

Table of Contents

THE QUESTIONNAIRE	13
PARTICIPANTS LIST.....	16
SUMMARY OF MAIN FINDINGS	17
Amount of Staff Time Spent on the Alumni Travel Program.....	17
Percentage of Travelers on Alumni Trips Who Have Taken an Alumni Trip Before	17
Percentage of Travelers in Alumni Travel Programs Who Are Friends, Relatives and Colleagues.....	18
Number of Mail Promotions Send Out Annually by the Alumni Travel Programs.....	18
Mean Spending on Mailing Costs.....	18
Most Popular Foreign Travel Destinations for Alumni Programs	18
Most Successful Trips.....	19
Trips to Domestic Destinations as a Percentage of Total Trips	19
Trips to Foreign Destinations as a Percentage of Total Trips	19
Alumni Travel Program Revenues Accounted for by Trips to Western and Southern Europe.....	19
Alumni Travel Program Revenues Accounted for by Trips to Russia and Eastern Europe.....	20
Alumni Travel Revenues Accounted for by Trips to Africa	20
Alumni Travel Revenues Accounted for by Trips to the United States and Canada	20
Alumni Travel Revenues Accounted for by Trips to India	20
Alumni Travel Revenues Accounted for by Trips to China	20
Alumni Travel Revenues Accounted by Trips to Sub-Saharan Africa	21
Alumni Travel Revenues Accounted for by Trips to Latin American and the Caribbean	21
Alumni Travel Revenues Accounted for by Trips to New Zealand, Australia and Oceania	21
Average per Person Cost of Out of Host Country Trips Including the Cost of Transport.....	21
Average per Person Cost of Out of Host Country Trips Excluding the Cost of Transport	21
Colleges that Offer Short Trips	21
Percentage of Tours Organized by the College Itself vs the Percentage of Tours Organized by a Tour Operator	21
Highest Percentage Share of Tour Revenues Offered by a Tour Operator or Other Third Party	22
Lowest Percentage Share of Tour Revenues Offered by a Tour Operator or Other Third Party.....	22
The Average Percentage Share of Tour Revenues Offered by a Tour Operator or Other Third Party ..	22
What are Colleges Looking for in a Tour Operator?	22
College Alumni Travel Program Revenues in 2013	22
College Alumni Travel Program Revenues in 2014	23
Sales of Traveler Health and Accident Insurance	23
The Role of Faculty in Alumni Travel.....	23
Partnering with Other Colleges	23

Alumni Travel Programs Benchmarks

Partnering with Other Non-Profits Such as Museums, Zoos, etc	24
How Beneficial is Alumni Travel in Advancement & Fundraising?	24
Table 1.1 Approximately how much total staff time (in hours with one full timer generally estimated at 1,900 hours per year) is accounted for in your alumni affairs department by responsibilities related to alumni travel?	25
Table 1.2 Approximately how much total staff time (in hours with one full timer generally estimated at 1,900 hours per year) is accounted for in your alumni affairs department by responsibilities related to alumni travel? Broken out by Public and Private Status of the College.....	25
Table 1.3 Approximately how much total staff time (in hours with one full timer generally estimated at 1,900 hours per year) is accounted for in your alumni affairs department by responsibilities related to alumni travel? Broken out by Annual Tuition.....	25
Table 1.4 Approximately how much total staff time (in hours with one full timer generally estimated at 1,900 hours per year) is accounted for in your alumni affairs department by responsibilities related to alumni travel? Broken out by Type or Carnegie Class of the College	25
Table 1.5 Approximately how much total staff time (in hours with one full timer generally estimated at 1,900 hours per year) is accounted for in your alumni affairs department by responsibilities related to alumni travel? Broken out by Total Enrollment	26
Table 1.6 Approximately how much total staff time (in hours with one full timer generally estimated at 1,900 hours per year) is accounted for in your alumni affairs department by responsibilities related to alumni travel? Broken out by Number of alumni trips annually	26
Table 2.1 On a typical alumni trip, about what percentage of travelers have taken an alumni-sponsored trip through the college previously?	26
Table 2.2 On a typical alumni trip, about what percentage of travelers have taken an alumni-sponsored trip through the college previously? Broken out by Public and Private Status of the College	27
Table 2.3 On a typical alumni trip, about what percentage of travelers have taken an alumni-sponsored trip through the college previously? Broken out by Annual Tuition	27
Table 2.4 On a typical alumni trip, about what percentage of travelers have taken an alumni-sponsored trip through the college previously? Broken out by Type or Carnegie Class of the College	28
Table 2.5 On a typical alumni trip, about what percentage of travelers have taken an alumni-sponsored trip through the college previously? Broken out by Total Enrollment	28
Table 2.6 On a typical alumni trip, about what percentage of travelers have taken an alumni-sponsored trip through the college previously? Broken out by Number of alumni trips annually	28
Table 3.1 About what percentage of trip takers through your alumni travel program are friends, relatives or colleagues of alumni but not actually alumni themselves?	29
Table 3.2 About what percentage of trip takers through your alumni travel program are friends, relatives or colleagues of alumni but not actually alumni themselves? Broken out by Public and Private Status of the College.....	29
Table 3.3 About what percentage of trip takers through your alumni travel program are friends, relatives or colleagues of alumni but not actually alumni themselves? Broken out by Annual Tuition.....	29

