



Milieu Insight Partners with GSIQ to Deliver Targeted Consumer Insights for Sports and Tourism Sectors

This exclusive partnership combines advanced analytics and sector expertise to drive data-driven decision-making in sports and tourism

23 January 2025, London & Singapore: [Milieu Insight](#), an award-winning global leader in digital survey and brand tracking technology, has announced an exclusive partnership with GSIQ, a global research and insights agency. Together, the companies aim to enhance data-driven decision-making in the sports, sponsorships and tourism industries. The collaboration integrates Milieu Insight's advanced [audience profiling](#) and analytics tools with GSIQ's sector expertise to address the frequent challenges faced by these markets.

Supporting Business Growth in Sports and Tourism

The sports, sponsorships and tourism industries face increasing pressure to anticipate consumer behavior and deliver personalized experiences. Personalization in travel and tourism has become essential for meeting evolving expectations, underscoring the importance of precise and actionable insights.

The collaboration leverages Milieu's advanced technology, recognized for its precision and adaptability, alongside GSIQ's expertise in media research, sponsorship valuation, and consumer insights. Milieu's cutting-edge tools serve as the foundation for delivering tailored, data-driven solutions, enabling businesses to make informed decisions and stay ahead in dynamic markets. The partnership addresses key industry challenges such as:

- Predicting shifts in consumer behavior and preferences.
- Delivering insights tailored to regional and cultural differences.
- Supporting real-time decisions for events and long-term strategies.

By leveraging their combined expertise, Milieu and GSIQ are positioned to empower organizations in these sectors to adapt and thrive in a dynamic environment.

The exclusive partnership will allow GSIQ to harness Milieu's intuitive consumer insights tools, further enhancing GSIQ's ability to deliver dynamic, data-driven strategies for clients in sports, sponsorships and tourism. "We have been deeply impressed by Milieu's technical expertise and their team's impressive achievements over the past seven years," said Frank Saez, Chairman, GSIQ. "Milieu's tools offer an intuitive user experience that aligns perfectly with our mission to bring best-in-class solutions to the sports and tourism markets."



Leadership Driving Strategic Expansion

Founded in 2016, Milieu Insight has established itself as a trusted provider for some of the world's top brands, delivering powerful online survey tools, brand tracking, and profiling solutions. Milieu Insight's recently appointed CEO, [Sundip Chahal](#), brings extensive experience in scaling businesses and fostering strategic partnerships, aligning with the goals of this collaboration. Under his leadership, Milieu is adapting its tools to meet the needs of sports, sponsorships and tourism businesses. Gerald Ang, now COO of Milieu, continues to play a pivotal role in shaping the company's global strategy, ensuring seamless adaptation and delivery of their insights technology to these key industries.

Frank Saez, Chairman of GSIQ and former CRO of YouGov, leads GSIQ's mission to transform data-driven decision-making in the sports, sponsorships and tourism sectors. Since its inception in May 2024, GSIQ has achieved significant growth, supporting over 100 clients across five regions. Saez's extensive industry experience and strategic leadership establish GSIQ as a reliable partner for delivering insights that enhance audience engagement and drive strategic outcomes.

Navigate Emerging Trends and Drive Strategic Growth

Milieu Insight and GSIQ's commitment to releasing joint research, white papers, and thought leadership content underscores the growing business need for robust research tools in the sports and tourism sectors. These resources will not only equip organizations with actionable insights but also foster meaningful dialogue on emerging industry trends, driving innovation and informed decision-making.

The partnership signals an exciting step forward in consumer research for both companies, driving innovation and growth in two of the world's most dynamic sectors. By addressing the critical need for data-driven strategies, this partnership aims to empower businesses to navigate dynamic markets, anticipate consumer behavior, and deliver experiences that resonate globally.

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About Milieu Insight:

[Milieu Insight](#) is a global market research and data analytics company, headquartered in Singapore, dedicated to helping brands and businesses build consumer engagement ecosystems that deliver agile and actionable business insights. The company has garnered accolades such as Campaign Asia's Tech MVP and Market Research Agency of the Year (GOLD) and is renowned for its award-winning research expertise. At the core of its offerings is its powerful survey and data analytics software platform, [Canvas](#), which provides intuitive tools for survey design and distribution, data analysis, visualization, and reporting business insights across various topics and sectors - This empowers businesses to make informed, impactful decisions and develop effective strategies.



About GSIQ:

[GSIQ](#) is a global research and insights agency, specializing in intelligence analysis tailored to the international sports, sponsorship, and tourism industries.

As the research industry's biggest entrant of 2024, GSIQ has quickly established itself as the go-to partner for smarter strategic insights in 2025. We pride ourselves on a bespoke approach, ensuring our work aligns seamlessly with our clients' objectives. By delivering targeted, insightful analysis, we help achieve meaningful results. Partner with us for a truly client-centered experience, underpinned by industry-leading solutions. Through our two dedicated divisions – Sports & Sponsorship and Tourism Insights – we provide integrated expertise. Our data-driven insights empower clients to drive growth, enhance engagement, and develop impactful strategies.

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