Picking the Best Travel Company: Ask the Right Questions

I. Educational Content
   a. What types of educational activities are included in the itineraries offered?
   b. What is the learning style? Is it lecture/classroom based or experiential?
   c. Is the company accredited?
   d. Does the company have a reputation in the world of education?
   e. What kind of training do the tour directors have?

II. Quality
   a. What type of hotels does the company use—ask for a list of samples.
   b. Are the meals local or American style? Are they in the hotel or in the city?
   c. Where are hotels located? Are they in the city center or further out?
   d. Are their itineraries strategically planned? i.e. How much bus time is there? Does the sequence of the itinerary make sense logistically?
   e. How do they pick their tour directors? Are they local or American?

III. Benefits
   a. How will your center benefit from working with this company?
   b. What is their free place ratio?
   c. What commission options are available to generate revenue for the center?
   d. Do they have a loyalty program for Group Leaders?
   e. Do they reward repeat travelers?

IV. Price
   a. How does their price compare to that of other companies?
   b. Do they include flights or just land?
   c. Do they allow online payments or does the center need to collect payments?
   d. Do they accept credit cards?

V. Resources
   a. What type of materials do they provide to help you promote your trip?
   b. Will they provide electronic resources like a website?
   c. Do these resources cost extra?
   d. Can someone come to your meeting from the company?

VI. Safety
   a. How much experience do they have?
   b. What kind of emergency training do their tour directors have?
   c. Do they have local offices abroad in case of an emergency?
   d. Do they have 24 hour emergency support?
   e. Do they have medical and accident insurance for travelers? How much does it cost?

VII. Liability
   a. Does the company have liability insurance?
   b. Is the company financially stable? Can they prove it?
   c. Are they a member of the USTOA?