Alumni Travel Programs Benchmarks

Table 3.4 About what percentage of trip takers through your alumni travel program are friends, relatives or colleagues of alumni but not actually alumni themselves? Broken out by Type or Carnegie Class of the College.....	30
Table 3.5 About what percentage of trip takers through your alumni travel program are friends, relatives or colleagues of alumni but not actually alumni themselves? Broken out by Total Enrollment	30
Table 3.6 About what percentage of trip takers through your alumni travel program are friends, relatives or colleagues of alumni but not actually alumni themselves? Broken out by Number of alumni trips annually.....	30
Table 4.1 How many times per year do you mail travel promotions to your alumni base?	31
Table 4.2 How many times per year do you mail travel promotions to your alumni base? Broken out by Public and Private Status of the College	31
Table 4.3 How many times per year do you mail travel promotions to your alumni base? Broken out by Annual Tuition	31
Table 4.4 How many times per year do you mail travel promotions to your alumni base? Broken out by Type or Carnegie Class of the College.....	32
Table 4.5 How many times per year do you mail travel promotions to your alumni base? Broken out by Total Enrollment	32
Table 4.6 How many times per year do you mail travel promotions to your alumni base? Broken out by Number of alumni trips annually.....	32
Table 5.1 How much did your program spend in the past year on brochure and other printed promotions? Include costs of design, printing and mailing.	33
Table 5.2 How much did your program spend in the past year on brochure and other printed promotions? Include costs of design, printing and mailing. Broken out by Public and Private Status of the College.....	33
Table 5.3 How much did your program spend in the past year on brochure and other printed promotions? Include costs of design, printing and mailing. Broken out by Annual Tuition	33
Table 5.4 How much did your program spend in the past year on brochure and other printed promotions? Include costs of design, printing and mailing. Broken out by Type or Carnegie Class of the College.....	34
Table 5.5 How much did your program spend in the past year on brochure and other printed promotions? Include costs of design, printing and mailing. Broken out by Total Enrollment.....	34
Table 5.6 How much did your program spend in the past year on brochure and other printed promotions? Include costs of design, printing and mailing. Broken out by Number of alumni trips annually.....	34
How have you used social media to promote your travel opportunities?.....	35
What was your most popular alumni travel destination?.....	36
Describe your single most successful alumni trip in the past five years.....	37
Table 6 In the past year what percentage of your alumni travel trips were domestic and what percentage were foreign?	38
Table 6.1.1 In the past year what percentage of your alumni travel trips were to domestic destinations?	38

