

DestinationiQ GAP Evaluation

Tell us about the gaps you experience in time, expertise, and funding in your tourism role. We'll use your answers to customize our conversation and ideas for solutions that open your destination's potential.

	1. Strongly Disagree	2. Disagree	3. Neutral	4. Agree	5. Strongly Agree
If I had a bigger team, I could get more done.					
My organization is made up of mostly volunteers.					
My to-do list keeps growing.					
There are too many aspects of tourism to keep up with everything.					
I have too many competing priorities.					
I need to keep multiple stakeholders happy.					
I have never received formal education for this job.					
I find myself skipping webinars, workshops, and conferences because there is too much to do.					
Promoting my destination is the most important part of my job.					
My organization's budget is too small.					
I am confident in finding, applying to, and managing a grant.					
I am confident explaining the financial benefit of tourism beyond heads in beds.					
I understand how local tax policies impact tourism.					
I have well-established local and regional partners.					