



Media release – For immediate use

New travel tool achieves first for sector, providing always-on information on where travellers want to go – and why

Tourism and sports intelligence agency GSIQ is today launching a new feature-laden travel and tourism tracking tool aimed at destinations, hotels, airlines and agencies.

With travel preferences changing as fast as taste-makers can reach a destination, this new tool – TACTIQ – solves a problem that marketers have long faced: how to get up-to-the-minute information on not just where travellers want to go **but why and what experiences they are craving?**

Always in field and shedding light on hot topics, the data it collects currently represents 40% of the global travel economy with plans to expand coverage to more in 2026, TACTIQ provides real-time intelligence not just on destination image and the marketing funnel, but also traveller segmentation, role of AI in travel planning, marketing messaging, payment methods and preferred travel brands.

Other features have been combined for the first time in the travel sector giving users access to insight on:

- Traveller segmentation
- Past, recent and future trip behaviour and preferences
- Destination brand assessment
- Trending destination rankings
- Path to purchase from inspiration to payments.

TACTIQ collects the views of between 1,000 and 2,000 travellers in each market with every wave and in its launch form covers the UK, US, India, Germany and China. It includes data on affluent travellers as well as allowing those with an interest in sports or event travel to segment by fandom.

Users will be able to compare between markets, interrogate the data themselves on a Tableau-powered live dashboard, receive regular round-up reports of data trends and customise question modules to shape the data around their own events, campaigns, themes and even their priority markets.



Eva Stewart, Partner at GSIQ, believes that TACTIQ will transform the speed at which marketers will be able to make decisions.

“We’ve built this tracker from the ground up, listening to feedback from destination marketing organisations, hotels and agencies at every step. So it’s designed to solve the issues they told us about – getting access to data that’s actionable, that helps get to meaningful decisions or capitalise on market opportunities. Anticipating travellers’ next moves isn’t just about understanding their preferences but their rationales too – and TACTIQ allows clients to do that. Feedback so far has been overwhelmingly positive”.

About GSIQ

GSIQ is a global research and insights agency specialising in intelligence analysis for the international sports, sponsorship, and tourism industries – and where they converge.

GSIQ differentiates itself by providing a bespoke approach to projects, ensuring its work aligns seamlessly with clients’ objectives. By delivering targeted, insightful analysis, GSIQ helps achieve meaningful results for its partners.

Through two dedicated divisions – Sports & Sponsorship and Tourism Insights – and global hubs in North America, UK & Europe, MENA, India & Subcontinent, and Australia & New Zealand, GSIQ provides integrated expertise and impactful strategies.

GSIQ has been recognised for three major industry honours: Announced 'Best Newcomer at the FEVO Sport Industry Awards 2025', 'Nominated Finalist for Best Advisory Services at the SPIA Awards 2025' for GSIQ Middle East, and shortlisted for the 'Tech Breakthrough Award' at the Leaders in Sport Awards.

<https://gsiq.com/>

<https://www.linkedin.com/company/gsiq-sport-sponsorship-intelligence/>

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