

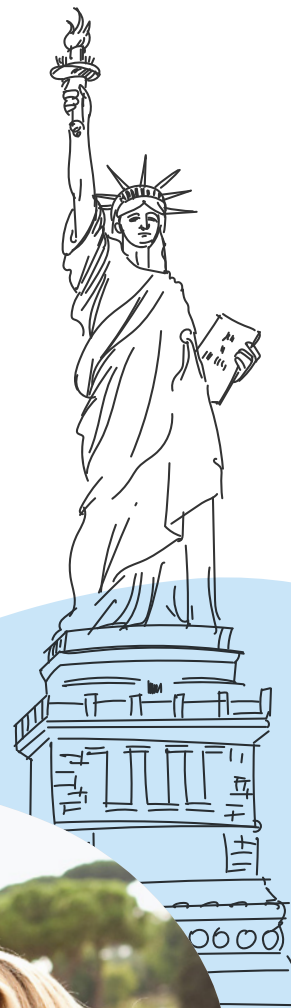


Education First

***Explore America***

# The teacher's guide to student travel

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



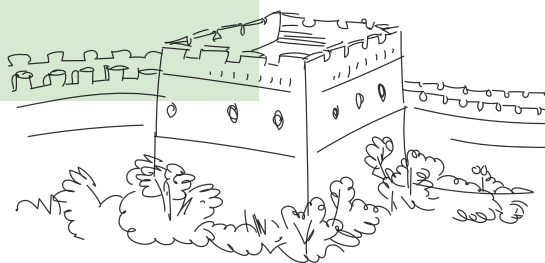
# Give your students a world of opportunities

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 them grow into engaged citizens and future leaders.

To help you get going, we've put together this comprehensive guide. It has all the information you need to start planning a transformative travel experience for your students.

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# 1 Picking a travel partner

It's definitely possible to go it alone, but partnering with a travel provider can make your life easier. The best ones have the experience needed to ensure your trip is both immersive and educational, and will make sure everything goes smoothly—both before and during tour. That means instead of planning and handling every single detail yourself, you'll be free to stay focused on your number one priority: teaching.

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

- **Group safety** (including emergency on-the-ground support)
- **Liability policies and travel insurance**
- **Travel logistics** (e.g., booking group flights, scheduling on-the-ground transportation, arranging meals and special activities, etc.)
- **Enrollment materials** (e.g., posters to hang around school, PowerPoint presentations for parent meetings, and detailed itineraries)
- **Free spots on tour for educators**
- **Student payment plans**
- **Pre-tour support** (e.g., help picking your ideal destination, direct sources for parent and student questions, collection and organization of student finances)
- **An expert tour director to guide your group**
- **Unique experiential travel opportunities to ensure educational impact**

A woman with glasses and a floral shirt is looking up at the Eiffel Tower in Paris. The tower is sketched in the background, and the woman is in the foreground, looking up with a smile.

**If you decide to travel with a tour provider, do your research. Make sure to ask about the following:**

- ☐ Their years of experience and global presence
- ☐ Insurance policies
- ☐ Safety protocols
- ☐ Pricing and payment plans
- ☐ Accreditation
- ☐ Pre-tour support
- ☐ On-the-ground emergency support
- ☐ Trained tour directors and local guides
- ☐ Loyalty rewards
- ☐ Chaperone policies

# 2

## Deciding on your destination

What do you most want your students to get out of this experience? Do you want them to gain 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 match them.

### Let your subject lead the way

Traveling is an excellent way to show your students the real-world applications of their studies. If this is your primary goal, think about destinations that highlight your curriculum. For example, an environmental science class could explore Costa Rica's rich ecosystem. 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 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 a sense of independence before college. Opt for cities like London or New York City for a more cosmopolitan experience, or explore countries like China or Peru for a taste of an entirely different culture.

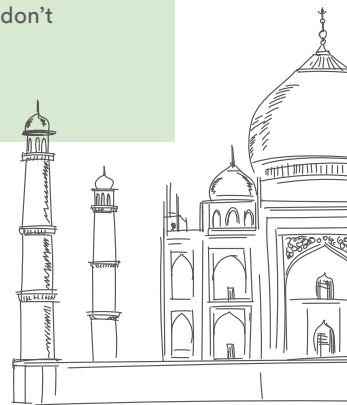
### A few more questions to consider:

Would you rather see multiple places or immerse your students in one country?

What kind of pace are you looking for? Do you want to see a little of a lot or a lot of a little?

What do you absolutely need to see? (E.g., Famous art, historical sites, etc.)

If traveling without a tour provider, are you comfortable going somewhere you don't speak the language?



# 3 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

This is a great way to let students and parents learn more about your tour. Make sure your meeting's well-advertised: post flyers, send emails, shout from the top of the bell tower—or read our tips to the right for more ways to spread the word. Then, at the meeting, be informative and passionate. After all, you know this will be an amazing trip, so make sure your students know it too.

## Describe the benefits of travel

For starters, it helps students become more confident, develop a greater sense of empathy, and form a deeper understanding of their role as a global citizen. Plus, it'll help them stand out on college applications and résumés.

## Present the high-level details

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.

## Sign up students

Your meeting's going to be a huge success (we just know it). So, build on that momentum and encourage students to enroll with a deposit right then and there. However, 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 parents need to submit a portion of and/or their full payment. Then, a few days later, 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

During lunchtime, set up a table that's filled with food from your chosen destination as well as flyers about your trip.

Hang up colorful posters and flyers.

Take advantage of your school's newspaper and/or morning announcements.

Enlist student ambassadors to tell their friends.

Share meeting information via social media. Create a Snapchat filter, Facebook page, or even a YouTube video.

# You're ready! Now go show your students the world.

We hope you've found this guide helpful, and that you'll continue to refer to it as you plan your student tour. If you'd like more tips on how to get started, are interested in gaining one-on-one support, or want to discuss additional ways to ensure your tour's a success, just let us know. Send us an email at [teachersguide@ef.com](mailto:teachersguide@ef.com) and we'll connect you with an expert Tour Consultant who can answer all of your questions.

## Who are we, anyway?

For over 50 years, EF has proudly partnered with educators like you to transform the way students look at the world—and themselves. That passion has grown our family-owned company into the world leader in international education with more than 1 million students experiencing our programs every year. As your partner in global education, we promise to help you every step of the way—providing dedicated support, an incredible educational impact, and a once-in-a-lifetime experience that will make a lasting impact on your students. To learn more, visit [efexploreamerica.com](https://efexploreamerica.com)

