

Marketing Campaign Evaluation Surveys

A marketing campaign survey can offer a client a strong evidence base for influencing decision making with regards to the success and future delivery for their given market. In an ever competitive market place, with increasing customer expectations and demands, this information is essential to allow clients to continue to offer both quality information provision and a quality experience for their visitors.

The business partners have particular expertise in planning, developing and undertaking campaign evaluation projects. Indeed, they have more than two years experience in working with the VisitBritain, National Audit Office approved, methodology for the evaluation of tourism marketing campaigns.

Results from this research have been accepted and approved regionally by the South West Regional Development Agency and Government Office South West.

