

Tourism MAP

Whether you are a tourism promoter, tour operator, carrier, hospitality chain, resort, tourist park or car rental company Tourism MAP is an essential business tool.

Discover your competitive edge.

- Roy Morgan's products are the currency of tourism & travel industry, providing supply measurement, evaluation, flexibility of analysis and linkages to media and the competitive framework.
- Experienced, specialist teams with expertise in design, development and management of national and regional surveys.
- The HTS provides a comprehensive picture of consumer choices to identify other aspects competing for discretionary expenditure.
- The ATI is a unique ongoing tracking survey providing unparalleled depth of information on key aspects of air travel.
- Discover your competitive edge with critical insights into both inbound and outbound travel intentions.
- The HTS and the ATI can be purchased in full or by individual components and are currently available for Australia, New Zealand, United States and United Kingdom.
- KPIs, reports to management and workshops can be customised to individual requirements.
- Databases are delivered monthly and quarterly in Asteroid on CD ROM.

Tourism MAP is now available for New Zealand, USA & UK .

If you're on the inside looking out or on the outside looking in, Tourism MAP can tell you where the discretionary dollar is going. Now you can get similar insights for each of these three key markets, enabling you to understand competitive pressures and identify market opportunities from both perspectives.

Powerful Asteroid Windows software.

In contrast with conventional research reports, Tourism MAP is provided on disk with user friendly 'data analysing' software. Asteroid ensures the data can be used for periodical reports in pre-set formats or re-cut and re-analysed to suit changing business needs.

As an integral part of your subscription, Roy Morgan's specialist analysts will train your staff and conduct workshops to ensure that you can extract the maximum benefit from the data.

In-house demonstration

To fully appreciate the power of Tourism MAP call to arrange a free in-house demonstration.

Roy Morgan
— Research —

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Discover your edge.

1Developed in conjunction with Colin Benjamin -The Horizons Network



Tourism MAP



“The who, what, where, when and why of travel & tourism.”

Roy Morgan Research is the leader in tourism & travel research with syndicated and customised products and services that meet the needs of all major players in the industry, both domestically and internationally.

Tourism MAP (Marketing & Advertising Planner)

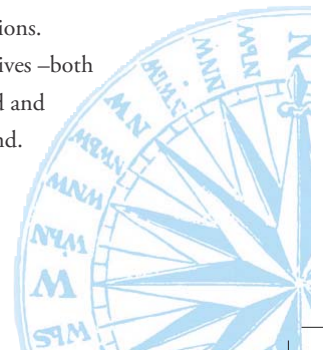
The Holiday Tracking Survey (HTS) and the Air Travel Index (ATI) are linked to Roy Morgan *Single Source*, the largest consumer research database in the world. Combined, Tourism MAP provides the industry with the most comprehensive and accurate data and analysis available today, including supply measurement, evaluation, flexibility of analysis and linkages to media and the competitive framework.

Holiday Tracking Survey (HTS)

An ongoing tracking survey of holiday and leisure travel, HTS provides detailed information on travel preferences, intentions and behaviour, destination associations, holiday types, brand specific information, attitudes towards holidays and travel plus advertising awareness and taglines.

The key applications include:

- Preference - measures the destination where people would like to holiday in the next two years for short trips of 1-2 nights and/or longer trips.
- Intention - measures the destinations people are planning for a short or longer trip, including the month and year of intended trips.
- Travel behaviour last 12 months – measures the number of trips and places visited on short or long trips for all holidays and non-business trips.
- Last trip behaviour – places visited, accommodation, transport, cost of trip, travel party, information sources, booking methods, and activities.
- Attitudes – towards holidays and travel .
- Holiday types – phrases describing types of holidays for last or next short or long trip.
- Advertising awareness – unprompted and prompted – for domestic and overseas destinations.
- Perspectives –both inbound and outbound.





