

Travel Agent Data Enhancements

WHO ARE YOU?

- 1) Agency Name
- 2) First Name
- 3) Last Name
- 4) Title
- 5) Owner/Manager?
 - Yes/No
- 6) Years of Experience

HOW CAN WE REACH YOU?

- 7) Street Address
- 8) City
- 9) State/Providence
- 10) Zip
- 11) Country
- 12) Phone
- 13) Fax
- 14) Email
- 15) Agency Website

DESCRIBE YOUR AGENCY

- 16) What best describes you and your agency's business?
 - Retail Store Front
 - Home-Based Agent
 - Independent Contractor
 - Host Agency
 - Call Center or Web-Based Agency
 - Inplant or Corporate Travel Department
 - Not Applicable
 - Other
- 17) What is your Agency's estimated annual travel sales?
 - \$50k - \$100k
 - \$100k - \$500k
 - \$500k - \$1mm
 - \$1mm - \$5mm
 - \$5mm - \$10mm
 - \$10mm - \$50mm
 - \$50mm - \$100mm
 - \$100mm or higher

18) Do you book through a host agency?

- Yes/No

19) If yes, which host agency?

- e.g. Nexion, Protravel, etc.
-

20) Which group is your main affiliation?

- AAA
- ABC Global Services
- American Express
- BCD Travel
- Booking Services International (BSI)
- CAA
- Carlson Wagonlit Travel
- CCRA
- Custom Travel Systems
- DER
- EhotelAG
- Ensemble Travel
- Global Services
- GSM
- Guide of Business Travel
- HRG
- International Airline Passenger Association (IAPA)
- International Travel Partners ITP
- Japan Travel Bureau
- Leisure Travel Alliance
- Liberty Travel
- MAST
- RADIUS
- Rovia
- Sato Travel
- Signature
- THOR
- Travel Club 360
- Travel Leaders Network
- Travelgraphic International
- Traveller Made
- TRAVELSAVERS
- Travelsavers/Nest/Affluent Traveler Collection
- Uniglobe
- Virtuoso
- WESTA
- Worldwide Independent Travel Network (WIN)
- None
- Not Applicable
- OTHER

WHAT DO YOU SELL?

21) What are YOUR annual travel sales?

- \$50k - \$100k
- \$100k - \$250k
- \$250k - \$500k
- \$750k - \$1mm
- \$1mm - \$2mm
- \$2mm or higher

22) What I.D. # do you typically use?

- E.g. ARC/IATA, CLIA, TRUE, etc

23) What is the I.D. number?

24) What's the #1 destination/region you sell?

- USA/Canada
- Mexico
- Caribbean
- Central/South America/Antarctica
- Europe
- Africa/Middle East
- Asia
- Australia/New Zealand/South Pacific

25) What's the #2 destination/region you sell?

- (see destinations/regions listed above)

26) What's the #3 destination/region you sell?

- (see destinations/regions listed above)

27) What is the #1 type of travel you sell?

- Adventure/Soft Adventure/Expedition
- All-Inclusive
- Business Travel
- Cultural/Experiential Travel
- Cruise Ocean
- Cruise River
- Diving
- Escorted Vacations
- Family/Multi-Generational Vacations
- Golf
- Group Vacations
- Honeymoon/Wedding/Romantic
- Independent Travel
- Luxury
- Rail Travel
- Religious/Faith Travel
- Ski Vacations
- Vacation Rentals
- Wellness/Health/Spa

28) What is the #2 type of travel you sell?

- (see specialties listed above)

29) What is the #3 type of travel you sell?

- (see specialties listed above)

30) What is the #4 type of travel you sell?

- (see specialties listed above)

M.I.C.E. Data Enhancements

- 1) **What best describes your company?**
 - 3rd Party
 - Association/Society/Non Profit
 - Corporate
 - Event Planner
 - Event Management Company
 - Government
 - Incentive
 - Independent
 - Travel Agent
 - Other
- 2) **Check all Event Specialties?**
 - Association Meetings
 - Conferences / Meetings
 - Contracts
 - Conventions & Congresses
 - Corporate (Business Travel)
 - Entertainment / Concerts
 - Events (Social & Special)
 - Exhibitions / Tradeshows
 - Group Tours / Travel
 - Incentive Travel
 - Meetings
 - On-site Coordinator
 - Product Launches
 - Registration
 - Sporting Events
 - Staff Training / Seminars / Team Building
 - Training & Seminars
 - Travel VIPs / Board of Directors
 - Weddings
 - Other
- 3) **Company Size?**
 - 1 – 10
 - 11 – 100
 - 101 – 250
 - 251 – 500
 - 501 – 1000
 - 1000-3000
 - 3000+
- 4) **Years of Experience?**
 - Less than 1 year
 - 1 - 4 Years
 - 5 – 9 Years
 - 10+
- 5) **Is planning off-site meetings, trade shows and conventions your...**
 - Primary Responsibility
 - Part of Your Responsibility
- 6) **What is your primary business activity?**
 - Automotive
 - Food / Beverage / Tobacco
 - Cosmetics
 - Energy
 - Engineering / Building / Industrial Goods
 - Entertainment / Sports / Sporting Events
 - Financial / Insurance / Banking / Legal
 - Government / Education
 - Healthcare / Pharmaceutical / Medical / Chemical
 - Hospitality / Travel / Tourism
 - Manufacturing
 - Military
 - Media / Publishing
 - Non-Profit
 - Retail/Wholesale
 - Sales & Marketing
 - Technology /Electronic / Communications / Computer / IT
 - Transportation
 - Other (please specify)
- 7) **Which of the following best describes your primary job function?**
 - Pres. / CEO / COO / CHM / Owner / Partner
 - Director / Sr Mgr / VP (Incl. Sales / Marketing)
 - Sales / Marketing Mgr / Dir / Acct Exec
 - Meeting Planner / Convention Mgr / Event Mgr
 - Purchasing / Production Mgr
 - Training / HR Mgr
 - Travel Mgr / Travel Planner
 - Secretary
 - Consultant
 - Other
- 8) **What is your responsibility level for venues or events?**
 - Final Decision
 - Recommend
 - Research
 - Plan / Organize
 - Site Selection
 - None
- 9) **About how many off-site meetings, trade shows, and conventions in total are you involved in planning per year?**
 - 1 – 3
 - 4 – 8
 - 9 – 15
 - 16 – 25
 - 26 – 50
 - 50+
 - None
- 10) **Approximate the annual peak rooms your FLAGSHIP events take?**
 - 0
 - 1 – 50
 - 51 – 100
 - 101 – 250
 - 251 – 500
 - 501 - 1,000
 - 1,001 - 1,500
 - 1,501 - 2,500
 - 2,500+
- 11) **What is the average attendance at your events / meetings?**
 - 1 – 25
 - 26 – 50
 - 51 – 100
 - 101 – 250
 - 250 – 500
 - 500-1000
 - 1001 – 5,000
 - 5,001 – 10,000
 - 10,000+
- 12) **Check all types of facilities you use for your off-site meetings?**
 - Downtown Hotel
 - Suburban Hotel
 - Airport Hotel
 - Suite Hotel
 - 5 STAR Hotels
 - Resort
 - Golf Resort
 - Conference Center
 - Convention Center
 - Gaming Facility
 - Cruise Ship
 - None
- 13) **What is your annual budget for meetings / incentives?**
 - up to \$100,000
 - \$100,000 - \$250,000
 - \$250,000 - \$500,000
 - \$500,000 - \$1 million
 - \$1 million - \$5 million
 - \$5 million - \$10 million
 - \$10 million +
 - Not Applicable

