



MAST

WINTER WORKSHOPS

2024





**Let us delve into the world of FAMs,
where we explore, learn, and convert
experiences into exciting
vacation sales!**



The Role of FAMs in a Travel Agency Business



- Going on FAMs is a strategic investment in your business – NOT a vacation
- Developing a relationship with your BDM is so important to help grow your portfolio of services
- Collect those business cards from resort managers, spa managers, tour operators to allow you to get personalized service for your clients
- Connect with fellow travel advisors - If you refer an agency to become a member of MAST, you get a **discount on your membership!**



The Pre-FAM Checklist

- Take resort/destination training before arrival – sometimes a pre-requisite
- Develop 1-2 question to ask during tour – FAM form handout
- Set sales goals
 - Who do you want to grow your sales with, by how much and when
 - Share your goals with the suppliers/vendors
- Create Marketing Plan
 - Who is your target audience for this destination
 - Appropriate marketing channels – mail, email, Social Media
 - How to track marketing efforts





Site Name: _____

Date of Visit: _____

Potential Clients: _____

BDM CONTACT

Name: _____

Phone: _____

Email: _____

SITE MANAGER/DIRECT CONTACT

Name: _____

Phone: _____

Email: _____

RESORT TYPE/NICHE

Check all that apply

- Adults Only
- Adults-only Spaces
- All Inclusive
- Beach
- Clothing Optional
- Eco
- Family
- Golf
- Island
- Lake Resort
- Luxury
- Pet-Friendly
- Ranch
- Ski/Mountain
- Spa/Wellness
- Theme

LOCATION & BUILDING EXTERIOR

Property Age: _____

Most Recent Renovation: _____

How many rooms total? _____

Accessibility (how much walking? Elevators?) _____

Ease of transportation to/from airport? How long is the trip? Is public transportation available? _____

Activities, points of interest nearby (restaurants, theater, outdoor activity, local festivals, etc.)? _____

When is Busy/Shoulder/Off Season? Are there dates to avoid? _____

Other notes on the location: _____



PICTURE TIPS

Take a picture of building exterior/name at the start of each visit so you remember what picture belongs to what site.

Take a picture of the room # so you remember what room category your photos are from. Write down room # category name below.

For each room category, take pictures of:

- Room #
- Bath
- Bed
- View/Balcony

ROOM CATEGORIES

Which rooms/blocks have sunrise views? Which rooms/blocks have sunset views? Which rooms are closest to the elevator? Which rooms/blocks are noisiest/quieter? How does the resort define ocean front & ocean view?

1st Room	
Category: _____	Number: _____

2nd Room	
Category: _____	Number: _____

3rd Room	
Category: _____	Number: _____

Is space used well?

Clean? Updated?

Which have been most recently renovated?

Perks of this category?

General Notes:

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General Notes:

Create A Checklist Of Content For Social Media Before You Go

- Your followers want to see where you're going and want to be able to picture themselves there
- Start with the end result in mind and work backwards
 - If you're creating a full video tutorial of a specific hotel or cruise ship, outline what videos you'll need to highlight the property or ship
 - If you're going to create a TikTok trend video, what specific videos/photos do you need, landscape or portrait
 - Instagram/Facebook stories versus posts
 - Posting schedule - What do you want to post while you're on the FAM and/or what do you want to capture to compile into video or Reel
- Research hashtags and create posts in advance
 - Simply snap and post your pictures!



SPA CATEGORIES

Note your overall impression: Is it busy? relaxing? Privacy? In-room service provided? Anything included in room rate? Packages? etc.

What's the cost of basic services?

What services are offered?

What is spa best known for?

How far in advance do you need a reservation?

Additional Notes:



In each restaurant, take a picture of the:
 Food
 Menu
 Dining Area

DINING

List the names of restaurants and answer questions below. If reservation is required write how many days in advance below. Include price point and cuisine type.

Name of Restaurant	Reservation Required	Cost Included	Cuisine Type
1.	<input type="checkbox"/> Days in advance?	<input type="checkbox"/> \$-\$\$\$	
2.	<input type="checkbox"/> Days in advance?	<input type="checkbox"/> \$-\$\$\$	
3.	<input type="checkbox"/> Days in advance?	<input type="checkbox"/> \$-\$\$\$	
4.	<input type="checkbox"/> Days in advance?	<input type="checkbox"/> \$-\$\$\$	
5.	<input type="checkbox"/> Days in advance?	<input type="checkbox"/> \$-\$\$\$	
6.	<input type="checkbox"/> Days in advance?	<input type="checkbox"/> \$-\$\$\$	

Additional Notes:
 What's available for room service? How many bars? Concierge lounge happy hours? Grab & Go? Cafe? Restaurants/Delivery close by? If you ate at restaurant, how was service?

AMENITIES

What amenities are provided? Write down the cost or circle "Incl." if included in resort fee or part of all-inclusive.

