

What we are doing

Research

- Field research (e.g. Last-Minute-Market studies)
- Desk research (e.g. Billigflieger (LCC) studies)
- Marketing research (e.g. Web-Tourismus studies)
- Discussion groups / Focus groups (open to biotic)
- Analysis of images and brands
- Analysis of high profiles (aided and unaided)
- Checks of compliance with standards and service-quality
- On-line market research / On-line panel
- Webpage analysis / Usability-Checks

Consulting

- Strategic analysis and consulting
- Support in planning and realizing of all operative marketing measures and activities
- Tourism oriented business games to simulate economic processes and help on the development of new personnel and marketing management

How we support

Based on our wide and long-time experience in the tourism industry we nationally and internationally support you with:

- Development of strategy-plans
- Consulting and coaching of management
- Development of marketing plans and strategies
- Personnel development
- Market research
- On-line marketing
- Customer analyses / Guest analyses
- Customer satisfaction analyses

Consulting

- analysis
- strategy
- development
- realisation

Research

- inquiries
- surveys
- analysis
- studies

Web-Tourismus fields of competence

Tourism

- destinations
- tour operators
- carriers
- accommodation
- agencies/portals

Internet

- consulting
- conception
- realistaion
- service

Important projects

Abstract of our activities and projects

- EKubin - Development of an interbranch program for measuring, evaluating and indexing the strength and the characteristics of the emotional customer retention.
- Standardization of quality and brand development of a 5-star hotel chain
- Research and strategic consulting on new-positioning for an exclusive holiday destination
- MOSQUAM - Development of an interbranch tool for objectively checking and evaluating quality- and service-standards
- OSST - Development of a software for automatically issuing personalized on-line travel price securing documents
- Development of competitive oriented website usability checks
- Optimization and personnel training for distributors
- Personnel development and assessment-center-trainings
- Feasibility study and based on strategy concept for a health & SPA resort
- Development of a complete back office system for a tour operator incl. booking engine
- Development of a comprehensive business game specialized on service companies

more at www.web-tourismus.de/consulting-projects.aspx

Why us

Web-Tourismus started as a pioneer of tourism based online market-research and has developed into the first and only market-research-institute that concentrates on the tourism industry and its special interests and problems.

Due to our focus on the strategic and operative consultation, the analysis of quality, organization and processes as well as the personnel development we work out creative and maybe sometimes unorthodox solutions together with you.

We offer our experience from numerous national and international projects, our insider knowledge as well as our network made up of selected contacts.

We have wide experience of research and consulting on (on-line) tourism and support you as a strong partner with a strategic and tourism appropriate foresight.

Quality and customer satisfaction are our focus, as you are firstly our business partner and only secondly our client.

Your success is our main concern and your success is the result of working together closely, intensely and first of all in partnership.

We are looking forward to seeing your visions!

Who we consult

Web-Tourismus provides all contractors of the tourism industry with consulting services and research facts & figures.

We support our customers in all stages - from the analysis to the realization - and we are a reliable and helpful advisor. Mainly we address to

- Transportation industry
- Accommodation industry
- Tour operators
- Tourist boards and marketing agencies (national, regional, local)
- Travel agencies
- Leisure, adventure and theme parks

and others of the tourism industry.

ULYSSES MANAGEMENT

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WEB-TOURISMUS

TOURISMUS FORSCHUNG & BERATUNG



Success in tourism

www.web-tourismus.de