

# TOURISM BRAND ASSESSMENT USING COMPETITIVE ANALYSIS

When a client wanted to understand why consumers perceived that a tourist destination offered less “value for the money” than its competitors, Grail Research conducted an exhaustive study that included benchmarking, causal analysis and social media scans.

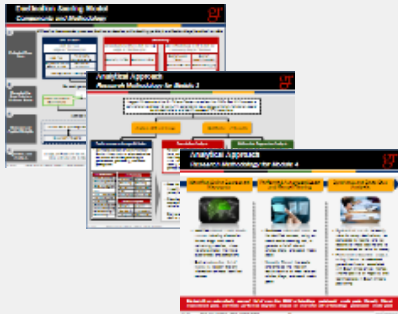
## CHALLENGE

To understand what led an emerging tourist destination to have a lower value-for-the-money perception compared to several competing destinations in the client’s core and investment target markets.

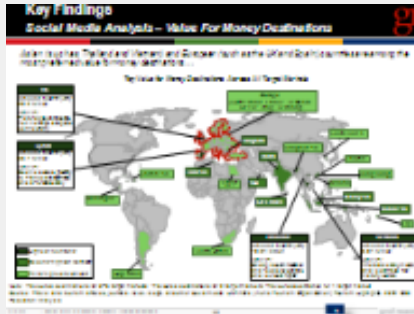
## SOLUTION

The project was divided into four exclusive and exhaustive modules:  
i) Benchmarked ease of travel across competing destinations;  
ii) Benchmarked affordability across competing destinations; iii) Causal analysis to identify the factors that drive value for money perceptions for tourist destinations; iv) Exhaustive social media scan to understand other factors that travelers associate with value-for-money destinations.

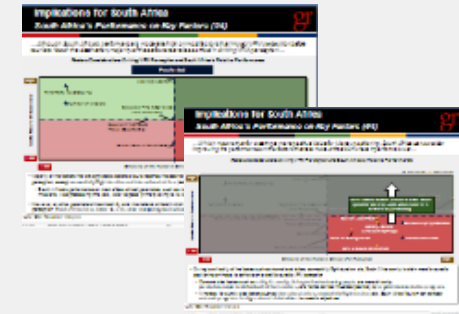
### Competitive Analysis Processes



Collected exhaustive information through a mix of methodologies comprising secondary research, ad-hoc calls, quantitative data collection and social media monitoring to form a holistic view of the factors that drive value-for-money perceptions.



Assessed the relative criticality of the identified factors driving value-for-money perceptions for tourist destinations, and the performance of the client-promoted destination on these critical factors.



Mapped the criticality of the perception factors and the relative performance of the client-promoted destination on a 2X2 decision grid to identify the factors that the client needs to focus on to improve its value-for-money perceptions amongst travelers.

## GET IN TOUCH

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