Alumni Travel Programs Benchmarks

Table 6.1.2 In the past year what percentage of your alumni travel trips were to domestic destinations? Broken out by Public and Private Status of the College	38
Table 6.1.3 In the past year what percentage of your alumni travel trips were to domestic destinations? Broken out by Annual Tuition	38
Table 6.1.4 In the past year what percentage of your alumni travel trips were to domestic destinations? Broken out by Type or Carnegie Class of the College.....	39
Table 6.1.5 In the past year what percentage of your alumni travel trips were to domestic destinations? Broken out by Total Enrollment	39
Table 6.1.6 In the past year what percentage of your alumni travel trips were to domestic destinations? Broken out by Number of alumni trips annually.....	39
Table 6.2.1 In the past year what percentage of your alumni travel trips were to foreign destinations?	39
Table 6.2.2 In the past year what percentage of your alumni travel trips were to foreign destinations? Broken out by Public and Private Status of the College	39
Table 6.2.3 In the past year what percentage of your alumni travel trips were to foreign destinations? Broken out by Annual Tuition.....	40
Table 6.2.4 In the past year what percentage of your alumni travel trips were to foreign destinations? Broken out by Type or Carnegie Class of the College	40
Table 6.2.5 In the past year what percentage of your alumni travel trips were to foreign destinations? Broken out by Total Enrollment.....	40
Table 6.2.6 In the past year what percentage of your alumni travel trips were to foreign destinations? Broken out by Number of alumni trips annually	40
What is your most popular domestic destination for alumni travel?.....	41
Table 7 About what percentage of your alumni-travel revenues are accounted for by travel to the following regions of the world:	42
Table 7.1.1 About what percentage of your alumni-travel revenues are accounted for by travel to Western and Southern Europe?	42
Table 7.1.2 About what percentage of your alumni-travel revenues are accounted for by travel to Western and Southern Europe? Broken out by Public and Private Status of the College	42
Table 7.1.3 About what percentage of your alumni-travel revenues are accounted for by travel to Western and Southern Europe? Broken out by Annual Tuition	42
Table 7.1.4 About what percentage of your alumni-travel revenues are accounted for by travel to Western and Southern Europe? Broken out by Type or Carnegie Class of the College	43
Table 7.1.5 About what percentage of your alumni-travel revenues are accounted for by travel to Western and Southern Europe? Broken out by Total Enrollment.....	43
Table 7.1.6 About what percentage of your alumni-travel revenues are accounted for by travel to Western and Southern Europe? Broken out by Number of alumni trips annually.....	43
Table 7.2.1 About what percentage of your alumni-travel revenues are accounted for by travel to Russia and Eastern Europe?	44

Alumni Travel Programs Benchmarks

Table 7.2.2 About what percentage of your alumni-travel revenues are accounted for by travel to Russia and Eastern Europe? Broken out by Public and Private Status of the College	44
Table 7.2.3 About what percentage of your alumni-travel revenues are accounted for by travel to Russia and Eastern Europe? Broken out by Annual Tuition	44
Table 7.2.4 About what percentage of your alumni-travel revenues are accounted for by travel to Russia and Eastern Europe? Broken out by Type or Carnegie Class of the College	44
Table 7.2.5 About what percentage of your alumni-travel revenues are accounted for by travel to Russia and Eastern Europe? Broken out by Total Enrollment	45
Table 7.2.6 About what percentage of your alumni-travel revenues are accounted for by travel to Russia and Eastern Europe? Broken out by Number of alumni trips annually.....	45
Table 7.3.1 About what percentage of your alumni-travel revenues are accounted for by travel to North Africa and the Middle East?.....	45
Table 7.3.2 About what percentage of your alumni-travel revenues are accounted for by travel to North Africa and the Middle? East Broken out by Public and Private Status of the College	45
Table 7.3.3 About what percentage of your alumni-travel revenues are accounted for by travel to North Africa and the Middle East ?Broken out by Annual Tuition	46
Table 7.3.4 About what percentage of your alumni-travel revenues are accounted for by travel to North Africa and the Middle East? Broken out by Type or Carnegie Class of the College	46
Table 7.3.5 About what percentage of your alumni-travel revenues are accounted for by travel to North Africa and the Middle East? Broken out by Total Enrollment	46
Table 7.3.6 About what percentage of your alumni-travel revenues are accounted for by travel to North Africa and the Middle East? Broken out by Number of alumni trips annually.....	47
Table 7.4.1 About what percentage of your alumni-travel revenues are accounted for by travel to The United States and Canada?	47
Table 7.4.2 About what percentage of your alumni-travel revenues are accounted for by travel to The United States and Canada? Broken out by Public and Private Status of the College	47
Table 7.4.3 About what percentage of your alumni-travel revenues are accounted for by travel to The United States and Canada? Broken out by Annual Tuition	47
Table 7.4.4 About what percentage of your alumni-travel revenues are accounted for by travel to The United States and Canada? Broken out by Type or Carnegie Class of the College.....	47
Table 7.4.5 About what percentage of your alumni-travel revenues are accounted for by travel to The United States and Canada? Broken out by Total Enrollment	48
Table 7.4.6 About what percentage of your alumni-travel revenues are accounted for by travel to The United States and Canada? Broken out by Number of alumni trips annually.....	48
Table 7.5.1 About what percentage of your alumni-travel revenues are accounted for by travel to India?.....	48
Table 7.5.2 About what percentage of your alumni-travel revenues are accounted for by travel to India? Broken out by Public and Private Status of the College.....	48
Table 7.5.3 About what percentage of your alumni-travel revenues are accounted for by travel to India? Broken out by Annual Tuition	49

