

Regional Tourism Organization 9

The Business Case for Research

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The Business Case for Insights-Driven Research

- Used properly, sound market research, robust data and metrics help organizations and companies in all industries to:
 - 1. Make better decisions**
 - 2. Sustainably develop their businesses**
 - 3. Accurately measure impact**
- The travel and tourism industry is **no exception.**

What is Travel and Tourism Market Research

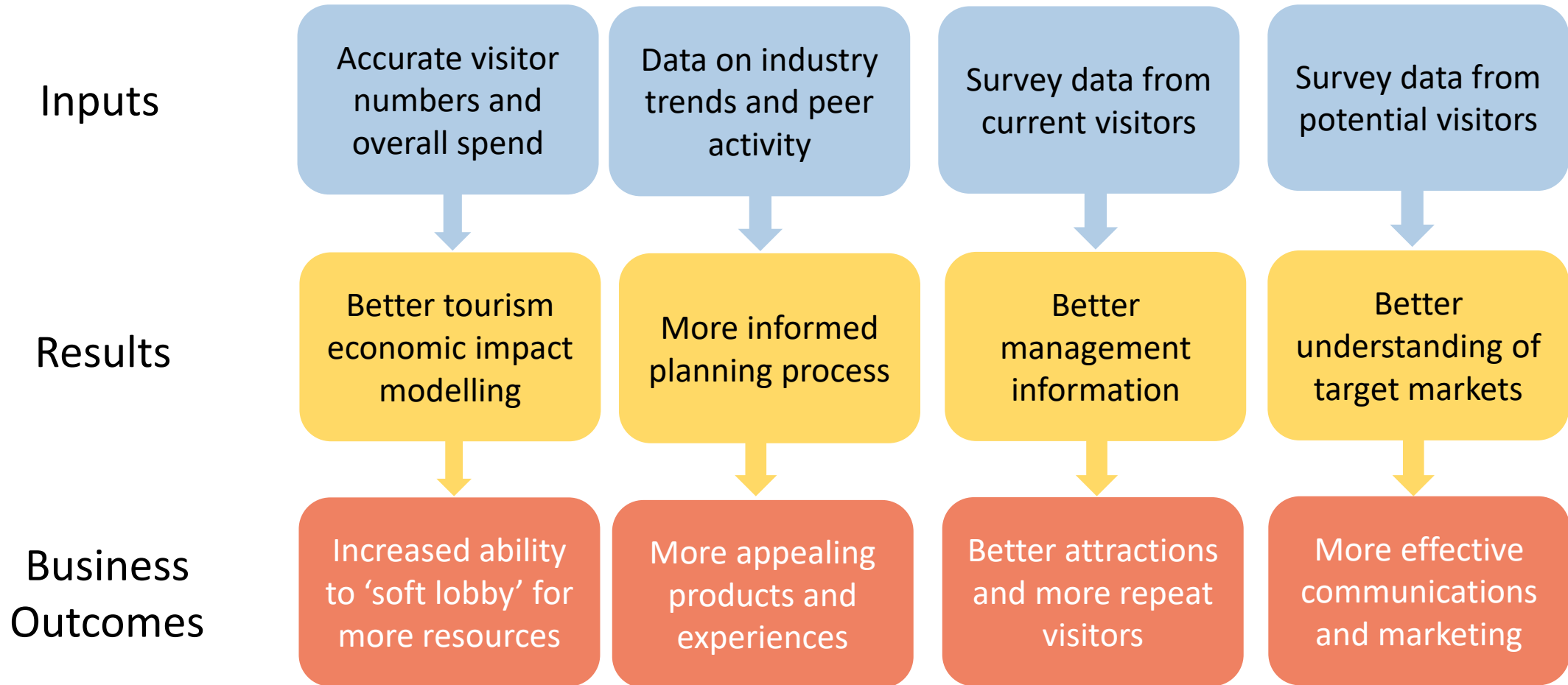
- One of the most **heavily researched** economic sectors.
- However, because of the myriad and somewhat mutually exclusive sub-sectors (airlines, hotels & accommodation, attractions, tour operators, attractions, DMOs), research tends to be **specific and highly focused**.
- It also tends to be **data heavy. Insights lite.**

- In the midst of this pandemic and resulting economic recession, it is becoming increasingly clear that destinations and operators need to have access to timely industry and market insights to:
 1. Influence strategy
 2. Monitor and measure performance
 3. Build long term resiliency
- Ultimately, effective recovery can **ONLY** be driven by **robust, responsive, evidence-based decision-making.**

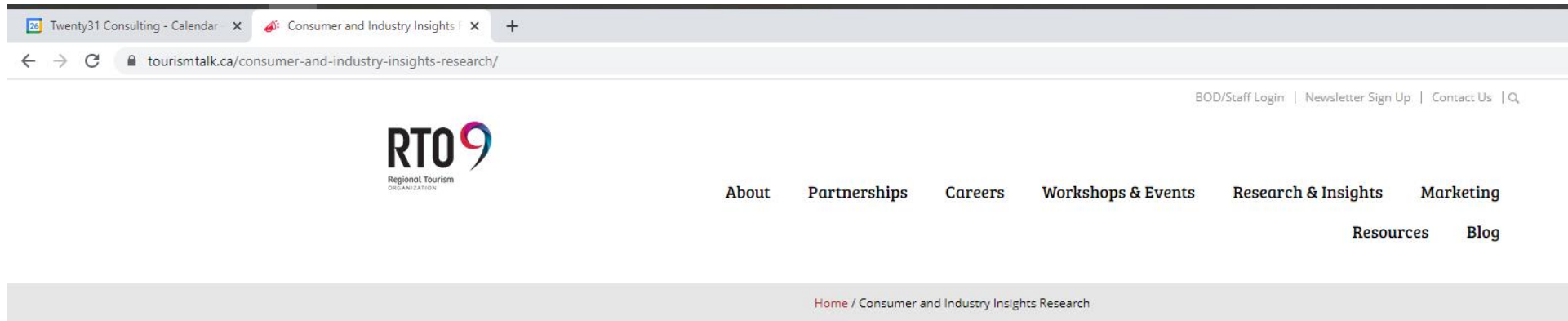
“Our clients keep asking us how travel and tourism will continue to evolve and what to do.”



What kinds of research will be essential for driving recovery?



...And where can you find useable research out of the box



Consumer and Industry Insights Research

We've compiled the results of our own primary research to give you insight into RTO9's visitor and business environment.



Industry Insights Survey - Wave 2 Winter 2020

The Industry Insights Survey was designed on behalf of RTO9 and key destinations across the region to identify tourism issues and understand the outlook and concerns of business owners and organizations linked to the industry.

[Download Report](#)

...And where can you find useable research out of the box

Accommodation data:



Spend data:



Digital ROI measurement:



Market Insights:



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Twenty31 Consulting is a research and innovation-based management consultancy working with senior leaders of travel and tourism organizations to define and build sustainable, competitive advantage.



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Unprecedented Decline: COVID has caused the most profound disruption to modern society and especially the travel and tourism industry in modern times.

