

DestinationMAP

GAIN CRUCIAL INSIGHT FROM MEETING PLANNERS ACROSS NORTH AMERICA

DestinationMAP (Meeting Assessment Program) is a comprehensive syndicated study of the North America meetings market, conducted among a cross-section of major meeting site decision makers.

DestinationMAP is particularly useful in establishing benchmarks, and developing marketing and strategic plans designed to attract large conferences and conventions.

DestinationMAP answers the following types of key questions:

- What are the leading determinants in meeting site selection today?
- What strengths do destinations have to capitalize on?
- What are the images of leading North American cities as meeting sites and travel destinations?
- What steps do individual destinations need to take to attract more large conventions and retain existing clients?
- How do your marketing efforts compare to your competitors?
- What key changes are emerging within the destination industry?
- What changes are emerging for individual destinations?



Key Sections of the DestinationMAP Suites:

Volume I

TOPICS:

- Research approach and questionnaire design
- Sample characteristics
- Overview of largest meeting characteristics
- Familiarity with destinations and RFP submission avenues
- Geographic site selection considerations & deterrents
- Long-term trends in site selection considerations
- Convention center selection considerations
- Site selection trends
- Traditional & internet information sources in site selection
- Marketing exposure

Volume II

TOPICS:

- Past visits to destination
- Major meetings held in past two years
- Major meetings intended in next two years
- Claimed exposure to marketing activity
- Overall evaluation of city as a vacation destination
- Overall evaluation of city as a convention site
- Convention center image of city
- Travel image of city with respect to both positive and negative attributes
- Reputation of hotel and convention center meeting facilities

Custom Study

Still want more individualized information? STR offers custom surveys with participants who know your destination best. Utilizing your organization's list of planners, these custom reports provide valuable insight to your destination's strengths and weaknesses, and provide custom benchmarking against your choice of competitive destinations. For more information, contact destin@str.com.

MEETING LOCATIONS DestinationMAP

covers the following 40 major meeting locations in the United States and Canada.

Anaheim, CA
Atlanta, GA
Austin, TX
Baltimore, MD
Boston, MA
Charlotte, NC
Chicago, IL
Dallas, TX
Denver, CO
Fort Lauderdale, FL
Hawaii
Houston, TX
Indianapolis, IN
Jacksonville, FL
Las Vegas, NV
Los Angeles, CA
Louisville, KY
Miami, FL
Minneapolis, MN
Montreal
Nashville, TN
New Orleans, LA
New York, NY
Orlando, FL
Philadelphia, PA
Phoenix, AZ
Portland, OR
Sacramento, CA
Salt Lake City, UT
San Antonio, TX
San Diego, CA
San Francisco, CA
San Jose, CA
Scottsdale, AZ
Seattle, WA
St. Louis, MO
Tampa, FL
Toronto
Vancouver
Washington, D.C.



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