

HOW TO BE A ROCKSTAR HOST

with **Lindsay Mukaddam**
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Your guide to crafting a positive group trip experience that will get you stellar reviews and repeat travelers.



HI THERE! I'M LINDSAY

Travel Content Creator and Group Trip Host



I launched my first trip with TrovaTrip in 2021 and ran it in 2022. Since then I've hosted seven trips in five destinations. I have four upcoming trips in 2023 and four so far in 2024.

Hosting group trips has been the most rewarding thing I've ever done with my brand and community.

I pride myself on having travelers book multiple trips with me and being a host that first-time travelers know they can trust.



WHAT WE WILL TALK ABOUT TODAY

We are going to cover best practices for being a TrovaTrip host. Small things that make a big impact before, during, and after a trip.

- Getting your travelers hyped and ready
- Host etiquette
- Special touches that make the difference
- After the trip is over



GREAT! THEY'VE SIGNED UP NOW WHAT?

Your travelers just put down a deposit on something they aren't going to experience for maybe months.
Get the party started now.

Follow them

Form connections with your travelers online. Watch their stories, comment on their posts, chat with them and get to know who you are about to be traveling with.

Introduce them to the group

Let the form bonds with each other. Make plans, talk about what they are packing, most excited about. They should never feel alone.

Help them get ready

Give them space to ask questions, seek help and guidance from you.





HOST TOOLS TO BUILD COMMUNITY

A successful trip starts as soon as your trip is confirmed.

Somewhere to chat

This can be as simple as a group chat on IG or a private group on Facebook. I personally use a Slack workspace.

Meet “face to face”

Once I have my group finalized, I like to get them together for a virtual meet-up. I use Doodle to poll them on the best time and then Zoom to host a call.

Create resources

I have hosted classes for how to book flights, exchange currency. Created destination guides and lists of travel resources. There are also trip guides provided by TrovaTrip.

BE A RESOURCE **BE A LEADER**

Bridge the communication gap

Once your traveler books a trip, they aren't going to hear much from TrovaTrip until about 90 days before the trip starts. It is going to be up to you to fill that gap

Remind them often that you are there for them

I invite my travelers to ask as many questions as they need. Do I have all the answers? Nope. But I know how to get them. Remember to use the team and host support that TrovaTrip provides.

I tell my travelers frequently to ask questions and I remind them that, "I'm here to help." That way they never feel like they are bothering me or I don't think they are worth my time.

Keep them on track as they prep for the trip

Whenever there are big deadlines for the trip. If they need to get a visa. Heck, even reminding them to book their plane tickets. Also, any time TrovaTrip sends an email about trip updates, airport transfers, or roommate assignments - I tell them to check the details.



IT'S GROUP TRIP TIME

HOW TO BE THE HOST YOUR TRAVELERS ADORE

First Impressions Matter

The day before and the first day are high stress

Many things can go wrong on a travel day. Being present in the group Telegram to reassure or help problem solve for travelers is key.

Be the welcome wagon

I try to be present in the lobby or at least in the hotel when travelers are checking in. It's my first opportunity to say hi, check in, and make sure there are no issues with rooms.

The pre-party

If I'm feeling up to it, if any of my travelers arrived early (either the day before or early in the day) I invite them to join me for coffee or dinner.



IT'S GROUP TRIP TIME

HOW TO BE THE HOST YOUR TRAVELERS ADORE

The Welcome Dinner

It's going to be awkward, and that's ok

Introduce yourself to the group, tell them how excited you are, thank them for joining you (and each other) on this adventure.

Have everyone introduce themselves. I keep it super simple - name, pronouns, where they are from, what they are looking forward to on the trip.

I like to take the pressure off remembering names by saying, "You're going to be learning and experiencing a lot this week. It's totally ok to say to each other, 'Remind me of your name again.'"

Finish by giving any updates, reminding them that they can come to you for help, and making sure they know who the local guide is.



IT'S GROUP TRIP TIME

HOW TO BE THE HOST YOUR TRAVELERS ADORE

What's expected by your travelers

At the very least, you should be attending all the activities listed on the itinerary

Just like hosting a party at your house, you've invited your community to your travel party. You should be an active participant in all the items listed in your itinerary.

I personally love spending as much time with my travelers as I can during my trips. But they totally get you are human and it's a lot of work to be on.

It's ok to say at the end of a long day, "Wow, we had so much fun and we have so much to look forward to tomorrow. I'm going to go rest up and I'll see y'all in the morning. Let me or the local guide know if you need anything."



WORKING WITH YOUR LOCAL GUIDE

Host vs. Local Guide

Local Guide

- Are experts on the destination and the authority on-trip
- Lead group throughout the trip
- Know the itinerary and handle all the logistics on the ground
- Ensure the safety and well-being of the group
- Trained in crisis management to ensure the trip runs smoothly

Host

- Break the ice and be a friend to your travelers
- Rally the group as needed
- Be present, encouraging, and focused on the moment
- Be an advocate for the group
- Help travelers communicate needs to the local guide



WORKING WITH YOUR LOCAL GUIDE

Introduce yourself and schedule a time to meet

Go over the itinerary together and talk details.

Tell them about your group and their communication style.

Let them know what your goals are for the trip.

If it's a place you've been to before and have any requests, this is a great time to ask.

Make sure information about dietary restrictions, mobility, etc. has been passed along.



HOST ETIQUETTE

Little gestures that make a huge difference

**Your attitude sets the tone
for the group**

**Sit with different travelers
at every meal**

**Be ready to start the
conversation**

Listen and ask questions

**Be the last one to check
into the hotel**



**Be the friend you wish you
had when you travel**

**If someone comes to you
with an issue, take it
seriously**

Let them be first

**Offer to take photos and
videos**

**Remind your travelers often
that they can talk to you**

SPECIAL TOUCHES THAT SHOW YOU CARE

Here are some ideas of ways to make your travelers feel extra special when they join a group trip

Swag bags - doesn't need to be super fancy, I started with iron-ons I was making myself.

Handwritten notes - express your gratitude for having them join the trip.

Ask your trip coordinator if you have anyone celebrating a birthday and see if you can coordinate with the local operator for a surprise.

Give a speech at the farewell dinner.

Buy a round of drinks or special snacks to share.



DON'T LET THE FUN STOP

Keep in touch after the trip is over

Remind your travelers to fill out their survey and get their \$100 off coupon so they can travel with you again!

Post about your trip on social media and tag them.

Keep engaging on their social media, share their photos and posts.

If you have travelers that are local to you or you are planning on visiting their hometown, reach out and see if they want to grab lunch.

Add them to your close friends story on IG.

Give them the first sneak peek at trips you are planning and ask for their input.





LET'S TAKE SOME TIME FOR QUESTIONS



LET'S STAY IN TOUCH!

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