

Familiarisation Checklist

Simple checklist designed to assist you with visits and site inspections by the travel industry and journalists.

Prepare for the visit:

- Have a thorough understanding of participants in the group (what is their market/who are they/what is their position in the company/ how they can book your product)
- Know the timeframe (arrival/departure time)
- Consider the time available and how you wish to present your product
- Ensure all staff are briefed about the famil
- Prepare suitable information for each participant – a sales kit, do you wish to include a small gift representation of your product? A special offer for a return visit?
- Prepare refreshments if requested
- Know where the group has been beforehand and where they are going next and the contacts in case of delay.

Welcome:

- Ensure that the participants are warmly welcomed
- Introduce yourself and exchange business cards
- Highlight the unique selling points of your product
- Check for refreshments/toilet stop – particularly if the group has travelled some distance.

Content:

- Escort the group during the visit
- Be a gracious host
- Introduce your key staff as appropriate
- Present an information kit
- Give time and attention to questions
- Offer images/CD/DVD if you have them available (media kit)
- Make a note to follow up any requests – eg for images or other information
- Ask the group if they think the product is appropriate/will sell in their market (what changes could be made to improve the product for their markets?).

Follow-up:

- Add the participants to your contact data base as appropriate
- Follow up any requests
- Find ways to keep touch – ‘thank you’ email, further information etc.
- Follow any sales lead opportunities presented by the visit.