



BRIDGING THE GAP BETWEEN DATA & ACTION



Blue Room Research is a boutique, travel and tourism market research firm based in White Salmon, Washington.

Blue Room specializes in assisting destinations, tourism brands, and destination marketing organizations with all their market research, data, analytics, reporting, and strategy needs. Our objective is to help our clients get the data they need, analyze the data they already have, make better strategic decisions, and bridge the gap between data and action.





VISION

Build a data driven culture within destinations by providing digestible and actionable insights to elevate the DMOs, stakeholder groups, and communities that comprise the tourism industry.



MISSION

Empower destinations and their stakeholders with world class data analysis and reporting to deliver actionable insights that drive strategic planning, optimal decision making, and maximize community impact.



PRODUCT OFFERING

DATA ANALYSIS

Maximize insights with digestible, actionable takeaways. Blue Room Research is vendor agnostic and has experience analyzing data from nearly every vendor in the travel and tourism space.

REPORTING & COMMUNICATION

Connect and better engage with staff, stakeholders, and local community with custom reports and presentations.

VENDOR SELECTION & MANAGEMENT

Analyze existing vendor relationships and explore future opportunities.

SURVEY CREATION & ANALYSIS

Explore new ways of capturing the voices of your employees, stakeholders, and visitors.

MARKET RESEARCH

Organize the data you have and get the data you need.

STRATEGY

Align your internal and external priorities to make data driven decisions.



Combining more than 30 years of experience in market research, data, analytics, strategy, and economic analysis, Blue Room Research is your trusted partner in ensuring that your destination uses the most robust and relevant data sources possible to **bridge the gap between data and action.**

To learn more, please visit blueroomresearch.com