



Client Travel Survey Results

Travel Insights

Key Findings from
Our Client Travel Survey





Travel Insights

We're excited to share the results of the Capital Advantage Client Travel Survey, which offers insights into the travel preferences and trends among our clients. The survey consisted of 5 quick questions:

- What are your top 3 favorite travel destinations and why?
- Have you ever used a tour company?
- If you have used a tour company, which ones are your favorite and why?
- Which travel experience offered the best value for your money - taking into account accommodations, activities, and overall experience?
- What are your top 3 travel tips for ensuring a fun and smooth travel experience?

Thank you to all our clients who responded to this survey! Whether you're planning a bucket-list travel experience, a solo adventure, a family vacation, or a romantic getaway, these insights and tips can help you create unforgettable trip.

Find Joy in the Journey.

Your Team at Capital Advantage

Most Talked About Travel Experience



African Safari

“The people are warm and welcoming. Safaris are the ultimate outdoor adventure. Getting up close and personal with animals in the wild is a life changing experience.”

Client Insight: Africa



Kruger National Park South Africa

“Going on Safari is a once in a lifetime experience in every way. The Royal Sands Resorts is the ultimate luxury resort within the park. Everything is top drawer.”



Victoria Falls, Zambia

“Breathtaking views that are spectacular and majestic. The people are so kind, and the monkeys are so aggressive. The Royal Livingstone Victoria Falls Zambia Hotel feels like a scene out of the Great Gatsby.”



Kenya

“Wildlife safari. Never viewed a National Geographic special the same.”

“Our safari in the Masai Mara Nation Reserve was magical. We saw amazing wildlife, ate wonderful food, and stayed in a tented camp.”



South Africa

“South Africa is the most amazing place I have ever been. The wildlife, the people, the sites, and the prices were fabulous.”



Client Favorites: Beautiful Travel Destinations



Tahiti

“Breathtaking! Crystal clear water. Very exclusive, so no crowds. Polynesian friendly. French influence adds sophisticated touch. Food out of this world. And best of all the over the water bungalows!”



Costa Rica

“Checks off all the boxes. Stunningly beautiful and you’re up close to all the wildlife. The food is great and the people very warm and inviting. It’s very affordable too!”



Rome

“Love the vibe of a big city with such incredible architecture and history. Every street and corner has another amazing building and structure.”



Galapagos Islands

“There is no other place on earth like it. It's fascinating, beautiful.”

“We loved our cruise with Royal Galapagos on a luxury catamaran. Be sure to take an underwater camera.”



Bali

“Like entering another world...the natural beauty!”

“Stunning natural beauty and beautiful beaches.”

Client Favorites: Great Places to Hike



Yosemite

"A 3 - 4 day stay at Wawona in the southern part of the park is something we do every year. The hotel is simple & lovely with good food & piano music most evenings. There are walks/hikes to take in the area & it's a grand drive into the valley if you wish."

Canadian Rockies

"Spectacular scenery and great hiking."

"We loved hiking in Banff National Park. The views are breathtakingly beautiful."



Patagonia

"Trekking through Torres del Paine National Park in Chile was truly one of the most awe-inspiring adventures we've ever had. Best for experienced hikers."

"Our glacier hike was a one-of-a-kind experience."



Ireland

"We love hiking in Ireland because of the country's stunning landscapes, where rolling green hills, rugged coastlines, and ancient ruins come together in a way that's truly captivating."



Montana de Oro State Park San Luis Obispo, CA

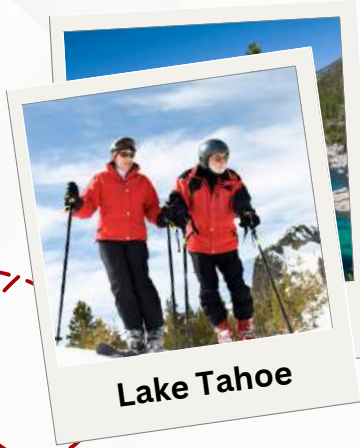
"Wonderful hiking, less touristed area, relaxing, often good weather (esp. in early fall and late spring)."

Arches National Park, UT

"Hiking in Arches National Park offers a surreal experience of wandering through a landscape filled with striking red rock formations and natural stone arches that seem almost otherworldly."



Client Favorite U.S. Travel Destinations



Lake Tahoe

Lake Tahoe

“Year-round outdoor activities. Skiing, hiking, golfing, bike riding, and water sports. You are surrounded by stunning scenery and great restaurants too!”



