m1nd-set's Business 1ntelligence Service database breaks 100,000 barrier

B1S

BUSINESS
1NTELLIGENCE
SERVICE

We have interviewed **100,061** travellers worldwide.

21.4K — 2016
32.7K — 2017
31.0K — 2018
14.3K — 2019

MAIN AIRPORTS:

Amsterdam (AMS); Bangkok (BKK); Beijing (PEK); Buenos Aires (EZE); Dubai (DXB); Frankfurt (FRA); Hong Kong (HKG); London (LHR); Los Angeles (LAX); Miami (MIA); New York (JFK); Paris (CDG); Rome (FCO); San Francisco (SFO); Sao Paolo (GRU); Seoul (ICN); Shanghai (PVG); Singapore (SIN); Tokyo (NRT); Zurich (ZRH)

MAIN NATIONALITIES, WITH +500 INTERVIEWS:

Argentina; Australia; Belgium; Brazil; Canada; Chile; China; Colombia; Denmark; Ecuador; Egypt; France; Germany; India; Italy; Japan; Malaysia; Netherlands; New Zealand; Peru; Philippines; Russian Federation; Saudi Arabia; Singapore; South Africa; South Korea; Spain; Sweden; Switzerland; United Kingdom; United States;

SHOPPERS OF THESE CATEGORIES:

Category	
Alcohol	15.3K
Clothing & Accessories	9.4K
Confectionery	15.9K
Electronics	4.9K
Jewellery & Watches	6.5K
Make-up	9.5K
Media	3.5K
Perfumes	20.1K
Skincare	9.9K
Souvenirs & Gift Items	11.1K
Tobacco	7.6K
Toys	1.9K

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m1nd-set
expert in travel market research

As of 2019 Q2

Swiss research agency m1nd-set has broken the 100,000 barrier with its state-of-the-art shopper insights database Business 1ntelligence Service (B1S).

The company has completed over 100,000 interviews with international travelers since the service was launched late 2016.

On average, almost 3,000 interviews per month are conducted and analyzed by m1nd-set. The interviews are carried out both face-to-face with international passengers in airport departure areas by m1nd-set's interviewers at international airports around the world and through online surveys.

Among the top-ranking nationalities surveyed and featured in B1S are travelers from the US, Japan, the UK, China, Brazil and Germany.

The B1S sample includes interviews with over 40,000 shoppers of beauty products, including fragrances, skincare and make-up as well as nearly 16,000 confectionery shoppers and more than 15,000 wines and spirits shoppers. 41% of travelers, according to the m1nd-set B1S sample, visit the duty free shops in airports and of those visitors around 65% purchase in the shops, spending US$176 in the shops on average.

The beauty category accounts for the highest share of the shoppers' wallet, while the categories with the highest average spend are electronics, followed by jewelry and watches, then fashion and accessories.

B1S data demonstrates a high propensity among international travelers interviewed to plan their duty free shopping, with 80% of shoppers planning their purchase. More than 60% purchase an item for the first time in a duty free shop, according to m1nd-set.

m1nd-set B1S Director Pablo Saez-Gil explained that B1S enables m1nd-set's clients to view detailed segmentation analysis by nationality, origin and destination airport, airline, categories purchased and sociodemographic profile, as well as across a number of behavioral aspects such as paths to purchase, planned vs impulse purchasing, influence of staff, interaction with communication touchpoints, average spend and satisfaction with the airport and shopping experience.

Another feature of B1S is the air traffic and forecasting module which, thanks to m1nd-set's exclusive partnership with IATA, gives an unparalleled perspective on current and projected air traffic data by origin and destination airport, said Saez-Gil.

Relevance is key for m1nd-set's clients, Saez-Gil concluded. "The sophistication of the tool, with its multi-dimensional analysis capacity, means we have been able to add new modules over the past three years since its inception and provide extremely detailed and accurate shopper profiles and even predictive analytics through various data-mapping techniques, thanks to the critical mass with over 100,000 interviews."

For information on m1nd-set's Business 1ntelligence Services, contact Pablo Saez-Gil psaezgil@m1nd-set.com.