

The Domestic Travel Conundrum: Are Domestic Programs Worth the Time and Effort?

11:00 am January 25 (Parkview)

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Presenter Introductions

Participant Introductions

Do I offer domestic trips?

Is there interest? National Parks, river cruises, Kentucky Derby?

U. O. Sent out survey - found interest - integrated travel

goals of University - ability to visit local clubs, groups

alumni and friends are very conservative, safe in travels - domestic travel resonates

Geographic - where are alumni?

Tours of Mississippi River don't resonate

Successful

Alaska

New England

Great Lakes

Riverboat

Yellowstone - usually 6-8 travelers

Macy's Thanksgiving Parade

Rose Bowl

Custom built

time put into it

pricing - hard to build in faculty

the three year old syndrome - I can do it by myself

who do I need to listen to, who has connections

New York City - choose your own elements - donor trip

Recommended hotel

List of activities - everyone selects which you want

Artist's studio, museum before regular hours

always do professor led trips on domestic trips

civil war battlefields

New York - art

Local travel agencies - have to train to our level

Stanford struggles with Kentucky Derby and Master's Golf tour

travel program maintains nonprofit because of highly educational tours

Emory - Master's resonates because of scholarships and students/alumni participating

don't send faculty on tours

auditor never questions profit

Kentucky Derby - speakers and tours provided

Theater in New York - Parade

family friendly

Able to tie travel into sports program

Able to market domestic travel to foreign alumni?

U.O. markets to them - successful

Alaska

National Parks

have already moved back to home country - market to come back

if an affinity club - invite them to opening reception

eblast for international alumni

Pros and cons: Pros

diversity for travel program

travel

bringing different affinity groups together

Yea for the USA

Ideas

Faculty driven

Volunteer driven

Administration driven

Alumni driven - geologist/naturalist

New York - alumni driven - school of theater

Washington, D.C.

Getting Congressman involved, monuments (Beyond Group Travel), diplomatic
room of State Department

look for someone who are the naturalists or living in particular area

Cons

I can do it myself - build in something unique

shorter trip - does that limit engagement time?

Time consumption on your end - do you have time

Pricing - some very expensive

Convenience, especially for older travelers

How attracting younger alumni

Do put activity level

Put in activity level but people really can't participate

Long weekends appeal to younger people

Career enhancement trips - career development office putting together speakers