

RESEARCH REPORTS & RESOURCES

- Exclusive and 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 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: \$9,950

Research and Resource Topic Options:

- **2021 Top Women in Travel and Hospitality** **JANUARY, 2021**
This first annual report features a who's who in the industry, spotlighting women who have helped their companies grow and thrive in a challenged travel and hospitality environment. Through profiles of these women leaders, you will learn from their wisdom and have the opportunity to put their advice into practice within your own career.
- **Leading Through Crisis: Top 2020 Learnings** **MARCH, 2021**
This comprehensive report will feature interviews with leaders across the travel and hospitality industry on the issues that are most vital to strong leadership, particularly now in these challenging and disruptive times.
- **2021 Traveler Trends Report** **MAY, 2021**
What is travel going to look like in 2021? How can companies in the industry adapt to the changing travel environment? This report offers potential answers for brands looking to develop their 2021 strategies.
- **Women in Travel Tech Trends Forecast** **NOVEMBER, 2021**
The travel and hospitality industry is evolving rapidly, driven in large part by the increasing influence of technology throughout the customer journey. This report will analyze companies within the travel and hospitality industry's current usage of technology and their spending on said technology from 2021; forecast upcoming changes to their technology budgets (i.e., on what spending is being increased, decreased); identify the technologies they believe will have the biggest impact on the industry in the coming year; shed light on top current technology challenges, and potential solutions to those challenges; and offer insights into the technology buying process within travel and hospitality organizations.

Research and Resource Topic Options:

(timing/delivery flexible)

- **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., are points able to earned and redeemed across channels, ease of use, customer experience, 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.

- **Top Women-Led Companies in Travel and Hospitality**

A ranking of the public travel and hospitality companies that have the highest percentage of women in C-suite and board positions. Profiles and interviews with the top performers will be included.

- **Diversity and Inclusion Benchmark: Advancing Diversity and Inclusion in Travel and Hospitality**

This report will rank public travel and hospitality companies based upon the highest percentage of minorities in C-suite and board positions. In addition to the ranking, the report will include commentary and expertise from leading subject matter experts on the topic, including tips on how to improve D&I efforts.

- **2021 Leadership Trends Report**

This comprehensive report will feature interviews with executive women across multiple industries on the issues and traits that are most vital to strong leadership.

- **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 trends and expectations; forecast of consumer wants/needs; and much more.

- **Travel and Hospitality's Game Changers**

This report will profile the people and companies that are disrupting the travel and hospitality industry, even amidst a difficult year for so many. Learn from these innovators through in-depth interviews and profiles.

- **2021 Sustainability Report Card**

Sustainability has moved to the forefront of the travel and hospitality industry. This report will identify the travel and hospitality companies leading by example, offering insights into their approach for getting there. In compiling our Sustainability Report Card, we measure the sustainability progress in core areas of company operations through comparative evaluation across the travel and hospitality industry.

- **2021 Leading Service Providers to the Travel and Hospitality Industry**

Finding the right vendor partners isn't an easy task. The good news is we're happy to help do the vetting process for you! This report analyzes and ranks leading service providers in the travel and hospitality space across a wide array of criteria.

CUSTOM Research Reports Available

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