



PRESS RELEASE
FOR IMMEDIATE DISTRIBUTION

A COOPERATION AGREEMENT WAS SIGNED TOURISM RESEARCH INTERNATIONAL AND OLACT

MEXICO CITY, JANUARY 27 2012 – The international research agency TCI (Tourism Research Intelligence) and OLACT signed today a cooperation agreement, both organizations will work together to increase knowledge and improve decision making in the Latin-America and the Caribbean tourism industry through the statistic tool known as TRAVELSAT Competitive Index©.

TRAVELSAT Competitive Index © is the reference, global and independent barometer benchmarking international tourists' satisfaction and destination quality in a comparable and standard way. It monitors 80+ Quality Indexes for 200+ destinations, markets and segments, based on representative opinion of tourists who experienced the destination. Awarded in 2011 by the UNWTO for its innovative contribution in tourism governance, TRAVELSAT© provides an innovative instrument for all national, regional and local tourism stakeholders willing to improve their competitiveness and attractiveness in a global and complex international competitive environment.

TRAVELSAT is powered by TCI Research, an independent research agency dedicated to survey-based tourism competitive intelligence combining traditional market research and digital data collection. It can be easily applied to any country, region or city of whatever sizes acting in any geographical and competitive environment. "With this agreement, OLACT will facilitate the access to this important source of information to its member destinations at a lower cost and with relevant regional benchmarking. The access to this data will also increase the quality of planning and decision making in Latin America and the Caribbean therefore improving the access to financing and the education programs of OLACT." added César Castañeda, Secretary General of OLACT.

The Agreement was signed by Mr. Olivier Henry-Biabaud, General Director of TCI RESEARCH and Mr. César Castañeda Vázquez del Mercado, Secretary General of OLACT.

OLACT

1

Calle Morelos 67, 3er piso. Col. Juárez, Del. Cuauhtémoc, C.P. 06600, México, D.F. México.

www.olact.org



About OLACT

The OLACT is a not-for-profit organization aiming at fostering cooperation within the Latin-American and Caribbean tourism industry, strengthening measures to protect the environment through the tourism activity and promoting the improvement of quality in the offer, promotion and exchange of tourism services. To achieve its mission, the OLACT offers technical, practical and tangible assistance to its international, national, regional and local public and private members. The OLACT's headquarters are located in Mexico City and counts with a multinational team of professionals from several countries of Latin-American and the Caribbean.

About TCI

Founded in 2010, TCI Research (Tourism Competitive Intelligence) is an innovative and independent market research agency headquartered in Brussels, specializing in the public and private tourism sectors. Its mission is to help tourism stakeholders improving their performances and competitiveness through a better understanding of traveler's opinions and expectations, providing global competitive insights for a global competitive tourism. It collects comparable international data combining advantages of traditional and digital approaches, to provide independent and professional analysis with a special focus on the competitive environment of its clients. It specializes on issues related to travelers' experience and satisfaction, destination quality, reputation, branding and communication. TCI Research works with a selected range of international partners involved in data collection and advanced consultancy to make its client benefit both from international benchmarking and local proximity and knowledge. www.tci-research.com

Source:

Information:

www.olact.org

<http://twitter.com/OLACT>

Organización Latinoamericana y del Caribe de Turismo (OLACT)

Efraín Angulo, Public Relations

E-mail: eangulo@olact.org

OLACT

2

Calle Morelos 67, 3er piso. Col. Juárez, Del. Cuauhtémoc, C.P. 06600, México, D.F. México.

www.olact.org