

CASE STUDY

Quick Feedback Guides Crisis Communications

A Crisis of Perception

The Singapore Tourism Board was concerned about perceptions of Singapore among travelers from the United States after the tragic events of 9/11. When 13 Islamic militants linked to Osama Bin Laden and the Al-Qaeda network were arrested in Singapore in 2002, they needed to get into the field quickly with a survey to guide their public response.

Immediate Feedback Critical

The Board called on Edge Research to quickly write and field an online survey. They could not afford to wait for typical research timelines, and they did not have a large budget. The purpose of the study was to learn about Americans' current travel habits to Singapore, ascertain how this travel had been impacted by the events of 9/11, and gauge awareness of the arrests and the impact of those arrests toward respondent's likelihood of traveling to Singapore. The survey was conducted among both leisure and business travelers.

Crisis Averted

The survey revealed that 9/11 affected very few respondents' attitudes and intended Asian travel plans. In addition, few travelers were aware of the arrests. Among those few who were aware, the impact was only slightly negative, and not nearly as pronounced as the Singapore Tourism Board had feared. The Board was able to avoid launching a crisis communications campaign, which would have raised awareness, rather than quelled fears. Edge's responsiveness and affordability allowed the Board to make smart communications decisions based on fact, rather than react in a vacuum.

Put Edge to work for you!