

TOURISM & HOSPITALITY | MULTI-COUNTRY

Tables and charts for a hotel guest satisfaction tracker

Monthly tables and chart packs for a guest satisfaction tracker covering 40 hotels.



AT A GLANCE

CLIENT

Hotel group

INDUSTRY

Tourism & Hospitality

MARKET

Multi-country

METHOD

Data processing, tables and charts

SAMPLE

Monthly guest survey data

TIMELINE

Monthly

THE CHALLENGE

A hotel group's insights team was spending days each month preparing tables for 40 properties. It wanted the same outputs faster and with fewer errors.

OUR APPROACH

We automated the monthly tables and chart packs while keeping the client's existing formats.

- 1 Mapped the existing table and chart formats
- 2 Automated data checks for each monthly file
- 3 Produced hotel and region tables in one run
- 4 Delivered chart packs ready for management

THE RESULTS

- ✓ Monthly outputs delivered two days after data close
- ✓ The same formats the team already used
- ✓ Fewer manual checks for the insights team

SERVICES USED

Data processing and tabulation

Extended team services

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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Illustrative scenario based on typical engagements. Client details are anonymised and figures are indicative.