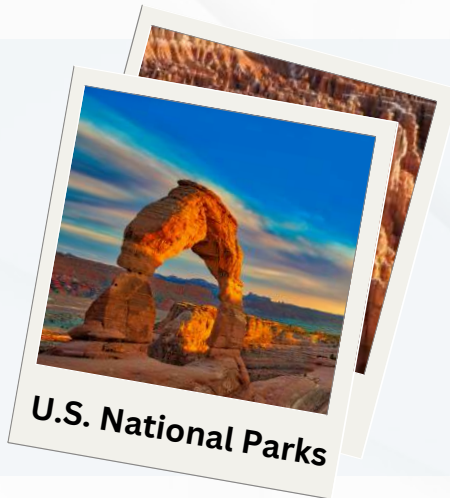
Hawaii

Hawaii

“Easy flights to any island. Each one is different. Oahu is busy with the city of Honolulu but still has beaches to relax on and Pearl Harbor or museums to explore. Maui and Kauai are more laid back with rustic areas to hike in and bays to snorkel and swim in. A day boat trip to Lanai is fun. Flip flops are a must!”

National Parks

“They are great family and outdoor destinations where you can learn a lot about our country and nature.”



U.S. National Parks

Yosemite National Park, California

“Breathtaking! We’ve even hoped in the car to lunch at the Ahwahnee or walk to Yosemite Falls and sit by the river and picnic by the river before driving home.”

Arches, Bryce Canyon, + Zion National Parks, Utah

“Each is spectacularly different! Arches’ towering stone arches, Bryce’s hoodoos (awe-inspiring tall rock formations), and Zion’s soaring colorful, sandstone cliffs and slot canyons. A shorter hike upstream is a great way for families and less-experienced hikers to experience The Narrows, a popular riverbed hike.”



New York City

New York City

Lots to do! Great entertainment--theater, museums, sites, baseball games and great food. Wonderful city for walking and easy transportation options.”



Sonoma/Napa Wine Country

Sonoma/Napa Wine Country

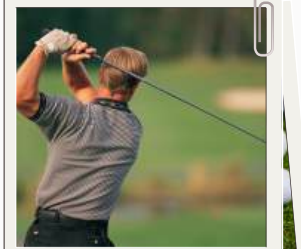
“Not just for wine lovers! It’s close by, with beautiful scenery and fabulous food (world-class restaurants) too!”

Client Favorites: Niche Tour Companies



Melita Trips: Astronomical Event Tours

"Stages travel around eclipses, Northern Lights, Alaska Aurora Borealis, and other astronomical events. Extremely well managed and organized. Terrific expert guides. Lots to see and do besides astronomy."



Perry Golf Cruises

Perry Golf Cruises

"They usually have two sets of golf itineraries/courses to play at each port, you choose the courses you want to play, and they take care of arranging the golf, transportation, getting your golf clubs to and from the ship. They have smaller ships (less people), great food, excellent accommodations."

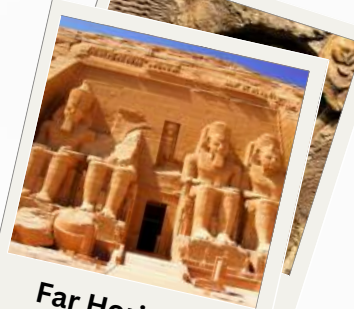


Overseas Adventure Travel

Overseas Adventure Travel: Offer Solo and Women-only Tours

"I did a trip to Japan with O.A.T. as a solo traveler and it was a great time--and no more than 16 people per group!"

"Many trips have no single supplement for solo travelers. Also has women only dates for some trips."



Far Horizons

Far Horizons: Archeological and Cultural Trips

"Far Horizons does trips with experts on history and culture. We took a trip to Egypt with them in 2022, one of our best vacations ever."

"Great tours led by renowned scholars and knowledgeable academics."



Hillwalk Tours

Hillwalk Tours: Self-guided Walking Tours

"I have used a company called Hillwalk Tours to hike Hadrian's Wall in England. They are an Irish company, and they arrange hiking tours in many countries. Very reasonable prices, great pub inns, and luggage transport so you just carry your day pack."

Thomson Family Adventures: Focused Exclusively on Family Travel

"Great for planning multigenerational trips and families. They take care of everything, and you just show up and enjoy. It's pricey so you pay for the convenience of everything being sorted and planned for you."



Thomson Family Adventures

Top Tips for Packing

Many of the travel tips from our clients focused on packing.

#1 Most Mentioned Tip – Pack Light!