Amenity	Avail.	Cost
1. Parking	<input type="checkbox"/>	\$ Incl
2. Valet	<input type="checkbox"/>	\$ Incl
3. WiFi	<input type="checkbox"/>	\$ Incl
4. Towel Service	<input type="checkbox"/>	\$ Incl
5. Swim-up Bar	<input type="checkbox"/>	\$ Incl
6. Beach chairs/cabana	<input type="checkbox"/>	\$ Incl
7. Swim-out Suites	<input type="checkbox"/>	\$ Incl
8. Rooftop/Scenic Pools	<input type="checkbox"/>	\$ Incl
9. Private Beach	<input type="checkbox"/>	\$ Incl
10. On Site Childcare Services	<input type="checkbox"/>	\$ Incl
11. Kids Club	<input type="checkbox"/>	\$ Incl
12. Gym/Exercise Room	<input type="checkbox"/>	\$ Incl
13. Spa	<input type="checkbox"/>	\$ Incl
14. Concierge	<input type="checkbox"/>	\$ Incl
15. Business Center	<input type="checkbox"/>	\$ Incl

Are towel cards required for towel service? Y/N
 Are wristbands required for beach/pools? Y/N

RECREATION

What recreation options are provided? Write down the cost or circle "Incl." if included in resort fee or part of all-inclusive.

Activity & Ent.	Avail.	Cost
1. Water Activities	<input type="checkbox"/>	\$ Incl
2. Kids Club	<input type="checkbox"/>	\$ Incl
3. Wellness/Yoga Activity	<input type="checkbox"/>	\$ Incl
4. Comedy	<input type="checkbox"/>	\$ Incl
5. Music	<input type="checkbox"/>	\$ Incl
6. Theater	<input type="checkbox"/>	\$ Incl
7. Classes/Education	<input type="checkbox"/>	\$ Incl
8. Night Club/Dancing	<input type="checkbox"/>	\$ Incl
9. Movies	<input type="checkbox"/>	\$ Incl
10. Casino	<input type="checkbox"/>	\$ Incl
11. Theme Bars	<input type="checkbox"/>	\$ Incl
12. Sports Bars (play US Sports)	<input type="checkbox"/>	\$ Incl
13. Outdoor Exploration/Activity	<input type="checkbox"/>	\$ Incl
14. Happy Hours	<input type="checkbox"/>	\$ Incl
15. Golf	<input type="checkbox"/>	\$ Incl
16. Tennis	<input type="checkbox"/>	\$ Incl

Other \$ Incl

WATER ACTIVITIES

What water activities are there? Write down the cost or circle "Incl." if included in resort fee or part of all-inclusive.

	Avail.	Cost	Lessons Provided
MOTORIZED			
1. Water Skiing	<input type="checkbox"/>	\$ Incl	Y/N
2. Wake/Knee Boarding	<input type="checkbox"/>	\$ Incl	Y/N
3. Tubing	<input type="checkbox"/>	\$ Incl	Y/N
4. Jet Ski	<input type="checkbox"/>	\$ Incl	Y/N
5. Fly Boarding	<input type="checkbox"/>	\$ Incl	Y/N
NON-MOTORIZED			
1. Paddleboard	<input type="checkbox"/>	\$ Incl	Y/N
2. Kayaking	<input type="checkbox"/>	\$ Incl	Y/N
3. Snorkeling	<input type="checkbox"/>	\$ Incl	Y/N
4. Fishing (Deep Sea/Bottom Fishing)	<input type="checkbox"/>	\$ Incl	Y/N
5. Wind Surfing	<input type="checkbox"/>	\$ Incl	Y/N
6. Boogie Board	<input type="checkbox"/>	\$ Incl	Y/N
7. Sailing	<input type="checkbox"/>	\$ Incl	Y/N
Other:	<input type="checkbox"/>	\$ Incl	Y/N
Other:	<input type="checkbox"/>	\$ Incl	Y/N
Other:	<input type="checkbox"/>	\$ Incl	Y/N

ATMOSPHERE

What is the overall feel of the site? Your initial impression?

Clientele Demographic:
 Young? Couples? Singles? Families?
 Design Aesthetic?
 Cozy cabin? Minimalist? Desert? Lavish?
 Energy Level
 Frat house? Reflective & Quiet? Romantic? Active?
 Attire
 Casual? Formal? Mix?
 Check-In Process
 Crowded? Stressful? How do they handle volume? How is service (are guests offered refreshments?)

ACCESSIBILITY RATING

1 2 3 4 5 6 7 8 9 10

Notes:



Social Media Checklist continued



- Take a picture of the name of the hotel first to keep your photo/video library in order
- Helpful technology
 - Photocircle or Google Photos
 - Photosharing apps if going with a team or sharing with marketing member from afar
 - Create organized folders before you leave
 - Gimbal or other device to take quality pictures and videos effortlessly
- Share and tag your posts with the Supplier, property, TO, etc.



Planning for a Team FAM



- Assign each agent a task
 - Notetaker
 - Instagram Photos/Instagram Video
 - Youtube Photo/Youtube Video
 - Resort Pricing Expert – price out each resort before you go, share with the team to do cost comparisons while on tours
 - Question asker – develop 1-2 questions to ask each tour
 - Tip Handler – one agent collects all tips in advance and separates day by day and deliver tips



Post-FAM



- Execute all Marketing activities
 - Social Media
 - Targeted marketing efforts to clients
- Send a thank you note to each vendor with a specific picture for them to share
- Track sales goals

