

2015 EDUCATIONAL TRAVEL CONFERENCE

TRAVEL PLANNER FORUM LUNCHEON DISCUSSIONS: BEST PRACTICES III

Wednesday, February 18, 2015

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What's Hot, What's Not: Colleagues From Like Institutions Share Questions, Trends and Issues
(Natural History, Aquarium, Conservation, Zoo)

Attendees: Massachusetts Audubon, Shed Aquarium, Philadelphia Zoo, Oglebay Zoo, AMNH Expeditions

Common Trends and Issues:

1. Shrinking program size, some by half
2. Trend to transition to donor development focus
3. Difficulty in attracting new travelers
4. Working directly with local operators is financially attractive but liability issues are a major concern
5. Justifying the travel program to risk averse senior management even when the program is financially viable