

MVA Tourism Research and Consulting for Travel Agency

Travel agencies in Hong Kong are very competitive.

Some key players are offering generally similar services and itineraries, while others are specializing in certain destination markets. In recent years, there is a proliferation of travel products (guided tours or air-and-hotel packages) targeting the high-end customers segment; and exploring less frequent destinations.

Precise target marketing,
unique market positioning
and effective market communications
are crucial to business success.

MVA Business, Marketing and Social Research has a wide-range of research and consulting solutions (both qualitative and quantitative) cater to the strategic business and marketing needs facing the travel agency sector, vis-à-vis

- **Brand and communications**
- **Market competitive positioning**
- **New concept and service development**
- **Customer feedback**

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MVA Business, Market and Social Research (BMSR) offers professional support to the research and consulting needs of the travel agency sectors via the following aspects.

Brand awareness & perceptions, and communication effectiveness tracking

Usage and attitudes study

Patron satisfaction survey

New concept tests
(vis-à-vis new itinerary, new features in services,
new advertising/ communications...)

Competitive analysis

... and other customized approaches to suit your
business needs

For further information on MVA's
Tourism Research and Consulting
practices, please contact us at

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