

TOURISM & HOSPITALITY | THREE RESORT DESTINATIONS

Face-to-face exit interviews with resort guests

Six hundred tablet interviews with departing guests at beach resorts, run over a full holiday season.



AT A GLANCE

CLIENT

Resort group

INDUSTRY

Tourism & Hospitality

MARKET

Three resort destinations

METHOD

**Face-to-face CAPI exit
interviews, 10 minutes**

SAMPLE

600 guests

TIMELINE

12 weeks

THE CHALLENGE

A resort group wanted to know how guests rate their stay and what would bring them back. Interviews had to happen at check-out without delaying guests.

OUR APPROACH

We placed trained interviewers with tablets in lobbies at peak check-out times.

- 1 Agreed short check-out windows with each resort
- 2 Interviewed guests for 10 minutes on tablets
- 3 Set quotas by nationality and length of stay
- 4 Checked data daily against the plan

THE RESULTS

- ✓ 600 guest interviews over the season
- ✓ No delay to the check-out process
- ✓ Weekly results shared with resort managers

SERVICES USED

Face-to-face CAPI Fieldwork management

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.