Record growth for m1nd-set as it celebrates 10-years

As one of the DF&TR industry's leading independent research companies, m1nd-set's owners today reported record growth of 12.8% in revenues for 2016, aided by an 11% rise in the number of clients compared to 2015.

These results also coincide with the company's 10th anniversary year in 2017, where the company's senior management is already booked to address another ten important industry gatherings – following on from its busy programme in 2016.

These include the ETRC and NTRG meetings, plus next March's TFWA China's Century Conference in Guangzhou, (March 7-9) and the IAADFS Duty Free Convention in Orlando (March 26-29).

LARGEST TRAVEL AND TRAVEL RETAIL RESEARCH COMPANY

The Swiss-based research company now claims to be the largest independent and privately owned travel and travel retail research agency currently producing dedicated research for clients across all world regions.



Owner and CEO Peter Mohn.

As such, m1nd-set reports that the largest growth it experienced in 2016 was in the Asia Pacific region, while the company also responded to the demand for significantly more research regarding Millennials and travellers' digital touch points.

Commenting on the progress to date, Owner and CEO Peter Mohn (top, inset left) said: "We are seeing a strong and increasing demand for our services which is thanks to the highly specialised and tailored approach we offer our clients.

"Overall, we notice an impressive increase of requests for sophisticated Marketing Intelligence in the industry. Additionally, we are delighted with the immediate strong interest the new Business 1ntelligence Service (B1S) has generated with brands, retailers and industry associations.

"Many of our long-term clients, but also various new clients are subscribing to this interactive and holistic service in 2017. It's great that we are heading into our 10th anniversary year on the back of such strong growth and a number of new clients subscribed already for 2017."

EXTREMELY ENCOURAGING FEEDBACK

Co-owner and CEO David Perroud (top, inset right) added: "Feedback on the new service, which we have presented to a vast number of stakeholders, has been extremely encouraging. The B1S provides a single access platform to three fundamental and much sought after types of data: consumer insights based on face-to-face interviews at airports around the world, new and best-in-class air traffic forecasts and macroeconomic data.

"Companies subscribing to the service can access all three pillars through a single portal which provides a global, regional and sub-regional analysis for each of the data types."

For more information, contact Peter Mohn at: T: +41 21 925 5025 or by email at: pmohn@mlnd-set.com

