

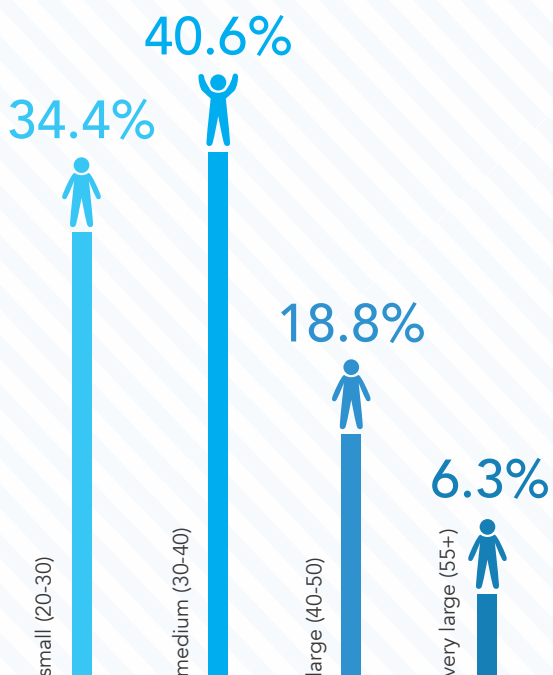
2016 COLLEGE TOUR SURVEY



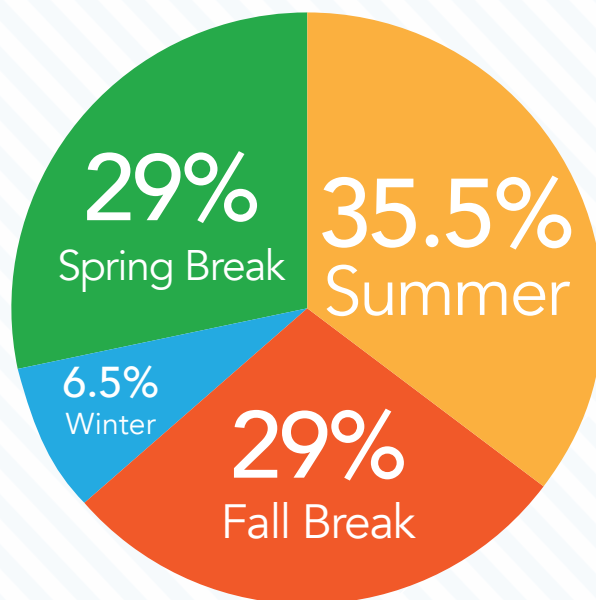
There's no debate over the value of college tours; in fact, many counselors believe the experience of exploring actual college campuses can be a catalyst or tipping point for students who are undecided about pursuing a higher education. But taking students on tours demands both time and money, things that are typically (well, always!) in limited supply among counselors and school systems.

So how do America's college counselors approach this challenge? The following are the results of the questions we posed to nearly 2,400 high school counselors throughout the country (most of whom are affiliated with GEAR UP, TRIO, and AVID programs).

WHAT DO YOU FEEL IS THE IDEAL NUMBER OF STUDENTS ON A TOUR?



WHAT TIME OF YEAR DO YOU PREFER TO SCHEDULE COLLEGE TOURS?



IN ORDER OF IMPORTANCE, WHICH FACTORS ARE THE MOST IMPORTANT TO YOU WHEN PLANNING YOUR COLLEGE TOURS?

