

## 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

### DESCRIBE YOUR AGENCY

- 15) What best describes you and your agency's business?
  - Retail Store Front
  - Home-Based Agent or Outside Rep
  - Host Agency
  - Call Center or Web-Based Agency
  - Inplant or Corporate Travel Department
- 16) 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
- 17) Do you make bookings through a host agency?
  - Yes/No
- 18) If yes, which host agency?
  - e.g. Nexion, Protravel, etc
- 19) Which group is your main agency affiliation?
  - AAA
  - American Express
  - Ensemble Travel
  - Global Services
  - MAST
  - Signature
  - Travel Leaders
  - Travelsavers / Nest / Affluent Traveler Collection
  - Uniglobe
  - Vacation.com
  - Virtuoso
  - WESTA
  - OTHER
  - NONE

### 20) Agency Website

### 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
  - 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
  - All-Inclusive
  - Business Travel
  - Cultural/Experiential Travel
  - Cruise Ocean
  - Cruise River
  - Escorted Vacations
  - Family/Multi-Generational Vacations
  - Group Vacations
  - Honeymoon/Wedding/Romantic
  - Independent Travel
  - Luxury
  - Rail Travel
  - Ski Vacations
  - Villa 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
  - 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, tradeshows 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, tradeshows 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