**Title: Risky choice framing effects on travellers’ time-of-booking decisions**

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**Abstract**

*This paper aims to understand how travellers’ temporal booking behavior is influenced by perceived gains, losses and risks. In particular, we sought to research how in-advance booking decisions might be influenced by the way in which tourism offers are framed. We employ Levin et al’s risky choice framing paradigm to manipulate a hypothetical scenario (loss/gain framing of a tourism price deal offer), and ask consumers to evaluate the options and make a holiday/flight reservation decision. As hypothesized, potential losses have a consistently greater effect than comparable gains on holiday/flight reservation decisions. This could therefore* *form a useful basis for marketing communication strategies related to the timing and presentation of booking information to the advantage of the tourism industry.*

*Key words: risky choice framing, losses and gains, early vs. late booking decision, Prospect Theory*