Alumni Travel Programs Benchmarks

Table 7.5.4 About what percentage of your alumni-travel revenues are accounted for by travel to India? Broken out by Type or Carnegie Class of the College	49
Table 7.5.5 About what percentage of your alumni-travel revenues are accounted for by travel to India? Broken out by Total Enrollment	49
Table 7.5.6 About what percentage of your alumni-travel revenues are accounted for by travel to India? Broken out by Number of alumni trips annually	49
Table 7.6.1 About what percentage of your alumni-travel revenues are accounted for by travel to China?.....	50
Table 7.6.2 About what percentage of your alumni-travel revenues are accounted for by travel to China? Broken out by Public and Private Status of the College	50
Table 7.6.3 About what percentage of your alumni-travel revenues are accounted for by travel to China? Broken out by Annual Tuition	50
Table 7.6.4 About what percentage of your alumni-travel revenues are accounted for by travel to China? Broken out by Type or Carnegie Class of the College.....	51
Table 7.6.5 About what percentage of your alumni-travel revenues are accounted for by travel to China? Broken out by Total Enrollment	51
Table 7.6.6 About what percentage of your alumni-travel revenues are accounted for by travel to China? Broken out by Number of alumni trips annually.....	51
Table 7.7.1 About what percentage of your alumni-travel revenues are accounted for by travel to Elsewhere in Asia?	51
Table 7.7.2 About what percentage of your alumni-travel revenues are accounted for by travel to Elsewhere in Asia? Broken out by Public and Private Status of the College	51
Table 7.7.3 About what percentage of your alumni-travel revenues are accounted for by travel to Elsewhere in Asia? Broken out by Annual Tuition	52
Table 7.7.4 About what percentage of your alumni-travel revenues are accounted for by travel to Elsewhere in Asia? Broken out by Type or Carnegie Class of the College.....	52
Table 7.7.5 About what percentage of your alumni-travel revenues are accounted for by travel to Elsewhere in Asia? Broken out by Total Enrollment	52
Table 7.7.6 About what percentage of your alumni-travel revenues are accounted for by travel to Elsewhere in Asia? Broken out by Number of alumni trips annually.....	52
Table 7.8.1 About what percentage of your alumni-travel revenues are accounted for by travel to Sub Saharan Africa?	53
Table 7.8.2 About what percentage of your alumni-travel revenues are accounted for by travel to Sub Saharan Africa? Broken out by Public and Private Status of the College.....	53
Table 7.8.3 About what percentage of your alumni-travel revenues are accounted for by travel to Sub Saharan Africa? Broken out by Annual Tuition.....	53
Table 7.8.4 About what percentage of your alumni-travel revenues are accounted for by travel to Sub Saharan Africa? Broken out by Type or Carnegie Class of the College	54
Table 7.8.5 About what percentage of your alumni-travel revenues are accounted for by travel to Sub Saharan Africa? Broken out by Total Enrollment	54

