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