



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 || Destination Representation || Travel Trade Relations || 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/Codes

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

DUNS: 080979657

NAICS CODES:

541613 Marketing Consulting Services
541690 Economic Consulting Services
541720 Historic & Cultural Preservation
541910 Marketing Research Service
561510 Travel agencies

561591 Tourism Information
561599 All Other Travel Arrangement and Reservation Services
926110 Tourism development offices, government

NIGP CODES:

90580 – Traveler’s Assistance Services
91809 – Analytical Studies & Surveys (Consulting)
91839 – Economy Consulting
91848 – Feasibility Studies (Consulting)
91872 – Marketing Consulting
95605 – Business Research Services
95892 – Travel Management Services
96124 – Economic Development, Domestic & Foreign

96126 – Economic Impact Studies
96179 – Trade Services (Facilitation, Information, Marketing, Promotion)
96180 – Travel Agency, Chartering, and Tour Guide Services
96287 – Travel, Local (Provided by Third Party)
96288 – Travel, Non-local (Scheduled and Unscheduled), Provided by Third Party

Contact Information

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