

Research Partner Program



Why GRS?

At Gray Research Solutions, we don't just look at what people do—we uncover why they do it. For over a decade, we've helped tourism organizations turn complex data into confident storytelling and strategic decision-making that align with their community values and tourism goals.

Today's tourism leaders are inundated with information—and making sense of it all can be overwhelming. That's where our new **Research Partner Program** comes in. Designed as a flexible retainer-based service, it allows us to serve as an extension of your team, helping you connect the dots between data points, fill knowledge gaps, and move from information overload to clear, strategic action.

We specialize in making research relevant, meaningful—and most importantly—easy to understand. Through regular touch points, thoughtful reporting, and clear communication, we layer insights pulled from your various data streams to create a cohesive story you can actually use. Whether your stakeholders are data experts or novices, we'll help you explain the "why" behind the numbers with clarity and confidence.

The GRS Research Partner Program transforms research from a collection of data points into an ongoing advantage—helping you build stronger cases, smarter strategies, and measurable results that move your destination forward.

Let us be your research partner.

Ongoing Access to Experts

When the data piles up, you don't have to sort through it alone. With dedicated access to our research team, you get the support you need—insight, analysis, and clarity—exactly when you need it.

Streamlined, Responsive Research

Retainers eliminate the start-up lag, so we can dive into your data quickly. With background knowledge already in place, we can move at the speed of your priorities.

Consistent Brand Intelligence

We help connect the dots across quarters and campaigns, building a clearer picture of your destination through ongoing, cumulative insight.

Efficient Use of Budget

No wasted hours on onboarding or catching up. With predictable costs and long-term planning, we focus every hour on moving your research forward.

Ready-to-Go Reports and Presentations

Overwhelmed with what to share and how to share it? We'll turn complex findings into polished, stakeholder-ready deliverables that make your message clear.

Partnership, Not Just Projects

We work as an extension of your team—someone who knows your data, your voice, and your goals. Together, we make sense of the noise and uncover what matters most.

Shannon Gray
Founder & CEO

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How It Works

Kickoff & Data Intake

We begin with onboarding to understand your needs, data sources, and reporting timelines.

Ongoing Support

Data doesn't slow down, and neither do we. We review your tourism data as it comes in to help you stay ahead of the curve.

Insight Reports

You'll receive reports that cut through the noise and highlight key trends, insights, and next steps.

Office Hours

Feeling buried or need a sounding board? We're just a call away.

Partnership Plans

6 and 12 month options are available.

We offer two flexible levels of support within the Research Partner Program, designed to help you manage the volume of data you're already receiving. Whether you're feeling stretched thin or simply need help turning numbers into meaning, our team is here to help.

Choose between Essential or Full-Spectrum Insights. Both give you a dedicated team that feels like part of your own. Each tier comes with a quarterly bucket of hours you can apply where it's needed most: pulling out key insights, creating a data-driven storytelling narrative, preparing stakeholder-ready reports, or simply talking through the next big question.

Essential Insights	Full-Spectrum Insights
45 hours	90 hours
per quarter	per quarter
\$6,000 per quarter	\$10,000 per quarter
One-time Onboarding Fee	
\$3,300	

**Each additional hour over contracted retainer hours will be billed at our standard rate of \$150/hour.*

Research Toolkit

Think of this as a menu of possibilities. These are just a few examples of the kinds of research support your quarterly hours can unlock, depending on your goals and focus each quarter.

Quarterly board reports

with Performance & KPI tracking

Visitor segmentation & persona building

Illustrating the value of tourism

Niche audience deep dives

Campaign & concept testing

Meeting planner interviews

Visitor focus groups

Snapshot surveys on emergent issues

Custom data storytelling

Drowning in data? Let's partner to sort through the noise and find what really matters.

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