

Cracking the American Student Educational Travel Sector

Please Take Our Children



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What IS group student travel?

- Generally High School, 9th-12th grade (15-18 yr old)
- Likely to be a special interest group vs whole class
- Already “built” group, not individual sign ups
- Low end – 8-12 pax, 1-2 teacher
 - Prob wouldn't use a coach, needs to be mass transit
- High end – 2-3 coaches
- Most likely: 25-45 pax, 2-4 teachers
- 1-2 weeks durations

Who is OUR customer?

- Not the kids...
- Not the parents...
- Not the other teachers...
- The Group Leader

- Generally a teacher
- Plans, recruits and sells trip
- Build long term relationships



Why do schools travel?




Reasons Groups Travel

- Tradition of Travel
- Curriculum Goals
- Personal Interest

Barriers to Travel

- \$\$\$ (or £££)
- School Schedule
- Fear
- Lack of Interest
- Not swayed by anniversaries/key dates/etc

What kinds of schools/groups travel?

- History
 - AP European
 - World War II/American History
 - World Histories and Cultures
 - Literature
 - Language
 - Adventure/Outdoor Education
 - STEM (Science Technology Engineering & Math)
 - Performance
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What "Sells" a Trip?

- Thriller vs Filler
 - Thriller
 - Well known landmark or site
 - Stuff parents want a picture of their kid in front of
 - Filler
 - Bridge gaps in the itinerary
 - Make a trip "flow"



Fillers are the best part of a trip!!!