

Identifying Goals

COMPANY NAME:

TYPE:

(check one)

- Attraction
- Destination Marketing Organization
- Dining Facility
- Festival
- Hotel or Lodging
- Meeting Site
- Resort
- Shopping Site
- Transportation

BUDGET RANGE:

(check one)

- Under \$25,000
- \$25,001 - \$50,000
- \$50,001 - \$100,000
- \$100,001 - \$250,000
- Over \$250,000

CURRENT PRIORITIES: *What do you want your marketing to do?*

(check all that apply)

- A. Announce New Promotions and Events
- B. Branding of Image, Logo, and Slogan
- C. Build Mailing Lists for Future Sales Efforts
- D. Generate Leads for Future Sales Efforts
- E. Educate Consumers on Your Brand
- F. Increase Bookings Direct from Consumers
- G. Increase Bookings From Travel Professionals
- H. Measure Advertising Return on Investment

MEDIA TYPES: *What media are you considering?*

(check all that apply)

- A. Direct Mail
- B. Email Broadcasts
- C. Internet
- D. Magazines
- E. Newspapers
- F. Radio
- G. Telemarketing
- H. Television
- I. Tradeshows