



Mexican Caribbean

CLIENT QUALIFYING
Guide



BY EXPLORE
MORE
MEXICO

MAP OF THE MEXICAN CARIBBEAN



QUALIFYING YOUR CLIENTS

Qualifying your clients properly for a Riviera Maya/Cancun area trip is essential.

This destination is BIG!
(runs over 140km/87 miles of beachfront)


Each area within the destination is distinct in character and offers features unique to the region. With these differences, there can be potential pros and cons depending on your client's travel preferences.

There are over 200 resorts from which to choose, and new ones are opening monthly!

With so many options, there's truly something for every type of client, but matching them with the correct resort is imperative to giving them the best possible experience.

This guide provides general qualifying questions that will work for anywhere in the Caribbean. It also offers questions that apply specifically to this area of México.

I hope this guide helps you successfully pair your clients with the perfect resort experience.



GENERAL QUALIFYING QUESTIONS

WHAT IS YOUR TRAVEL HISTORY?

Ask your clients:

- Which all inclusive resorts have you already experienced?
- What did you like about them?
- What did you not enjoy about them?
- If you have not yet stayed at an all inclusive resort, what other properties have you experienced domestically and internationally?

The answers to these questions will give you a good idea of your clients overarching travel preferences.

WHAT IS THE PURPOSE OF YOUR VACATION?

Give some examples like:

- A special occasion such as a honeymoon, anniversary, birthday, bachelor/bachelorette party
- Relaxing and recharging
- Exploring a new destination

This information will help you select a resort and recommend any specific tours and/or activities to customize their trip. If celebrating a special occasion, this will provide you an opportunity to commemorate the occasion, either by sending a gift or asking the resort to acknowledge your client's reason for celebration.

GENERAL QUALIFYING QUESTIONS

WHAT IS MOST IMPORTANT TO YOU IN A RESORT?

Are there any specific amenities you'd like to have in your room?

Some examples may be: coffee maker, robes & slippers, jacuzzi in room or on balcony, swim-up room, ground floor room, oceanfront or ocean view room, private pool, 24 hour room service, guaranteed connecting rooms, etc.

Are there any specific amenities you'd like to have at your resort?

Some example may be: swim-up bar, golf, pickle ball courts, tennis, spa, dance classes, pool tables, 24 hour gym, coffee shop, active night life, shows, karaoke, long walking beach, snorkeling right off the beach, etc.

WHAT ARE YOUR "MUST HAVES" IN A RESORT

Once you have their answers from the above questions, ask them what are the must haves vs. likes on that list.

Ask them to share their vision of the perfect resort.

PRICE POINT

Find out an approximate budget from your clients for their vacation. If you have asked where they've stayed in the past, and those trips were in the last few years, you can get a good idea of what they are used to spending. If they don't have an idea of budget, suggest a price point based on a few resorts that will meet the items off their must have list.

GENERAL QUALIFYING QUESTIONS

ARE THERE MOBILITY ISSUES?

Some resorts cater better to physical limitations. If your client does have mobility issues, do they use their wheelchair or scooter all the time, or can they get around without assistance?

Will they be able to transfer from chair to transportation unassisted?

Will they need an accessible room, and if so, what type?

Will they be bringing their own wheelchair or scooter, or will they need to rent one?

Do they need any adaptive equipment?

ADULT ONLY OR FAMILY FRIENDLY RESORT?

For your adult clients traveling without kids, it's important to note that some resorts call themselves "adult only" but are actually just an adult only section of a family resort. In this case, the adults would likely be using the shared facilities on the family side; therefore not making it a truly adult only experience. It is important to make sure clients are okay seeing and hearing kids on their vacation if recommending one of these resorts. There are many resorts that are truly adults only with no family section for those looking for that experience.

*If clients are travelling with children, ask if they need a drop off kids club or babysitting available. Most kids clubs start at age 3 or 4 but there are some that cater to younger children.



MEXICAN CARIBBEAN SPECIFIC QUESTIONS

RESORT PROFILE

Since there are so many resorts in the Mexican Caribbean, narrowing them down is of utmost importance. Here are some questions that can help narrow down your client's ideal resort:

- Are you looking for a quiet boutique hotel, a very active (day & night) large property with a lot going on, or something in between?
- How important is the aesthetic of the resort to you? Do you lean towards more modern resorts, or do you prefer tropical authentic-to-the-destination decor?
- Is it important to you to be in/near a town so you can get off property and explore easily, or do you plan to stay on the resort the whole trip and maybe to organized excursions?
- Do you prefer gourmet dining and getting dressed up for dinners, or buffets and a more casual dining experience? Or do you prefer a mixture of both?

HIGH RISE OR SPREAD OUT RESORT?

The Cancun hotel zone is mainly high rise hotels lined up next to each other on the beach, whereas the majority of the rest of the destination has more spread out resorts.

Ask your clients if they prefer beautiful resort grounds where they can go for a stroll or bike ride, or are they open to a high rise hotel with great (usually unobstructed) ocean views?

MEXICAN CARIBBEAN SPECIFIC QUESTIONS

ARE YOU BEACH OR POOL PEOPLE?

In the Mexican Caribbean, it's important to do a deep dive (no pun intended) into this question. There are many amazing resorts, but some of them are not on the best beaches. At the same time, there are some "okay" resorts on spectacular beaches. While most clients will want a beachfront resort, the importance of the actual beach conditions and ocean differs greatly depending on the client.

If your client says they are beach people, ask them the following:

- Do you want to be able to swim in the ocean or just look at it?
- Are you big ocean swimmers who could spend all day floating in the water?
- Do you want a long walking beach, or do you just want to be able to sit/lay on the beach?
- Is shade on the beach important?
- Do you just want to be able to see the beach, but will spend the majority of your time at the pool?
- Do you want to have beach waiter service?
- Do you like waves or do you prefer a more calm ocean experience?

MEXICAN CARIBBEAN SPECIFIC QUESTIONS

DO YOU PLAN ON DOING LOTS OF EXCURSIONS?

It is important to ask your client if there are specific things they want to do on their trip as we highly recommend booking any excursions in advance.

If your client knows what they'd like to do in advance, and plans to spend a decent amount of time off resort, it's best to put them closest to the things they want to do. If they don't know in advance, they can plan while in destination, either by contacting you, or booking with the resort concierge or on your affiliate links.

Please avoid putting clients somewhere relatively remote like Costa/Playa Mujeres if they plan to spend their trip exploring ruins/swimming in cenotes and going to parks in the southern part of the destination. It would require hours of car travel to reach their desired destinations.

If your client only plans on doing one specific activity, it's not necessary to choose a resort based solely on the location of the excursion; however, if they do plan on exploring the destination on multiple days, resort proximity becomes more important. Your resort recommendations should be based on what your clients are most interested in, whether that is relaxing on the beach or exploring the destination.

MEXICAN CARIBBEAN SPECIFIC QUESTIONS

DISTANCE FROM THE AIRPORT

Resort locations vary from 5 min to 2 hours from the airport; however, due to accidents, traffic & construction, some days it can take up to an extra hour to get to and from the airport.

Is being near the airport important to your clients?

For longer trips, this may not matter as much, but for shorter ones, it's best to discuss in advance.

Also, parents with younger children may prefer to be closer to the airport, especially after a long flight.

