

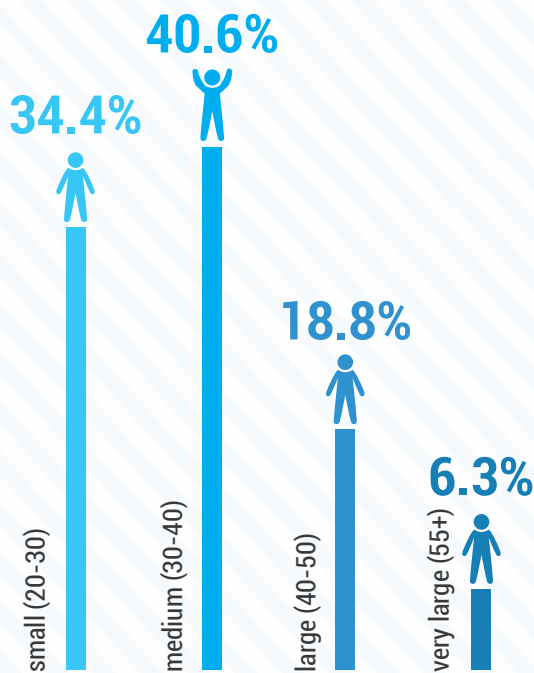
# COLLEGE TOUR SURVEY



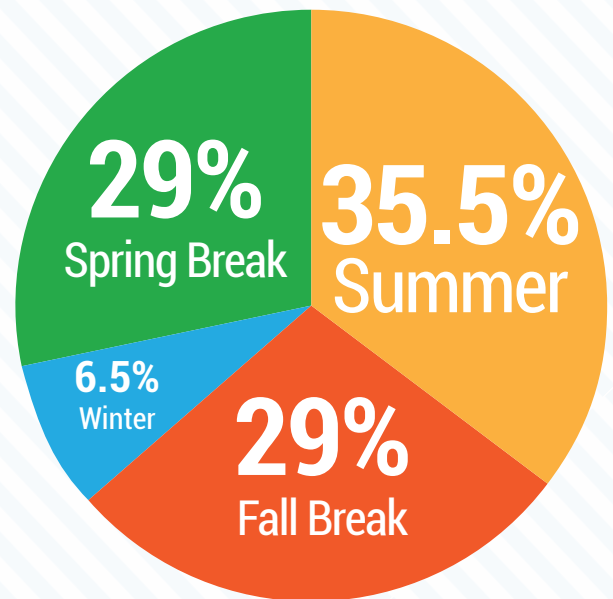
There's no debate over the value of college tours; in fact, many counselors believe the experience of exploring actual college campuses can be a catalyst or tipping point for students who are undecided about pursuing a higher education. But taking students on tours demands both time and money, things 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?

**1<sup>st</sup>**

Cost

**2<sup>nd</sup>**

College Visits

**3<sup>rd</sup>**

Organization of Tour

**4<sup>th</sup>**

Quality of Accommodations

**5<sup>th</sup>**

Cultural and/or Service Activities

**6<sup>th</sup>**

Relationship with Tour Operator

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

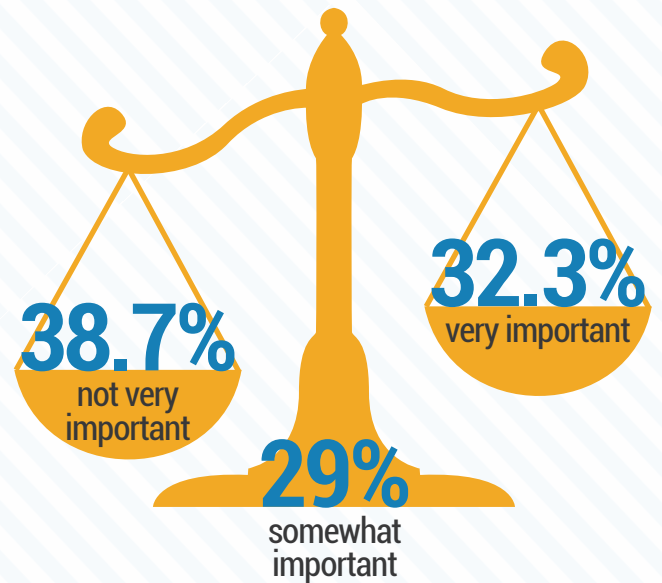
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## HOW IMPORTANT IS THE INCLUSION OF HISTORIC BLACK COLLEGES AND UNIVERSITIES (HBCU) SCHOOLS IN YOUR ITINERARY?

