

Best Practices in Small Group Travel



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East Asia, Southeast Asia,
& Oceania 2026

Meet the Presenters!



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Agenda

- What is small group travel?
- Building Productive Small Groups
- Ideal Itineraries - Finding Balance
- Potential Challenges - Before, During, and After
- Small Group Hints and Tips
- Small Group Examples



What Is Small Group Travel?

- What we mean: 2-10 travellers
- Very Flexible and Capable
- Opens Doors - Leverage other brands
- Maximize travel opportunities for counselor counterparts
- Diverse Groups
- You are in charge - no 3rd party work
- Similar goals and recruitment focus
- All about teamwork



Finding Small Groups

- No singular right answer
- Match your small group to your market
- Know your institutional strengths
- Don't be afraid to ask!
- Regional Institutes and Conferences - You'll see other people prioritizing that region
 - Introduce yourself to a new friend today :)
- Branching off from a tour
- Utilizing university contacts
- Know your strengths and weaknesses - market yourself to others!
- Leverage High School Profiles and Visit Information -
is already going where you want to go?
- Know your teammates!



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who

Maximizing Small Groups

- Bring your strengths to the planning table
- Create shared workspaces (google sheets, etc)
- Identify institutional priorities (cities and schools)
- Identify institutional goals - how many visits/programs per day is realistic? Expected?
- Logistics - clear communication on flights/trains/hotels.
- Leverage existing connections - which traveler reaches out to which school?
- Dividing responsibilities in planning
- What is everyone's budget? Anticipate shared costs.
- Shared costs - who gets the bill?



Ideal Itineraries - Finding Balance

- What can you realistically accomplish?
- Building in travel time
- Leverage experience and market knowledge
- Anticipating the cost of doing business - be aware of what you can accomplish with the time and financial resources of the group.
- Don't forget to rest/rejuvenate.
- Know your personal limits and build that in.



Potential Challenges (Before, During & After!)

- Logistics - wrong hotels, wrong flights
- Illness and Injury
- Traffic and Timing - Communication
- Large Scale Disasters - plan to be spontaneous
- Personality Conflicts - Giving Grace
- Supporting your Team
- Surprises from home - personal and professional



Small Group Hints & Tips

- Grab vs Uber vs local taxi vs hired driver
- Which mapping app (Google, Apple, Citymapper)
- visa/entry requirements
- VPNs: remember to close the VPN when the internet gets slow or apps get stuck
- Try something easier first!
- Trust that your work will pay off!



Examples to Consider

1

Who?

Trinity University, Penn State, Occidental College, Rhodes College, and TCU.

What?

21 school visits, 1 counselor event, 2 regional college fairs, 1 conference

When? Where?

Europe - 1.5 weeks, 5 countries

Why?

2

Who?

21 Canadian universities

What?

7 school visits, 1 counsellor event, 1 embassy visit, 1 agent fair

When? Where?

Bangkok - 4 Days

Why?

3

Who?

LACs (Denison, Hamilton, Kenyon, Marist, Occidental, Rhodes, Sarah Lawrence, Trinity U)

What?

3-5 visits per day, counselor programs in major cities

When? Where?

East Asia (5-9 Tier 1 & 2 cities) - 2 weeks

Why?

4

Who?

Rhodes College & Trinity University

What?

3-4 high school visits per day, counselor conversations

When? Where?

Shenzhen & Guangzhou - 3 Days

Why?



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Q&A



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