

RESEARCH REPORTS & RESOURCES

- 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:

- **2023 Top Women in Travel and Hospitality** FEBRUARY 2023
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.
- **Best Practices for Engaging a Distributed Workforce** JUNE 2023
This report includes a detailed examination of the best tools and tactics for remote culture building. Learn how to ensure your mix of remote, in-office and hybrid employees feel included and engaged in their day-to-day work. Travel and hospitality leaders share team-building exercises, onboarding tips and more to create a culture of belonging that in turn strengthens business.
- **Travel and Hospitality's Game Changers** AUGUST 2023
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.
- **Cornell University + Women in Travel & Hospitality Benchmarking Report** NOVEMBER 2023 **\$35,000**
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.

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 Women Leading Travel & Hospitality Members for 2023**

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 2022 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.

- **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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