



PhoCusWright Custom Research: Completed Projects

Benchmarking

A major leisure travel organization sought to benchmark the competitiveness of its hotel prices against other online travel sites. PhoCusWright audited the client's website rates versus those of select supplier websites and online intermediaries.

A travel distribution platform provider wanted to benchmark a key product against competitive products and analyze the overall market opportunity. PhoCusWright provided an objective assessment of the product's capabilities, market positioning and potential, outlining a comprehensive market strategy and product roadmap. In addition, PhoCusWright created a co-branded white paper featuring key findings.

An online travel agency wanted to maintain its dominant position in a specified travel market by understanding how its level of technology investment compared with competitors in markets at a similar level of online travel maturity. PhoCusWright audited the client's internal and outsourced technology investments and future plans against global and regional competitors. Additionally, PhoCusWright provided recommendations on technology investments needed to maintain its leading position in the specified market.

Consumer/B2B research

A leading global travel technology provider wanted to study how consumers are searching for travel products online in advance of a product launch. PhoCusWright designed and executed a quantitative study to identify key trends in how travelers in specified global markets shop for travel.

A major media company sought comprehensive insight into traveler behaviors in a specified European market, including sources of influence, channel behavior and marketing attitudes and preferences. PhoCusWright designed a multi-year consumer research project yielding data and detailed analysis on how best to target travelers in the specified market.

A national tourism office needed to understand consumer perceptions and attitudes regarding their destination versus competitive destinations within the same region. PhoCusWright designed an in-depth consumer study of long-haul travelers in the U.S., Canada and Europe to provide insight into strategic marketing requirements.

Identify market opportunities

A leading global travel technology provider wanted to study how it could better facilitate low-cost carrier (LCC) bookings via the travel agency channel. PhoCusWright assessed the behaviors and attitudes that limit a travel agency's ability to transact LCC business and defined solutions to help the client develop compelling travel agency products.

A major online travel agency sought potential partners in the North America market. PhoCusWright developed a written sales and market strategy, facilitated interviews with 25 prospects, and created a focus group of travel executives to provide insight into the North America market.

A global travel management company sought to restructure its business travel offering to target multinationals in the corporate market and achieve global validity in key countries in North America, Europe, Asia Pacific and Latin America. PhoCusWright conducted qualitative B2B interviews and subsequent quantitative surveys to understand the key functions, practices and/or processes in the business travel value chain. PhoCusWright identified service gaps and opportunities for innovation, providing recommendations on how to strategically target the company's products and branding to appeal to key corporate segments and decision-maker demographics.

Research to help industry organizations educate members and promote member interests

A major industry organization wanted to provide its members with insight into the changing travel agency landscape. PhoCusWright prepared a research report to analyze the size and structure of the travel agency channel and identify emerging trends.

A European industry association wanted to promote the socio-economic value of travel and travel distribution services in Europe. PhoCusWright provided market sizing data and analysis for nearly 30 EU travel markets, producing a report that communicated the value of association members' businesses to stakeholders. The report uniquely analyzed all major travel distribution channels, including online direct and intermediary channels, GDSs and offline channels.

Expand into new markets

A GDS contracted with PhoCusWright to conduct research and publish a white paper summarizing the Chinese travel and tourism technology infrastructure and the barriers to customer satisfaction. The research detailed how and why Chinese travel agents and airlines are being underserved by the current technology solutions. The GDS used the white paper to provide thought leadership in the marketplace.

A GDS required a study identifying the behaviors, patterns and perceptions that limit or block a travel agency's ability to transact low-cost carrier business in the Asia Pacific (APAC) region. PhoCusWright provided a review of APAC LCC distribution via the travel agent channel and analyzed associated barriers.

A global hotel brand required market sizing and consumer insight to support expansion into a specified Asia Pacific (APAC) travel market. PhoCusWright sized the hotel market by segment in five major cities, designed a survey of business and leisure travelers to understand hotel purchase attitudes, and conducted in-depth interviews with corporate decision-makers. This multi-faceted research methodology yielded specific marketing strategy recommendations for success in the specified APAC market.

A leading European online travel company sought insight into the regulatory environment in a specified Asia Pacific market prior to entry. PhoCusWright provided a market and regulatory analysis, including clarification of requirements for website hosting/registration, licensing and payment processing.

An online travel company planning international expansion into emerging markets needed to prepare an executive memo to present to its parent company justifying its expansion strategy. PhoCusWright prepared an executive memo containing market sizing and online distribution analysis for the Latin America and Asia Pacific travel markets.

Improve market positioning and prospect marketing

A major corporate travel management company sought to restructure its business travel offering to have broad appeal among multinationals in the corporate market and global validity in key countries in North America, Europe, Asia Pacific and Latin America. PhoCusWright identified areas of opportunity in the business travel value chain and provided recommendations on how to differentiate the client's product to successfully target key corporate segments.

A major cruise line wanted to understand the size, categories and dynamics of the U.S. travel agency distribution channel and the booking behavior of travel agents related to cruise vacations. PhoCusWright designed a travel agent survey to gain insight into travel agent cruise booking trends, including product and channel selection, influences and inhibitors.

A corporate travel solution provider needed to validate the composition and travel and entertainment (T&E) spend of the U.S. corporate travel market in order to realign its sales strategy. PhoCusWright segmented the U.S. corporate travel market into key T&E spend categories and identified key factors impacting sales potential.

