

TOURISM RESEARCH AND CONSULTANCY

Europe - North America - Asia - Australia - Africa



STRENGTHENING YOUR POSITION THROUGH INSIGHT

TOURISM RESEARCH AND CONSULTANCY

Global tourism is a burgeoning industry and is expected to grow at an annual rate of 4% until 2020. However due to this substantial growth, the sector is becoming progressively competitive and tourists increasingly selective and unpredictable.

As a result, tourism destinations are facing overwhelming challenges when trying to attract consumers. The pertinent question being "how do you maximise revenues and stay ahead in this dynamic and evolving market?"



TOURISM™ INSIGHT

Understanding your target market

Comperio has pioneered a radical research-based product **Tourism Insight™**, which will help you identify your potential customers, understand what they are thinking, and establish how best to communicate with them. The methodology involves conducting consumer surveys and tracking studies among holiday-makers to determine:

- What motivates people to visit a region?
- The methods people use to choose holidays
- Perceptions and awareness levels of specific regions

The information gathered can be used to help you tailor your offering, enhance your marketing strategies and boost consumer awareness and demand.

TOURISM™ IMPACT

Economic impact assessments

High profile sporting and cultural events play a large role in international tourism, and are often the motivating factors behind destination selection. Therefore the implications for a range of stakeholders cannot be ignored — tourist authorities, national governments, sporting bodies, financiers and local companies all need to understand the likely economic effect of event-based tourism, if they are to make the right strategic and financial decisions.

In response, Comperio has developed a robust analytical tool, **Tourism Impact™**, which assesses the extent to which hosting a major event can raise visitation levels in a region, and in turn stimulate the local economy. The product delivers valuable information by measuring the impact on local employment, government revenues, infrastructure and vertical markets.



Why choose Comperio?

Comperio's incomparable experience of working within the tourism sector, has provided us with an understanding and knowledge — of the nature of the business, its competitive pressures, its challenges and opportunities — that we can apply immediately to a client's needs.

We are proud of our unique blend of creative research and consultancy, which enables organisations worldwide to formulate proactive and effective tourism strategies.

A few examples of our clients:

- Bermuda Government
- Barcelona City
- Event Scotland
- Barbados Tourism Board
- Lombardia Region of Italy
- Tourism Victoria
- Visit Scotland

About us:

Comperio Research is one of the world's leading full-service research agencies with an enduring reputation for excellence throughout the sports, sponsorship, media, event and tourism sectors.

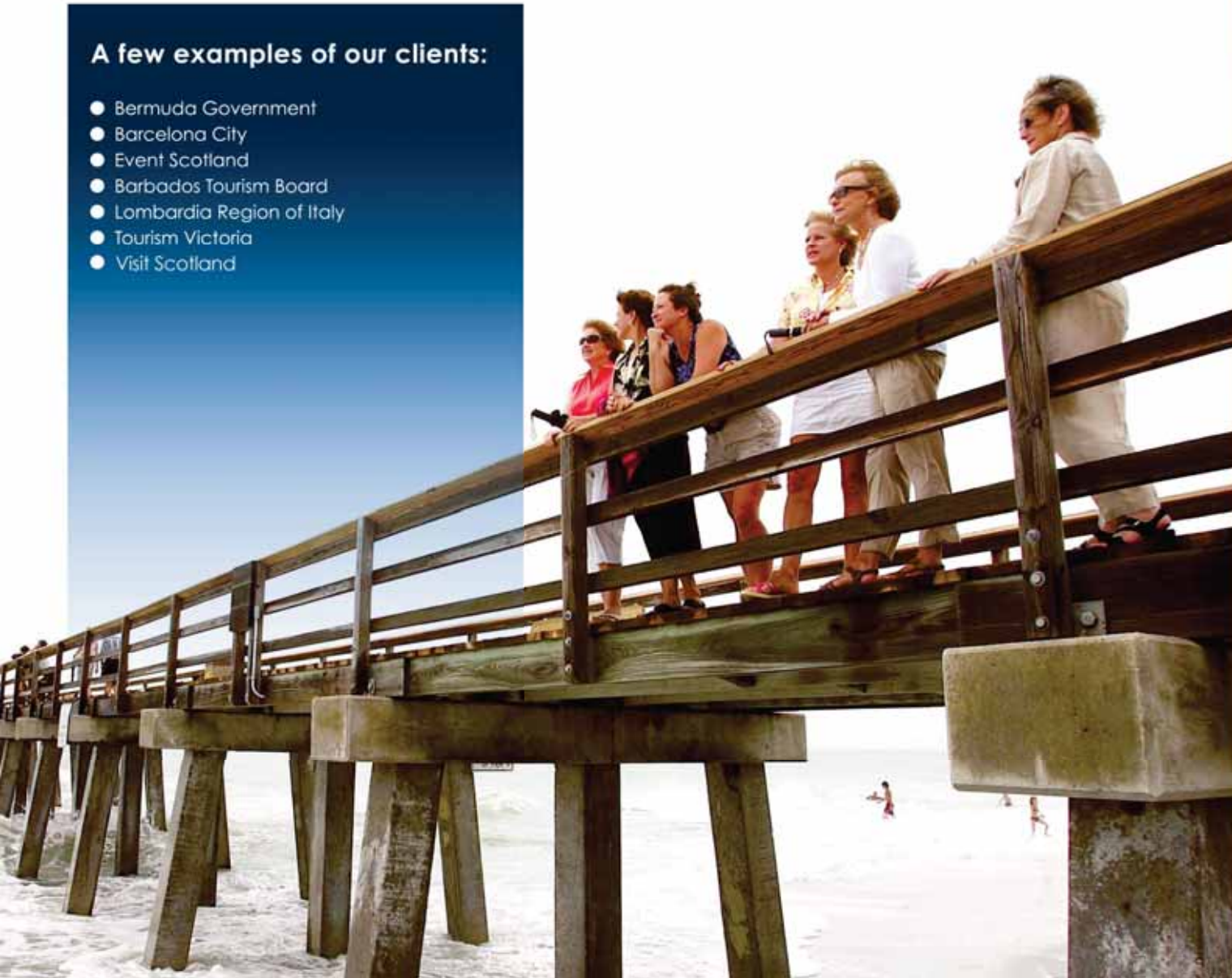
As part of **IMG**, the world's premier sports, entertainment and media company, Comperio has access to a global network of 60 offices in some 30 countries, and is widely renowned for pushing the boundaries of research.

Today, this fast-growing and dynamic business provides cutting-edge research solutions to a diverse and illustrious client base, comprising international brands, sporting bodies, sports venues, event organisers, tourist boards and government agencies.

If you would like further information about **tourism research**, please contact us at info@comperio.com



www.comperioresearch.com



Our areas of expertise include:

- Stadium and Arena
- Events and Exhibitions
- Sponsorship and Media
- Economic Impact Studies
- Corporate Hospitality
- Travel and Tourism
- Opinion Polling
- Consultancy

Methodological tools:

- Focus groups
- Business modelling
- Segmentation analysis
- Observational research
- Face to face interviews
- Electronic data capture systems
- Telephone interviews
- Depth interviews
- Online surveys

