

8 Questions to Help Qualify Your Clients

1. COVID Vaccinations

- Are your clients vaccinated/boosted? Do they intend on being vaccinated prior to travel?
- Many countries in Europe currently have vaccination and booster requirements in place.
- Are your clients flexible? Are they ready to “pack their patience”?

2. Have you traveled to Europe before?

- If Yes - Where have they been? What type of trip did they take? What did/didn't they like?
- If No – Where else have they traveled? What type of trips do they like?

3. What are you looking to get out of this trip?

- Establish the goal of the trip: relaxation, exploration, special interest, etc.
- How would they like to move around (e.g. trains, flights, car & driver, rental car, etc.)?

4. Where do you want to go?

- Determine which cities and countries.
- Do they have an idea of how many nights they want in each?

5. What are your interests?

- Establish which kinds of activities/tours they would prefer (e.g. culinary, walking, day trips, guided museum visits, panoramic cruises, night excursions, city passes, etc.).
- What is their desired level of activity? How much do they want organized each day?

6. What are you looking for from your hotels?

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

7. 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 lower costs and less people in the shoulder or off-season?

8. What range of budget are you expecting to spend?

- If realistic – “Great! We should be able to build your ideal trip in this range.”
- If not realistic – “Based on my experience, it may be difficult to get everything we've discussed into this budget.”
 - Re-evaluate what's most important to them.
 - Would they prefer to spend their money on higher-level hotels or things like more personalized/private sightseeing?