

RESEARCH REPORTS & RESOURCES

- Exclusive, custom research reports and resources determined by sponsor partner and written by Women Leading Travel & Hospitality editorial team
- Includes promotion in Women Leading Travel & Hospitality Resource Library, as well as a Featured Resource in Women Leading Travel & Hospitality's e-newsletter
- Project team includes NAPCO Research analyst and/or Women Leading Travel & Hospitality editorial team

Benefits:

- Demand generation from trusted and credible source
- Bring market awareness and position your company as an industry thought leader
- Provide your audience with educational and valuable research
- Resource will be marketed to the right people, our audience of C-suite executives in the travel and hospitality industry
- Sponsor partner owns research report after production for own marketing usage

INVESTMENT VALUE: \$10,000

Research and Resource Topic Options:

- **2022 Top Women in Travel and Hospitality** **FEBRUARY 2022**
This report will highlight C-suite women making an especially notable impact in the industry. It will feature in-depth profiles of each of the honorees, offering valuable insights into their career journeys, varied approaches to leadership, advice for the next generation of women leaders, and much more.
- **Cornell University + Women in Travel & Hospitality Benchmarking Report** **JUNE 2022**
Benchmark data on the representation of women in leadership positions across the travel and hospitality industry will be gathered and then updated annually in order to track if progress toward equal representation is being made.
- **Travel and Hospitality's Game Changers** **AUGUST 2022**
This report will highlight the industry's women-led startups that have added innovation and efficiency to the travel and hospitality space. Learn about these unique businesses, including tactics that could potentially be applied to your own organization, as well as the women leaders behind them.
- **Advancing Diversity and Inclusion in Travel and Hospitality** **NOVEMBER 2022**
Many diversity and inclusion initiatives were launched in 2020 and 2021, but how are companies continuing to progress in their efforts, and are they meeting the goals they set? This report will highlight women and organizations that have successfully implemented DEI programming, as well as offer advice and best practices for others trying to follow their lead.

Research and Resource Topic Options:

(timing/delivery flexible)

- **Empowering the Working Mother**

Hear from leaders who are moms as well as those who are not moms but have created successful parental policies to lift up their caregiving employees.

- **Top Tips From WLTH Members for 2022**

This report features tips on business strategy, career development, work-life balance, and more, all from Women Leading Travel & Hospitality's members. The tips can be arranged by industry sector or by advice topic.

- **Creating a Strong Culture to Retain Employees From the Top Down**

The high employee turnover rate seen in 2021 can also be viewed as an opportunity to completely shift company culture in a positive direction. This report will explore what steps leaders can take to create an environment that results in higher employee retention. It will include information about engaging remote and hybrid employees.

- **The New Next Generation**

Women over 50 are starting companies, being promoted to C-suite positions, or getting into the industry for the first time. This report highlights women who are defying expectations. The honorees will address the issue of ageism and how to combat it.

- **Top Customer Experience Trends in Travel and Hospitality**

Customer demands are ever-evolving and changing at a rapid pace in this challenging environment. This report will discuss existing and new CX technologies; consumer behavior trends and expectations; forecast of consumer wants/needs going forward; and much more.

- **Best Customer Loyalty Programs in Travel and Hospitality**

This report ranks leading travel and hospitality brands on their loyalty programs. Each company's loyalty program will be judged on established criteria (e.g., discoverability, benefits, sign-up process, promotions and marketing, etc.) and ranked accordingly. This report offers a benchmark on how well leading travel and hospitality companies are doing in delivering the most valuable, frictionless and enjoyable loyalty programs that today's consumers have come to want and expect.

CUSTOM Research Reports Available



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