



DestinationMAP Custom Study FAQ

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 meeting market, or you want to compare your destination to markets outside the top 40 set, a DestinationMAP Custom Study is the ideal survey alternative. Customized according to your destination's needs, core areas may include:

- Past/future destination visits
- Overall site evaluations of your destination (and four competitors)
- Meeting planner market perceptions
- Exposure to marketing channels

I would like a Custom Study. What do you need from me?

Access to your meeting planner list containing at least 1,000 recent contacts (including name and email address). A larger list results in a larger sample size.

Please note: You are responsible for the quality of your destination's meeting planner database. STR does not share or sell meeting planner list(s).

Is the survey confidential?

You will determine if the identity of your organization is revealed to polled meeting planners. Participant identity remains confidential with STR and is not revealed to the client. This confidentiality promotes candid responses.

What is the process?

The first step is an introductory call with the STR research team member managing your survey. During this call, you will discuss the most important types of topics for your study. After creating your survey with your input, we will launch your custom study.

What is the turnaround time?

Turnaround varies according to the order of your project in the queue (see below tier descriptions). After your data is received and the survey kicks off, turnaround is typically two to three weeks (includes time for an email reminder). If there are significant email bouncebacks or insufficient responses, the survey may remain open for an extended period. STR will inform you of any and all changes.

After the survey is completed, your report will be delivered in approximately 30 days. Custom Studies for 2017 will be delivered by priority, based on the purchase date of purchase. There is a six-customer maximum per tier.