Tourism MAP

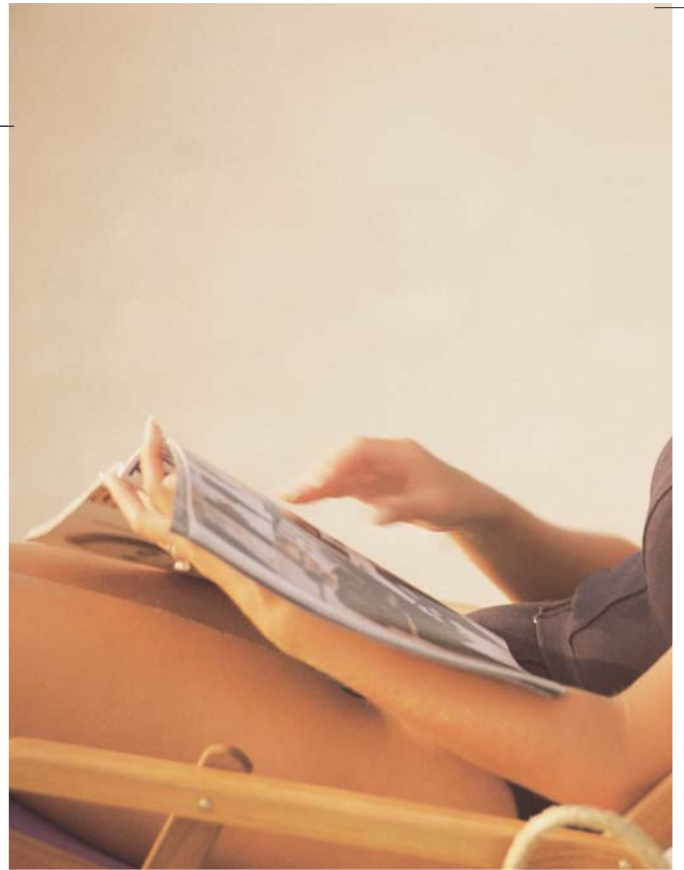


Air Travel Index (ATI)

The ATI is an ongoing tracking survey of air travel. It provides detailed information on key aspects of air travel (business & leisure), membership of airline clubs and frequent flyer programs, domestic and overseas air travel.

The key aspects are:

- Membership of airline clubs and frequent flyer programs.
- Domestic air travel – measures air travel (business & leisure) in the last 12 months, including frequency and main reason for all trips, and main destination, airlines and car hire companies used and considered, accommodation, and total cost for business trips.
- Overseas air travel – measures air travel in the last 12 months, including frequency, main reason for all trips, main destination, airlines used and considered for business trips.



“Discover your consu process, loyalties and c

Unmatched depth of understanding of Tourism & Travel

- Extensive range of attitudes and Roy Morgan Values Segments¹ (for better communications).
- Comprehensive picture of consumer choices in terms of travel.
- Key travel decision measures (to analyse impact of marketing activities and/or identify blockages in the marketing funnel).
- Distribution channels (to understand how different channels are being used for travel information and bookings).





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- Brand and membership specific data (to track brand used, loyalty to strategic alliances and memberships and/or to identify co-operative marketing opportunities).
- Continuous tracking of key holiday, leisure and air travel measures.
- A direct link to media usage (for more targeted media planning).
- Lifestyles and activities (for identifying and evaluating sponsorship and cross-marketing opportunities).
- Extensive profiling/segmenting of travellers and non travellers.

Accurate answers at your fingertips.

- Who is travelling?
- Where would people like to travel?
- Where are they actually travelling?
- Who are the high-yield travellers?
- What are the product development opportunities for my destination/market?
- How are people sourcing information and booking their travel?
- Which of my competitors are also targeting my market segments?
- How do I best access and communicate with my market segments?
- How effective are my marketing activities compared to those of my competitors?
- What other areas and industries are competing for my market's travel dollar?
- Who are my best sponsorship and co-operative marketing partners?



Discover your edge.