

Destination Visit Report Criteria

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.

Writing the Report

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

Personal Information

- Your name
- The date
- Your email address
- Daytime phone number

Destination Information

- Destination visited
- Date of visit
- Length of stay

Trip Validation Information

- The name of a person who can verify your trip attendance and dates of travel (if a FAM,) or proof of your trip, such as a copy of an airline ticket and travel vouchers
- An email address for the person above (if applicable)
- A daytime phone number for the person above (if applicable)

Sally Travel Agent
1/1/20XX
sally@emailaddress.com
555-555-5555

Destination: France
Visited: 10/1-15/20XX
Length of visit: 2 weeks

Trip Validation:
European Travel Company FAM
Monique LeDirector, Sales Representative
Monique@companyemailaddress.com
1-555-555-5555

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

1. Describe why customers will want to visit this particular destination.
2. Describe when to go to the destination. (climate, seasons, special events, best time to travel and, times to avoid.)
3. Describe options for getting in and around the destination including sample costs (ex. airport transfers, local transportation, etc.)
4. Describe the ease of travel at the destination. (language barrier, cultural issues and customs)
5. Describe options for accommodations, shopping (typical souvenirs or local specialties), dining.
6. Describe what to see and do at the destination. (ex. suggested must-see attractions, activities or day trips.)
7. Describe the types of travelers that would enjoy this destination.
8. Suggest resources (such as websites, maps and guidebooks) that can be used by counselors or travelers to help make the most of a visit to the destination.

(Continued)

Submitting the Report

The report

[] must be typed (not handwritten) and include copies of supporting information as needed

[] can be sent via regular mail, faxed or emailed. (see below)

[] should include the **Certified Destination Specialist Certification Form**

Send the report to:

The Travel Institute

945 Concord Street

Framingham, MA 01701

Fax: 781.237.3860

Email: pgagnon@thetravelinstitute.com

NOTE: Certification maintenance is required every five (5) years by revisiting the destination and resubmitting a new Destination Visit Report.