

# The Role of Pre-Vacation Planning in Achieving Vacation Success: Insights from a Qualitative Study

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## **Abstract**

Previous studies show a connection between what happens before a vacation trip and the level of satisfaction during the vacation itself. This study explores how the pre-vacation phase influences the vacation experience. The study is based on an analysis of 100 qualitative responses from various nationalities. Findings suggest that vacationers can be divided into two groups: a) Those who believe planning leads to a better vacation experience, and b) Those who prefer a mix of planning and spontaneity to achieve the best possible vacation. Among those who enjoy planning, the pre-vacation phase can be seen as part of the vacation experience. Reasons why the planning phase impacts vacation success are explained as follows: Planning improves satisfaction and expectation alignment, reduces stress and risk, and allows for spontaneity. Future studies should include more respondents to validate the findings.

**Track:** Tourism Marketing