

MVA Research and Consulting for Leisure, Entertainment and Tourism

MVA Business, Market and Social Research (BMSR) offers professional support to the research and consulting needs of the Leisure, Entertainment and Tourism (L.E.T.) sectors.

The L.E.T. sections primarily includes the travel and tourism industry, themed parks, entertainment outlets and the relevant industry, as well as retail complexes (malls and plazas), and literally any establishments that have keen interests in consumers and the marketing opportunities in leisure, entertainment and tourism sectors.

Besides, we are actively working along with clients from the hotel, resort and catering sector in Hong Kong, China, and elsewhere in the Asia Pacific region.



MVA Tourism Research and Consulting

Our scope of services for the L.E.T. sectors:

- ✚ Strategic marketing planning and research
- ✚ Product & concept screening and evaluation
- ✚ Product, service or retail mix
- ✚ Market potential assessment
- ✚ Competitive positioning
- ✚ Market intelligence tracking
- ✚ Customer profiling and tracking
- ✚ Brand communication and tracking
- ✚ Product / service enhancement
- ✚ Retail catchment analysis / location analysis

For further information on
MVA's Research and
Consulting practices, please
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