

WORKSHEET: My High Return-on-Travel Plan

Use this worksheet and scoring system to evaluate potential trips and develop a plan that maximizes your investment.

Trip Destination & Date	Primary Purpose of Trip	Possible Trip Wins & Upside	Maintaining or Growing?	Add-on Opportunities?	Location Appeal	Location Ease	Trip Tally	★
		1-5 points, more for high-potential trips with big business benefits.	Add 1 point for maintenance trips, 2 for go-to-grow trips.	Add 2 points for every add-on opportunity.	Add 1 point if there's something fun to do.	Been there before? Familiar with the hotel? Rewards points adding up? Add 1 point if yes.	Total all points.	