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Herschend Family Entertainment and Jerry Henry & Associates Join to Launch New Research Company

(BRANSON, MO 3/1/2011) [Herschend Family Entertainment](#) (HFE), the nation's largest family-owned theme park corporation, and Jerry Henry & Associates, a research consulting firm, have developed a strategic partnership to launch a new company called [H2R Market Research](#). The new corporation provides full-service research services in the travel and tourism, leisure, healthcare, and retail service sectors among others.

Led by Jerry Henry, a research industry veteran with more than 25 years of experience and a frequent guest speaker at regional and national travel industry conferences, H2R offers a full range of analytical services using customized methodologies including online surveys, telephone interviews, mail surveys, intercept/personal surveys, in-depth interviews and focus groups.

“Now with our expanded expertise and capabilities, including an in-house, U.S.-based call center, we can provide clients with even more dynamic high-touch, high-tech research solutions,” said Henry, president of the new company. “Our current and new clients will benefit as we provide a comprehensive approach to research insight, continuously striving to find better ways for them to learn more about their customers and grow their business.”

“Jerry has always maintained a hands-on and practical approach to research. His team is skilled at analyzing and interpreting data so it is easily understood and helps move business forward,” said Rick Baker, senior vice president of marketing, HFE. “This new partnership strengthens his group’s capabilities and provides customers with economies of scale. You get world-class research insight at real-world costs while maintaining a personal touch.”

H2R offers a diversity of services including quantitative analysis, questionnaire development, data collection, focus group moderation, research training/education and general marketing research counsel.

H2R Market Research specializes in innovative business insight for a variety of clients. Based in Missouri, the company offers a broad portfolio of services using varying methodologies including online surveys, telephone interviews, mail surveys, intercept/personal surveys, in-depth interviews and focus groups. Led by hands-on professionals who share more than 50 years of collective experience, the company offers smart, strategic and affordable research solutions. Information: www.h2rmarketresearch.com.

Herschend Family Entertainment, the nation's largest family-owned theme park corporation, owns, operates or partners in 26 entertainment, tourism and hospitality properties in 10 states. Information: www.hfecorp.com.