



# BRAND ASSESSMENT SURVEY

Prince William/Manassas

Discover Prince William & Manassas is embarking on an exciting new chapter as we update our logo and look to strengthen our identity in the travel and tourism marketplace. In 2015, Prince William County and the City of Manassas experienced over \$608 million in direct travel expenditures. Tourism also provided jobs for over 6,798 local residents and provided over \$10.1 million dollars in local tax receipts, not including property taxes paid by the many hotels, venues and attractions throughout Prince William County and in the City of Manassas.

***We request that you as a tourism partner, stakeholder or investor take part in this brand assessment survey.***

Your input is valued and will continue to help us generate successful campaigns and programs that market Prince William County and the City of Manassas as a major tourist destination in the Washington Metropolitan Region. All responses will remain anonymous.

*Thank you for being a part of what makes Prince William/Manassas a great visitor destination.*

**1. What do you believe are the top 3 reasons why people visit Prince William & Manassas, Virginia?**

**2. How would you describe Prince William/Manassas to a potential visitor, friend or family member who has never visited before?**

**3. How would you describe Prince William/Manassas's strengths as a tourism destination?**

**4. What name do you use to describe the Prince William/Manassas area to potential visitors?**

5. What makes Prince William/Manassas unique compared to other destinations in the region (Loudoun, Fairfax, Arlington, Alexandria, DC, MoCo)?

6. What one single icon would best represent the destination (something the area is known for such as a monument or physical feature?)

7. What do you wish more potential visitors knew about Prince William/Manassas?

8. What do you believe is the top reason why visitors wouldn't visit Prince William/Manassas?

9. What items do you believe would provide the most value to visitors who would stay overnight in Prince William & Manassas?

- A parking voucher eligible to use in Washington, DC
- Pass to one of the non-free museums in Greater Washington
- Metro Pass
- In-Hotel Items (Welcome Basket, Free Movie, Late Check Out)
- Craft Brewery, Winery, Distillery, Food Tasting Vouchers
- Uber/Lyft/Taxi Voucher
- Other \_\_\_\_\_

10. Who would find the area most attractive? Check all that apply:

- Under 15
- 15-20
- 20-35
- 35-50
- 50-65
- 65+

11. What would you suggest a visitor to do in Prince William & Manassas on a rainy day?

12. What are some of the perceptions people seem to have before they visit Prince William & Manassas, Virginia? After?

13. What cooperative ideas or activities do you have to combine efforts and expand visitation to Prince William & Manassas?

14. Do you have any other comments or suggestions that we should consider as we promote the region to visitors?

*We have created a dynamic PDF so you can type your answers right into the document. Once you have filled it out, please save your file and send back to us by next **Friday, June 23.***

**To save the file:** Go to **file**, then **save as**. **We appreciate your participation.**

**Submit** completed surveys by email to **dcook@discoverpwm.com** or **amy.houck@diainc.com**