



**RIGHT TRACK**

## SMARInsights' TRIPS Research

To help destinations and attractions ramp up their marketing efforts during the pandemic recovery phase, SMARInsights has developed an easy, affordable way to measure key performance indicators.

### Choose your geography

DMA(s): \_\_\_\_\_  
State(s): \_\_\_\_\_  
Region(s): \_\_\_\_\_

### Choose your research modules

*2 modules are included in the unit pricing*

- Resident Sentiment
- Traveler Sentiment
- Creative Assessment
- Awareness Measurement
- Visitation Trends

### Choose your cadence

- Single wave
- Weekly
- Biweekly
- Monthly

### Price: \$2,000 for each survey unit

Survey unit = 200 surveys per geographic area, per wave, with up to 2 research modules

### Favorites

**The Singular — \$2,000**

A single wave conducted in-state with Resident Sentiment and Traveler Sentiment

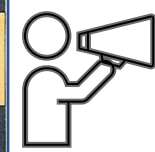
**The Ramp-Up — \$6,000 (\$2,000/wave)**

3 waves conducted monthly in-state with Traveler Sentiment and Creative Assessment in wave 1, Traveler Sentiment and Awareness Measurement in wave 2, and Traveler Sentiment and Resident Sentiment in wave 3.

**Sentimental Journey — \$24,000 (\$8,000/wave)**

3 biweekly waves of Resident Sentiment and Traveler Sentiment conducted in 4 markets (n=200/market).

**Contact our analytical team today to put together a research menu that meets your needs and your budget.**



dseiferth@smarinsights.com  
dmiller@smarinsights.com  
nfalkenstein@smarinsights.com  
ahuisden@smarinsights.com

