



## TRAVEL MISSIONS CHECKLIST

By: Drs. A. Agus Purwanto SE MM

From Date: \_\_\_\_\_ until date: \_\_\_\_\_

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### PRE-MISSION

Attach list with name of guest of firm, address, phone numbers, client name and title, information about prospect such as prior visitor to hotel, information requested and past problems.

#### Develop Prospect List of Following in Market Area

**List Attached**

Airlines \_\_\_\_\_

Am track \_\_\_\_\_

Motor coach Firms \_\_\_\_\_

Special Travel Firms \_\_\_\_\_

Tour Operators \_\_\_\_\_

Wholesalers' \_\_\_\_\_

Other \_\_\_\_\_



### **Pre-Contact Prospect - Call and Write**

Announce Travel Mission Dates and Place \_\_\_\_\_

Extend Invitations \_\_\_\_\_

Ask for Appointments \_\_\_\_\_

Others \_\_\_\_\_

Send Pre-Mission Promotion Material \_\_\_\_\_

### **Develop Appropriate Promotional and Media Material**

Brochures \_\_\_\_\_

Photos - Black and White Glossy \_\_\_\_\_

Specialty Giveaway Promotion Items \_\_\_\_\_

Trade Booth Background \_\_\_\_\_

Fish Bowl or Other Device for Obtaining Business Cards \_\_\_\_\_

Personal Business Cards for All Hotel Representatives Participating in Mission \_\_\_\_\_

Media Kit with Special Interest Articles About the Hotel \_\_\_\_\_

### **Arrive Time - Arrive 1-2 Days Early**

Visit Prospects \_\_\_\_\_

Check Arrangement for Trade Booth, Hospitality Suite, etc. - Example - May Be Necessary to Rent Equipment \_\_\_\_\_

### **Activity Completed**



## **During Mission**

Sponsor Hospitality Suite (Optional) \_\_\_\_\_

Operate Booth (Keep Someone There at All Times - During Show) \_\_\_\_\_

## **During Mission (continued)**

Maintain Supply of Promotional Material at Appropriate Locations \_\_\_\_\_

Participate in Hospitality Suites and Cocktail Hours \_\_\_\_\_

Participate in Seminars \_\_\_\_\_

Participate in Team Sales Calls \_\_\_\_\_

Conduct Individual Sales Calls \_\_\_\_\_

Meet with Staff in Evening to Sort Out Leads and Discuss Prospects \_\_\_\_\_

Develop and Maintain Prospect List - May Use Personal Computer \_\_\_\_\_

## **Post Mission**

Stay Extra 1-2 Days \_\_\_\_\_

Refine Prospect List \_\_\_\_\_

Leave Behind All Brochures With Appropriate People \_\_\_\_\_

## **Follow - Up on Leads:**

Call \_\_\_\_\_

Write - Send Additional Information \_\_\_\_\_



Press for Close When Possible \_\_\_\_\_

Arrange Times of Fam Trips on Times for Travel  
Writers to Visit \_\_\_\_\_

Develop System to Track Prospects Against Future  
Sales \_\_\_\_\_