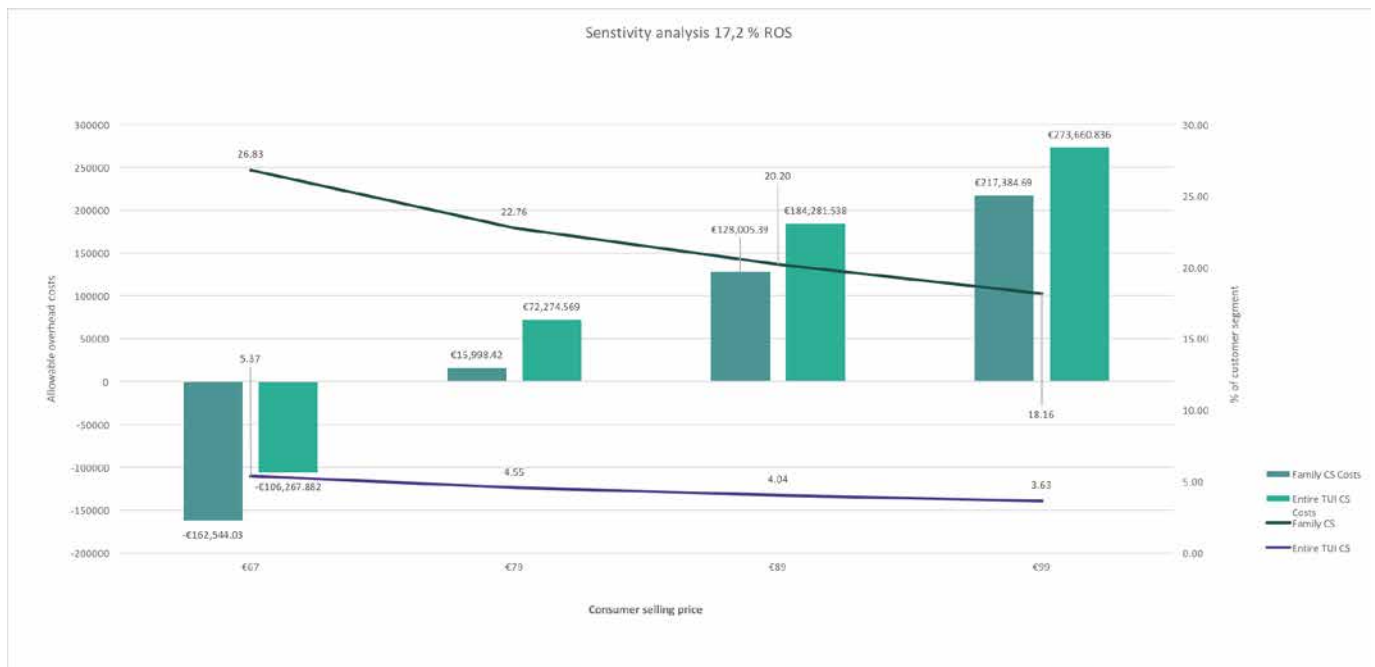
Entire TUI Customer base						
	Consumer price		€67	€79	€89	€99
	Selling price		55,37	65,29	73,55	81,82
10% lug. Sale	Required margin					
	Required profit		358.718,02	358.718,02	358.718,02	358.718,02
#	Required sales		43.189	36.629	32.513	29.229
15 % profit	Necessary revenues		2.391.453,48	2.391.453,48	2.391.453,48	2.391.453,48
	Allowable costs		2.032.735,46	2.032.735,46	2.032.735,46	2.032.735,46
	Platform development costs		-350.000,00	-350.000,00	-350.000,00	-350.000,00
	Platform maintenance costs		-87.500,00	-87.500,00	-87.500,00	-87.500,00
	Marketing costs		-286.974,42	-286.974,42	-286.974,42	-286.974,42
	Promotion costs		46.073,75	46.073,75	46.073,75	46.073,75
	Referral costs		-28.936,59	-28.936,59	-28.936,59	-28.936,59
	Shipment costs		-1.336.999,89	-1.133.911,30	-1.006.505,54	-904.838,31
	Packaging costs ship.		-10.797,23	-9.157,15	-8.128,25	-7.307,22
	Staff training costs		9.214,75	9.214,75	9.214,75	9.214,75
	Allowable overhead		-13.184,17	191.544,50	319.979,16	422.467,42
	Per-sale figures					
	Selling price		55,37	65,29	73,55	81,82
	Total costs		47,07	55,50	62,52	69,55
	Total % of TUI customers		6,15	5,22	4,63	4,16



