

Profile

GfK Travel Insights

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Sector: Retail and Technology

Basis: Booking data in travel distribution

Sample: over 1.200 travel agencies in the Federal Republic

Evaluation frequency: monthly; Trend Monitor weekly

Target group: Tourism industry domestic and abroad

GfK Travel Insights is the first measurable basis to control marketing and sales activities in the industry of tourism. In contrast to polls or so-called climate indices, the panel is based exclusively on „hard facts“, namely the sales (booking arrangements) in travel agencies in Germany. Therefore it permits the user to draw reliable conclusions on the booking habits of the consumer. So actual trends and developments can easily be tracked.

Sample

Analyses of GfK Travel Insights are based on booking data sets that arrive from over 1,200 travel agencies inside Germany. They convey an exact reflection of the stationary distribution with respect to turnover and size, regional distribution and the business type (cooperation, franchise, chain).

35,000 fresh bookings on average and 80,000 booking data sets reach GfK's electronic systems every week, are calculated and extrapolated to the total market and then subjected to evaluation, analysis and assessment within context through a multitude of criteria. Monthly evaluations can be made accessible to panel subscribers 10 days after the ending of each monthly period. A weekly trend monitor is available as well in order to enable a quick record of all actual developments that determine the market of tourism.

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Data basis

Booking data made available for evaluation and analysis by travel agencies comprise the following range of details/features:

- Tour operator
- Means of transport
- Duration of stay
- Number of travellers (adults, children)
- Date of booking (month, week)
- Date of travel (month, week)
- Price
- Price per person
- Price per person and night
- Booking-to-departure period
- Cancellations
- Destination regions
- Destination: Continent, country, region, airport
- Departure airport
- Source region of travel agency
- Booking of travel insurances
- Booking of rental cars
- New in the second half year 2010: Hotel details (chain, category)

Any feature contained in the booking data sets can be evaluated per se and in a reasonable relationship to others. The booking data sets can be assigned to single types of businesses (chains, franchise, co-operations) and broken down to one of the six source regions Baden-Württemberg, Bavaria, North Rhine Westphalia, North (Hamburg, Bremen, Lower Saxony, Schleswig Holstein), East (Berlin, Brandenburg, Mecklenburg-West Pomerania, Saxony, Saxony-Anhalt, Thuringia) and Centre (Rhineland-Palatine, Saarland, Hesse). Given the large scope of acquired data, a plethora of various and detailed analysis and evaluation can be made.

Target groups

GfK Travel Insights is a strategic instrument which addresses the managing director, accountable persons for marketing and sales executives in the tourism industry. Particularly destinations and tourist offices, tour operators, airports, travel insurers, rental car companies, hotels, other service providers in the world of tourism or organisations involved with tourism benefit from a multitude of analyses on the basis of booking information supplied by travel agencies.

So, among other things, it serves to:

- Define market volume, market structures and marketing potentials,
- Market shares can be quantified, competitive information is provided,
- Define target markets and groups, identify potentials,
- Track the trends of bookings, prices etc. and
- Check the success of marketing actions.

Background

The set-up of the GfK Travel Insights in Germany started late in 2004; by end of the first quarter in 2006 the integration of a representative sample was completed. Since the winter season 2006/2007 the Tourism Distribution Panel is in a position to draw valid year-on-year comparisons. In the meantime tourism panels were established in the Netherlands, France, UK and Italy; in Russia it is under construction and more countries will follow.

For decades the tourist business was accustomed to prospering by natural growth rates. Meanwhile it is different and beyond this, the holiday-making habits of the consumer are now more heavily influenced by external incidences such as terrorist attacks, war, SARS or natural disaster, apart from unemployment or inflation. Today the tourist industry is characterised by predatory competition and concentration trends. Where market shares are at stake, valid measurable key data are required to form a basis to strategic cooperative decisionmaking. For this reason, panel research is firmly established in other industries as it can serve as an essential instrument for planning and control. Panel research has been practised by GfK for 30 years now.

GfK Group

GfK Group, No. 4 in market research companies worldwide, operates in the three sectors Custom Research, Retail and Technology and Media. GfK Group consists of 150 operative companies which are present in more than 100 countries. Around 82 percent of its staff (full-time employees 9.692, as of 31 December 2008) are based outside Germany. For more information visit www.gfk.com.

GfK business units

GfK is active in three business units – corresponding to the three sources from where it collects the data for its clients

Custom Research	The sector Custom Research is specialised on operative and strategic marketing concerns for almost any industry and market. Its information source consists in specified target groups among consumers and practitioners.
Retail and Technology	Retail and Technology collects information on turnover gained through the sales of technical consumer goods in retail on a continual basis. The source where this kind of information is acquired is retail.
Media	The sector Media provides continual and tailored surveys about reception, impact and consumption of tv, audio print and online media. Sources of this kind of information are the media.