



Travel & Tourism research made easy...

Uncovering travel behaviour with TNS' 6th dimension™ Travellers' Panel

A unique database for research amongst different types of travellers, tourists and holiday makers.

It has traditionally been extremely challenging and expensive to conduct research amongst difficult to reach travel markets who have 'niche' characteristics and often wide geographical distribution.

Until now. The TNS 6th dimension Travellers' Panel is a unique service to do just this. This service has been specifically developed to help clients profile and survey niche travel groups.

We can target:

- people who take intercontinental holidays, book online, travel with a particular airline and who tend to stay in resort-based accommodation
- business travellers who use particular airports
- accommodation and booking methods of those who enjoy specific holidays types (such as cultural trips, shopping or beach holidays)

Examples of analysis available:

Purpose of trip:
Holiday/personal Business
Countries visited:
Domestic travel (within 5 European countries: UK, DE, FR, IT, ES) European travel (including the 5 European countries above, Greece, Turkey, Eastern Europe and other Mediterranean) Intercontinental travel (specific information for USA/Canada, Australasia, Central America & the Caribbean, South America, Africa, Middle East and South East Asia)
Types of holiday trip taken & interested in:
Backpacking, beach, camping, city breaks, resorts, cultural trips, events (festivals, sports etc.), golf, health & spa, trekking & hiking, language studies, shopping, winter sports, activity and touring
Specific activities undertaken on holiday:
Sports events, festivals, spa/pampering, genealogy, visiting attractions (inc. historical sites, theme parks), leisure activities (inc. boating, fishing, golf, hiking, adventure sports, scuba diving and skiing/snowboarding)



Applications

The 6th dimension Travellers' Panel can be used for a wide range of travel and tourism research applications, including:

- Audience/visitor segment measurement
- Awareness and opinion-based research
- Niche-market studies
- Brand exposure measurement
- Penetration and profile of different types of tourists across five key geographical markets
- Tracking studies
- Changes in perceptions and behaviour over time
- Media access and readership
- New product development

Transport types used:
Aeroplane, train, car, motorcycle, boat/ship/ferry, hire car
Airlines used in last 12 months - by purpose:
Information on around 40 different airlines
Airports visited in last 12 months:
Information on 26 major European airports
Air travel information:
Transportation class and frequent flyer club members
Accommodation used:
Hotel/resort Bed & Breakfast Self catering Mobile home/caravan Cruise ship Own property/holiday home
Additional accommodation information:
Hotel loyalty scheme members and hotel grading
Researching and booking online:
For accommodation, flights, package holidays, rental car & trains



Who can benefit from TNS' 6th dimension Travellers' Panel?

- National Tourist Boards
- Regional and local tourist boards
- Destination marketing organisations
- Regional Development Agencies
- Major accommodation providers and groups
- Tour operators
- Transport providers – airlines, railways, ferries, cruising, car-hire companies
- Airports
- Major visitor attractions
- International events organisers
- Advertising and Marketing agencies

What is the TNS 6th dimension Travellers' Panel?

The Travellers' Panel is a sub-panel within the TNS 6th dimension access panel, the world's leading network of fully managed online access panels. We currently have over 500,000 panellists across Europe, including around 180,000 in the UK.

The scale of the panel means we can obtain large sample sizes for your research needs and gives us access to harder to reach groups. Using our panel you can focus on particular markets e.g. French business travellers to Britain, or UK residents taking a holiday in North America. Alternatively we can filter your data to meet your needs, including airline used, accommodation type, reason for trip etc.

Business travel is a notoriously difficult area to research, but we have data on thousands of business travellers including European and intercontinental business travellers.

Benefits

- Pan European – available across Europe
- 'Sister' panels with similar information across the globe in North America, and the Asia Pacific regions
- Faster turnaround
- Readily available as already pre-screened
- Access to the demographic and profiling variables on all travel panellists. This means that it would be possible to survey e.g. Italian couples, aged 20-30 who are interested in taking city breaks, but have not visited the UK recently
- Longitudinal studies are possible, so you can keep going back to the same group of respondents e.g. to understand the specific needs and behaviour of users over a period of time

Panel recruitment

TNS 6th dimension operates a strict quality process to maintain the integrity of our panels. Panellists are recruited from a variety of online, mail and other data collection sources, which enable us to access difficult to reach groups and avoids systematic bias in recruitment. Respondents provide address details, which are necessary to claim rewards, increasing our confidence in their identities.

Quality control

The 6th dimension European Access Panel is carefully managed to ensure accurate and quality data. We:

- Avoid overusing/biasing panellists by restricting the frequency of survey completion and occasions they are interviewed about a particular topic;
- Regularly 'purge' the panel to remove inactive panellists
- Regularly profile panellists
- Do not mention the survey topic when inviting panellists to participate to avoid biasing the likelihood to respond
- Adhere to market research quality guidelines in each country
- Completely control the survey process from start to finish

About TNS

TNS, who recently merged with Research International, is the world's largest custom research agency delivering actionable insights and research-based business advice to its clients so they can make more effective business decisions. TNS offers comprehensive industry knowledge within the Consumer, Technology, Finance, Automotive and Political & Social sectors, supported by a unique product offering that stretches across the entire range of marketing and business issues, specialising in product development & innovation, brand & communication, stakeholder management, retail & shopper, and qualitative research. Delivering best-in-class service across more than 70 countries, TNS is part of Kantar, the world's largest research, insight and consultancy network. Please visit www.tnsglobal.com for more information.

About TNS Travel & Tourism

TNS Travel & Tourism is one of the leading providers of research and consultancy services to companies and organisations involved in tourism, travel, arts and leisure. Our client list is extensive and includes national and regional tourist boards, transport providers and tour operators, organisations involved in outdoor recreation, sports and leisure, arts and heritage, local authorities and Government departments. We have considerable experience in a wide range of methodologies and analysis tools so that we can tailor studies to meet our clients' research needs.

Need more information?

For more information on the TNS 6th dimension Travellers' Panel, please contact:

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Alternatively you can log onto our website at:
www.tns-global.co.uk