Families traveling with you children						
	Consumer price		€67	€79	€89	€99
	Selling price		55,37	65,29	73,55	81,82
10% lug. Sale	Required margin					
	Required profit		358.718,02	358.718,02	358.718,02	358.718,02
#	Required sales		37.664,77	31.943,54	28.354,38	25.490,30
17,2 % profit	Necessary revenues		2.085.569,90	2.085.569,90	2.085.569,90	2.085.569,90
	Allowable costs		1.726.851,87	1.726.851,87	1.726.851,87	1.726.851,87
	Platform development costs		-350.000,00	-350.000,00	-350.000,00	-350.000,00
	Platform maintenance costs		-87.500,00	-87.500,00	-87.500,00	-87.500,00
	Marketing costs		-250.268,39	-250.268,39	-250.268,39	-250.268,39
	Promotion costs		9.214,75	9.214,75	9.214,75	9.214,75
	Referral costs		-25.235,40	-25.235,40	-25.235,40	-25.235,40
	Shipment costs		-1.165.988,28	-988.876,13	-877.766,46	-789.103,18
	Packaging costs ship.		-9.416,19	-7.985,88	-7.088,59	-6.372,57
	Staff training costs		-10.202,40	-10.202,40	-10.202,40	-10.202,40
	Allowable overhead		-162.544,03	15.998,42	128.005,39	217.384,69
	Per-sale figures					
	Selling price		55,37	65,29	73,55	81,82
	Total costs		45,85	54,06	60,90	67,75
	Total % of customer segment		26,83	22,76	20,20	18,16

Entire TUI Customer base						
	Consumer price	€67	€79	€89	€99	
	Selling price	55,37	65,29	73,55	81,82	
10% lug. Sale	Required margin					
	Required profit	358.718,02	358.718,02	358.718,02	358.718,02	
#	Required sales	37.664,77	31.943,54	28.354,38	25.490,30	
17,2 % profit	Necessary revenues	2.085.569,90	2.085.569,90	2.085.569,90	2.085.569,90	
	Allowable costs	1.726.851,87	1.726.851,87	1.726.851,87	1.726.851,87	
	Platform development costs	-350.000,00	-350.000,00	-350.000,00	-350.000,00	
	Platform maintenance costs	-87.500,00	-87.500,00	-87.500,00	-87.500,00	
	Marketing costs	-250.268,39	-250.268,39	-250.268,39	-250.268,39	
	Promotion costs	46.073,75	46.073,75	46.073,75	46.073,75	
	Referral costs	-25.235,40	-25.235,40	-25.235,40	-25.235,40	
	Shipment costs	-1.165.988,28	-988.876,13	-877.766,46	-789.103,18	
	Packaging costs ship.	-9.416,19	-7.985,88	-7.088,59	-6.372,57	
	Staff training costs	9.214,75	9.214,75	9.214,75	9.214,75	
	Allowable overhead	-106.267,88	72.274,57	184.281,54	273.660,84	
	Per-sale figures					
	Selling price	55,37	65,29	73,55	81,82	
	Total costs	47,07	55,50	62,52	69,55	
	Total % of TUI customers	5,37	4,55	4,04	3,63	

