



Jacksonville Custom DestinationMAP

- STR sent 1,951 survey emails from the list provided by Visit Jacksonville.
- 75 opened the email and clicked to the survey.
- 31 were disqualified for various reasons (i.e., Hotel or CVB/DMO employee, not active planner, etc.).
- Email survey results achieved **44 qualified respondents** of the **60 sample size required**.
- STR proposes to perform **16 interviews** to achieve the required sample.

PROPOSAL:

Scope of work:

Conduct 15 minute online Jacksonville Custom DestinationMAP interviews with 16 meeting planners from the STR meeting planner panel.

These planners would qualify for the Jacksonville Custom DestinationMAP study as follows:

- Actively plan meetings and events
- In the past 12 months planned 1) at least 2 meetings of 100+ attendees OR 2) at least 1 meeting of 1,000+ attendees
- Have or would consider selecting at least one of the following destinations for a meeting: Jacksonville, Charlotte, Tampa, Atlanta, Louisville

Cost:

\$400 (includes a 50% discount)