



## CASE STUDY

# Pitch Preparation: Luxury Vacations

**Objective:** For a new business pitch for the Cayman Islands Department of Tourism, Allison utilized QuestDIY to delve into the motivations and barriers for travelers' considerations of the Cayman Islands.

The primary goal was to present original insights into the preferences for luxury vacations and leisure activities of interest to their target audience.



## Execution

- We closely examined the brief and focused on understanding the target audiences the client was interested in. The goal was to uncover potential insights that they may have missed or might not be aware of.
- As an insight-driven organization, we took the extra time to design our research methodology to drill down into travelers' motivation for choosing a luxury destination.
- We asked a combination of quantitative and qualitative survey questions programmed in QuestDIY. The Harris Quest was supportive throughout the process.

## Outcome

- We achieved our target audience of 1,000 respondents in 2.5hrs. Our team had real-time access to the reporting tool that allowed us to go in and pull out raw data for reports.
- Achieving rapid results enabled us to quickly develop insights, enabling us to move forward on the creative process much faster.
- “Having access to the raw data and being able to pull out what's most relevant, is, I think, a real game changer.” — Lisa Rosenberg, Partner + President, Consumer Brands.

# Allison

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