

TRAVEL & TOURISM RESEARCH SERVICES



**ENVIRONICS**  
RESEARCH GROUP



## Environics partners with your travel and tourism organization

***The travel and tourism industry faces unprecedented challenges. Jurisdictions across the world are aggressively competing for travel and tourist dollars. Changing economic circumstances, currency fluctuations and security concerns have all impacted the marketplace, changing the nature of who is travelling, where they want to go, what motivates them and the experiences they seek to fulfill when they get there. At the same time, travel and tourism marketers are using increasingly sophisticated marketing tools, such as social media, blogs, intercept techniques and co-branding opportunities, to grab the attention of an increasingly savvy global traveller.***

Environics Research has the tools and expertise to help you make better use of your marketing dollars to understand and reach the most attractive types of travellers for your organization. To ensure that you have a prosperous tourism offer, you need a clear understanding of travellers' social values, travel motivations, behaviours and needs.

Environics' Travel and Tourism Research practice focuses on providing critical insights into different traveller types (be they defined by demographics, lifestage, income and place of residence) and their deeper motivations for why they seek to travel, the experiences they are hoping to have, and their concerns and expectations rooted in their personal social values.

With more than 20 years of travel and tourism research experience, highlighted by the creation of the award-winning Canadian Tourism Commission global *Explorer Quotient* (EQ) segmentation system, Environics brings an unparalleled capability to address your requirements. As a trusted leader in travel and tourism research services, we can partner with you to provide the necessary data, the critical insights and the strategic direction that support effective management of the crucial issues facing your organization.

### Full service research solutions

***Environics provides the essential expertise to help travel and tourism organizations in such areas as experience assessment, brand development, communications testing and long-term strategic planning.***

***Our research is designed to provide valuable insight and guidance in the following areas:***

**Visitor satisfaction research** – tracking visitor satisfaction and experience with your site, services, programs and facilities, and identifying key drivers to determine what actions should be taken.

**Travel motivations research** – exploring and identifying the experiences travellers seek to have fulfilled, and which best align with your current offer.

**New concept development** – exploring traveller interest in new travel and tourism concept ideas before committing to full launch and marketing.

**Travel intention research** – measuring the travel intentions and considerations of tomorrow's travellers to determine whether your market falls within their scope or not.

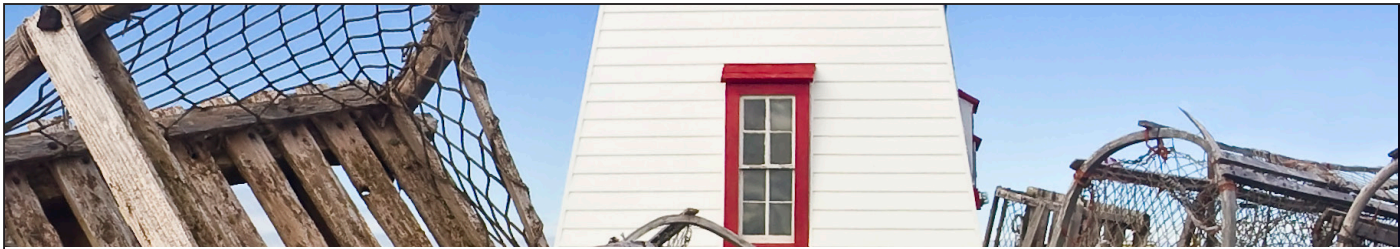
**Advertising and communications testing** – assess the effectiveness and impact of your advertising creative, and how it measures against competing options to best capture the attention and imagination of your intended market segment.

**Brand equity measurement** – your brand is your most valuable asset – what is your brand's identity in the eyes of travellers and how does it compare to competitors?

**Social media analysis** – track and monitor web and blog activity as it relates to your organization or site.

**Influencers' research** – find out what travel industry opinion leaders think about your organization or site, and how they are representing it to the travellers they serve.

**Employee/HR research** – measure the opinions and perceptions of your frontline staff, who are the face of your brand to the travelling public. Find out from their perspective what they are hearing from travellers and what changes they recommend.



## The right tools for the job

*Every initiative presents its own specific requirements and challenges, for which the best research solution requires careful consideration. Environics has developed a diverse range of sophisticated research tools with which to fully address the objectives of each project. Environics can draw on unparalleled expertise in:*

**Quantitative research** – online, telephone, mail and on-site intercept, drawing from general population or client-supplied samples.

**Qualitative research** – focus groups (traditional and online), mini-groups, triads and dyads, town hall meetings and one-on-one executive interviewing.

**Omnibus research** – cost-effective, per-question telephone and online research for cases where full custom studies are not warranted.

## Unique research tools

Environics is Canada's leader in social values and segmentation research. We have conducted award-winning research that created a traveller segmentation in domestic and international markets. Environics can help travel and tourism organizations better connect with travellers' hearts and minds, and uncover answers to your central questions.

### **Environics Social Values Monitor**

For three decades, Environics has measured the evolution of Canadian society through leading-edge social values research. This research is designed to provide insights into the changing social fabric of our nation and communities by measuring over 100 social values trends, covering elements of human interaction ranging from family relations, work motivations, tolerance for others, quest for learning, experimentation and consumer behaviour. Our social values research is used by governments, non-profit organizations and leading companies in the private sector to provide insights that allow them to connect with citizens in meaningful and innovative ways.

### **Environics Analytics PRIZM<sub>C2</sub>**

Environics offers a unique geodemographic segmentation system designed to provide greater targeting precision by answering key marketing questions. Travel and tourism organizations can gain greater insight into specific subgroups within their markets. PRIZM<sub>C2</sub> is effectively used to generate a thorough traveller profile that describes predominant lifestyles, hobbies, product usage patterns, attitudes and beliefs. PRIZM<sub>C2</sub> is linked to PMB/BBM media measurement databases, allowing users to make much better informed media buying decisions.

### **Environics Nexalogy**

Environics Research Group, in collaboration with sister company Nexalogy Environics, offers a suite of social media research tools for organizations that need to keep track of their issues in the social media space, in English and/or French. Social media have radically altered the news cycle, impacting policy-making and issues management in unprecedented ways. The world is smaller and faster, and all organizations need to keep up with discussions that have the potential to affect their reputations and operations. The Environics Research Group/Nexalogy Environics Social Media Research Tool Kit is a powerful way to track reactions to major announcements, online discussions of the issues and policies that concern your organization, and your organization or brand's overall reputation, among those who are shaping – and listening to – the online conversation.

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## About Environics Research Group

A global company, founded in 1970 and based in Canada, Environics offers a full range of quantitative and qualitative research services, as well as a unique social values methodology and unrivaled advanced analytics capabilities.

At Environics, our industry specialists work with our statisticians to ensure that clients come away from the research process with insights – not just numbers. From research design through data analysis and interpretation, we help our clients understand their environment and act on the evidence.

### Our business is driven by three core values:

**Insight** – Our job starts with data, but only ends once we have fully interpreted and articulated what it truly means for our clients and their objectives.

**Accuracy** – We are rigorous in our methods to ensure that our clients have complete confidence in the results we deliver.

**Integrity** – We do not compromise in our adherence to the standards and principles upon which public opinion research and our industry are founded.

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