

Destination  Analysts

**RESEARCH FOR
AGENCIES OF
RECORD**



Dear friends,

Destination Analysts is a team of market researchers that works with organizations and brands around the world to identify and translate trends and provide intelligence that illuminates and guides smart, considerate, and sustainable tourism strategies.

We bring the answers to the *how* of human behavior works, and more important to help the understanding of the *why*.

As such, we believe the best research is designed by diverse perspectives, and we are proud to have a team not just comprised of—but led by--professionals who represent a diversity of identities, geographies, experiences, and passions.

Having just celebrated our company's birthday, we can now say we have provided our expertise to the travel industry for 20 years. When my co-founder and I started Destination Analysts it was on a tenet of client service, and we are proud to have now served over 250 organizations in helping them grow the positive impact of tourism to their communities.

We're excited to offer these opportunities to you in support of your clients!

Warm regards,

Erin Francis-Cummings, President & CEO

Destination  Analysts



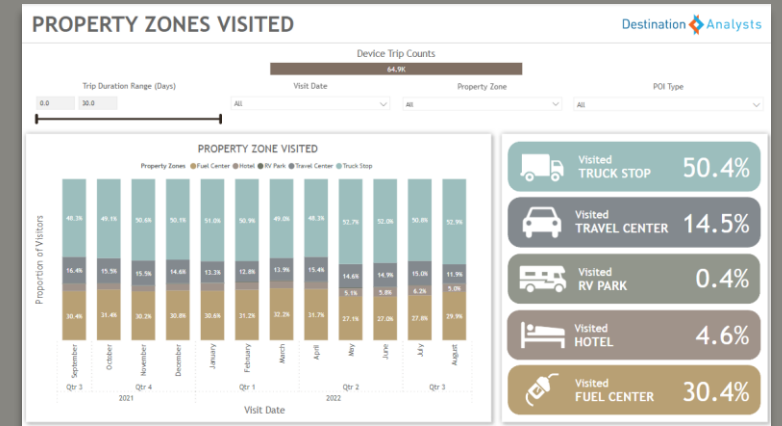
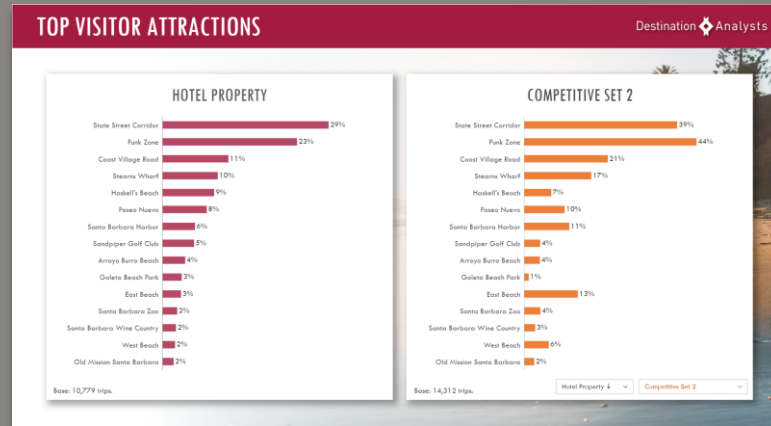
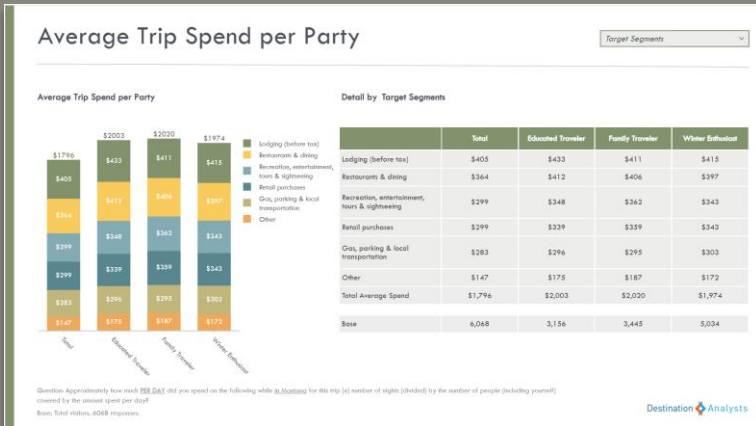


Destination Analysts has a diverse panel of travelers that can be tapped to provide unbiased opinions and feedback about travel experiences and products. In addition to client-led projects, Destination Analysts has provided this research to agencies to bolster strategies, test creative and support client pitches.

