

1. Post-COVID & Vaccinations

- Are your clients vaccinated? Do they intend on being vaccinated prior to travel?
- Are your clients flexible? Are they ready to “pack their patience”?

2. Have you traveled to Europe before?

- If this is their first time traveling, walk them through how to exchange currency, obtain a passport, and other topics they may need help navigating.

3. What are your expectations for this trip?

- Establish the goal of the trip: relaxation, exploration, special interest, etc.
- Will your clients need transfers or do they intend to get around on their own?

4. Where do you want to go?

- Determine which cities and how many nights in each.
- Consider transportation options (rail, car rental, intra-Europe flights)

5. What is your budget?

- Determine your clients' top priorities.
- If they want transfers, is it important that they be private?
- Would they prefer to spend their money on higher-quality hotels or more personalized sightseeing?

6. When do you want to travel?

- Consider weather and popularity of the destination.
- Are your clients willing to pay more to travel during the busy peak season (usually summer), or do they want to cut costs and travel in off-season weather conditions?

7. What do you need from your hotel?

- Determine the must-have amenities, star rating, and desired location (city center or off-the-beaten-path).
- Are they interested in a boutique hotel or a well-established chain?
- Do your clients need accessible access?
- Go over hotel reviews to gauge if the property will meet expectations.

8. What are your interests?

- Establish which kinds of tours they would prefer (culinary, walking, day trips, guided museum visits, panoramic cruises, night excursions, city passes, etc.).
- What is their desired level of activity?

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