

Get to Know Your Travel Client



Ask your client these questions to understand their needs and wants before you offer travel solutions.

1

Who is your client?

- How many people are in your party and what are their ages?
- Is there anyone else involved in planning or are you the leader of a group?
- Do you have any limitations, food allergies or other special considerations?



2

Why are you going on this trip?

- Are you celebrating a special occasion?
- Do you have any goals for this vacation?
- Describe your perfect trip.



3

What type of trip are you interested in?

- Do you prefer relaxation, sightseeing, adventure or living like a local?
- Would you like an activity packed schedule or more spontaneous plans?
- Do you want to try new things?



4

What are your past vacation experiences?

- Have you used a travel agent before?
- Where have you traveled to recently and what did you like the most?
- How would you like this trip to be different from previous ones?



5

What research have you already done?

- What destinations or types of travel are you considering?
- What appeals to you about the options you're interested in?
- Do you have specific dates in mind or are you flexible?



6

What will help narrow down your options?

- Is there a budget I should be respectful of?
- Do you prefer to stay in certain types of accommodations or with specific brands?
- Would you like to participate in groups or would you prefer private excursions?

