



EDUCATIONAL
TOURS

The teacher's guide to student travel

Want to plan a tour? Here's how to get started.



Give your students a world of opportunities

When you travel with your students, you help them learn more about themselves, the world, and their place in the world. Plus, you give them the chance to become more confident, independent, and empathetic—traits that will help those students grow into engaged global citizens and future leaders.

Not sure where to start? No problem. We've put together this comprehensive guide to help you get going.

WHAT'S INSIDE:

- 3 Picking a travel partner
- 4 Deciding on your destination
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Want one-on-one support?

Call **800-637-8222** and we'll walk you through everything in this guide and more.

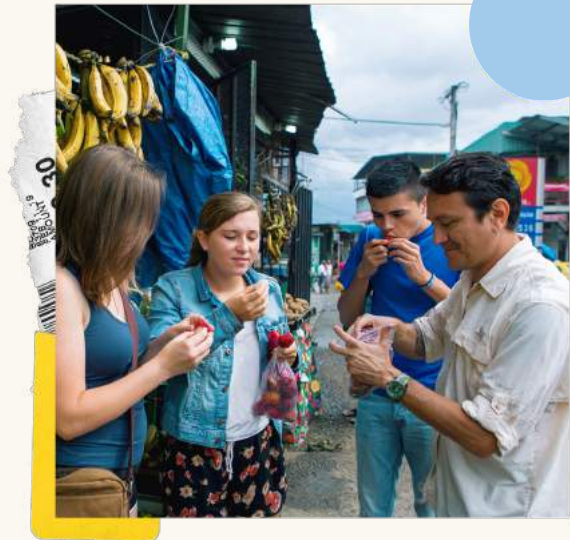


Picking a travel partner

It's definitely possible to go it alone, but partnering with a travel provider will make your life way easier. The best ones have the experience needed to make sure your trip is both immersive and educational, and will support you before, during, and long after your tour. What does that mean? Instead of planning and handling every detail yourself, you'll be free to actually enjoy your time traveling, all while staying focused on your number one priority: your students.

Here are a few things a great tour provider should take care of:

- **Group safety**
This should include (but not be limited to) emergency, on-the-ground support.
- **Liability policies and travel insurance**
- **Travel logistics**
Things like booking group flights, scheduling transportation, arranging meals, etc.
- **Enrollment materials**
We're talking posters, PowerPoint presentations for informational meetings, and detailed itineraries.
- **Free spots on tour for educators and chaperones**
- **Student payment plans**
- **Pre-tour support**
Want help picking your ideal destination? Need a team to answer parent questions? Whatever you need, your tour provider should support you.
- **An expert Tour Director to guide your group**
- **Unique experiential travel opportunities to ensure educational impact**
- **Activities designed for deep learning and personal growth**



BEFORE CHOOSING YOUR TOUR PROVIDER,
MAKE SURE TO ASK ABOUT THEIR:

- ☐ Years of experience
- ☐ Global network
- ☐ Pricing and payment plans
- ☐ Accreditation
- ☐ Trained Tour Directors and local guides
- ☐ Loyalty rewards
- ☐ Chaperone policies
- ☐ Quantifiable impact on student travelers

Deciding on your destination

What do you want your students to get out of this experience? A deeper understanding of their classroom lessons? To step outside of their comfort zones? To immerse themselves in a new language? No matter your group's personal or academic goals, you can tailor your trip to fulfill them.

Let your subject lead the way

If your primary goal when traveling is to show your students the real-world applications of their studies, think about destinations that highlight your curriculum. For example, an environmental science class could explore Panama's diverse ecosystems. A government class could head to Washington, D.C. Pairing up with another teacher? Think of destinations that speak to both of your disciplines. For example, history and art classes would both have plenty to explore in Rome or Boston.

Think destination before discipline

For many students, this tour will be their first opportunity to get out of their hometown and experience a new way of life. Even if the destination doesn't directly relate to their studies, it will provide an eye-opening education and an invaluable chance to develop more independence before college. Opt for places like London or San Francisco to get a feel for bustling city life, or explore countries like China or Peru for a taste of an entirely different culture.

Consider a service learning opportunity

In addition to helping students get outside of their personal bubble, many teachers want to show them how they can use this opportunity to help others. If you take this route, make sure you or your travel provider partner with established nonprofits and NGOs to ensure your contributions to the local communities are both meaningful and sustainable.



A FEW MORE QUESTIONS TO CONSIDER:

1. What kind of pace are you looking for? Do you want to see a little of a lot or a lot of a little?
2. What do you absolutely need on the itinerary? Maybe it's famous art. Or historical sites. Or the world's largest churro. It's up to you.
3. How far do you want to travel? Your group will find plenty of opportunities to get outside of your comfort zones—whether you travel three hours away or thirteen.

Encouraging students to sign up

At this point, your travel program needs one more thing—travelers! Here’s how to get students on board:

Set up an informational meeting

An after-school or early morning meet-up is a great way to let students and parents learn more about your tour. To advertise your meeting, post flyers, send emails, shout from the top of your local bell tower—or read our tips to the right for more ways to spread the word. Then, at the meeting, show your excitement! You know this will be an amazing trip, so make sure your students know it, too.

Describe the benefits of travel

For starters, travel helps students become more confident, develop a greater sense of empathy, and broaden their worldviews. Plus, it’ll help them stand out on college applications and resumes.

Keep it high level

Go over your itinerary, highlighting some of the sites you’ll visit. To reassure parents, explain your approach to safety, including both day-to-day precautions and your plans for possible emergencies. (If you’re partnering with a travel provider, they’ll give you all of this information.) Then, discuss everything that is and is not included in the cost of the tour before giving parents the final price.

Enroll students

Your meeting will be a huge success. (We just know it.) Build on that momentum by encouraging students to enroll with a deposit right then and there. But, don’t be discouraged if students or parents need more time to decide. Just set a clear enrollment deadline and write down the dates by which travelers need to submit a portion of and/or their full payment. Then, a few days after your meeting, reach out to see if they have any other questions and to remind them of the deadline.



5 WAYS TO GET THE WORD OUT ABOUT YOUR MEETING:

1. During lunchtime, set up a table that’s filled with food from your chosen destination as well as flyers about your trip.
2. Hang up colorful posters.
3. Use your school’s morning announcements or newspaper to remind people of the date.
4. Enlist student ambassadors to tell their friends.
5. Share meeting information via social media: Create a Snapchat filter, a Facebook page, or even a YouTube video.

It's time to show your students the world

...Well, it's almost time. There are a few more steps before you're ready to hit the road. Hopefully this guide has helped point you in the right direction of what's next. Of course, if you'd like more tips—or better yet, specialized, one-on-one support—we're just a phone call away.

Who is EF, anyway?

We're known as a lot of things. The world leader in international education. An accredited institution, just like your school. Trusted travel buddies. Even parent whisperers.

But most importantly, we're the best partner when it comes to helping teachers like you show their students the world. Why? Because we're always right there with you. Our global reach spans 115 countries—and not in the “I had a layover there once” kind of way. We understand the world because we live and work in more than half of it (and we are more than happy to pass that expertise along to you).



Ready to meet
your people?

Call us at 800-637-8222

