



# Hong Kong Association of Travel Agents

5/F., Skyway House, North Block, 3 Sham Mong Road, Tai Kok Tsui, Kowloon, Hong Kong  
Tel: 2869 8624 Fax: 2525 0986  
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26 February 2015

Dear HATA Members,

## Seminar on Turning Research into Smart Business Decisions

In order to let members understand more about the essence of conducting market research, especially its values to help and steer business decisions, HATA will organize a market research seminar in partnership with GfK, Germany's largest market research institute established in 1934. GfK has over the years won a good reputation for specializing in research works related to retail sales tracking, global and local market trends, retail and technical consumer goods, and more.

Please find the details below:

**Date :** 17 March 2015 (Tuesday)  
**Venue :** Travel Industry Council of Hong Kong (TIC), Rooms 1809  
Fortress Tower, 250 King's Road, North Point, Hong Kong  
**Fee:** Free of charge  
**Language:** Cantonese  
**Schedule:**  
2:15 pm - 2:30 pm: Registration and light refreshment  
2:45 pm - 4:20 pm : Presentation by GfK representatives  
4:20 pm - 4:30 pm: Questions and Answers

On this occasion, the GfK's speakers will focus on such discussion, and lead us to interact on interesting topics as below:

- \* how the travel market landscape has evolved dramatically over the years?
- \* how can you quantify and maximize your share of the opportunities in the market ?
- \* how can you master and ride on a holistic view on market and consumer insights ?
- \*explore on the methodology to compare booking journey via traditional and on-line channels vs consumers' demands and behavior, today and tomorrow!
- \* pursue business and profit growth by making better informed decisions

If you wish to attend this seminar, please complete the reply slip and send it back to the Secretariat on or before 9 March 2015 (Monday) by fax or email. Fax: 2525 0986 Email: [manager@hata.org.hk](mailto:manager@hata.org.hk)

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### REPLY SLIP

I/We wish to attend the “Seminar on Turing Research into smart Business Decisions” on (Tuesday) 17 March 2015.

Company Name: \_\_\_\_\_  
Participant Name 1 : \_\_\_\_\_ Title : \_\_\_\_\_  
Participant Name 2 : \_\_\_\_\_ Title : \_\_\_\_\_  
Tel : \_\_\_\_\_ Email: \_\_\_\_\_

Should you have any queries, please feel free to contact the Secretariat at 2869 8624.  
Secretariat



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二零一五年二月二十六日

## “善用市場研究，制定明智商業決策”座談會

為協助會員善用市場研究，以制定更明智的商業決策，香港旅行社協會培訓及企業社會責任委員會將與 GfK 合作，舉行一個市場研究座談會。GfK 成立於 1934 年，是德國最大的市場研究機構，擁有多年零售銷售、全球和地區市場發展、零售和技術消費品等的專業研究經驗。

### 座談會詳情如下：

- 日期: 2015 年 3 月 17 日 (星期二)  
地點: 香港旅遊業議會, 香港北角英皇道 250 號北角城中心 1809 室  
費用: 全免  
語言: 廣東話  
安排:  
下午 2:15 - 2:30: 登記 (會上有茶點提供)  
下午 2:45 - 4:20: 座談會  
下午 4:20 - 4:30: 答問時間

### 研討會上，GfK 將集中討論以下的內容：

- \*如何掌握旅遊市場近年的急速發展？
- \*如何提高公司的市場佔有率發展及競爭優勢？
- \*如何洞悉及掌握市場發展和旅客消費特性？
- \*比較傳統和網上預訂行程方式，預測旅客的未來走勢
- \*運用精明決策，令公司利潤和業務增長

名額有限，先到先得，報名從速。請立即將此回條於二零一五年三月九日(星期一) 前傳真或電郵至香港旅行社協會秘書處。傳真號碼：2525 0986 電郵：manager@hata.org.hk

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### 回條

我 / 我們 將會出席 香港旅行社協會所舉辦之「善用市場研究，制定明智商業決策」座談會。

所屬公司: \_\_\_\_\_  
姓名 1: \_\_\_\_\_ 職銜: \_\_\_\_\_  
姓名 2: \_\_\_\_\_ 職銜: \_\_\_\_\_  
電話: \_\_\_\_\_ 電郵: \_\_\_\_\_

如有查詢，請致電本會秘書處 (2869 8624)

秘書處