

# ABOUT



# PhoCusWright

MARKET RESEARCH • INDUSTRY INTELLIGENCE

## Clients

**Hundreds of companies across the globe from the following sectors use PhoCusWright products and services:**

- Advertising/PR/marketing agencies
- Airlines
- Attractions and activities
- Banking/venture capital/private equity/financial services
- Car rental/ground
- Consulting and professional services
- Corporate travel managers
- Cruise lines
- DMO/CVB/tourist office/destinations
- Educational institutions
- Hotel/hospitality/resorts/rentals
- Publishing/editorial
- Rail
- Search/content/community
- Specialty travel
- Technology solutions providers
- Tour operators/wholesalers/packagers
- Trade associations
- Travel agency—online and offline
- Travel insurance

## Profile

PhoCusWright is the travel industry research authority on the evolving dynamics that influence how travelers, suppliers and intermediaries connect. Independent, rigorous and unbiased, PhoCusWright enables companies to make smart, profitable decisions.

PhoCusWright provides global marketplace intelligence, offering an array of qualitative and quantitative research through subscription services, individual reports and sponsored assignments. Areas of emphasis include consumer travel planning behavior as well as industry segmentation, sizing, forecasting, trends and analysis. Clients represent all facets of the industry value chain from around the world.

## Products and Services

### Syndicated Research

PhoCusWright offers three annual, subscription-based, syndicated research services that provide easy-to-access feeds of market forecasts, segment data, consumer survey information, insight and commentary for the corporate and leisure travel, tourism and hospitality marketplace.

- **Global Edition:** (formerly *The Channel*) An efficient feed of business and competitive intelligence for the corporate and leisure travel, tourism and hospitality marketplace.
- **European Edition:** Research focused on Europe as well as relevant Asia Pacific and U.S. travel technology.
- **Technology Edition:** (formerly *The GDX*) Ongoing research focused on the technology that is re-shaping the travel business and leveraging travel intelligence to illuminate the innovative products, methodologies and companies that are driving change in the industry.

### Reports

PhoCusWright's in-depth reports touch on all topics related to the industry—including country-specific issues in online travel commerce, emerging consumer and corporate travel trends and buying patterns, the future for travel agencies, and the innovative use of customer relationship management. Reports include comprehensive coverage of:

- Travel researching and buying behavior
- Consumer patterns, attitudes and outlook
- Forecasts and projections
- Multiple market sizing and share shifts
- Trends and changes year-over-year

### Special Reports

PhoCusWright's *Special Reports* are a series of topical research projects dedicated to answering tough questions about the travel, tourism and hospitality marketplace. PhoCusWright combines in-depth executive interviews and specialized consumer surveys to explore specialized topics and markets that are critical to strategic success, but where little detailed information currently exists. Companies can participate in the formulation of surveys and receive access to survey data, a presentation and the final report.

# ABOUT



# PhoCusWright

MARKET RESEARCH • INDUSTRY INTELLIGENCE

## Locations

Headquartered in Connecticut with offices in New York, Duesseldorf and Mumbai.

### United States

1 Route 37 East, Suite 200  
Sherman, CT 06784-1430

1133 Broadway, Suite 1025  
New York, NY 10010

### Germany

c/o h2c consulting GmbH  
Tannenstrasse 13  
Duesseldorf 40476

### India

61 Kamleshwar  
40 Tagore Road  
Santacruz W  
Mumbai 400054

## Contact

info@phocuswright.com  
U.S.: +1 860 350-4084  
Europe: +49 211 989-2558  
India: +91 989 269-2809  
Fax: +1 860 354-3112

## Custom Research

Companies leverage the power of PhoCusWright to answer the specific questions and to solve the unique challenges that must be addressed to take a company to the next level. PhoCusWright will provide facts, figures, forecasts, insight, commentary and analysis on the business dynamics and various players, and will assess the competitive landscape to square companies' conclusions with marketplace realities.

## Events

In addition to competitive intelligence, PhoCusWright is renowned for producing high-profile conferences. These events bring leading travel executives together in candid, highly accessible, interactive environments where they can engage, debate and define new and evolving realities.

Two conferences are produced annually. Upcoming conferences:

- *The PhoCusWright Conference*: Orlando, Florida USA on November 12-15, 2007
- *PhoCusWright@ITB*: Berlin, Germany on March 6, 2008

## Management

**Philip C. Wolf**, President and CEO, pwolf@phocuswright.com

**Carol Hutzelman**, Senior Vice President, chutzelman@phocuswright.com

**Christine Lent**, Vice President, Finance and Administration, clent@phocuswright.com

**Michaela Papenhoff**, Managing Director, Europe, mpapenhoff@phocuswright.com

**Bruce Rosard**, Vice President, Sales and Marketing, brosar@phocuswright.com

**Lorraine Sileo**, Vice President, Information Services, lsileo@phocuswright.com