

BEFORE YOU BOOK

The Group Travel Planning Guide

10 DECISIONS TO MAKE BEFORE BOOKING
YOUR NEXT GROUP GETAWAY

KAY JONES TRAVEL

BEFORE ANYONE BOOKS ANYTHING...

Planning a trip with people you love should be exciting. But once you're coordinating different schedules, budgets, travel styles, room preferences, and expectations, what seemed simple can quickly become a lot to manage.

And the first decision usually isn't where should we go?

It's getting clear about what kind of experience you're trying to create and what your group actually needs.

Use these 10 considerations to make the important decisions first, before flights are purchased, rooms are reserved, or the group chat fills up with links.



START WITH THE PEOPLE, NOT THE DESTINATION

Before searching for resorts or comparing destinations, get clear about the people taking the trip.

01 | What's the purpose of the trip?

Are you celebrating a milestone, reconnecting with friends, bringing generations of family together, or simply overdue for time away?

The why behind the trip should influence almost every decision that follows.

02 | Who is traveling?

Consider more than the headcount. Think about ages, mobility, room and bed requirements, dietary needs, activity levels, and where everyone will be traveling from.

03 | What's a realistic budget?

Establish a comfortable range early, accounting for more than accommodations. Airfare, transportation, meals, experiences, travel protection, taxes, fees, and gratuities can all affect the true cost of the trip.

Kay's Note

The destination shouldn't dictate the experience. Start with the people and the purpose, then find the destination that fits.

DEFINE WHAT MATTERS MOST

Two people can say they want a "luxury beach vacation" and picture completely different trips.

Before choosing where to go, define what a great vacation looks like to your group.

04 | What matters most?

Is it an incredible beach? Exceptional dining? Privacy? Culture? Nightlife? Wellness? Adventure? Plenty of downtime?

You don't need everything. You need clarity about the experiences that matter most.

05 | What are the true non-negotiables?

Separate preferences from requirements.

"We'd love an ocean view" is a preference.

"We need an elevator because one traveler cannot comfortably navigate stairs" is a requirement.

Knowing the difference makes it much easier to evaluate destinations and accommodations without getting distracted by options that were never right for your group.



CHOOSE A DESTINATION THAT WORKS

A destination can look perfect online and still be completely wrong for your group.

06 | Does the destination support the experience?

Look beyond beautiful photos and consider:

- Flight availability and total travel time
- Seasonality and weather
- Passport and entry requirements
- Transportation after arrival
- Activities and experiences
- Overall value and experience

A destination that's difficult for half the group to reach or doesn't offer the experiences everyone cares about may not be worth the compromise.

Kay's Note

The "best" destination isn't necessarily the most popular or impressive. It's the one that makes sense for the people traveling, the experience you want, and the logistics required to make it happen.



WHERE YOU STAY CHANGES THE EXPERIENCE

07 | What type of stay fits your group?

Where you stay shapes how you'll spend your time together.

RESORT OR HOTEL

- A great fit when your group values service, amenities, dining options, and the flexibility for everyone to enjoy the property independently.

RESORT VILLA

- Ideal for groups who want more privacy and shared space while still enjoying the amenities, service, dining, and support of a resort.

CRUISE

- Worth considering when travelers have different interests but still want to vacation together. Everyone can choose how to spend the day and reconnect for meals and shared experiences.

Don't compare accommodations on price alone.

Consider room configurations, privacy, service, dining, location, amenities, transportation, and how everyone actually wants to spend their time.

THE GROUP DYNAMICS NOBODY TALKS ABOUT

Some of the most important group-travel decisions have nothing to do with where you're going.

08 | How much togetherness does everyone actually want?

Does everyone expect to eat every meal and do every activity together?

Or would the group be happier with a few thoughtfully planned experiences and freedom in between?

The best group itineraries leave room for both connection and independence.

09 | Who is making the decisions?

When every choice requires consensus from eight people, planning can stall quickly.

Decide early:

- Who is the primary decision-maker?
- Which decisions actually require group input?
- How will payments be handled?
- What deadlines does everyone need to follow?

Someone needs to keep the trip moving.

It doesn't have to be you.

WHO'S KEEPING ALL THE PIECES CONNECTED?

10 | Who is overseeing the complete experience?

Flights. Transfers. Accommodations. Dining. Experiences. Special requests. Payment deadlines. Travel documents.

Individually, each reservation may seem simple enough to make.

*The real work is making sure
everything works together.*

A thoughtfully designed trip considers what happens from the moment you leave home until you return, including the details you may never realize needed attention.

That's the difference between simply booking travel and having someone design and manage the experience for you.

Travel, without the weight of planning it all.

I help busy travelers turn an idea for a trip into a thoughtfully designed experience, handling the research, decisions, coordination, and details so you don't have to carry the planning along with everything else you already manage.

[START PLANNING YOUR JOURNEY](#)



YOU BRING THE PEOPLE.

I'LL HANDLE THE DETAILS.

Group travel should give you something to look forward to, not another project to manage.

Whether you're celebrating a milestone, gathering friends, or finally taking the family trip everyone has been talking about, I'll create an experience that feels considered from beginning to end.

TELL ME ABOUT YOUR TRIP



Kay Jones Travel

Elevated Travel & Retreats

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Meticulously designed. Seamlessly executed.

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