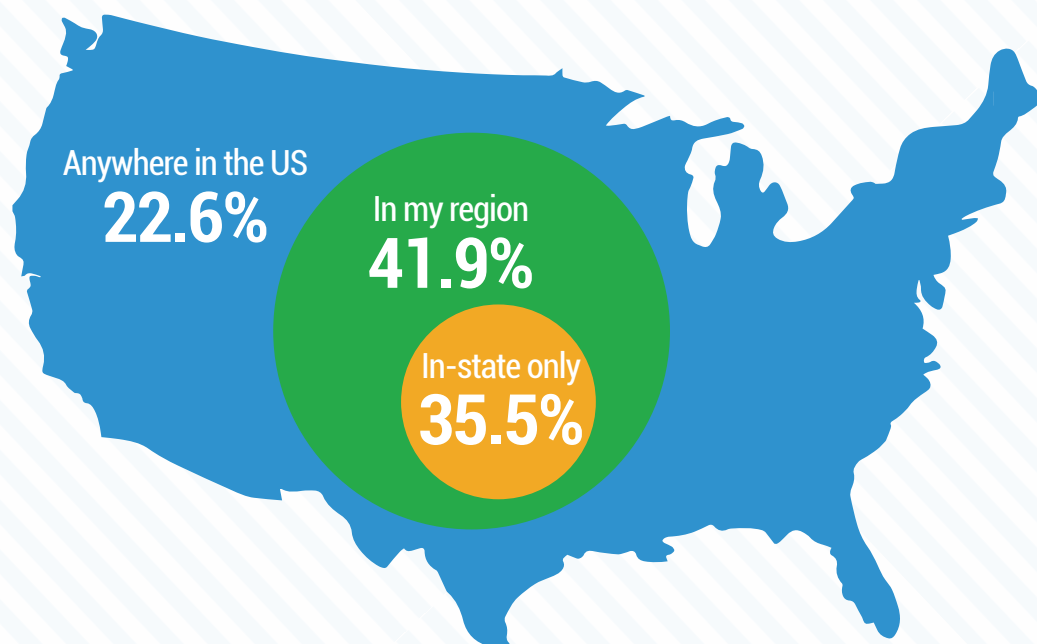
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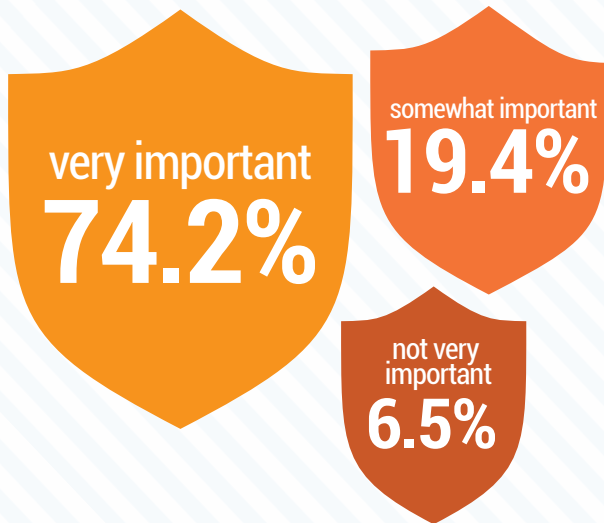
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## HOW FAR AWAY ARE YOU WILLING TO TRAVEL TO VISIT COLLEGES?

