

TOURISM & HOSPITALITY | ONE DESTINATION, VISITORS FROM FOUR SOURCE MARKETS

A weighted visitor survey for a regional tourism board

Face-to-face intercepts at arrival points plus an online follow-up, weighted to official arrival figures by country of origin.



AT A GLANCE

CLIENT

Regional tourism board

INDUSTRY

Tourism & Hospitality

MARKET

One destination, visitors from four source markets

METHOD

Face-to-face CAPI intercepts and online follow-up survey

SAMPLE

1,200 visitors

TIMELINE

Three-month field period

THE CHALLENGE

A tourism board wanted to understand visitor spend and satisfaction by source market. Visitors from some countries were much easier to intercept than others, so raw results did not match the real visitor mix.

OUR APPROACH

We combined intercepts at arrival points with an online follow-up and weighted results to official arrival figures.

- 1 Ran tablet intercept interviews at the airport and main ferry terminal across weekdays and weekends
- 2 Invited intercepted visitors to a short online survey after their trip
- 3 Weighted results to official arrivals by source market and travel season
- 4 Delivered weighted tables and a field report on response by location

THE RESULTS

- ✓ Spend and satisfaction results that match the real visitor mix
- ✓ Coverage of four source markets in one design
- ✓ A repeatable method the board can run each season

SERVICES USED

Survey weighting Face-to-face CAPI Online data collection Global fieldwork coordination

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.