1st

Cost

2nd

College Visits

3rd

Organization of Tour

4th

Quality of Accommodations

5th

Cultural and/or Service Activities

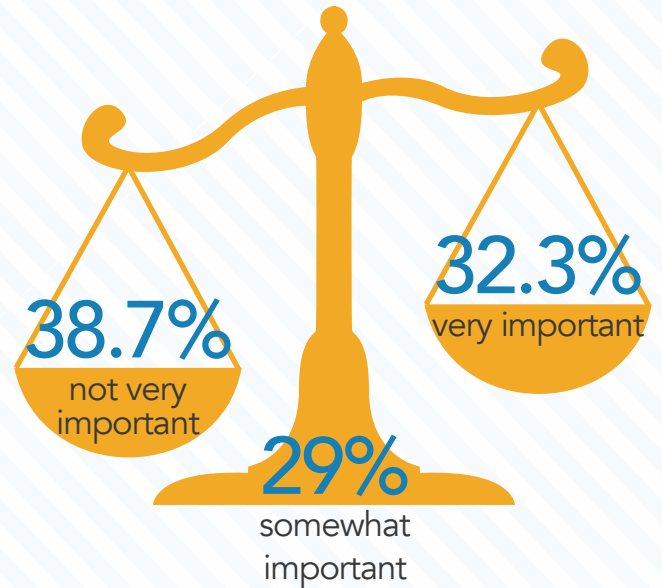
6th

Relationship with Tour Operator

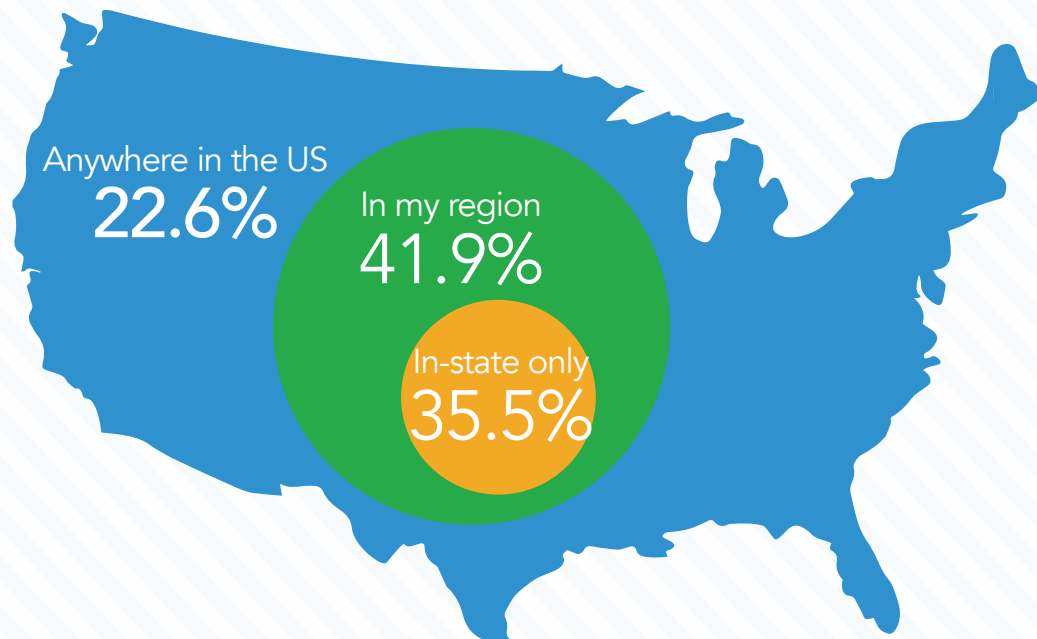
HOW FAR IN ADVANCE DO YOU BEGIN PLANNING YOUR COLLEGE TOURS?



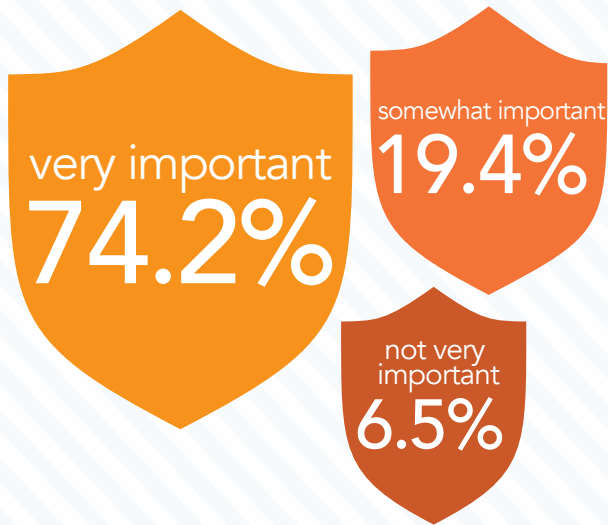
HOW IMPORTANT IS THE INCLUSION OF HISTORIC BLACK COLLEGES AND UNIVERSITIES IN YOUR ITINERARY?



