

# START PLANNING YOUR TRIP

## THE GUIDE TO MAKING BRANDED TRAVEL HAPPEN

Travel is awesome. Figuring out the logistics of travel?  
Not so much.

There's a lot to work out, a lot to keep track of, and a lot that can go wrong. That's true when you're planning a trip for yourself. It's even more true when you're planning a trip for a community.

Don't let the tedium of logistics put a wet blanket over your excitement, though. Remember: travel is awesome. And doing it with your brand's community is a way to create memories and value that will last forever.



# WE'RE HERE TO HELP

To that end, here's the guide to making your branded travel experience happen. We'll walk through all of the factors you'll need to consider as you create the experience of a lifetime.

Let's go.

## FOLLOW THIS CHECKLIST TO MAKE SURE YOUR TRIP ROCKS

Pick a place to travel. This is pretty important.

Research hotels with character in the city center. Avoid Motel 6 and sketchy hostels.

Research the best activities for your community.

Find a local tour guide (and make sure they're good).

Research and book the most efficient and convenient transportation for group's budget.

Book hotel rooms for 20 people in 4 different cities.

Create a rooming list for the group.

Tweak the rooming list, because Sam now wants to share a room with Tom. Wish he'd told you that before.

Reserve a table for a group of 20 at a restaurant (after making sure that that's even possible).

Make sure that every day on the 10-day trip is booked with just the right amount and types of activities.

Create a seamless landing page for your tour. Make it look good.

Purchase software to allow people to actually book your tour.

Collect multiple payments from 20 travelers.

Make sure everyone has paid in full before the trip starts. Looking at you, Joe.

Convince 20 people to come on the trip of a lifetime with you.

Collect 20 people's passport information.

Collect 20 people's flight information.

Collect 20 people's travel insurance information.

Hound Susie for her info two weeks before the trip because, in a classic Susie move, she still hasn't sent it in.

Respond to 10 emails a day saying SOS when in the process of purchasing travel insurance.

Host an info night for any potential travelers to make sure they know what's up.

Send a swag bag to each traveler filled with goodies.

Go to the post office (if those even still exist?) to send those goodies.

Be on call 24/7 during the trip in case of an emergency.

Make sure everything runs smoothly during the trip.

Collect photos from 20 busy travelers through the pesky cloud.

Craft a sleek photobook of the trip and send it to each traveler.

Post photos from the tour to your social media accounts. Enjoy the likes.

Interact with your community around all of the fun you had.

Be connected to memories people will never forget. Forever.

Use the money you made to do something awesome. Maybe another trip?

# READY TO MAKE IT HAPPEN?

We've got good news: you don't have to do it alone.

Actually, you don't have to do any of the tedious logistics at all. Really.

In fact, go back to the checklist above, and cross off all the things that made you stressed out.

That's what we're here for. When you create a trip with us, there's no logistical stress. With the knowledge that the planning's in good hands, you're left with good times and memories that last.

## HERE'S A SIMPLIFIED CHECKLIST YOU CAN USE WHEN YOU WORK WITH US

### HOP ON A CALL

We'll talk through your dreams and desires for your trip, and offer our own expertise and ideas as needed.

### WE DO THE RESEARCH

Using the information from our call, we'll craft an inspired itinerary tailored to your clientele and travel desires.

### YOU DO THE MARKETING

We'll be by your side while you connect with your community through social media management and content creation to get them excited to come on a trip of a lifetime.

### WE MANAGE THE LOGISTICS AND MAKE IT HAPPEN

From live informational meetings, to managing the paperwork, to making sure everyone has what they need – we've got it covered.

### WE MAKE SURE THE MEMORIES LIVE ON

We offer extended marketing support to help you make the most of the memories created on the trip. We'll even craft and send out a photobook, so that each traveler has a tangible way to treasure and share the experiences they've had.

**LET'S TAKE THE FIRST STEP TOWARD YOUR TRIP.**  
**[EMAIL US](#) TODAY TO GET STARTED**