**Sri Lanka Tourism Promotion Bureau**

**Trade Familiarization Tours – Evaluation Form**

**Agent/Company Information:** Please complete the information below

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| --- |
| Name (Mr./Ms./Dr.) |
| Title: |
| Company Name: |
| Mailing Address: |
| City/Province: |
| Country: |
| Office No. Mobile No:  Please include the country code and city code, and/or area code, where applicable. |
| |  |  |  |  | | --- | --- | --- | --- | | **A. How many years have you been in the travel industry?**   1. 1 - 5 Years   2. 6 - 10 Years   3. (+) 10 Years   4. (+) 20 Years   5. (+) 50 Years  **B. How many years have your company been in business?**   1. 1 - 5 Years   2. 6 - 10 Years   3. (+) 10 Years   4. (+) 20 Years   5. (+) 50 Years  **C. Your source markets (Where do you send travelers to?)**   1. Africa   2. Asia   3. Australia/New Zealand   4. Caribbean   5. Europe   6. Latin America   7. Middle East   8. North America | **D. What clients do you service?**   1. Corporate   2. FIT   3. Groups (-) 250   4. Groups (+) 250   5. Groups (-) 100   6. Meeting & Incentive Travel  **E. What tour services do you provide/organize?**  🞎 1. Adventure Sports  🞎 2. Cruises  🞎 3. Ecotourism  🞎 4. Educational/Special Interest  🞎 5. History & Archeology  🞎 6. Luxury/High-end Tours  🞎 7. Meeting & Incentive  🞎 8. Religious/Faith Based tours  🞎 9. Spa & Wellness  🞎 10. Volunteerism  🞎 11. Other  **F. What ticketing/reservation services do you provide/ organize?**   1. Accommodations   2. Airline Ticketing   3. Bus Transport/Ticketing   4. Car Rentals   5. Charters   6. Cruises   7. Special Events   8. Guide Service   9. Other | **G. Do you currently promote SriLanka?** 1. Yes  2. No  If Yes, key agents in Sri Lanka you work with  1……………………………………  2……………………………………  3……………………………………  **H. Average no of pax sent to Sri Lanka over the last three years?**   1. 1 – 50   2. 50 – 100   3. 100 – 250   4. 250 – 500   5. 500+  **I. Other countries in the Asian region promoted by you?**   1. Thailand  2. Maldives   3. Singapore  4. Malaysia   5. Other ……………………………. | **J. Average no of pax sent to Asia over the last three years**   1. 0 – 50   2. 50 – 100   3. 100 – 250   4. 250 – 500   5. 500+  **K. Are you a member of anyInternational associations/consortiums?**  1…………….  2. …………..  3. ……………   N/A  **L. What type of promotions do you propose for Sri Lanka after the familiarization tour**  1. Feature Sri Lanka in the company brochure   2. Promote on your company website   3. Promote on your company social media platforms   4. Other (please list)  ……………………………. | | Have you participated in any other trade familiarization tours in the last 3 years? If yes, please list the international destinations. | | | | | How will this trade familiarization tour benefit Sri Lanka? | | | |   E Mail: Website: |

Name of the Applicant ………………………………….. Signature ………………………………..