

# CustomDestinationMAP

an in-depth picture of how your own meeting planning database feels about your destination in a candid manner.

Custom DestinationMAP supplements the findings from DestinationMAP Volumes I & II by surveying a destination's own clients and prospects. In doing so, you can compare how clients and prospects view your destination's strengths and weaknesses against how a national sample of meeting planners perceives the destination. This allows you to understand your destination's greatest strengths, weaknesses, and competitive advantages from the perspective of those who know your destination best and those who may be less familiar with your destination.

By combining all three pieces of DestinationMAP (Volume I, II, & Custom) you have the most complete view of your destination's image profile and broader market trends.



For additional information and pricing please contact  
 Brittany Baldwin.  
 +1 615 824 8664 ext.3504  
 brittany@str.com

## Why add a Custom DestinationMAP?

Custom DestinationMAP allows a destination the opportunity to explore specific areas of interest by developing custom questions.

Some typical areas of focus are:

- brand/image perceptions
- familiarity with facility expansions/renovations
- amenity additions which might improve the likelihood of selecting the destination, etc.
- gain more detailed perspective on national results from Volume I & II

**CVB provides:** Contact list and input on custom questions/issue areas