

HOW TO ORGANIZE A TRAVEL GROUP

TGUI 303 I - TOUR PLANNING AND MANAGEMENT

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- Traveling in a group can be **more fun and less expensive** than traveling alone. Family reunions, destination weddings and girls' getaways are just **a few favorite group trips**. Whatever the reason for your trip, organizing a travel group is sometimes challenging. **Careful planning** and **open communication** are the keys to success.

STEP 1

- Limit the size of the group. The more people you add, the more **personalities** and **budgets** you will need to **accommodate**. Consider the **ages of children** and the **interests of each person** when selecting group members. If the group consists of more than six members, try to **organize sub-groups of people** with common personalities and interests

STEP 2

- Poll the group members to **find a consensus** on when and where to travel. Offer three or four specific choices rather than asking **open-ended questions**. Otherwise, each person might choose a **different time and place**.

STEP 3

- Provide **multiple choices for accommodations**. Each person has a different budget and a different set of criteria for choosing lodging. Offer at least one each of **high-end, moderate and value accommodations** that are located reasonably close to one another.

STEP 4

- Use the Internet and local guidebooks to create a schedule of group activities. Do not attempt to **schedule every moment of every day**, but focus instead on offering **one or two activities per day**. The group will naturally **subdivide according to interests**, such as shopping or museum touring, making it unnecessary for you to over-plan the trip.

STEP 5

- Take charge of **financial details** for scheduled group activities. Pay **all deposits** yourself and ask group members to reimburse you. This ensures that **all reservations** are linked together and avoids shutting out **forgetful travelers** from group plans.

STEP 6

- Create a **social networking site** for the trip on a service such as Facebook or MySpace. This **allows group members** to meet, share ideas and make plans. Build excitement by frequently posting schedule updates or photos of your destination