



# FAM Trip Action Plan Checklist

Handout Information Courtesy of MAST Member, Kelly Ortiz, and Guru Travel, Elgin, IL

## Site:

Site Name: \_\_\_\_\_

Date of Visit: \_\_\_\_\_

Potential Clients: \_\_\_\_\_

## BDM Contact:

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## Site Manager/Direct Contact:



Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## Resort Type/Niche:



- 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:

## 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 noisier/quieter? How does the resort define ocean front & ocean view?



### 1st Room:

Category: \_\_\_\_\_ Number: \_\_\_\_\_

Is space used well?

Clean? Updated?

Which have been most recently renovated?

Perks of this category?

General Notes:

### 2nd Room:

Category: \_\_\_\_\_ Number: \_\_\_\_\_

Is space used well?

Clean? Updated?

Which have been most recently renovated?

Perks of this category?

General Notes:

### 3rd Room:

Category: \_\_\_\_\_ Number: \_\_\_\_\_

Is space used well?

Clean? Updated?

Which have been most recently renovated?

Perks of this category?

General Notes:

## 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:



## Water Activities:

Avail:	Amenity:	Cost:	Lessons:
<input type="checkbox"/>	Water Skiing	\$ Incl.	Y/N
<input type="checkbox"/>	Wake Boarding	\$ Incl.	Y/N
<input type="checkbox"/>	Tubing	\$ Incl.	Y/N
<input type="checkbox"/>	Jet Ski	\$ Incl.	Y/N
<input type="checkbox"/>	Fly Boarding	\$ Incl.	Y/N
<input type="checkbox"/>	Paddleboard	\$ Incl.	Y/N
<input type="checkbox"/>	Kayaking	\$ Incl.	Y/N
<input type="checkbox"/>	Snorkeling	\$ Incl.	Y/N
<input type="checkbox"/>	Fishing	\$ Incl.	Y/N
<input type="checkbox"/>	Wind Surfing	\$ Incl.	Y/N
<input type="checkbox"/>	Boogie Board	\$ Incl.	Y/N
<input type="checkbox"/>	Sailing	\$ Incl.	Y/N

## Amenities:

Avail:	Amenity:	Cost:
<input type="checkbox"/>	Parking	\$ Incl.
<input type="checkbox"/>	Valet	\$ Incl.
<input type="checkbox"/>	WiFi	\$ Incl.
<input type="checkbox"/>	Towel Service	\$ Incl.
<input type="checkbox"/>	Swim-up Bar	\$ Incl.
<input type="checkbox"/>	Beach chairs/cabana	\$ Incl.
<input type="checkbox"/>	Swim-out Suites	\$ Incl.
<input type="checkbox"/>	Rooftop/Scenic Pools	\$ Incl.
<input type="checkbox"/>	Private Beach	\$ Incl.
<input type="checkbox"/>	On-site Childcare Svcs	\$ Incl.
<input type="checkbox"/>	Kids Club	\$ Incl.
<input type="checkbox"/>	Gym/Exercise Room	\$ Incl.
<input type="checkbox"/>	Spa	\$ Incl.
<input type="checkbox"/>	Concierge	\$ Incl.
<input type="checkbox"/>	Business Center	\$ Incl.

Are towel cards required for towel service? Y/N

Are wristbands required for beach/pools? Y/N

## Recreation:

Avail:	Activity:	Cost:
<input type="checkbox"/>	Water Activities	\$ Incl.
<input type="checkbox"/>	Kids Club	\$ Incl.
<input type="checkbox"/>	Wellness/Yoga	\$ Incl.
<input type="checkbox"/>	Comedy	\$ Incl.
<input type="checkbox"/>	Music	\$ Incl.
<input type="checkbox"/>	Theater	\$ Incl.
<input type="checkbox"/>	Classes/Education	\$ Incl.
<input type="checkbox"/>	Night Club/Dancing	\$ Incl.
<input type="checkbox"/>	Movies	\$ Incl.
<input type="checkbox"/>	Casino	\$ Incl.
<input type="checkbox"/>	Theme Bars	\$ Incl.
<input type="checkbox"/>	Sports Bars	\$ Incl.
<input type="checkbox"/>	Outdoor Exploration	\$ Incl.
<input type="checkbox"/>	Happy Hours	\$ Incl.
<input type="checkbox"/>	Golf	\$ Incl.
<input type="checkbox"/>	Tennis	\$ Incl.
<input type="checkbox"/>	Other	\$ Incl.

## Dining:



Take a picture of the food, menu, and dining area. What's available for room service? How many bars? Concierge lounge happy hours? Grab & Go? Cafe? Restaurants/Delivery close by? If you ate at a restaurant, how was the service?

Name: _____	Res Needed?	Y/N	Cost?	Cuisine: _____
Name: _____	Res Needed?	Y/N	Cost?	Cuisine: _____
Name: _____	Res Needed?	Y/N	Cost?	Cuisine: _____
Name: _____	Res Needed?	Y/N	Cost?	Cuisine: _____
Name: _____	Res Needed?	Y/N	Cost?	Cuisine: _____

## Atmosphere:

**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? Refreshments offered?

## Photo Tips:



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

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