Alumni Travel Programs Benchmarks

Table 7.8.6 About what percentage of your alumni-travel revenues are accounted for by travel to Sub Saharan Africa? Broken out by Number of alumni trips annually	54
Table 7.9.1 About what percentage of your alumni-travel revenues are accounted for by travel to Latin America and the Caribbean?	54
Table 7.9.2 About what percentage of your alumni-travel revenues are accounted for by travel to Latin America and the Caribbean? Broken out by Public and Private Status of the College	54
Table 7.9.3 About what percentage of your alumni-travel revenues are accounted for by travel to Latin America and the Caribbean? Broken out by Annual Tuition	55
Table 7.9.4 About what percentage of your alumni-travel revenues are accounted for by travel to Latin America and the Caribbean? Broken out by Type or Carnegie Class of the College	55
Table 7.9.5 About what percentage of your alumni-travel revenues are accounted for by travel to Latin America and the Caribbean? Broken out by Total Enrollment	55
Table 7.9.6 About what percentage of your alumni-travel revenues are accounted for by travel to Latin America and the Caribbean? Broken out by Number of alumni trips annually	56
Table 7.10.1 About what percentage of your alumni-travel revenues are accounted for by travel to Australia, New Zealand and Oceania?	56
Table 7.10.2 About what percentage of your alumni-travel revenues are accounted for by travel to Australia, New Zealand and Oceania? Broken out by Public and Private Status of the College	56
Table 7.10.3 About what percentage of your alumni-travel revenues are accounted for by travel to Australia, New Zealand and Oceania? Broken out by Annual Tuition	56
Table 7.10.4 About what percentage of your alumni-travel revenues are accounted for by travel to Australia, New Zealand and Oceania? Broken out by Type or Carnegie Class of the College	56
Table 7.10.5 About what percentage of your alumni-travel revenues are accounted for by travel to Australia, New Zealand and Oceania? Broken out by Total Enrollment	57
Table 7.10.6 About what percentage of your alumni-travel revenues are accounted for by travel to Australia, New Zealand and Oceania? Broken out by Number of alumni trips annually	57
Table 8 What is the average per person cost of the out of country alumni trips offered to alumni and friends, including, and then excluding air fare or other travel costs?	58
Table 8.1.1 What is the average per person cost of the out of country alumni trips offered to alumni and friends including travel costs? In \$	58
Table 8.1.2 What is the average per person cost of the out of country alumni trips offered to alumni and friends including travel costs? Broken out by Public and Private Status of the College in \$	58
Table 8.1.3 What is the average per person cost of the out of country alumni trips offered to alumni and friends including travel costs? Broken out by Annual Tuition in \$	58
Table 8.1.4 What is the average per person cost of the out of country alumni trips offered to alumni and friends including travel costs? Broken out by Type or Carnegie Class of the College in \$	59
Table 8.1.5 What is the average per person cost of the out of country alumni trips offered to alumni and friends including travel costs? Broken out by Total Enrollment in \$	59
Table 8.1.6 What is the average per person cost of the out of country alumni trips offered to alumni and friends including travel costs? Broken out by Number of alumni trips annually in \$	59

Alumni Travel Programs Benchmarks

Table 8.2.1 What is the average per person cost of the out of country alumni trips offered to alumni and friends excluding travel costs? In \$	59
Table 8.2.2 What is the average per person cost of the out of country alumni trips offered to alumni and friends excluding travel costs? Broken out by Public and Private Status of the College	60
Table 8.2.3 What is the average per person cost of the out of country alumni trips offered to alumni and friends excluding travel costs? Broken out by Annual Tuition in \$	60
Table 8.2.4 What is the average per person cost of the out of country alumni trips offered to alumni and friends excluding travel costs? Broken out by Type or Carnegie Class of the College in \$.....	60
Table 8.2.5 What is the average per person cost of the out of country alumni trips offered to alumni and friends excluding travel costs? Broken out by Total Enrollment in \$.....	61
Table 8.2.6 What is the average per person cost of the out of country alumni trips offered to alumni and friends excluding travel costs? Broken out by Number of alumni trips annually	61
Has your program offered short trips of 2-4 days to relatively local destinations? If so how have these trips worked out?.....	62
Table 9 What percentage of the alumni travel packages or tours that you offer to alumni are implemented in association with a tour operator and what percentage are largely organized by the college or alumni association itself?	63
Table 9.1.1 What percentage of the alumni travel packages or tours that you offer to alumni are implemented largely by the college itself?	63
Table 9.1.2 What percentage of the alumni travel packages or tours that you offer to alumni are implemented largely by the college itself? Broken out by Public and Private Status of the College	63
Table 9.1.3 Implemented Largely by the college itself Broken out by Annual Tuition	63
Table 9.1.4 What percentage of the alumni travel packages or tours that you offer to alumni are implemented largely by the college itself? Broken out by Type or Carnegie Class of the College.....	64
Table 9.1.5 What percentage of the alumni travel packages or tours that you offer to alumni are implemented largely by the college itself? Broken out by Total Enrollment	64
Table 9.1.6 What percentage of the alumni travel packages or tours that you offer to alumni are implemented largely by the college itself? Broken out by Number of alumni trips annually.....	64
Table 9.2.1 What percentage of the alumni travel packages or tours that you offer to alumni are implemented in association with a tour operator or other organizer?	64
Table 9.2.2 What percentage of the alumni travel packages or tours that you offer to alumni are implemented in association with a tour operator or other organizer? Broken out by Public and Private Status of the College	65
Table 9.2.3 What percentage of the alumni travel packages or tours that you offer to alumni are implemented in association with a tour operator or other organizer? Broken out by Annual Tuition.	65
Table 9.2.4 What percentage of the alumni travel packages or tours that you offer to alumni are implemented in association with a tour operator or other organizer? Broken out by Type or Carnegie Class of the College	65
Table 9.2.5 What percentage of the alumni travel packages or tours that you offer to alumni are implemented in association with a tour operator or other organizer? Broken out by Total Enrollment	66

