

**Phoenix.**



*Accelerated Performance through Research*

# Phoenix Travel, Leisure & Entertainment Division Custom Research Capabilities



# Phoenix Travel, Leisure & Entertainment Division

Our Travel & Entertainment Principals provide consultation to clients in each of the following sectors:

- Airlines
- Airports
- Auto Clubs
- Car Rental Companies
- Convention, Visitor, & Tourist Bureaus
- Cruise Lines
- Destinations
- Electronic Games
- Event and Meeting Planners
- Food Service (Airline, Airport, Theme Park)
- Frequency Marketing Program Providers
- GDS Companies
- Government Transportation Agencies
- Hotels & Resorts
- Resort Developers
- Spas
- Theme/Amusement Parks
- Time Share Companies
- Tour Operators
- Travel Agencies
- Travel Publications
- Travel Websites and Online Service Providers



# Industry Experience



## We conduct:

- Ad Tracking Research
- Attitude & Usage Studies
- Brand Research
- Concept / Positioning Studies
- Customer Satisfaction Research
- Employee Surveys
- Loyalty Research
- Naming Studies
- New Product Research



## Via:

- Focus Groups
- In-Depth-Interviews
- Intercepts
- Online
- Mail
- Mystery Shop / Call
- Telephone



## With:

- Air Travelers
- Cruisers
- Drivers
- Gamers
- Hotel & Resort Guests
- Frequent Domestic Travelers
- Frequent International Travelers
- Business and Leisure Travelers
- Travel Agents
- Meeting Planners
- Tour Operators



## Using:

- Phoenix Marketing International Data Bases
- Targeted Lists
- Pre-recruited Household Panels
- Client Provided Sample
- National Rep Samples



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# Custom Research Conducted for Hospitality Clients

## Brand Panels

- Phoenix Marketing International developed proprietary online panels for numerous hotel brands. These panels are used to conduct:
  - Concept Tests
  - Online focus groups and bulletin boards
  - Naming studies
  - Pricing studies
  - FGP research
  - Guest profile studies
  - Brand image and competitive evaluation studies
- Panel studies have been conducted monthly since 2005. The turn around time on a typical wave is 2-3 days.



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# Custom Research Conducted for Hospitality Clients

## Room Décor and Frequent Guest Programs

- Designed to allow a client to determine the optimum configuration for a new or existing product.
- Involve a combination of consumer research, statistical modeling, and share of market simulations.
- Some variations of these studies include optimum communication messaging.



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# Custom Research Conducted for Hospitality Clients

## Brand Positioning

- Comprehensive evaluation of how a hotel brand is perceived and used among its own hotel guests and among customers of competitive brands. This type of study typically starts with a qualitative phase followed by quantitative research.
  - Multi-country interviewing representative of the brands distribution
  - Key driver analysis for all hotel brands evaluated
  - Perceptual Mapping
  - Customer Segmentation



# Research Conducted for **Attractions**

## **Attendance Projections and Forecasting Studies**

- These studies are commissioned by real estate developers and are usually for high-profile attractions. The services that Phoenix provides include...
  - Ascertain the appeal of the attraction as well as individual venues within the attraction.
  - Provide potential attendance demand figures for each major gated attraction or anchors and by demographic categories.
  - (When applicable) Evaluate an advanced purchase ticket reservation system and how much individuals are willing to pay for the ticket reservation system.
  - Develop an understanding of consumer perceptions of admission price.
  - Profile the most recent visit to the area in terms of attractions visited, planning information sources used, and travel party composition.
  - Understand the media patterns of potential visitors.
  - Develop a comprehensive travel and demographic profile of potential visitors.



# Research Conducted for Destinations

## Brand Assessment and Positioning

- Tourism Bureaus and CVBs typically conduct these studies every few years to help determine marketing strategy...
  - Establish a baseline of brand awareness and preference for the destination and key competitors.
  - Evaluate specific product offerings.
  - Explore the attributes associated with the destination brand including an evaluation of the destination's perceived strengths and weaknesses.
  - Assess the perception of the destination in comparison to competitive leisure destinations.
  - Identify the information and booking sources currently used by recent visitors and potential visitors as well as an evaluation of the vehicles they would prefer to use.
  - Evaluate visitors satisfaction with the destination experience and the degree to which their expectations were met.
  - Determine the likelihood to return, the factors that contribute to the return decision and the timeframe of a potential return.
  - Provide a full travel and demographic profile of guests.



# Research Conducted for Destinations

## Ticket Sales Volume Projection

- Online conjoint study to determine ideal ticket prices and entitlements for destinations with several ticket options;
  - Develop an understanding of the optimization price for each ticket, and how an increase or decrease in price (and/or attraction entitlements) of one ticket impacts the sale of other tickets.
  - Determine interest level in multi-ticket media, intent to visit, estimated spend, and information sources used in trip planning.
  - Deliverables include a **Ticket Price Simulator** which enables the Destination to model attendance, gross revenue, and net revenue based on ticket pricing and ticket benefits.



# Research With Air Travelers

## Conducted For Airlines and Airports

- Understanding the needs, wants, desires and satisfaction of air travelers is a specialty of the Travel Research Group at Phoenix Marketing International.
- We are contracted by airports, airlines, concessionaires and other organizations that are interested in capturing the opinions of air travelers.
- We gather the opinions of hundreds of thousands of air travelers annually utilizing:
  - qualitative methodologies, such as focus groups and in-depth interviews, to gather a range of opinions about various topics and
  - quantitative methodologies, such as web surveys, telephone surveys, mail surveys and intercepts to gather statistically projectable data from which business decisions can be made.



# Research Conducted for Airports

- We conduct ongoing research at airports with departing passengers, arriving passengers and tenants.
- When interviewing departing passengers we ask about every element of the passenger experience from the time they arrive at the airport (e.g., traversing the airport roadways to get dropped off or find a parking spot) until the time they depart on the plane including:
  - checking-in,
  - clearing security,
  - effectiveness of signage in the terminals,
  - restroom cleanliness,
  - concessions,
  - the gate area



# Research Conducted for Airports

- When interviewing arriving passengers we ask about every element of the passenger experience from the time they land at the airport and, if possible, until the time they leave the airport grounds including:
  - ease of traversing the terminals,
  - lines at the restrooms,
  - ease in finding the baggage claim area,
  - speed and accuracy of baggage delivery,
  - ease in finding ground transportation and
  - the helpfulness/courtesy of the Volunteer Airport Ambassadors.



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# Available for all Travel Industry Sectors

## Qualitative

- On staff experienced focus group moderators who know the travel and leisure category. Phoenix conducts focus groups on a global basis.
- No “hand off” from Qual to Quant studies as the same senior staff (and moderator) manages all aspects of the project.
- In addition to focus groups, we routinely conduct IDIs, online focus groups and bulletin boards.

