New online research panel provides access to 500,000 respondents

Contributed by TNS
Wednesday, 26 July 2006
Last Updated Wednesday, 26 July 2006

Leading market information specialist, TNS, today launches its Travellersâ€™ Panel - an online sub-panel of 6thdimension which provides access to 500,000 international respondents across six European countries.Â

TNS LAUNCHES INDUSTRY LEADING TRAVELLERSâ€™ PANEL

New online research panel provides access to 500,000 respondents

London, UK, 25 July 2006 - Leading market information specialist, TNS, today launches its Travellersâ€™ Panel - an online sub-panel of 6thdimension which provides access to 500,000 international respondents across six European countries.Â The panel has been developed to offer a cost-effective means of gauging the opinions of thousands of travellers in the UK, France, Germany, The Netherlands, Italy and Spain â€“ providing businesses in the sector with a critical insight into their target markets.Â

The size of the panel enables TNS to identify large sub-samples of respondents from a range of different market segments including long-haul holidaymakers and business travellers.Â These can be matched against preferred holiday destination, type of holiday and accommodation, allowing bespoke sampling of specific holiday travellers to inform business and communications strategies.

The TNS Travellersâ€™ Panel is the fifth 6thdimension sub panel to be launched by TNS following the announcement of its Sports, Creative Minds, Telecoms and Health sub panels last year.Â The panel provides clients with access to a representative sample of respondents which can be grouped according to specific demographic profiles, enabling niche target audiences to be easily reached.Â Â

Tom Costley, Head of TNS Travel & Tourism comments: â€œThe new panel gives us the opportunity to research specific groups of travellers and gain greater insight into their travel needs, likes and dislikes.Â It will prove an invaluable and very cost effective tool to help travel, tourism, hotel and leisure operators gain a detailed understanding of different market sectors.â€•