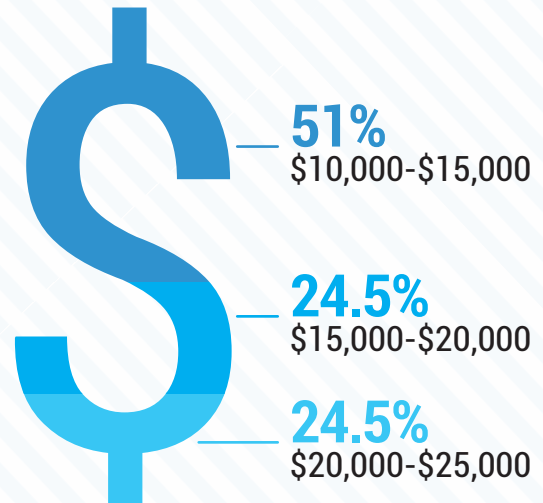
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## HOW IMPORTANT IS NIGHTLY SECURITY IN THE HOTEL TO YOU?

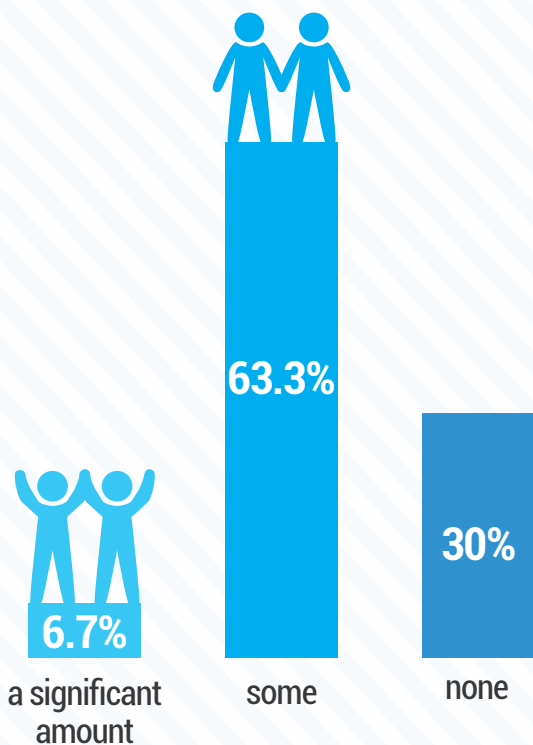


## WHAT AMOUNT DO YOU TYPICALLY ALLOCATE TOWARDS A 3-DAY, 2-NIGHT COLLEGE TOUR FOR 50 PEOPLE?

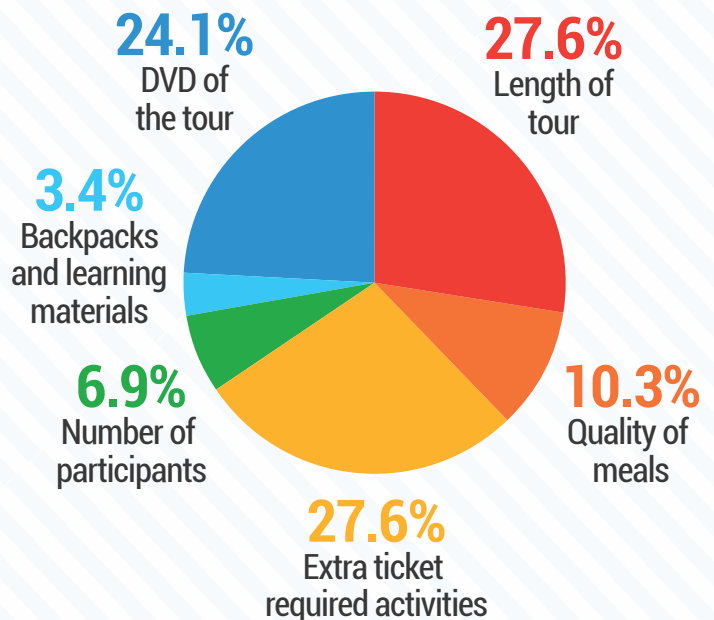


(including bus transportation, hotel accommodations, meals, and activities, hotel security, and an on-tour guide)

