



TRAVEL MISSIONS CHECKLIST

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From Date: _____ until date: _____

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

Activity Completed

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



During Mission

Sponsor Hospitality Suite (Optional) _____

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

During Mission (continued)

Activity Completed

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