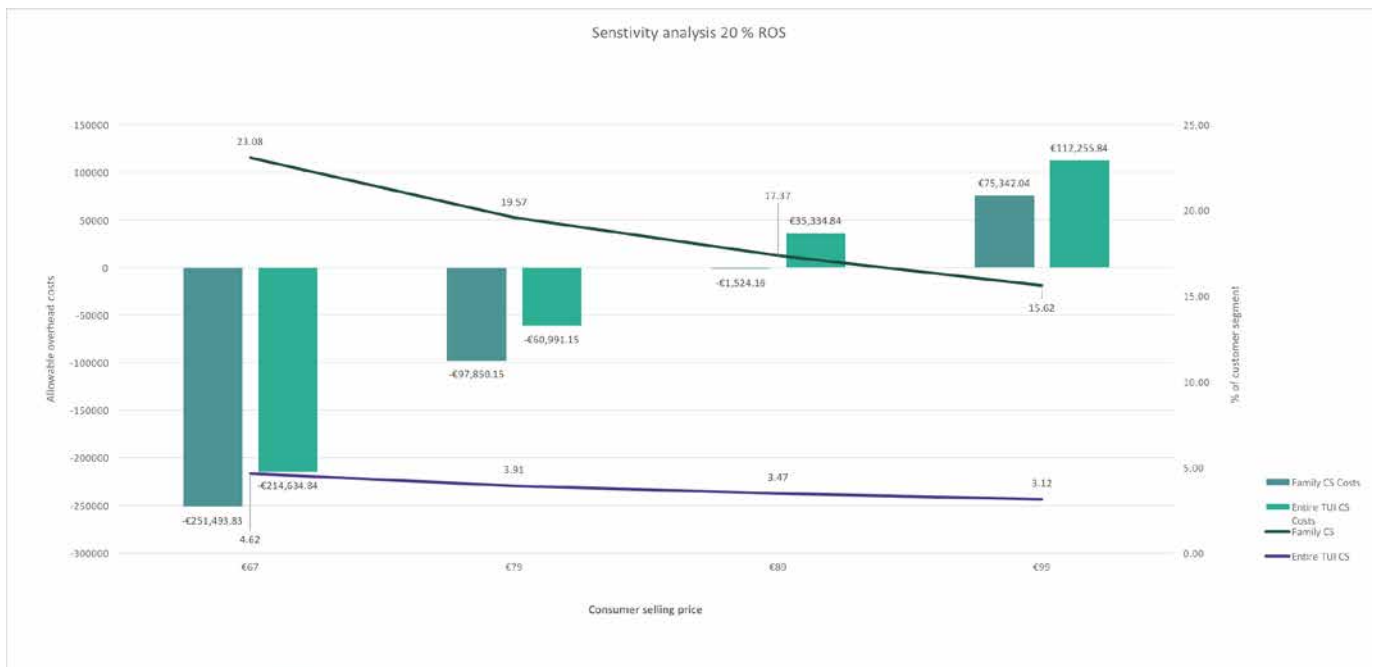
## APPENDIX N: SENSITIVITY ANALYSIS





Families traveling with you children						
	<b>Consumer price</b>	<b>€67</b>	<b>€79</b>	<b>€89</b>	<b>€99</b>	
	<b>Selling price</b>	55,37	65,29	73,55	81,82	
10% lug. Sale	<b>Required margin</b>					
	<b>Required profit</b>	358.718,02	358.718,02	358.718,02	358.718,02	
#	<b>Required sales</b>	32.391,70	27.471	24.385	21.922	
20 % profit	<b>Necessary revenues</b>	1.793.590,11	1.793.590,11	1.793.590,11	1.793.590,11	
	<b>Allowable costs</b>	1.434.872,09	1.434.872,09	1.434.872,09	1.434.872,09	
	Platform development cost	-350.000,00	-350.000,00	-350.000,00	-350.000,00	
	Platform maintenance cost	-87.500,00	-87.500,00	-87.500,00	-87.500,00	
	Marketing costs	-215.230,81	-215.230,81	-215.230,81	-215.230,81	
	Promotion costs	9.214,75	9.214,75	9.214,75	9.214,75	
	Referral cost	-21.702,44	-21.702,44	-21.702,44	-21.702,44	
	Shipment costs	-1.002.847,09	-850.433,48	-754.879,15	-678.628,73	
	Packaging costs ship.	-8.097,93	-6.867,86	-6.096,19	-5.480,41	
	Staff training costs	-10.202,40	-10.202,40	-10.202,40	-10.202,40	
	<b>Allowable overhead</b>	<b>-251.493,83</b>	<b>-97.850,15</b>	<b>-1.524,16</b>	<b>75.342,04</b>	
	<b>Per-sale figures</b>					
	Selling price	55,37	65,29	73,55	81,82	
	Total costs	44,30	52,23	58,84	65,45	
	<b>Total % of customer segment</b>	<b>23,08</b>	<b>19,57</b>	<b>17,37</b>	<b>15,62</b>	

