



How to Choose Your Next Corporate Destination: A Professional Checklist

1. Objectives & Goals

- ☐ Define the purpose of the event (conference, incentive, team building)
- ☐ Align destination with company goals and KPIs
- ☐ Identify target audience and attendee profile

2. Accessibility & Location

- ☐ Availability of direct flights and connectivity
- ☐ Visa requirements and entry regulations
- ☐ Distance from major attendee locations
- ☐ Ease of local transportation

3. Accommodation & Venues

- ☐ Availability of suitable hotels (capacity & quality)
- ☐ Conference and meeting facilities
- ☐ Unique or exclusive venue options
- ☐ Proximity between venues and hotels

4. Budget & Value for Money

- ☐ Overall destination cost (accommodation, venues, services)
- ☐ Cost comparison with alternative destinations
- ☐ Opportunities for negotiated rates or packages
- ☐ ROI potential for the event, if applicable

5. Infrastructure & Services

- ☐ Quality of local suppliers and vendors
- ☐ Availability of AV, tech, and production support
- ☐ Reliable transportation and logistics
- ☐ On-site support services

6. Safety & Risk Management

- ☐ Political stability and safety conditions
- ☐ Health infrastructure and emergency services
- ☐ Travel advisories or restrictions
- ☐ Risk mitigation plans

7. Destination Appeal & Experience

- ☐ Cultural and experiential offerings
- ☐ Team-building and activity options
- ☐ Entertainment and dining experiences
- ☐ Overall attractiveness of the destination

8. Sustainability & CSR

- ☐ Eco-friendly venues and suppliers
- ☐ Sustainable transportation options
- ☐ Opportunities for CSR activities
- ☐ Environmental impact considerations

9. Seasonality & Timing

- ☐ Weather conditions during event dates
- ☐ Peak vs off-peak pricing
- ☐ Local events or holidays impacting availability

10. Local Expertise & Support

- ☐ Availability of a Destination Management Company (DMC)
- ☐ Local knowledge and partnerships
- ☐ On-ground coordination and support
- ☐ Experience handling similar events

11. Attendee Experience

- ☐ Ease of travel and navigation
- ☐ Comfort and convenience
- ☐ Personalization opportunities
- ☐ Overall satisfaction potential

12. Final Evaluation

- ☐ Compare shortlisted destinations
- ☐ Conduct site inspections (if possible)
- ☐ Gather stakeholder feedback
- ☐ Make final destination decision