

## Hotel Demand Forecasting

### Client Background

A global leader in travel and hospitality would like to gather, collate and validate specific economic trend data for all MEA countries between 2007 and 2011 and include any available forecasts. The client also would like growth estimates and a structured segmentation and prioritization for specific markets in order to assess market entry potential.

### 10EQS Approach

Upon receipt of the client request, 10EQS quickly produces a detailed proposal containing the engagement structure, cost, and delivery timeline. 10EQS identifies and appoints an Engagement Manager with relevant experience within the industry. Upon client approval of the proposed project scope, budget and timeline, 10EQS begins working immediately.

### Key Engagement Stats

**Project Type:** Market and Trend Analysis

**Delivery:** 6 weeks

**Delivery Team:** 1 Engagement Manager, 3 Senior Experts, 2 Researchers



### Summary of Results

Using its powerful platform, 10EQS synthesizes and delivers a focused study which contains:

- Comprehensive economic, financial, demographic and investment data from difficult-to-analyze regions.
- Detailed description of the Corporate Governance and legal framework of the regions studied.
- CAGR modeling and estimation of growth rates using regression and other statistical analyses.
- Segmentation and prioritization of countries based on results of analyses.

### How to Get Started Today

To find out more about how 10EQS can benefit your business, please contact us at [clients@10EQS.com](mailto:clients@10EQS.com)