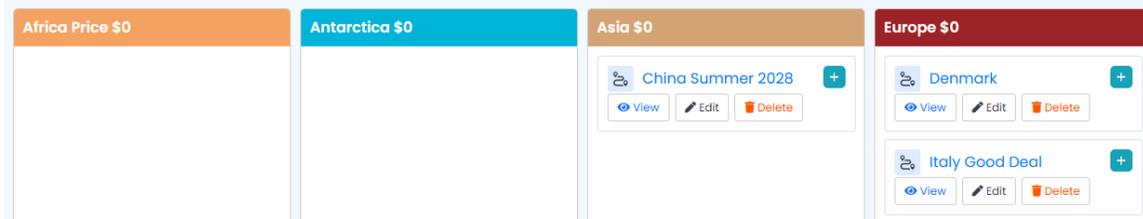




TA Trip Tracker – Understanding the Future Trips Pipeline

The Future Trips Pipeline is designed to track travel ideas that are not actively being booked yet. These are trips clients have expressed interest in for the future but are not currently planning. This pipeline allows advisors to capture these opportunities so they are not forgotten.

Example of the Future Trips Pipeline



Purpose of the Future Trips Pipeline

This pipeline helps travel advisors keep track of long-term opportunities and dream trips. Instead of cluttering the active sales pipeline, these ideas can be stored here until the traveler is ready to start planning.

Examples of Future Trips

- “Someday we want to take a Mediterranean cruise.”
- “Let me know if you see a good deal to Greece.”
- “We may want to go to Alaska in a few years.”
- “After the kids graduate we want to visit Europe.”

Organized by Continent

The Future Trips Pipeline organizes trips by continent to make it easier to identify travel trends and opportunities.

- Africa
- Antarctica
- Asia
- Europe
- North America
- Oceania
- South America

Advisor Focus

- Review this pipeline periodically to identify opportunities.
- Reconnect with travelers who mentioned future travel ideas.
- Watch for supplier promotions related to destinations in this pipeline.
- Move trips to Trip Request once the traveler is ready to begin planning.

Moving a Future Trip into Planning

When a traveler decides they are ready to begin planning the trip, simply move the trip to the Trip Request stage in the Pre-Booked Pipeline. From there it will follow the normal planning and booking workflow.

Why the Future Trips Pipeline Matters

This pipeline acts as an opportunity bank for travel advisors. By capturing travel ideas early, you create opportunities to follow up, send promotions, and convert future interest into real bookings.