Alumni Travel Programs Benchmarks

Table 9.2.6 What percentage of the alumni travel packages or tours that you offer to alumni are implemented in association with a tour operator or other organizer? Broken out by Number of alumni trips annually	66
Table 10 What was the highest revenue share that you received through a deal with a tour operator or other third party over the last 5 years? And what was the lowest share? And the mean or average share?	67
Table 10.1.1 What was the highest revenue share that you received through a deal with a tour operator or other third party over the last 5 years?.....	67
Table 10.1.2 What was the highest revenue share that you received through a deal with a tour operator or other third party over the last 5 years? Broken out by Public and Private Status of the College.....	67
Table 10.1.3 What was the highest revenue share that you received through a deal with a tour operator or other third party over the last 5 years? Broken out by Annual Tuition	67
Table 10.1.4 What was the highest revenue share that you received through a deal with a tour operator or other third party over the last 5 years? Broken out by Type or Carnegie Class of the College.....	68
Table 10.1.5 What was the highest revenue share that you received through a deal with a tour operator or other third party over the last 5 years? Broken out by Total Enrollment	68
Table 10.1.6 What was the highest revenue share that you received through a deal with a tour operator or other third party over the last 5 years? Broken out by Number of alumni trips annually.	68
Table 10.2.1 What was the lowest revenue share that you received through a deal with a tour operator or other third party over the last 5 years?.....	69
Table 10.2.2 What was the lowest revenue share that you received through a deal with a tour operator or other third party over the last 5 years? Broken out by Public and Private Status of the College.....	69
Table 10.2.3 What was the lowest revenue share that you received through a deal with a tour operator or other third party over the last 5 years? Broken out by Annual Tuition	69
Table 10.2.4 What was the lowest revenue share that you received through a deal with a tour operator or other third party over the last 5 years? Broken out by Type or Carnegie Class of the College.....	69
Table 10.2.5 What was the lowest revenue share that you received through a deal with a tour operator or other third party over the last 5 years? Broken out by Total Enrollment	70
Table 10.2.6 What was the lowest revenue share that you received through a deal with a tour operator or other third party over the last 5 years? Broken out by Number of alumni trips annually.	70
Table 10.3.1 What was the average revenue share that you received through a deal with a tour operator or other third party over the last 5 years?.....	71
Table 10.3.2 What was the average revenue share that you received through a deal with a tour operator or other third party over the last 5 years? Broken out by Public and Private Status of the College.....	71
Table 10.3.3 What was the average revenue share that you received through a deal with a tour operator or other third party over the last 5 years? Broken out by Annual Tuition	71