Entire TUI Customer base						
	<b>Consumer price</b>		€67	€79	€89	€99
	<b>Selling price</b>		55,37	65,29	73,55	81,82
10% lug. Sale	<b>Required margin</b>					
	<b>Required profit</b>		358.718,02	358.718,02	358.718,02	358.718,02
#	<b>Required sales</b>		32.392	27.471	24.385	21.922
20 % profit	<b>Necessary revenues</b>		1.793.590,11	1.793.590,11	1.793.590,11	1.793.590,11
	<b>Allowable costs</b>		1.434.872,09	1.434.872,09	1.434.872,09	1.434.872,09
	Platform development costs		-350.000,00	-350.000,00	-350.000,00	-350.000,00
	Platform maintenance costs		-87.500,00	-87.500,00	-87.500,00	-87.500,00
	Marketing costs		-215.230,81	-215.230,81	-215.230,81	-215.230,81
	Promotion costs		46.073,75	46.073,75	46.073,75	46.073,75
	Referral costs		-21.702,44	-21.702,44	-21.702,44	-21.702,44
	Shipment costs		-1.002.847,09	-850.433,48	-754.879,15	-678.628,73
	Packaging costs ship.		-8.097,93	-6.867,86	-6.096,19	-5.425,61
	Staff training costs		-10.202,40	-10.202,40	-10.202,40	-10.202,40
	<b>Allowable overhead</b>		-214.634,84	-60.991,15	35.334,84	112.255,84
	<b>Per-sale figures</b>					
	Selling price		55,37	65,29	73,55	81,82
	Total costs		44,30	52,23	58,84	65,45
	<b>Total % of TUI customers</b>		4,62	3,91	3,47	3,12



Families traveling with you children						
	Consumer price	€67	€79	€89	€99	
	Selling price	55,37	65,29	73,55	81,82	
10% lug. Sale	Required margin					
	Required profit	358.718,02	358.718,02	358.718,02	358.718,02	
#	Required sales	25.913	21.977	19.508	17.537	
25% profit	Necessary revenues	1.434.872,09	1.434.872,09	1.434.872,09	1.434.872,09	
	Allowable costs	1.076.154,07	1.076.154,07	1.076.154,07	1.076.154,07	
	Platform development cost	-350.000,00	-350.000,00	-350.000,00	-350.000,00	
	Platform maintenance cost	-87.500,00	-87.500,00	-87.500,00	-87.500,00	
	Marketing costs	-172.184,65	-172.184,65	-172.184,65	-172.184,65	
	Promotion costs	9.214,75	9.214,75	9.214,75	9.214,75	
	Referral costs	-17.361,95	-17.361,95	-17.361,95	-17.361,95	
	Shipment costs	-802.199,94	-680.346,78	-603.903,32	-542.902,99	
	Packaging costs ship.	-6.478,34	-5.494,29	-4.876,95	-4.384,33	
	Staff training costs	-10.202,40	-10.202,40	-10.202,40	-10.202,40	
	Allowable overhead	-360.558,46	-237.721,26	-160.660,46	-99.167,50	
	Per-sale figures					
	Selling price	55,37	65,29	73,55	81,82	
	Total costs	41,53	48,97	55,17	61,36	
	Total % of customer segment	18,46	15,66	13,90	12,49	

Entire TUI Customer base						
	Consumer price		€67	€79	€89	€99
	Selling price		55,37	65,29	73,55	81,82
10% lug. Sale	Required margin					
	Required profit		358.718,02	358.718,02	358.718,02	358.718,02
#	Required sales		25.913	21.977	19.508	17.537
25% profit	Necessary revenues		1.434.872,09	1.434.872,09	1.434.872,09	1.434.872,09
	Allowable costs		1.076.154,07	1.076.154,07	1.076.154,07	1.076.154,07
	Platform development costs		-350.000,00	-350.000,00	-350.000,00	-350.000,00
	Platform maintenance costs		-87.500,00	-87.500,00	-87.500,00	-87.500,00
	Marketing costs		-172.184,65	-172.184,65	-172.184,65	-172.184,65
	Promotion costs		46.073,75	46.073,75	46.073,75	46.073,75
	Referral costs		-17.361,95	-17.361,95	-17.361,95	-17.361,95
	Shipment costs		-802.199,94	-680.346,78	-603.903,32	-542.902,99
	Packaging costs ship.		-6.478,34	-5.494,29	-4.876,95	-4.384,33
	Staff training costs		-10.202,40	-10.202,40	-10.202,40	-10.202,40
	Allowable overhead		-323.699,46	-200.862,26	-123.801,46	-62.308,51
	Per-sale figures					
	Selling price		55,37	65,29	73,55	81,82
	Total costs		41,53	48,97	55,17	61,36
	Total % of TUI customers		3,69	3,13	2,78	2,50