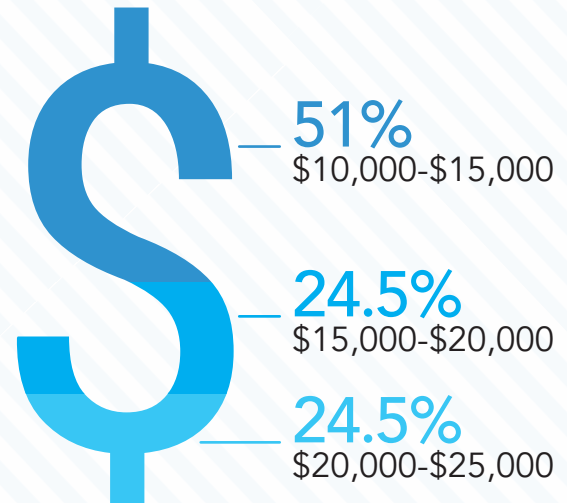
HOW FAR AWAY ARE YOU WILLING TO TRAVEL TO VISIT COLLEGES?



HOW IMPORTANT IS NIGHTLY SECURITY IN THE HOTEL TO YOU?

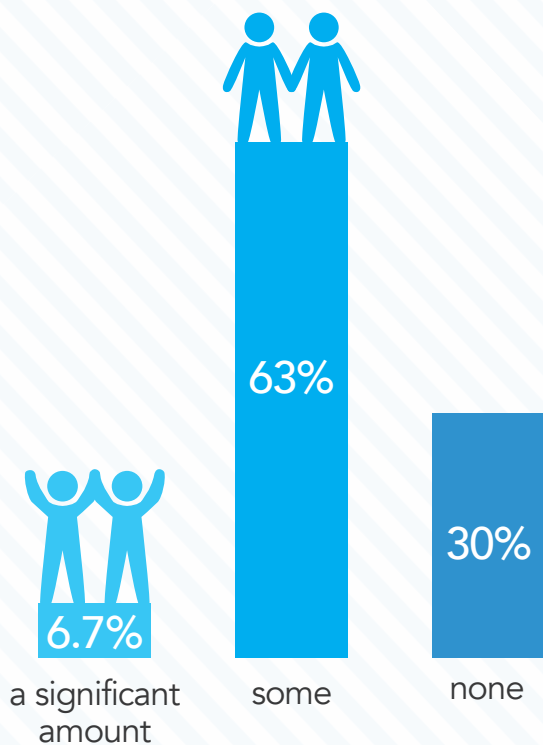


WHAT AMOUNT DO YOU TYPICALLY ALLOCATE TO A 3-DAY, 2-NIGHT COLLEGE TOUR FOR 50 PEOPLE?

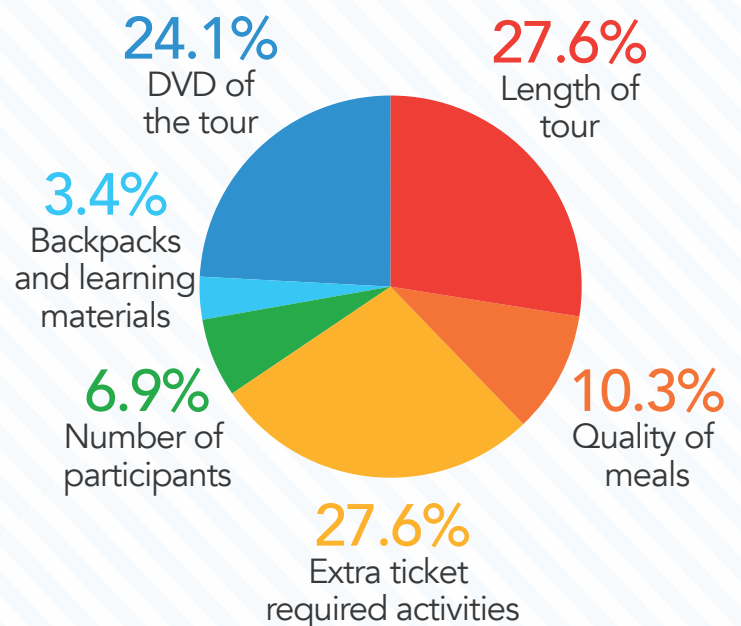


(including bus transportation, hotel accommodations, meals, and activities, hotel security, and an on-tour guide)

