**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. |
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| --- | --- | --- | --- |
| **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. NoIf 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 ………………………………..