ANSWERS WE PROVIDE CREATIVE AGENCIES

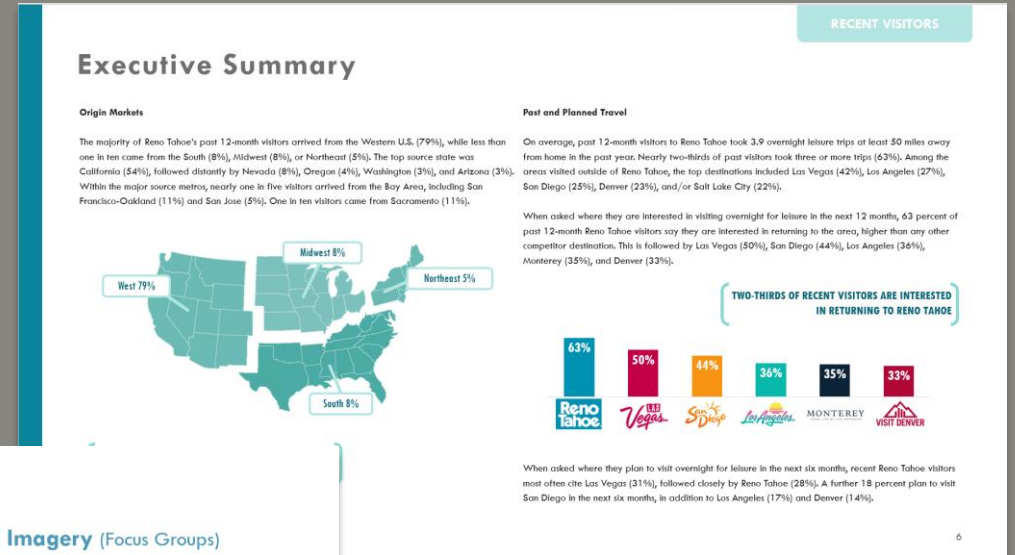
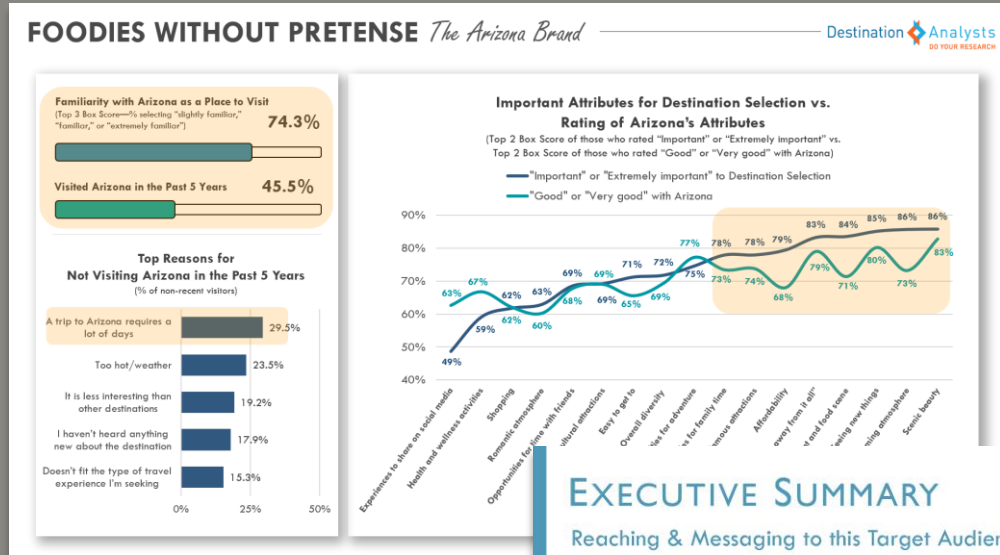
- How do travelers feel about our branding strategy?
- What benefits do my customers get from consuming my brand?
- What does my brand mean to my customers?
- Which audiences are most likely to visit?
- What media is most effective to attract the visitors we want?
- Who are the customers we should target?
- Who are my current customers
- What are the current travel behaviors, opinions, and trends of our target audiences?
- How do we connect with travelers emotionally?
- Which customer segments yield the highest economic impact?
- How much do my marketing efforts yield in return for what we spend?
- What is the long-term value of the brand?

