

720 Reasons to Outsource Your Group Travel Program



If you're running a group travel program internally, you either have at least one full-time staff member dedicated to the program, or you have at least one staff member who picks up the trip responsibilities in addition to their regular responsibilities. Either way, it's important to understand what's required for a well-run group travel program and

what kind of impact that has on your internal team's hours and the related cost.

On average, 720 hours are spent running an efficient group travel program. If you crunch the numbers, you will mostly likely find that outsourcing will cost you less.

Program Planning

TASK	HOURS
Pre-data analysis	5
Proposal development meeting to review structure	2
Incentive program data analysis and tracking	12
Research into potential destinations and properties	15
Contract negotiations	14
Budget creation and tracking	8
Registration website build	15
Reporting and registration management	85
Menu/décor/entertainment/logistics coordination	30
Hotel/ground transportation/supplier communications	40
Airline reservations and ticketing	40
Attendee customer service	35
Writing/editing content for pre-trip and on-site materials	25
Designing/printing participant materials	25
Pre-Trip document mailing	8
Research and purchase of room gifts, shipping and customs forms processing	10

On-site Management

Professional travel directors on-site (3 staff members for 7 days, 6am - 10pm)	336
--	-----

Post Program Evaluation

Final billing review & reconciliation	10
Survey	2
ROI analysis	3

720
Total Hours

Most important, and hard to measure, is the travel expertise required to choose the right destination, hotel, airline, and local DMC for your group travel program. Is your internal team prepared to handle weather delays and unexpected snafus during trip execution? Your participants' ROE (return on experience) will have a direct impact on your company's ROI.

The considerable time and expertise required to design, communicate, operate, insure, and measure a successful group travel program require a significant financial commitment. Outsourcing this to an experienced group travel company may enable you to come in at a lower cost and with much less anxiety.

WHAT MAKES MORE SENSE FOR YOU AND YOUR COMPANY?