

## Travel Business Mastermind Self-Questionnaire #1

About you and your company	Company name:	
	Any significance to the name? Who came up with the name?	
	When was the company founded? By whom? (Date/year)	
	Why did you start your travel agency?	
	What did you do before you owned this business?	
	Are there other owners?	
	Do you have special training or certifications? What other training/expertise did you have prior to your agency?	
	Does your business have any strong charitable ties?	
	Who else works for you? (Names and titles.)	
	What are the most recent changes to your business? New suppliers you are selling? New services? New logo or name? New strategy?	
	Do you have any upcoming major changes?	
	What awards has your company earned recently?	

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<b>About your industry</b>	How would you describe sales trends in your business (growing, stable, contracting) and why?	
	What data do you use to compare your sales trends with other agents and the suppliers you sell?	
	How would you describe sales trends in your agency (growing, stable, contracting) and why?	
	Do you view your business as an outlier in the travel agency industry, or do you see it as among the typical agency? Why/why not?	
	What changes are underway in travel that you feel positively about?	
	What changes are underway in travel that you are worried about?	
	How are you preparing your business to adapt to these changes?	
	Who do you view as your biggest competitors?	
	What industry trade groups do you belong to?	
	What local organizations do you and/or your business belong to?	

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<b>Your customers</b>	Do you sell to consumers, businesses, both?	
	Describe your core customers the best you can (e.g. females, males, families, GenX, Millennials, moms, dads, etc.)	
	How do your customers and social media followers view your business? And how do you know (testimonials, rating services)?	
	How does the community view you, the business owner? How do you know this?	
	What social media platforms are you on and what are your USER IDs (so we can view them and follow you)?	
	What statistics do you capture at point of sale? What CRM do you use? Have you ever studied your sales and client data?	

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