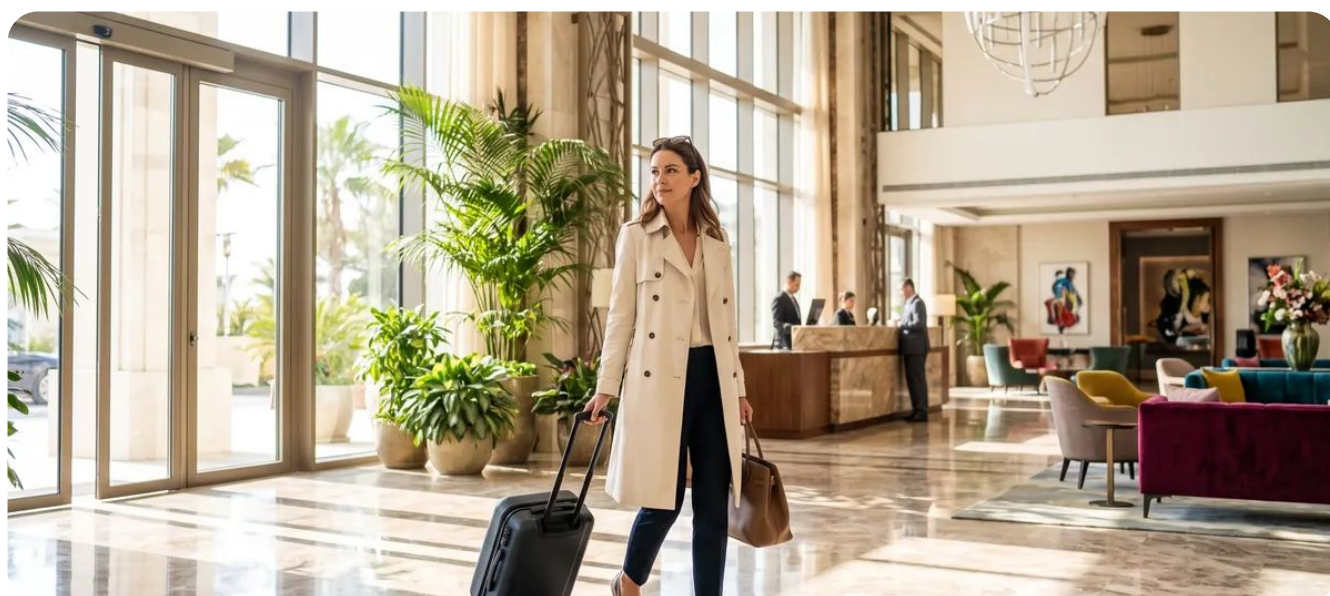


TOURISM & HOSPITALITY | TWO GULF MARKETS

Affluent traveller interviews for a luxury hospitality brand

An online screener and survey feeding in-depth interviews with affluent and ultra-high-net-worth travellers who take at least one five-star trip a year.



AT A GLANCE

CLIENT

Luxury travel and hospitality brand

INDUSTRY

Tourism & Hospitality

MARKET

Two Gulf markets

METHOD

Online screener and survey, then in-depth interviews

SAMPLE

Affluent and ultra-high-net-worth travellers

THE CHALLENGE

A luxury travel brand needed to understand the decision journeys, loyalty and unmet needs of affluent travellers who take at least one five-star trip a year, including the rare ultra-high-net-worth tier. The qualifying base was small and the top tier hard to reach.

OUR APPROACH

We used an online screener and survey to find the right travellers, then moved into in-depth interviews.

- 1 Screened and surveyed travellers online
- 2 Ran in-depth interviews on the full travel journey
- 3 Reached the rarest tier through validated specialist partners
- 4 Validated every record after review

THE RESULTS

- ✓ Specialist partners unlocked the elusive top-tier traveller
- ✓ Interviews mapped the full luxury decision path end to end
- ✓ Clear view of what keeps affluent travellers loyal

SERVICES USED

Qualitative recruitment

Hard-to-reach audiences

Online data collection

ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

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SEND A BRIEF

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Client project. Client details are anonymised.