

DESTINATION VISIT REPORT FOR CERTIFIED DESTINATION SPECIALIST

A Destination Visit Report is required to earn your Certified Destination Specialist designation. The visit (made either independently or on a familiarization trip) **must have been completed within five (5) years** of the date of passing the Destination Specialist test. Information about the report follows; please read the entire sheet before beginning to familiarize yourself with the steps involved.

Writing the Report

Your report must begin with a **cover sheet** (see sample at right) that lists:

Personal Information

- 1. Your name
- 2. The date
- 3. A customer/member number (if you know it)
- 4. Your e-mail address
- 5. A daytime telephone number

Destination Information

- 1. Destination visited
- 2. Date of visit
- 3. Length of stay

Trip Validation Information

- The name of a person (such as someone from a tour operator or tourist board) who can verify your trip attendance and the date of the visit (or provide proof of the trip, such as a copy of an airline ticket)
- An e-mail address for the person named above
- A daytime telephone number for the person named above

For the **body of the report**, please discuss the points below based on your experience at, and knowledge of, the destination.

1. Describe why, or why not, to visit the destination. (What did you like most or least about it?)
2. Describe when to go to the destination. (climate, seasons, special events, best time, time to avoid)
3. Describe how to get to and around the destination (transportation [airport, within the city, and outside the city] and costs).
4. Describe the ease of travel at the destination (language barrier, cultural issues, and customs).
5. Describe where to stay, shop, and dine at the destination. (Recommend and describe hotels, stores, formal and informal restaurants, and local food and drink specialties.)
6. Describe what to see and do at the destination. (Suggest and talk about must-see attractions, activities, and day trips.)

Jane O'Connor
8/01/2xxx
Member #:12345
jane@travelworld.com
781-555-5555

Destination: Italy
Visited: 9/21/2003
Length of visit: 14 days

Trip Validation Information:
Betty V. Trent
betty@touritaly.com
781-555-1111

7. Describe who to send to the destination. (Suggest appropriate client types, such as baby boomers, families, or seniors; or a special interest group, such as skiers or scuba divers, ecotourists, gastronomists, art and architecture enthusiasts, religious tourists, or fans of military history.)
8. List how to research the destination. (Suggest resources such as Web sites, guidebooks, maps, and helpful features.)

Submitting the Report

The report

- must be typewritten,
- can be submitted as a printed document by mail or by fax,
- must be sent **together with the Certified Destination Specialist Certification Form** to:

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

Note: Certification maintenance is required every five years by revisiting the destination and resubmitting the Destination Visit Report.

For more information, or to download Frequently Asked Questions or other forms, visit the Destination Specialist page of our Web site: www.thetravelinstitute.com/ds.htm.