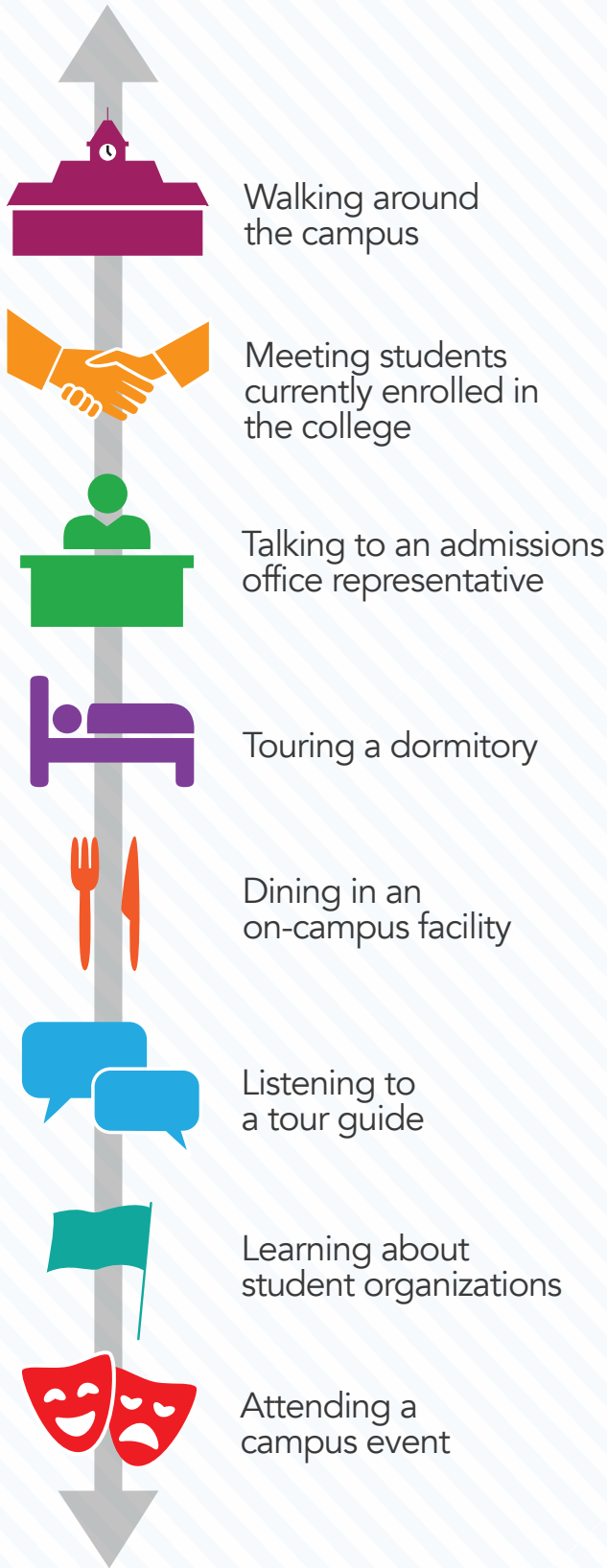
HOW MUCH PARENTAL INVOLVEMENT DO YOU ENCOUNTER WHEN PLANNING TOURS?



WHAT ARE YOU LIKELY TO CUT TO REDUCE THE COST?