14) Check all regions where you **HAVE held meetings, tradeshow or conventions?**

- Continental US
- US New England
- US Eastern
- US Southern
- US Central
- US Mountain
- US Pacific
- Alaska
- Hawaii
- Canada
- Mexico
- Central America
- Caribbean
- South America
- Europe
- Middle East & Northern Africa
- Africa
- Asia
- Offshore Islands
- Oceania

15) Check all regions where you **PLAN to hold meetings, tradeshow or conventions?**

- Continental US
- US New England
- US Eastern
- US Southern
- US Central
- US Mountain
- US Pacific
- Alaska
- Hawaii
- Canada
- Mexico
- Central America
- Caribbean
- South America
- Europe
- Middle East & Northern Africa
- Africa
- Asia
- Offshore Islands
- Oceania

16) Check all associations you are a member of:

- NONE
- ACTE
- ADMEI
- AIPC
- AMCI
- ASAE
- COCAL
- DMAI
- FICP
- GMIC
- HSMAI
- IACC
- IAEE
- ICCA
- ISES
- MPI
- PATA
- PCMA
- SPIN
- US Travel Association

17) Check all Industry Designation Accreditations you hold:

- NONE
- CERP - Certified Event Rental Professional
- CGMP - Certified Government Meeting Professional
- CHAE - Certified Hospitality Accountant Executive
- CHBA - Certified in Hospitality Business Acumen
- CHCHTP - Certified Hospitality Technology Professional
- CHME - Certified Hospitality Marketing Executive
- CHSC - Certified in Hospitality Sales Competencies
- CHSP - Certified Hospitality Safety Professional
- CMM - Global Certification in Meeting Management
- CMP - Certified Meeting Professional
- CRME - Certified Revenue Management Executive
- CSEP - Certified Special Events Professional
- CTC - Certified Travel Counselor
- CTSM - Certified Trade Show Marketer
- DMCP - Destination Management Certified Professional
- PMP - Project Management Professional

Tour Operator Data Enhancements

Tour Operator Data Enhancements are available as a component of the Tour Operator Subscription, which is an optional add on to your taCONNECT subscription. Cost for the Tour Operator subscription is \$600 per year.

WHO ARE YOU?

- 1) **Business Name**
- 2) **First Name**
- 3) **Last Name**
- 4) **Title**
- 5) **Are You a Tour Operator?**
 - Yes/No

HOW CAN WE REACH YOU?

- 6) **Street Address**
- 7) **City**
- 8) **State/Providence**
- 9) **Zip**
- 10) **Country**
- 11) **Phone**
- 12) **Fax**
- 13) **Email**
- 14) **Business Website**

DESCRIBE YOUR ROLE & COMPANY

- 15) **Which department are you a part of?**
 - Sales
 - Product
 - Marketing
 - Executive Office
- 16) **What is your product type?**
 - Customized FIT
 - Escorted
 - Group Travel

17) **Which destinations do you serve?**

- Select all that apply from a listing of 230 countries.

18) **What are your product themes/interests?**

- Adventure/Soft Adventure
- All-Inclusive
- City Travel
- Cruise Ocean
- Cruise River
- Culinary/Wine
- Cultural/Experiential
- Diving
- Family/Multi-Generational
- Golf
- Honeymoon/Wedding
- Luxury
- Millennials
- Rail
- Religious/Faith Travel
- Safari
- Ski
- Wellness/Health/Spa
- Youth/Student
- Vacation Packages
- Other

HOW CAN WE HELP?

- 19) **I personally would like information about:**
 - Add me to your newsletter email list
 - Brochure and/or sales materials
 - Calendar of events
 - Co-op marketing opportunities
 - High-res images
 - List of DMC's
 - Sample itineraries
 - Site inspections
 - Training
 - Videos
- 20) **Anything else?**
 - This is an open form for the contact to provide additional comments.