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OmniTrak Group Inc.

## FOR IMMEDIATE RELEASE

### OMNITRAK GROUP ADDS TRAVELSAMERICA – LEADING SYNDICATED RESEARCH PLATFORM FOR THE TRAVEL INDUSTRY – TO ITS PORTFOLIO OF ADVANCED DATA AND INSIGHTS TOOLS

*Relaunching as TravelTrakAmerica, this robust visitor survey reaches 168,000+ travelers each year, providing critical intelligence for major destination management organizations*

Honolulu, HI, February 9, 2018 – OmniTrak Group Inc., the Honolulu-based market research firm, has exclusively licensed TravelsAmerica, the travel industry’s leading syndicated research platform. TravelsAmerica, a product of Kantar TNS, one of the largest research agencies in the world, will be immediately re-branded TravelTrakAmerica™. Kantar TNS Executive Vice President Roel Smits and OmniTrak Chair and CEO Patricia Loui announced the licensing agreement and transition in New York City today. [PHOTO ATTACHED]

TravelTrakAmerica is one of the largest travel profiling programs in the world, offering valuable insights about where travelers live, where they visited, what activities they engaged in, how they planned and booked their travels, and what they spent their money on while traveling. TravelTrakAmerica is the U.S. Travel Association’s vendor of record and is used by more than 20 destination management organizations across America, including six of the 10 largest.

“We could not be more excited to add this program to our suite of advanced data and insight products to the travel and service industries,” said Chris Kam, President of OmniTrak. “TravelTrakAmerica is the gold standard in visitor surveys. OmniTrak will maintain processes and people for consistency against the historic tracking, while also enhancing the product.”

OmniTrak has hired John Packer as Senior Vice President to market the product, and has signed an annual contract with Lightspeed Research to continue sample and data collection from 168,000 American travelers annually.

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#### **About OmniTrak Group Inc.**

Global business leaders rely on OmniTrak for intelligence and guidance as they cultivate opportunities in new markets and translate their brand values to new customer bases at home and abroad. Founded in 1981 in Honolulu, Hawaii by Patricia Loui, OmniTrak has consulted with more than half of the top 10 U.S. destinations, the most famous theme park, the world’s largest travel retailer, numerous iconic brands, and Asia’s top airlines.