



## Capabilities Statement

### Core

Consultancy specializing in providing market research, analysis, and strategy services:  
Market Research || Data Analysis & Reporting || Tourism Competitive Intelligence  
Destination Analysis & Promotion Strategy || Geographic Literacy Promotion

### Differentiators

With a focus on tourism promotion and destination marketing, the consultancy specializes in providing critical analysis and insight from a wide array of research sources, and translating market data and industry knowledge into actionable recommendations for strategic planning. What distinguishes the company from competitors, is the ability to leverage extensive financial experience and international affairs perspective.

Locally created, globally focused, we help clients identify key trends and provide solutions to empower them to make better strategic decisions based on their competitive advantage. We serve travel and tourism industry stakeholders including market research intelligence companies, travel media, trade associations, travel marketing companies, place branding companies, destination management organization (DMO), and destination attractions.

### Past Performance

Africa Travel Association	Mintel	Skift	Phocuswright	TCI Research	AA Marketing Consultancy
Market Research / Content Creation	Market Intelligence / Destination Analysis	Data Analysis/ Reporting	Data Analysis / Article Writing	Research / Strategy	Primary Research / Brand Perception

### Certification/Code

**CERTIFICATIONS:** M/WBE by New York State, New York City, and Port Authority of NY/NJ

**DUNS:** 080979657

**NAICS CODES:**

541910	541720	541690
561591	541613	926110

**NIGP CODES:**

91839	91848	96126
91872	95605	96179
91809	96124	

### Contact

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