

AAMC BOARD OF GOVERNORS TRAVEL COMMITTEE REPORT

November 13, 2021

MISSION: To provide educational and cultural opportunities for Mills College alumnae through organized annual international travel programs, while earning revenue for the AAMC.

Members: Co-Chairs, Gwen Foster, and Debi Wood; Viji Nakka-Cammauf, Deborah Dittman, Ellen Hines, Catherine Ladnier, Tara Singh, Sheryl Wooldridge.

Throughout the past 20 months, the Travel Committee continued to work with its two long-standing travel operators, Alumni Holiday International (AHI) and Gohagan & Company. While they both operate land and cruise journeys, AHI excels in land programs, many of which have extra cultural enrichment opportunities, including its Alumni Campus Abroad programs, offered on some trip itineraries. Gohagan primarily operates small-ship cruises, but land tours as well which, like AHI, have an educational focus with additional pre-and post-trip travel opportunities.

As the world slowly reopens, the 2022 travel season begins with AHI's 9-day tour to Dubai and Abu Dhabi (featuring the Dubai Expo) and Gohagan's 9-day Caribbean cruise, both in February. Domestic tours later taking place later in the year include New Orleans, Alaska, and the Great Lakes. The AAMC's full 2022 program will soon be available for review at alumnae.mills.edu/travel. We are working with OIA staff to upload the 2022 itineraries, including the live links, and to format the travel program advertisement in the December Quarterly, inasmuch as the alumnae association currently has no staff. The live links refer to the co-branded websites with AHI and Gohagan. As alumnae visit the AAMC travel website they will see summaries of the trips and can then click the associated links to be directed to either website where they can not only view full descriptions and videos of the array of trips offered but may also book trips directly with AHI and/or Gohagan in a more seamless way. Recently, the co-chairs met with the Gohagan representative who is still working on its co-branding. We anticipate that this more streamlined marketing technique—along with the pent-up desire for international travel—will increase the number of Mills alumnae bookings.

Previously, we have reported that the AAMC receives commissions from both companies: 1) as a percentage of the value of the cost of particular trips, or 2) \$100 for each full fare AAMC traveler. Several alumnae are booked for a 2022 AHI trip that was previously cancelled due to COVID-19, so we anticipate commission revenues from this booking. To date, however, no Mills alumna has booked a Gohagan trip. However, as travel resumes, the Travel Committee looks forward to receiving commissions for the AAMC in 2022.

Submitted by: Debi Wood and Gwen Foster