

EXPERIENTIAL CHECKLIST: ADVENTURE TRAVEL

Customer/Member Number

E-Mail

Daytime Telephone Number

Directions: To earn your Certified *Adventure Travel Specialist* designation, you must have completed a **minimum of five (5) items** on this checklist **within the past five (5) years**, unless otherwise indicated. Check the relevant items (no minimum or maximum required per category), and provide information or supporting documentation as requested for each item. Submit your completed checklist **along with the Lifestyle Specialist Certification Form** to The Travel Institute.

Community and Industry Involvement

- Research businesses in your local community that focus on outdoor or active lifestyles (e.g., outdoor clothing store and sport or bike shop.)
Write and attach a one-page report describing the names and types of businesses and potential cross-marketing opportunities.
- Join a local club or organization for enthusiasts in your chosen adventure specialty (e.g., walking, hiking, or biking.)
Write and attach a one-page report describing the organization, the nature of your participation, and the results of your networking efforts.
- Write an article for a local publication about a recent adventure trip you have taken, and if available, include a photo of yourself on the trip (e.g., biking, heli-hiking, or riding an elephant.)
Attach article and photo (if available); note date and place of publication.
- Write a 10-minute speech about adventure travel and deliver it to a local group.
Attach speech; note date and place of delivery.
- Attend a convention, trade show, or seminar related to adventure travel.
Write and attach a one-page report describing the event, date, and three positive outcomes of your attendance at the event.
- Choose a mentor who operates a successful adventure travel business and spend a day with that person as an apprentice.
Write and attach a one-page report describing the mentor's qualifications, the nature of your apprenticeship, and 10 things you learned about selling adventure travel.

Destination and Supplier Research

- Participate in a familiarization or independent trip designed for adventure travelers (e.g., expedition cruise, destination visit, or tour).
Write and attach a one-page report describing the trip, sponsor (if any), date, accommodations and activities, and 10 things you learned about adventure travel.

- Interview three adventure travel companies that you have identified as current or potential preferred suppliers for your adventure travel business.

Write and attach a one-page report describing each supplier's typical client, what makes this company different from others, what different levels of activities they offer, and their suggestions for marketing their product.

- Identify 10 key destinations for your chosen adventure specialty and distinctive features of each destination. Write and attach a one-page report listing the destinations and summarizing the highlights of your research.

Travel Planning

- Plan a two-week FIT active travel program in your area of specialty. Attach a written itinerary including appropriate transportation, destinations, accommodations, and activities.

- Prepare and compare two different one-week active trips in your area of specialty for the following families that both want a bonding experience: 1) a Baby Boomer couple who ride bikes daily, are frequent cruisers, and are looking for something new and unusual; and 2) a multigenerational family with active grandparents in their 70s, adults in their 40s, and three children ranging in age from 7 to 21.

Write and attach a one-page report explaining your suggestions and describing your results.

- Create a project plan with timelines and action items for a group adventure trip to include multiple modes of transportation, accommodations, and appropriate activities.

Write and attach a one-page report describing your research process and results, marketing efforts, and how you made travel arrangements for the entire group.

- Get a letter of recommendation from a client or supplier endorsing your services as an adventure travel specialist.

Attach letter.

- Create a packing list of suggested clothing and equipment for your chosen adventure travel specialty.

Attach list.

Reading and Reference

- Be a current subscriber and regular reader of a publication that specializes in adventurous activities or lifestyles (e.g., *Blue Magazine*, *National Geographic Adventure*, *Outside*, etc.).

Publication: _____ Subscriber Since: _____

- Read *Gutsy Women*, by Mary Beth Bond; *The Art of Pilgrimage*, by Phil Cousineau; or another similar book.

Write and attach a one-page book report describing 10 things you learned about how and why people seek adventure travel.

- Create a list of resources in multiple destinations and continents that handle clients for your chosen adventure travel specialty (operators, outfitters, guides, etc.)

Attach list with contact information, areas of specialty, and services provided.

- Create a list of 20 Internet sites that will help you research and plan adventure travel.
Write and attach a one-page report describing a specialty feature of each site and how you would use the information.

Marketing

- Choose a subspecialty in the adventure travel niche (e.g., hiking, multisport, and river rafting) and write a marketing and sales plan.
Attach one-page plan.
- Create a co-op marketing plan with a preferred supplier (e.g., Web posting, advertising, newsletter, client night).
Attach one-page plan.
- Develop an adventure section of your Web site.

Indicate URL: _____
- Host an active event with an adventure travel supplier or company that offers cross-marketing opportunities.
Write and attach a one-page report describing the event, date, the company's involvement, the amount and type of people who attended, and the outcome.
- Host a focus group among clients or friends with active lifestyles to find out what they are looking for in an adventure trip and what their thoughts are on active travel.
Write and attach a one-page report describing the date, the amount and type of people who participated, and the outcome.
- Place an ad in an adventure travel publication or other media outlet targeted to active travelers.
Attach copy of ad; note date and name of publication or media outlet.
- Conduct a direct-mail campaign using a database or e-mail list targeted to consumers with active lifestyles.
Write and attach a one-page report describing the date, purpose, audience, distribution, and results of the campaign; include a copy of the piece that was mailed.
- Send a press release to a local publication promoting your adventure travel specialty/certification, including your bio, qualifications, and suggestions for travel.
Attach press release.
- Send a mailing to current or prospective clients during or after an active trip, letting them know you do this type of travel yourself.
Attach distribution list and copy of mailing.

Other

- _____
Write and attach a one-page report describing this experience and how it positively impacts your adventure travel business.

Submit your completed Experiential Checklist and supporting documentation to:

The Travel Institute
148 Linden Street, Suite 305
Wellesley, MA 02482
Tel.: 800-542-4282
Fax: 781-237-3860
E-mail: pgagnon@thetravelinstitute.com