

TRAVEL AND TOURISM INDUSTRY




SELECT EXPERIENCE IN THE TRAVEL AND TOURISM INDUSTRY

At SIS International Research, we travel the world conducting the kind of travel market research that is necessary to truly understand different regions, countries, people, and cultures. This wealth of in-depth knowledge and understanding is invaluable to companies whose very existence depends on travelers and the revenue they generate.

We're proud of our long-standing tradition of market research excellence and we're ready to share our expertise with you. Wherever you want to go, we can help you get there faster.





We have worked with top names in all industries on the way towards earning a reputation of excellence in our over 30 years of extensive marketing research experience.

Market Research | Leading business research, insight and data solutions for strategic advantage.

We provide Qualitative and Quantitative Market Research modus recusabo intereset. We employ multiple research methods to assist you with your global growth strategy.

Strategy Research | We help you to get better prepared to get good leads and convert them to more sales.

We are experts in Competitive Intelligence, Lead Generations Techniques, Market Research and much more.

Data Collection | SIS incorporates robust quantitative statistical components with other forms of information gathering to achieve our client's research needs.

SIS International's analytics allow clients to enhance their decision making by maximizing return and minimizing risk. As a full-service market research and intelligence agency, our specialists immerse themselves in our clients' needs and devise a solution delivering complete market insights

Focus Group Facilities | Focus Groups and In-Depth Interviews

With an in-house staff of trained recruiters and a national panel of research participants, SIS is fully equipped to recruit a broad

Selected Clients

- ▶ Air China
- ▶ American Airlines
- ▶ Choice Hotels
- ▶ Churchill and Co.
- ▶ Czech Tourism
- ▶ Trip Advisor
- ▶ Florida Tourist Board
- ▶ Hilton Hotels
- ▶ Korean Tourist Organization
- ▶ Lufthansa Airlines
- ▶ Proexport Colombia
- ▶ Norwegian Cruise Lines
- ▶ Remington Hotel Corporation
- ▶ Trump Corporation
- ▶ United Airlines
- ▶ Visit Scotland



SIS Worldwide Headquarters

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Comprehensive solutions for the Travel and Tourism Industry

- Brand Image Study for a major airline that was conducted via CATI in the USA and UK. Respondents were international leisure and business travelers.
- Business Intelligence Study to identify the impact of a new duty free shopping regulation on tourism in a Caribbean island.
- Conducted an international new leasing arrangement assessment by gauging attitude and opinion of tenants of a mega property in the USA.
- Conducted focus groups in NYC among frequent flyers to uncover qualitative insight for an aircraft cabin design company.
- Conducted international hotel franchisee satisfaction study.
- Conducted focus groups for the Indiana lottery.
- Conducted focus groups for online gamblers to determine usability testing of a new software product.
- Conducted a nationwide quantitative study in the US to determine the attitude and usage of gamblers.
- Conducted the feasibility testing of a new facility for gaming.
- Conducted focus groups of spouse's attitudes toward gambling.
- Conducted market intelligence study for the online gaming industry in the Netherlands, Poland and Spain.
- Conducted interviews regarding mainstream gamers who have interest in purchasing online merchandise.
- Comparative study of visitors from the UK, Germany, France, and Japan to determine differences in their spending patterns.
- Year round study of visitors to a western state, taking into account seasonal and regional variations. Some of the information gathered included: demographics, travel characteristics (e.g. length of stay, travel party size, mode of transportation, accommodations used, regions of the state visited, activities engaged during the trip, sources of information used to plan the trip, etc.), satisfaction with the visit, intent to return, and the total expenditures during the visit.

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- Study on a potential visitation to a decommissioned aircraft carrier now turned into a tourist attraction on the Florida coast.
- Meeting planner and incentive planner study in the US and Canada to determine the image of a European country as a meeting or incentive travel destination.
- Travel agent study for a resort hotel chain to determine its image and market positioning, as well as ways to improve the hotel chain's service to facilitate the travel agents' job of booking room nights.
- Tracking study to evaluate the effectiveness of advertising and promotional efforts to attract visitors to a travel destination.
- Comprehensive study to determine trends and forecasts in the business travel industry, including airlines, car rentals, hotels, meals, and entertainment. The intent of the study was to help business travel managers control travel costs, and to give them effective tools for price negotiations with suppliers.
- Evaluation of business traveler needs for frequent traveler program development for a major international hotel chain.
- Conducted focus groups in London to learn about visiting habits to New York City.
- Quantitative interviews with European families vacationing in the US, specifically, Orlando, Florida.
- Interviewed CART racing fans in the UK, Japan, France, Germany, and Italy.
- Conducted a year-long global mystery shopping study for a large cruise line.
- Nation Branding study to determine the image of a major East-Asian country.
- Conducted international franchisee satisfaction research of owners and operators of hotel groups.
- Focus group study in the United States to determine consumer profiles for tourists planning on.
- In-depth focus group interviews to gather data on current and potential vacation rental users in the US.
- Conducted a intercept study among travelers at the Westchester airport
- Conducted a luxury cruise project in the USA.
- Conducted a research study regarding a Hangzhou travel project
- Conducted a study for frequent flyers



- Conducted a qualitative research study regarding traveling in Finland
- Conducted a research study regarding additional future baggage requirements IDI's