Bonus Laundry Tips

- “Utilize local laundry drop-off service (hotel laundry is expensive).”
- “Bring washable, quick dry items you can wash in the sink.”
- “Pack travel size sink laundry detergent.”

Planning Ahead

- **Packing list:** “Plan ahead and use a packing list...it helps me remember everything I intend to bring.” “Keep and modify list for future trips.”
- **Medication:** “Remember to take prescription medication and any over-the-counter medication you might need.”
- **Extra bag:** “Pack a soft bag or a duffel for the items that you buy on your trip.”
- **Carry-on essentials:** “Pack carry-on with items you may need if your checked luggage is delayed or you have an unexpected overnight layover (e.g., medication, pajamas, change of clothes, toothbrush).”
- **Luggage Specs:** “Make sure your luggage is the right size/weight and has good wheels!”

Packing Essentials

- **Pack lightly:** “Pack as lightly as possible. Don’t let luggage be a burden.”
- **Shoes:** “You don’t need all those shoes...I swear!”
- **Carry-on:** “Don’t check bags if you can help it. It ends up in delays and lost bags.”
- **Packing cubes:** “Use packing cubes and space saver bags to keep things organized and maximize the space.”
- **Layers:** “Pack layers to accommodate for hot/cold weather (and plane flights too).”
- **Comfortable shoes:** “Bring a good pair of comfortable walking shoes. Road test them before you go!”
- **Flashlight:** “Bring a flashlight in case of power outages.”

Travel Savvy Tips for a Perfect Trip



Research

- “**Read** as much as you can about where you're going.”
- “**Follow people on social media** who live in/travel to places you're going.”
- “**Listen to Travel with Rick Steves** podcasts and check out his website for great travel ideas and tips.”



Organize

- “I **make a Google doc** for each trip which has train, plane, car and hotel reservations, sights suggestions, directions by public transit, where I plan to go, museum hours. etc.”



For Foodies

- “Make lunch/dinner **reservations before you go**. Popular places are often booked months in advance.”
- “**Avoid eating at tourist locations**: Get off the beaten path for meals.”



Just for Fun

- “We always **choose small local hotels** that include breakfast. It is fun to eat the local cuisine, saves time and money.”
- “**Use public transportation**: It's a great way to see the city and is cost-effective.”



Travel Insurance

- “**Get travel insurance for big trips**. It may seem like a waste of money, but if anything goes wrong it will pay for itself.”
- “Use **credit cards that have travel insurance**.”
- “**It covers so much!**... cancelled trip, medical emergencies, baggage loss, travel delays, etc.”



Be Flexible

- “**Remain flexible and be prepared for pitfalls**. Flights can be delayed; hotels can mix-up reservations...don't let it ruin your trip!”
- “**Go with the flow** and maintain your sense of humor.”
- “**Don't get too stuck on your plan**.”

Travel Savvy Tips for a Perfect Trip

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Passports/Customs Rules

- “Make sure your passport is **valid for at least six months** beyond the dates of your trip.”
- “Before traveling to another country, it's crucial to **check its customs regulations** to avoid problems with prohibited or restricted items.”

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Be Prepared

- “Plan, plan, **plan and prepare a back-up plan.**”
- “**Be prepared for the weather** at your destinations.”
- “Many sights need to be **booked 30-90 days in advance**—especially during peak season.”

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Travel Agents

- “Use a travel agent. It **minimizes the stress**, and they have insider knowledge and deals/perks.”
- “Hire **private/local guides** for a more personal experience.”
- “**Customize travel plans** tailored to your unique interests.”

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Embrace the Culture

- “**Learn the basics of the language** when you are in a foreign country. Hello, please and thank you go a long way and are much appreciated by the locals.”
- “**Be open to new things**—food, people and cultures.”
- “**Try something entirely new!**”

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Security

- “**Make copies of important documents.** Scan your passport, IDs, and insurance, and save them in the cloud or email to yourself.”
- “**Keep passport in hotel safe** when possible and carry a copy around town.”
- “Be **security oriented.**”

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Enjoy the Journey!

- “**Don’t overschedule your trip.** Allow yourself time to relax into the local culture and just be.”
- “**Be impulsive.**”
- “**Be open to new experiences** & the ‘awe’ of whatever comes your way.”



CAPITAL ADVANTAGE

Client Travel Survey Results

We hope these survey responses from our clients inspire you to embrace new experiences and help you get the most out of your trip. Here's to making every journey memorable and rewarding!

Find Joy in the Journey!

Your Team at Capital Advantage