



ABOUT PHOCUSWRIGHT INC.

Phocuswright powers the travel industry's smartest decisions. Our in-depth insights and analysis give you the confidence to act decisively, stay ahead of the curve, and outperform the competition.

From strategic planning to market forecasting, our research fuels growth by anticipating shifts before they happen. With industry-leading intelligence on segmentation, sizing, trends, and consumer behavior, Phocuswright equips you with the knowledge to navigate change and seize new opportunities.

Phocuswright delivers high-impact conferences in the U.S. and Europe and collaborates with global events to drive the conversation on travel's future. Industry leaders and expert analysts bring our research to life—unpacking complex trends, delivering unparalleled analysis, and shaping the ever-evolving world of travel commerce.

We also power PhocusWire, a leading digital media platform delivering daily news, analysis, and expert commentary on travel, tourism, and hospitality.

With headquarters in the U.S., operations in Asia Pacific, and analysts spanning five continents, Phocuswright provides a truly global perspective.

Phocuswright is a wholly owned subsidiary of Northstar Travel Media, LLC.

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MEDIUM DESCRIPTION

Phocuswright is the travel industry's definitive research authority, empowering smart strategic planning and data-driven decision-making. Our primary research uncovers the evolving forces shaping travel, tourism, and hospitality distribution, giving industry leaders the intelligence to stay ahead.

With a global reach spanning North and Latin America, Europe, and Asia, we deliver unparalleled insights through in-depth research, high-impact conferences, and our digital media platform, PhocusWire. From market shifts to technological innovation, Phocuswright provides the knowledge and analysis that drive the future of travel.

SHORT DESCRIPTION

Phocuswright is the travel industry's definitive authority on research, events, and media—powering smart decisions with unmatched insights. We decode market trends, track consumer behavior, and spotlight industry innovation, giving travel leaders the data and intelligence they need to stay ahead. From cutting-edge research to high-impact events and strategic partnerships, Phocuswright is where the industry connects, learns, and leads. For more information, visit Phocuswright.

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