SOME OF OUR WORK: CUSTOM DASHBOARDS



To achieve innovative and cost-effective advertising and marketing programs, Destination Analysts supports agencies with an industry-leading online data visualization platform that integrates data from any source. It easily visualizes data to communicate actionable marketing insights and analytics in a user-friendly and powerful platform. Dashboards can provide instant access to proprietary or custom survey data, mobile geolocation data, advertising report support, and/or other data sources.

SOME OF OUR WORK: PROJECT DELIVERABLES

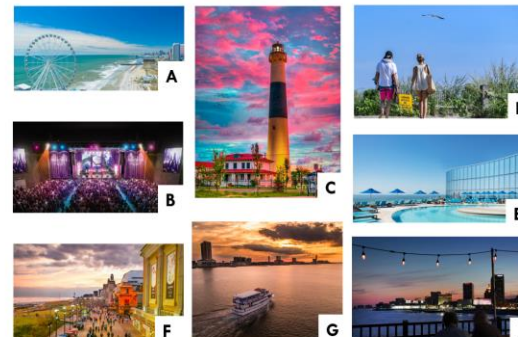


EXECUTIVE SUMMARY

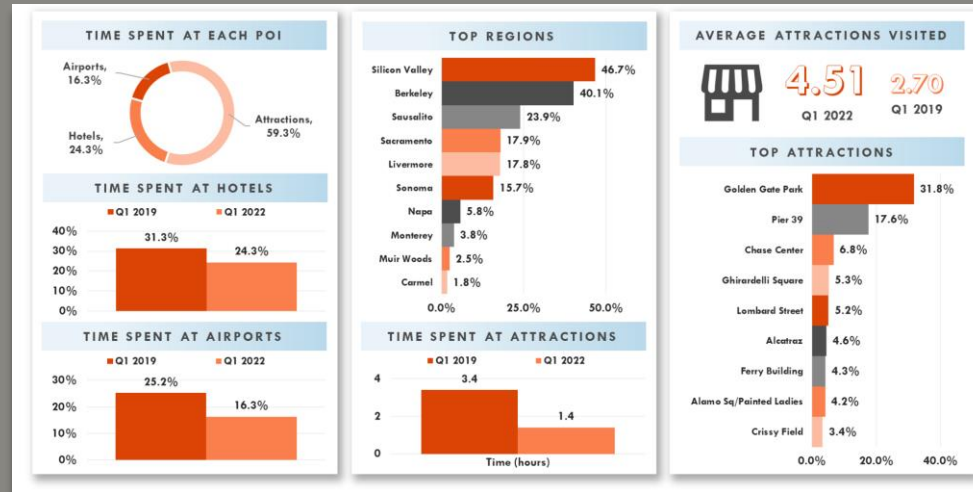
Reaching & Messaging to this Target Audience – Preferred AC Imagery (Focus Groups)

The image of people walking the boardwalk (image F) tested the best in the focus groups of travelers. It was described as unique, grand and genuine. "Image F drew me in the most. It feels like an image that someone in Atlantic City would actually take. It feels genuine."

