

Case Study

Travel and Tourism Brand Tracking Study



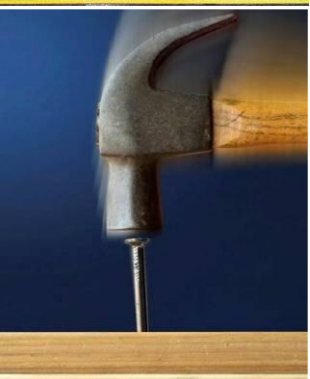
Challenge

- Country A (a major international travel destination) tasked its national tourism board to create a business plan and supporting marketing strategy to attract more visitors from priority markets as well as to create direct jobs in tourism
- Our client needed to conduct **an in-depth assessment** of travelers' perceptions **across 16 high priority markets**
- The annual planning cycle required a research methodology that **ensured consistently reliable data** and was **analytical, repeatable, as well as time and cost-effective**



Solution

- Since 2006 managed and executed multiple **multi-language, multi-country, semi-annual tracking studies**
- Identified survey respondents, designed the study and developed travel behavior tracking templates across all the geographies; Programmed, translated, and fielded the survey to **12,000 consumers** across **16 different markets** in **8 languages**
- **Rapidly analyzed study results and provided guidance around decision making** based on identified international travel trends and brand strengths and weaknesses assessment



Impact

- Provided **rich insights needed to assess brand health**, confidently **make marketing investment decisions** across markets and customer segments, and **to create a dashboard** of key metrics to **monitor the brand impact over time**
- **Reduced weeks of time lag** between research and business planning (reports shared with client 2 weeks from the end of fieldwork)
- Ensured **seamless information transfer** into the client's planning processes on an ongoing basis