

Tracking holidaymakers as they plan their next trip



Our client is a leading global travel and leisure group that generates revenues of more than \$10 billion (€8.6 billion) from over 20 million customers each year.

GfK research helps a global travel group understand the purchasing behavior of holidaymakers and sharpen the effectiveness of its marketing and sales forecasting.

Situation

The Internet has fundamentally transformed holidaymakers' decision-making and purchasing patterns. Awareness and consideration have lost predictive power, and even consumers don't know how they will proceed to their booking.

In order to plan strategically and market effectively, our client needed a thorough understanding of the research and buying process.

Approach

We showed that consumers are unreliable predictors of their own behavior, and that tracking of actual behavior was needed.

We set up a Media Efficiency Panel to gather demographics, intentions and purchase actions, while our browser plug-in continuously tracked all online behavior for 15,000 households. This was complemented by an offline-behavior questionnaire.

Outcome

- The research provided highly granular insight into consumers' holiday purchase patterns. It analyzed how they research their trips, including the websites and search keywords used and the vital role of aggregators.
- This allowed our client to influence the process effectively by enhancing its promotional tools and marketing at every step. It also made it easier to forecast future sales.