

# Destinational/Product Famil Report Form

Consultant .....

Agency .....

Famil Group .....

Date .....

Organiser .....

## **Famil Branding and Logo/s of Famil Organiser/s in this top panel**

Copy in panel below can be replaced to  
suit individual requirements.

## **Famils are a Privilege, not a Right!**

Market conditions now dictate that we have to maximise  
everything we do, and every famil needs to show a return  
on investment. Completing this form honestly will help us  
achieve our objectives

## **SECTION 1 — To be Completed *PRIOR* to Arrival**

**FOR FIRST TIME VISITORS:** Even though you have not visited this destination you are more than likely already selling it—based on information gathered from brochures, colleagues, friends, clients, etc . . . but with no first-hand knowledge. In the space below, please write (approx 50 words) what you expect to see and experience during this educational. We don't want "pretty, travel brochure" type comments, but more a reflection of how you have been selling the destination.

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**FOR RETURN VISITORS:** If you have been to this destination previously (but not for a long time) what changes do you expect to experience? (In approx 25 words).

**Note:** Do not complete this questionnaire if you have visited this destination recently.

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## **SECTION 2 — (To be completed *DURING* famil and *BEFORE* departure home)**

How did this destination/product compare with your expectations and pre-conceived thoughts? In other words, how does it compare with the destination/product you have been selling?

No "pretty, travel brochure" type comments, but aspects which will assist your clients. Approx 50 words.

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