

CUSTOM RESEARCH

You've got questions—we've got answers.

Travel Weekly and *TravelAge West's* Custom Research surveys are a unique opportunity to partner with us to find out how travel advisors view your company, brand or destination.

Our team will be with you every step of the way. First, we will help you identify your research goals and develop a survey designed to deliver the answers you need.

Email invitations are then sent to Northstar's research database, requesting travel professionals complete the survey. These travel professionals have a 360-degree view of the industry—they know the products, they know what kind of services should be provided and they have a large sample of clients who report back their experiences.

Finally, once a minimum of 400 surveys have been completed, the survey will be closed and you will receive a complete data export of all findings in 3-4 business days.

RESEARCH COMPONENTS INCLUDE

- Research consultant to help develop your survey
- 10-15 question survey
- Guarantee 400 completed survey
- Complete data export of results along with [detailed infographic of results](#)

TYPES OF RESEARCH

- Brand Awareness
- Customer Satisfaction
- Advisor Attitudes and Expectations
- Competitive Set
- Advisor Booking Habits

RATES

1x	\$12,500
2x	\$17,950

*Multiple survey pricing upon request.

For more information on Travel Weekly's portfolio of products, visit TravelWeeklyMediaKit.com

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For more information, contact your sales representative or

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