

TOURISM & HOSPITALITY | EIGHT MARKETS ACROSS NORTH AMERICA, EUROPE AND ASIA PACIFIC

Online survey across eight markets for a travel brand

Four thousand online interviews with recent leisure travellers in eight markets, programmed and fielded in six languages.



AT A GLANCE

CLIENT

Global travel brand

INDUSTRY

Tourism & Hospitality

MARKET

Eight markets across North America, Europe and Asia Pacific

METHOD

Online survey, 15 minutes

SAMPLE

4,000 completes

TIMELINE

3 weeks

THE CHALLENGE

A travel brand needed comparable data on booking behaviour in eight markets at the same time. Each market needed a local-language questionnaire and its own quotas.

OUR APPROACH

We programmed one master survey with local language versions and managed sample from several panels per market.

- 1 Programmed one master survey with six language versions
- 2 Set market-level quotas for age, gender and trip type
- 3 Applied fraud and speeder checks across all panels
- 4 Delivered one combined data file with market weights

THE RESULTS

- ✓ 4,000 completes across eight markets
- ✓ All market quotas closed in the same field window
- ✓ One harmonised data file instead of eight

SERVICES USED

Online data collection Global fieldwork coordination Fieldwork management Quantitative recruitment

Survey programming

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.

EMAIL

contact@researchandmetric.com

PHONE

+1 240-980-1551

SEND A BRIEF

researchandmetric.com

30 N Gould St Ste R, Sheridan, WY 82801, US

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