

Finding Your Travel Niche Worksheet: Interests & Connections

1. Get your juices flowing by creating a list of what you're interested in along with people and groups in your network
2. Circle your top 3 hobbies and top 3 destinations and proceed to page 2!

Read the full article with additional tips at www.HostAgencyReviews.com/find-a-travel-niche

Hobbies

What are you passionate about? (e.g. politics, gymnastics, stitching)

What do you have an in-depth knowledge of? (e.g. wines, gardening, fishing, maritime history)

What are you good at? (e.g. cooking, stand-up comedy, building rockets)

What do you do in your free time? (e.g. genealogy, write, read wedding magazines)

Tennis

Skiing

Baking

Astronomy

Dogs

Writing

Learning

Outdoors

Gardening

Eating Cookies

Destinations

Of the places you've been, what are your favorites?

What places are you dying to see?

What do the destinations you listed above have in common? (e.g. castles, weather, good food)

Cold weather!

Alaska

Churchill

Space ☺

Iceland

Uganda

Northern lights

Antarctica

Patagonia

Type of Travel

Is there a particular demographic you'd like to sell to? (e.g. families/groups, seniors, music lovers)

What price tag would you feel comfortable selling? On this one, don't be afraid to push your comfort zone. Many agents make the mistake of pushing their spending habits on their clients. (e.g. luxury, bargain)

What type of travel do you enjoy? (e.g. adventure, all-inclusive, tours, groups, independent)

Adventure

Value (but not cheap)

Group travel

Educational

Responsible

Network

What business networks do you belong to? (e.g. BNI, union, boards)

What events have you attended recently? (e.g. PTO meeting, tweetup, dog training class)

What are common hobbies of your friend groups? (e.g. Hiking, golfing, drinking)

What groups do you belong to? (e.g. Cancer support group, ski club, bible study)

What groups/networks do your close family/friends belong to? (e.g. Your kids, partner, parents, neighbors)

College Alumni

Outdoor lovers

Dog park people

Nordic Ski Club

NASA Tweetup

Travel Tweeters

Carpenters

Fire fighters

DJs

Finding Your Travel Niche Worksheet: Niche Possibilities

Narrow down areas of travel that will be both of interest to you and fruitful for your travel agency to focus on! **Each box represents a possible niche.**

1. Write each of your top hobbies and destinations in its own box. You can always repeat this exercise with other niche ideas—so don't panic!
2. Fill in each box with items from your list on page 1 that fit that box's hobby/destination. Feel free to add new items as they come to you!
3. Lastly, add networks that might be interested in each niche possibility
4. Decide which travel niches are most feasible and work with your lifestyle. **Hint:** A good niche typically has fewer destinations and types of travel (making it easier for you to focus and become an expert) with a lot of networks interested (large potential client base).

Hobby: Skiing

Destinations:	Type of Travel:	Network:
Sweden	Adventure	Nordic Ski Club
Ski destinations	Group travel	Ski shops
		Ski classes

Destination: Uganda

Hobby:	Type of Travel:	Network:
Learning	Responsible travel	College Alumni
Outdoors	Educational	Current Study abroad
	Adventure	Outdoor lovers

Hobby: Astronomy

Destinations:	Type of Travel:	Network:
Iceland	Adventure	NASA Tweetup
Finland	Educational	Astronomy bloggers
Eclipse locations		

Destination: Patagonia

Hobby:	Type of Travel:	Network:
Outdoors	Adventure	Outdoor lovers
Camping/hiking	Responsible	Fire fighters
	Group travel	College Alumni
		Hiker's MeetUp Group

Hobby: Gardening

Destinations:	Type of Travel:	Network:
Amsterdam	Group	Local garden shops
Turkey	Educational	Botanical Garden Board
UK		G+ community
		Garden plot rental

Destination: Alaska

Hobby:	Type of Travel:	Network:
Outdoors	Adventure	Outdoor lovers
Dogs (sled dogs?)	Group travel	Dog park people
Learning	Educational	Carpenters
	Responsible	Fire fighters
		Ski Club