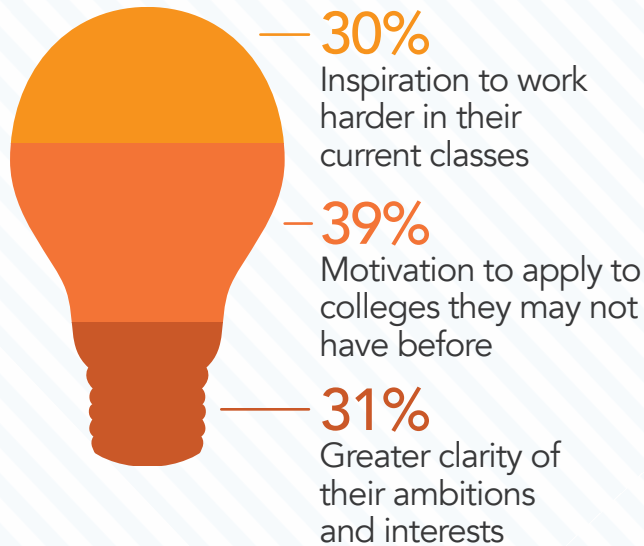
FROM HIGHEST TO LOWEST,
HOW IMPORTANT ARE
THESE ACTIVITIES WHILE
ON A COLLEGE TOUR?



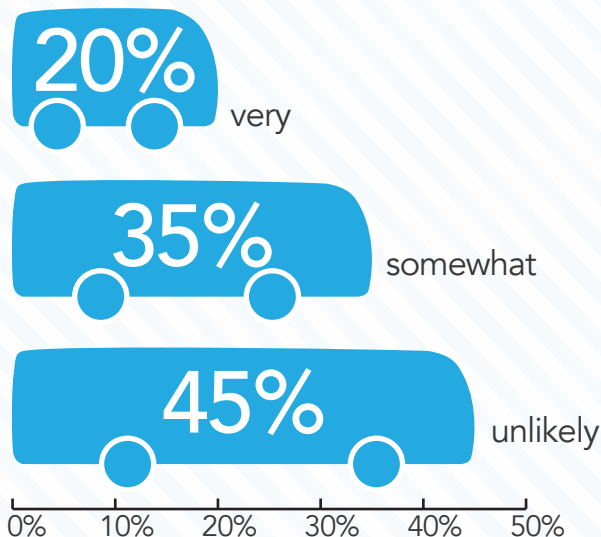
FROM HIGHEST TO LOWEST,
WHAT DO YOU THINK
STUDENTS ENJOY THE
MOST ON COLLEGE TOURS?



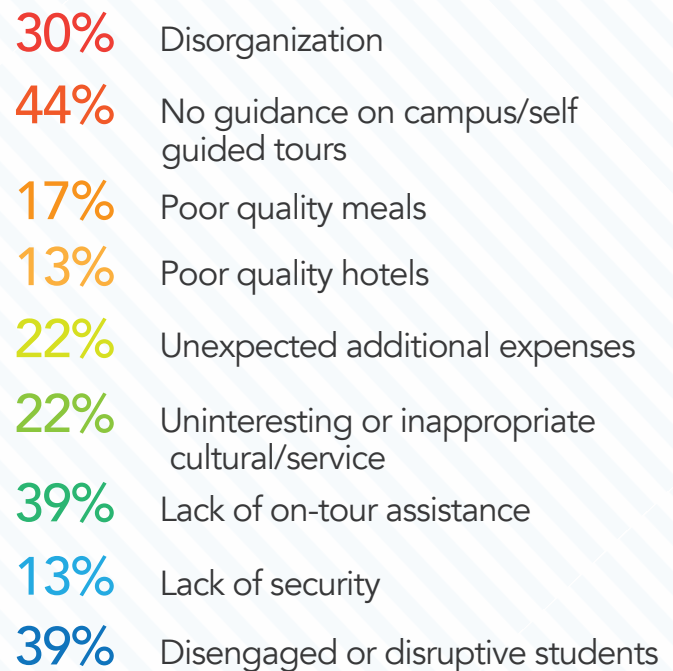
FROM HIGHEST TO LOWEST,
WHAT DO YOU HOPE YOUR
STUDENTS WILL GAIN
FROM A COLLEGE TOUR?



IF YOU HAVE USED A TOUR
OPERATING COMPANY IN
THE PAST, HOW LIKELY ARE
YOU TO USE THE SAME
COMPANY IN THE FUTURE?



WHAT PROBLEMS HAVE
YOU ENCOUNTERED ON
COLLEGE TOURS?



HOW DID YOU LEARN
ABOUT COMPANIES THAT
TAKE STUDENTS TO VISIT
COLLEGES?

