

Candidate A evidence

DETAILS OF SOURCE	PURPOSE	VALUE 1	VALUE 2
VISIT TO SANDMAN SIGNATURE	This allowed me to perceive the staff their customer service, and how they run the hotel, it also allowed me to see how the hotel is laid out.	This source allowed me to gather first-hand information about the business layout.	This source also allowed me to be in contact with staff about the marketing mix that I may not have been able to find out without this trip.
TRIPADVISOR	This allowed me to gather and analyze information and opinions of customers that have visited The Sandman.	This feedback from customers was last updated 2 days ago which means it is up to date.	Although this source can be unreliable as some customers might not be truthful about their experience and may exaggerate, and all customers have different views and opinions.