



The 5 Most Common Mistakes When Planning a Group Trip

(And How To Avoid Them.)



Planning a Group Trip

This guide is for you if you're currently planning a social group trip for family and friends, or if you're thinking about planning one in the future.

- **Why a group trip?** Group trips can create a lifetime of meaningful connections, experiences and memories for the entire group when successfully executed.
- In this guide, I let you know the common mistakes to avoid when organizing a group trip. Planning can be very complex as you try to balance individual needs against the group's needs and wants.

Here are the top five mistakes to avoid that can ruin your trip and cost you thousands of dollars.

Even worse, they can ruin your relationships.

01

Research Overwhelm



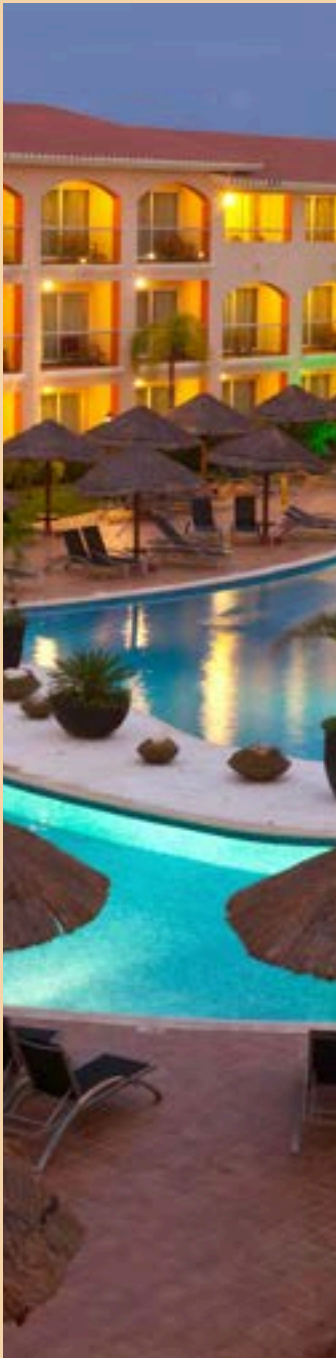
You might receive many ideas and feedback on what destination to choose. Even if you're choosing the destination without input from the group, you still have to consider many factors in making your final decision.

Avoid: Researching or focusing on a long list of destinations all at once.

The earlier you narrow down the list, the earlier you can start taking action. At most, do research for 3 destinations at a time to avoid being overwhelmed and unnecessary delays.

02

Misrepresented Accommodations



Whether the accommodation is a five star, four star, three star or whatever star, there's always a few things to mention to the group of what to expect.

Avoid: Misrepresenting the quality and offerings of the accommodation venue. Let people know what the venue/room provides and what's not provided.

Be sure to mention what the alternatives are for anything that's not provided. For instance, if there are no elevators, then maybe you can mention that. It might be that the hotel is only 2 levels and the bellmen escort guests with luggage. And might not be a big concern, but good to know.



03 Cost -vs- Value

Cost might be something that keeps some people away from saying “yes” to joining the group trip.

Avoid: Telling people the cost of the trip without clarifying the value. People might ask “what do I get for that money?” If you don’t explain or you don’t give enough information about what the cost covers, then you’re setting up people for surprises. Hidden costs or unexpected additional costs are never good surprises.

People might get mad at you or drop out of the trip at a late planning stage if they don’t “feel” like they’re getting a good deal.

04 Wrong Mix of People

Sometimes it's best for certain individuals not to join your group trip.

Avoid: Forcing or bending too much for anyone who has a long list of issues about components of the trip or displays a bad attitude.

It's important to be open to hearing and understanding people's concerns as they try to make a decision about joining the group or not. Fully support them in whatever decision they make.

The best mix of people for your trip are those who are excited and are able to join without any negativity.



05 Itinerary Mishaps

Over all the years of booking group trips, I can say that a trip with a defined itinerary with room for flexibility is the best way to go.

Avoid: Creating an itinerary that has zero down time.

Having every hour occupied is not ideal. However, it is also not good to freestyle all activities you might want to do.

Keep in mind that making reservations for a group differs from making reservations for 2 people or a solo traveler.

Most activities for a group require advanced and detailed planning.



Meet Chantale



Chantale Baker is a distinguished Travel Agent and Resort Specialist focusing on deluxe group travel across the Caribbean: Aruba, Anguilla, Jamaica, St Lucia, Turks & Caicos, and Waikiki Beach, Honolulu, Hawaii.

Recognized as a Top 25 Travel Agent with the highest monthly sales multiple times throughout 2022-2024, Chantale tailors each trip to perfection, believing in the transformative power of travel. With over a decade of expertise, she orchestrates dream group trips, from milestone birthdays to memorable bachelorettes.

With a Bachelor's and MBA from Rutgers University, Chantale boasts a robust background in financial services. She has excelled at EY and Deutsche Bank, consulted for Fortune 500 companies, and pioneered the Small Business Upgrade (SBU) Program.

Awarded MBA of the Year by The National Black MBA Association, Metro New York, Chantale served on the board of the National Black MBA Association's Metro NY Chapter and was Director of their scholarship program.

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