Optimize company results and client communications

A business travel management company wanted to improve its hotel strategy by understanding why many of its clients were choosing to book lodging via outside channels. PhoCusWright studied the variables impacting channel selection, identified the key factors motivating the company's clients to make accommodation arrangements with other providers, and provided recommendations for improving lodging results.

A media company wanted to optimize its marketing and product positioning to better appeal to destination marketing organizations and hotels. PhoCusWright studied the attitudes and preferences of customers and prospects, providing recommendations regarding messaging, public relations and key industry events the client should attend.

Market sizing

A major leisure travel organization needed to anticipate changes in travel distribution for all U.S. leisure/unmanaged business travel segments. PhoCusWright provided market sizing and channel shift estimates through 2016 for five distribution channels (both online and offline) and six major types of travel products.

An industry association wanted to size the travel agent tour distribution opportunity and identify strategies to maximize travel agent tour sales and revenue. PhoCusWright sized the tour operator market and analyzed the share of bookings distributed via the travel agent channel. Additionally, PhoCusWright designed a qualitative survey of tour operators to identify trends in the tour segment and attitudes toward distribution.

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Co-Branded White Papers and Webinars

A business software solution provider wanted to position itself as a market-leading vendor for large travel agencies. PhoCusWright created a co-branded white paper analyzing the need among large travel companies for an enterprise resource planning (ERP) application. The paper reviewed marketplace challenges, compared available products, and calculated the ROI achieved by using a holistic ERP solution such as that provided by the client.

A leading global travel technology provider sought to position itself as a thought leader in the Asia Pacific (APAC) travel agency sector. PhoCusWright researched and wrote a co-branded white paper analyzing travel agency distribution across all market segments in the APAC region, including in-depth study of India, Australia/New Zealand, Singapore, Malaysia and the Philippines. The white paper identified key trends impacting the travel agency marketplace, including travel agent distribution system requirements, booking patterns and emerging technologies impacting the travel agent channel.

In advance of a product launch, a travel technology provider wanted to educate corporate travel buyers about the benefits of ancillary fee tracking and the tools currently available in the marketplace. PhoCusWright created a co-branded white paper to 1) review current practices related to tracking and reporting airline ancillary expenditures, 2) assess attitudes toward tracking among corporate travel managers and 3) provide recommendations on purchasing a tracking solution.

A travel and expense management solution provider wanted to enhance its marketing and communications program with research content relevant to its prospects and clients. PhoCusWright drew from its extensive research library to create a white paper highlighting key trends in the corporate travel marketplace, including mobile, ancillary services, direct connect, expense management and the role of emerging markets. PhoCusWright additionally presented the content in a sponsored webinar, promoted to its opt-in database of 20,000+ travel industry professionals. The published white paper and webinar positioned the client as a thought leader and produced significant promotional benefits.

An online travel industry association wanted to improve market awareness of the value of online travel agencies (OTAs) to the airline sector. PhoCusWright analyzed existing consumer behavior and market sizing research, as well as client and third-party data, to understand the role of OTAs. The published white paper highlighted the positive impact of OTAs on traveler behavior, consumer choice and industry competition.

A global travel distribution company wanted to create a targeted sales and marketing publication to promote its European corporate travel division. PhoCusWright analyzed existing research and conducted 15 interviews with European travel management companies (TMCs) and corporate travel managers, probing a range of corporate travel topics and trends. The published white paper, distributed to the global travel distribution company's partners, clients and prospects, reinforced the company's position within the European corporate travel sector.

A global travel distribution company wanted to promote its thought leadership by sponsoring research investigating success factors for European online travel agencies (OTAs). PhoCusWright conducted interviews with European OTAs and analyzed data drawn from its extensive library of European travel research to create a co-branded white paper. The published white paper surveyed the European landscape for OTAs, probed consumer attitudes and highlighted key strategies and best practices.

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A global travel distribution company wanted to provide value and demonstrate leadership to a collection of important clients. PhoCusWright leveraged existing research and interviewed designated clients/prospects to create a series of four white papers focused on key corporate travel topics.

Strategy Sessions

A European online travel agency sought to enhance its long-term planning and market positioning via a strategic analysis of its current business plan and future opportunities. PhoCusWright provided a full-day strategy session, identifying opportunities for improved conversion, customer acquisition, marketplace expansion and overall revenue/margin growth.

A travel technology company needed to devise a high-level strategic plan for distributing and marketing a new product in the European market. PhoCusWright provided a full-day strategy session.

A major hotel brand needed to overhaul its eCommerce marketing strategy. PhoCusWright provided market-sizing data, benchmarking and detailed recommendations on how to leverage opportunities related to distribution, mobile/emerging technology platforms and social media.

An airline requested a strategic briefing on current airline distribution issues and cost estimates for various distribution channels, including a cost/benefit analysis of the GDS channel. The client required an overview of the evolving distribution landscape and insight into airline efforts to reduce GDS costs over the last five years. PhoCusWright provided a 360⁰ view of the impact of ancillary services, direct connect, fare search and fare families on suppliers, intermediaries, consumers, travel managers, travel management companies and travel agents. In addition, PhoCusWright analyzed how consumers are purchasing car, hotel and vacation packages and identified emerging distribution and customer relationship opportunities for airlines. Finally, PhoCusWright provided insight into how airline distribution is expected to evolve over the next 10-15 years.