WHY YOU NEED THE RMI TRIP REPORT®

For over three decades, RMI has conducted extensive international travel trade research with the vision of tracking tourism product growth, measuring business-to-business marketing success, and identifying return on investment from key international inbound tourism markets.

The RMI TRIP Report® offers proprietary insight into key international tourism markets, including state-, city- and property-specific product inventory; trade estimated room nights booked; estimated visitor spend; and return on investment calculations.

What could that mean for you? Read on!

PRODUCT AUDIT & INVENTORY

TRADE SELLING YOU

ESTIMATED VISITOR SPEND

ESTIMATED ROOM NIGHTS BOOKED

RMI
Let's Get There Together.

The RMI TRIP Report® creates compelling intelligence in a digestible format, showcasing the impact of international tourism marketing efforts in your state. The report is a cumulative summary of hundreds of data points across top international inbound tourism markets stored in a dynamic database, allowing for real-time access and analysis of current city and property product inventory and estimated visitor spend calculations.

Our goal with the TRIP Report is to provide meaningful information to organizations in the tourism industry to help take action, determine ROI, improve marketing efficiencies, and continue to welcome international visitors to the United States.

35+ YEARS OF INTERNATIONAL TOURISM DATA & RESEARCH DEVELOPMENT

21+ TOP INBOUND MARKETS AUDITED

600+ COMPANIES REPORTING

1. **Easily identify** travel trade selling your destination
2. **Engage your stakeholders** on the importance of international visitation
3. **Conduct advanced reporting** down to city & property levels
4. **Pinpoint opportunities** for itinerary improvement, add-ons & upgrades
5. **Increase productivity** of meetings with international trade
6. **Benchmark** international product, visitation & spending growth

About the RMI TRIP Report®

The RMI TRIP Report® includes three main deliverables: Product Inventory Audit, Estimated Room Nights Booked and Estimated Visitor Spend. The Product Inventory Audit provides an indication of lodging available for sale internationally in select international source markets by travel category, including Fly/Drive, Motorcoach, Small Group, Packages and Accommodation-only lodging. Estimated Room Nights Booked are confirmed sales self-reported by travel trade and submitted exclusively to RMI. This portion of the report provides confirmation of converted sales from the previous calendar travel year. Estimated Visitor Spend is derived by average daily visitor spend from select markets and confirmed booked product. EVS can showcase the overall financial impact to specific destinations from overseas visitation.

CONTACT US FOR MORE INFORMATION!

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