Alumni Travel Programs Benchmarks

Table 10.3.4 What was the average revenue share that you received through a deal with a tour operator or other third party over the last 5 years? Broken out by Type or Carnegie Class of the College.....	71
Table 10.3.5 What was the average revenue share that you received through a deal with a tour operator or other third party over the last 5 years? Broken out by Total Enrollment	72
Table 10.3.6 What was the average revenue share that you received through a deal with a tour operator or other third party over the last 5 years? Broken out by Number of alumni trips annually.	72
What are you looking for in a tour operator that you have not yet found?	73
Table 11 How much in commission and other revenues did your alumni travel program accrue in each of the following years?.....	74
Table 11.1.1 How much in commission and other revenues did your alumni travel program accrue in 2013?.....	74
Table 11.1.2 How much in commission and other revenues did your alumni travel program accrue in 2013? Broken out by Public and Private Status of the College	74
Table 11.1.3 How much in commission and other revenues did your alumni travel program accrue in 2013? Broken out by Annual Tuition	74
Table 11.1.4 How much in commission and other revenues did your alumni travel program accrue in 2013? Broken out by Type or Carnegie Class of the College	75
Table 11.1.5 How much in commission and other revenues did your alumni travel program accrue in 2013? Broken out by Total Enrollment	75
Table 11.1.6 How much in commission and other revenues did your alumni travel program accrue in 2013? Broken out by Number of alumni trips annually	75
Table 11.2.1 How much in commission and other revenues did your alumni travel program accrue in 2014 (estimated for the full year)?	75
Table 11.2.2 2014 How much in commission and other revenues did your alumni travel program accrue in 2014 (estimated for the full year)? Broken out by Public and Private Status of the College.	75
Table 11.2.3 How much in commission and other revenues did your alumni travel program accrue in 2014 (estimated for the full year)? Broken out by Annual Tuition.....	76
Table 11.2.4 How much in commission and other revenues did your alumni travel program accrue in 2014 (estimated for the full year)? Broken out by Type or Carnegie Class of the College	76
Table 11.2.5 How much in commission and other revenues did your alumni travel program accrue in 2014 (estimated for the full year)? Broken out by Total Enrollment.....	76
Table 11.2.6 How much in commission and other revenues did your alumni travel program accrue in 2014 (estimated for the full year)? Broken out by Number of alumni trips annually	77
Table 12 For about what percentage of the participants in your alumni travel packages do you also sell travel-related health insurance or accident insurance coverage?	78
Table 12.1.1 For about what percentage of the participants in your alumni travel packages do you also sell travel-related health insurance?.....	78
Table 12.1.2 For about what percentage of the participants in your alumni travel packages do you also sell travel-related health insurance? Broken out by Public and Private Status of the College	78

Alumni Travel Programs Benchmarks

Table 12.1.3 For about what percentage of the participants in your alumni travel packages do you also sell travel-related health insurance? Broken out by Annual Tuition	78
Table 12.1.4 For about what percentage of the participants in your alumni travel packages do you also sell travel-related health insurance? Broken out by Type or Carnegie Class of the College	79
Table 12.1.5 For about what percentage of the participants in your alumni travel packages do you also sell travel-related health insurance? Broken out by Total Enrollment	79
Table 12.1.6 For about what percentage of the participants in your alumni travel packages do you also sell travel-related health insurance? Broken out by Number of alumni trips annually.....	79
Table 12.2.1 For about what percentage of the participants in your alumni travel packages do you also sell travel-related accident insurance?	79
Table 12.2.2 For about what percentage of the participants in your alumni travel packages do you also sell travel-related accident insurance? Broken out by Public and Private Status of the College	80
Table 12.2.3 For about what percentage of the participants in your alumni travel packages do you also sell travel-related accident insurance? Broken out by Annual Tuition	80
Table 12.2.4 For about what percentage of the participants in your alumni travel packages do you also sell travel-related accident insurance? Broken out by Type or Carnegie Class of the College.....	80
Table 12.2.5 For about what percentage of the participants in your alumni travel packages do you also sell travel-related accident insurance? Broken out by Total Enrollment	81
Table 12.2.6 For about what percentage of the participants in your alumni travel packages do you also sell travel-related accident insurance? Broken out by Number of alumni trips annually.....	81
Describe the role played by your faculty in alumni travel. Do they accompany trips as guides or advisors? Do they go on trips themselves at a discount? What are your policies about reaching out and using the talents of faculty? Or getting faculty as travel customers?	82
Has cooperation with other alumni travel programs enabled you to lower costs or offer a better array of services? If so how has it done so?	84
Have you cooperated with museums, zoos, botanical gardens, monuments or other cultural institutions to jointly offer travel opportunities and, if so, how does this work out?	85
Apart from the revenue generated how useful are alumni trips in solidifying rapport with alumni and increasing donations to the college? Please comment.....	86
What advice would you give your peers on managing an alumni travel program?	87

