



A global company with worldwide offices. Our offices are located in the U.S., Europe and Asia. If you have any questions, please contact us.

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# DestinationMAP Custom Study

Event and meeting benchmarking. Deeper market insights.  
Better business decisions.

“STR provides market information from which we can quickly see the overall health of our destination.”

- Charlotte Regional Visitors Authority

## What is a DestinationMAP Custom Study?

A DestinationMAP (Meeting Assessment Program) Custom Study is a more individualized survey of the meeting/event planners that are most familiar with your destination.

## Detailed Overview

The DestinationMAP (Meeting Assessment Program) Custom Study helps you understand your destination's competitive advantages, strengths and weaknesses from the perspective of meeting and event planners. If your destination is not a top 40 meetings market, or if you would like to compare yourself to markets outside of the top 40 set, a DestinationMAP Custom Study is the ideal survey alternative.

Covered topics include past/future destination visits; overall site evaluations of your destination (and four competitors); meeting planner market perceptions and exposure to marketing channels.

Clients may add specialized questions to a Custom Study. Past topics include business gain/loss to other destinations, incentive usage, DMO service improvements and DMO events/initiatives.

## We ensure full service support.

Our team will develop questions to help you fill the most critical information gaps. To most effectively explore each question, we draw on four decades of working with meeting planners and industry surveys.

We will work directly with you through all phases—from research design to field work, analysis and reporting.

## We ensure confidentiality.

You have the option of determining if your organization's identity is revealed to polled meeting/event planners. Participant identity remains confidential with STR and is not revealed to the client. This confidentiality promotes candid responses. We will not use your meeting planner database for unrelated studies or marketing activities.

## Benefits

- **DMOs/CVBs** – Plan events, strategize future group meeting demand and identify destination strengths and opportunities.
- **Hotels/Destinations** – Identify market trends and real marketplace conditions.
- **Industry Partners** – Understand increased market demand for event solutions and supplies.
- **Investors** – Evaluate industry trends, real marketplace conditions and expansion opportunities.

Available as a standalone product or to supplement findings from DestinationMAP Volumes I and II.

For more specific insights on the nature of the meeting/event market, contact [DestinInfo@str.com](mailto:DestinInfo@str.com).