



SUMMARY OF TRAVELER ENGAGEMENT REPORT

BACKGROUND INFORMATION

In partnership with the Research Team, an analysis of traveler engagement was completed in February 2012. That report measured information between 1/1/2002 through 2/28/2012. The report measured a variety of engagement attributes, including traveler counts, gifts to the university, loyalty ratio, and measured the relationship between how many times someone travels and the number of gifts they have made to Rice.

Since 2012, the Traveling Owls program has experienced significant and sustained growth in regards to the number of travelers going on a trip each year (334 in 2014, 264 in 2013, and 137 in 2012). In addition, the number of trips offered has increased (25 in both 2014 and 2013 compared to 13 in 2012). Based on post-travel evaluations, the Net Promoter Score for the program is 69 (on a scale of -100 to 100). Additionally, another staff member now supports the operations of the travel program and more efforts have been made to engage travelers in the life of the university, such as specifically inviting them to campus events, hosting traveler reunions, and more interactions with Rice faculty.

Given the growth in participation and offerings, the Research Team completed an updated analysis to include the most recent three years (1/1/2002 through 12/31/2014). A summary of the comparison between the previous report period (February 2012) and the current report period (December 2014) is outlined below. As indicated below, all measured data points have experienced growth over the past three years:

TRAVELER COUNT STATISTICS

More travelers, more repeat travelers, and more alumni traveling.

- Since February 2012, there have been 119 brand new travelers (total of 1251 unique travelers) – an 11% growth.
- Of the total travelers, 63% are Rice alumni (compared to 60% in 2012).
- Compared to peer institutions, Rice has the greatest percentage of living alumni traveling with the institution's respective alumni travel program.

TRAVELER GIFTS BEFORE TRAVEL

More travelers give before traveling.

- 81.8% of travelers (up from 79.5%) of travelers have given a financial gift to Rice before their first time traveling.

TRAVELER GIFTS AFTER TRAVEL

More travelers continue giving after they travel and more travelers now begin giving after traveling.

- Among those who gave before traveling, 83% of travelers (up from 82%) continue to give after traveling.
- Among those who did not give before traveling, 32.5% of those travelers (up from 28.9%) began to give to Rice after traveling.

TRAVELERS HOUSEHOLD GIVING

Average gift made by travelers significantly increases after traveling. Travelers have invested significantly in Rice.

- Compared to the average gift size, before travel the average gift is \$1955. After travel, the average gift size increases to \$6,211 – an increase of 218%
- The sum of lifetime giving among travelers is \$396,085,119

COMPARISON OF AVERAGE GIFT CHANGES BEFORE AND AFTER TRAVEL

Travelers become more loyal to Rice and increase their average gift size after traveling.

- Before travel, the loyalty ratio is 76.8%. After travel, the loyalty ratio increases to 83%.
- Among first time travelers since 2012, the loyalty ratio has increased to 80.6% (up 12.4% from 68.2% in 2012)
- 58.4% of travelers (up from 56.5%) increase their average gift size after traveling.