THE QUESTIONNAIRE

1. Please give us the following contact information
 - A. Name:
 - B. College
 - C. Work Title
 - D. Country:
 - E. Email Address:
2. Is your college public or private?
 - A. Public
 - B. Private
3. What is the full time annual tuition of your college prior to any deductions or financial aid?
4. Type or Carnegie Class of the College
 - A. Community College
 - B. 4-Year College
 - C. MA or PHD Granting
 - D. Research University
5. What is the total full time equivalent student enrollment of your college? (all programs)
6. Approximately how much total staff time (in hours with one full timer generally estimated at 1,900 hours per year) is accounted for in your alumni affairs department by responsibilities related to alumni travel?
7. How many individuals took trips through your alumni travel program in each of the following years?
 - A. 2013
 - B. 2014
8. On a typical alumni trip, about what percentage of travelers have taken an alumni-sponsored trip through the college previously?
9. About what percentage of trip takers through your alumni travel program are friends, relatives or colleagues of alumni but not actually alumni themselves?
10. How many times per year do you mail travel promotions to your alumni base?
11. About how often do you email those who have taken your alumni trips previously?
12. How much did your program spend in the past year on brochure and other printed promotions? Include costs of design, printing and mailing.

13. How have you used social media to promote your travel opportunities?
14. What was your most popular alumni travel destination?
15. Describe your single most successful alumni trip in the past five years.
16. In the past year what percentage of your alumni travel trips were domestic and what percentage were foreign?
 - A. to domestic destinations
 - B. to foreign destinations
17. What is your most popular domestic destination for alumni travel?
18. About what percentage of your alumni travel revenues are accounted for by travel to the following regions of the world:
 - A. Western & Southern Europe
 - B. Russia and Eastern Europe
 - C. North Africa & the Middle East
 - D. The United States & Canada
 - E. India
 - F. China
 - G. Elsewhere in Asia
 - H. Sub Saharan Africa
 - I. Latin America and the Caribbean
 - J. Australia, New Zealand & Oceania
19. What is the average per person cost of the out of country alumni trips offered to alumni and friends, including, and then excluding air fare or other travel costs?
 - A. Including travel costs
 - B. Excluding travel costs
20. Has your program offered short trips of 2-4 days to relatively local destinations? If so how have these trips worked out?
21. What percentage of the alumni travel packages or tours that you offer to alumni are implemented in association with a tour operator and what percentage are largely organized by the college or alumni association itself?
 - A. Implemented Largely by the college itself
 - B. Implemented in association with a tour operator or other organizer
22. What was the highest revenue share that you received through a deal with a tour operator or other third party over the last 5 years? And what was the lowest share? And the mean or average share?
 - A. Highest percentage share
 - B. Lowest percentage share

C. Average Percentage share

23. What are you looking for in a tour operator that you have not yet found?
24. How much commission and other revenues did your alumni travel program accrue in each of the following years?
 - A. 2013
 - B. 2014 (estimated for the full year)
25. For about what percentage of the participants in your alumni travel packages do you also sell travel-related health insurance or accident insurance coverage?
 - A. Health insurance
 - B. Accident Insurance
26. Describe the role played by your faculty in alumni travel. Do they accompany trips as guides or advisors? Do they go on trips themselves at a discount? What are your policies about reaching out and using the talents of faculty? Or getting faculty as travel customers?
27. Has cooperation with other alumni travel programs enabled you to lower costs or offer a better array of services? If so how has it done so?
28. Have you cooperated with museums, zoos, botanical gardens, monuments or other cultural institutions to jointly offer travel opportunities and, if so, how does this work out?
29. Apart from the revenue generated how useful are alumni trips in solidifying rapport with alumni and increasing donations to the college? Please comment.
30. What advice would you give your peers on managing an alumni travel program?

PARTICIPANTS LIST

Bennington College
Bowdoin College
Bradford
Carthage College
Eastern Maine Community College
Eastern Oklahoma State College
Fairfield University
Fordham University
HACC, Central Pennsylvania's Community College
Lincoln Memorial University
Lindenwood University
NC State University
NDSCS
Principia
Rollins College
Southeast Missouri State University
St. Olaf College
Stonehill College
Temple University
The University of Oklahoma
University of Idaho
University of Denver
University of South Florida
University of Wisconsin-La Crosse
Vassar College
Xavier University