



Do you want to start 2021 with a lot of media attention?

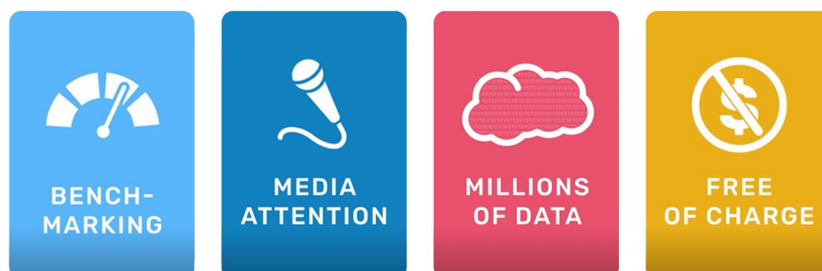
Participate in the Smiling Report!

MSPA®
EUROPE/AFRICA

What is smiling report?

This is a very cost effective survey method. Which draws attention to our industry in the form of very attractive content. In this way we encourage the promotion of our industry in many languages and many articles worldwide.

Journalists, tourist organizations, authorities and private companies all over the world are interested to write about the Smiling Report.



How to participate?

You don't need to make any separate visits, you simply use the data from the surveys you already have conducted. No clients are mentioned, even your own company name is not attached to the published data. You submit only aggregated data for the three question categories (smile/greeting/add-on sales) per industry in one form for each of the respective countries you cover. The report with data for the previous year is published in March the next year.

The data for 2019 must be submitted before the **31st January 2021**.



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