

m1nd-set achieves record performance in first half of 2019

By **Elena Owyong** on June, 18 2019 | Industry News



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Swiss travel research agency m1nd-set has projected a 15% growth in turnover from January to June this year, as compared to the same period in 2018. Additionally, the agency also announced that it has hit its 100th client mark, a major milestone in its 12-year history.

In a press release, the agency attributed the growth to an increased interest and demand for bespoke research from major companies across all categories. It said that “demand for tailor-made research reports over the past three years also demonstrates the greater need for a deeper understanding of shopper behaviour in travel retail (airports, cruise & ferry, downtown, border shops).”

Another contributing factor is the strong sales performance of m1nd-set’s consumer insights tool – [‘Business Intelligence Service’ \(BIS\)](#). The tool consolidates m1nd-set’s unique shopper insights, compiled from interviews with nearly 100,000 travellers globally in combination with the world’s most accurate air traffic forecast data from IATA, including exclusive data on nationalities, destinations, airlines on airport and terminal level. According to m1nd-set, BIS’ unique and comprehensive data, combined with its simple user interface, has attracted a number of major companies.

Commenting on the agency’s strong performance, owner and CEO Dr. Peter Mohn said: “We’re delighted with the current performance, which has been consistent ever since David and I founded the company in 2007. We have achieved double digit growth year after year ever since. Our 100th client win is a testimony to the quality and depth of the consumer insights we provide. We are still very much a boutique agency and our success is thanks both to our bespoke approach to each client, as well as to our team of amazing analysts and market research professionals.”

M1nd-set is the world’s largest privately-owned travel and travel retail research company. Its co-founders are Peter Mohn and David Perroud. The agency is a regular contributor to travel industry events and partners with leading travel retail publications to provide bespoke category or sector

specific research reports, as well as the only consumer-voted Travel Retail Awards programme.