Images B (the concert at Hard Rock) and C (the lighthouse) also tested well with leisure travelers. The concert image communicates excitement and shows there is nightlife experiences beyond gambling/casinos. The light house image was also well liked as being scenically beautiful. However, one participant who has visited Atlantic City before cautioned "This image is a great isolated shot but if you look beyond the frame, I know it is not a great view so I'm not as swayed."



SOME OF OUR WORK: INFOGRAPHICS



Destination Analysts creates custom infographics to convey research data in a digestible way. In addition to client-facing deliverables, Destination Analysts is adept at designing public-facing creative to communicate to the community and stakeholders outside of the travel industry.

THE BEST RESEARCH IS DESIGNED FROM DIVERSE PERSPECTIVES.

Destination Analysts makes marketing travel and tourism easier and contributes to travel as a **force of good** in the world through collecting data and providing travel intelligence that illuminates and guides smart, considerate, and sustainable tourism strategies. Travel experiences can provide **joy, rejuvenation, understanding, and connection** which we believe can benefit and should be available to all humans, no matter their **culture, race, ethnicity, gender, or identity**.

We are committed to leveraging the power of diversity to unlock the best in each of us and support travel's power as a mechanism for **togetherness**.

We foster an inclusive environment through **respect, collaboration, open communication**, and support effecting change with active recruitment, mentorships, and industry support.

Destination Analysts is proud to have these voices:

- **Woman-run company**
- **Black American**
- **Asian American Pacific Islander**
- **LGBTQ+**

A GLOBALLY TRUSTED SOURCE FOR THE LATEST TRAVEL TRENDS RESEARCH

The New York Times

“With signs that summer travel will be busy — more than 75 percent of those recently surveyed in a weekly analysis by the market research firm **Destination Analysts** said they planned to travel in the next three months alone.”

Bloomberg

“**Destination Analysts**, has been conducting weekly surveys gauging traveler sentiment. In their early March installment, more people said they felt “very confident” or “confident” that they can currently travel safely than said they feel “not very” or “not at all” confident.”

Forbes

“Research from **Destination Analysts** shows that nearly a third of those traveling soon plan to visit outdoor-oriented destinations where social distancing is built into the experience. Not only are eco-friendly lodges and wellness resorts seeing growing interest now, but these travel trends may remain long after the pandemic.”

Chicago Tribune

“According to January 2021 survey results from **Destination Analysts**, a travel and tourism market research firm, half of respondents reported they plan to return to their pre-pandemic traveling levels once they receive the vaccine.”

The New York Times

“The market research firm **Destination Analysts** found in a recent Coronavirus Travel Sentiment Index Study, a weekly survey of 1,200 Americans, that only 28 percent expected to travel for the holidays, including both Thanksgiving and Christmas. In the same survey, 53 percent said they had traveled for the holidays last year.”



“Erin Francis-Cummings, the researcher from **Destination Analysts**, said that while every American likely could use a good getaway at this point in the coronavirus pandemic, the best decision for some might just be to stay put, or to do what the Reichels did, cancel and hope to travel another time.”

RENOWNED INDUSTRY WORK

In addition to our custom work on behalf of our partners in the greater travel, tourism and hospitality industry, **Destination Analysts** conducts the *The State of the American Traveler™*, a monthly tracking survey of American travelers that provides timely insights into their sentiment, behaviors, preferences and travel motivations.

We also conduct and *The State of the Global International Traveler™*—the industry’s premier study for tracking international traveler sentiment and global destination brand performance—as well as the annual *The CVB and the Future of the Meetings Industry Study* for the greater meetings industry.

Destination Analysts also partners with the US Travel Association on American vacation trends and PTO usage.





Destination Analysts

MORE THAN 250 TRAVEL & TOURISM CLIENTS

6 NATIONAL TOURISM OFFICES | 35 U.S. STATES

140 DMOS | 50+ ATTRACTIONS



THANK YOU:)

WANT TO LEARN MORE?

Email:

Courtney Foste

Courtney@DestinationAnalysts.com