## HOW MUCH PARENTAL INVOLVEMENT/INTEREST DO YOU ENCOUNTER WHEN PLANNING COLLEGE TOURS?



## WHAT ARE YOU LIKELY TO CUT TO REDUCE THE COST?



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FROM HIGHEST TO LOWEST,  
RATE HOW IMPORTANT  
THESE ACTIVITIES ARE FOR  
STUDENTS WHILE ON  
A COLLEGE TOUR.

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Walking around  
the campus



Meeting students currently  
enrolled in the college



Talking to an admissions  
office representative



Touring a dormitory



Dining in an  
on-campus facility



Listening to  
a tour guide



Learning about  
student organizations



Attending a  
campus event

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

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Exploring college  
campuses



Meeting college  
students



Learning about academic  
programs and opportunities



Learning about college  
extracurricular life



Experiencing  
cultural activities

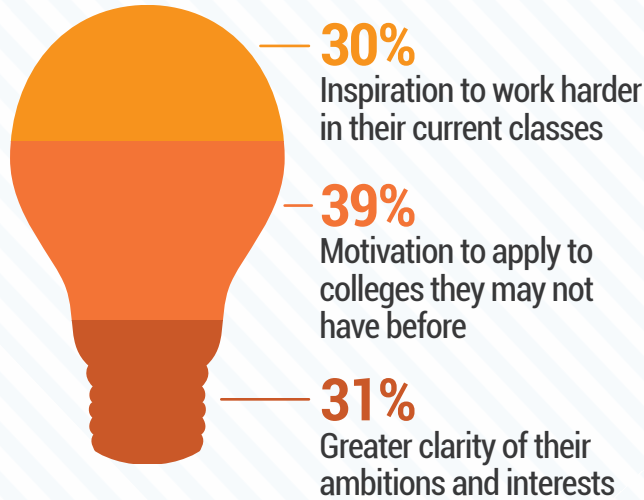


Bonding with fellow  
students on the tour



Participating in  
volunteer activities

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

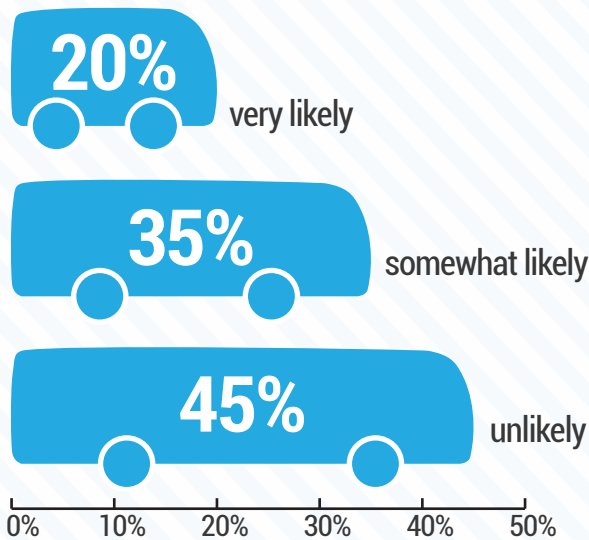


WHAT, IF ANY, PROBLEMS HAVE YOU ENCOUNTERED ON PREVIOUS COLLEGE TOURS?



- 30% Disorganization
- 44% No guidance on campus/self guided tours
- 17% Poor quality meals
- 13% Poor quality hotels
- 22% Unexpected additional expenses
- 22% Uninteresting or inappropriate cultural/service
- 39% Lack of on-tour assistance
- 13% Lack of security
- 39% Disengaged or disruptive students

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



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

