



## **Planning and Executing a School Ski Trip:**

A step-by-step guide



*Planning a school ski trip can be challenging, even for the most experienced organisers. We have put together this step-by-step guide full of tips to help you make sure everything runs smoothly.*

You probably have a good idea of the type of trip you want to book but browsing the tours, excursions and activities available can help you create the perfect experience with the right balance of fun and learning.

At **stage 1** (browsing), you don't need a complete itinerary, just a rough outline of the type of trip and activities your group is interested in.

It's worth discussing any ideas you have with your tour operator. At **IBT Travel**, we create bespoke tours and will work with you to make sure you get the most suitable itinerary for your group.

Here, we take a look at some considerations you may wish to think about when browsing:

## Ski trips

The type of **ski trip** you book depends significantly on your group and the learning outcomes you want your students to achieve. Typically, organisers will consider goals such as:

- Improving students' confidence
- Integrating groups of pupils and improving their social skills
- Encouraging better behaviour from students and a greater sense of responsibility
- Encouraging pupils to step out of their comfort zones
- Encouraging enjoyment of physical exercise and promoting health and fitness

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Top tip: start early

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The majority of school travel organisers begin planning their trip at least a year in advance.

Give yourself plenty of time to plan, promote and prepare for the trip you have in mind. While there is a lot to organise, working with an experienced tour operator like IBT Travel can help.

Starting early also gives you better availability and pricing for accommodation and transport, particularly if you are planning to travel at a busy time of the year.





## 2 Getting everyone on board

You want to get your trip off to the best start. School trips are of course popular with pupils, particularly skiing trips. Students will be excited about the opportunity to socialise with their peers outside of the classroom, to learn new skills and to visit a new place.

However, before you begin the booking process, be sure your school is also in favour of the trip and that parents have no objections. Ensure you follow the correct procedures at your school for getting the relevant permissions. You may need to convince colleagues and parents about the benefits of the trip – we have plenty of **ideas and resources** on our website to help you.

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Top tip: set a budget

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It's important that as the lead organiser, you have an understanding of how much parents in your area will be able to pay for the school trip you're planning. While making the trip exciting and memorable may be your number one priority, ensuring the experience is accessible to as many pupils as possible, from a wide variety of backgrounds, is also important.

The sooner you begin planning your trip, the more time parents will have to budget for it. You can help parents by organising the tour early and allowing them to pay in instalments.



## 3 Booking your trip

After you have an idea of the kind of trip you want your students to take, the relevant permission from your school and parents, and a budget that will suit all parents, it's time to make enquiries.

You can **get in touch** with our experienced travel advisors here at IBT Travel who will discuss your specific needs with you. An experienced advisor can make valuable suggestions and help you tailor the trip for your group's needs and wishes. After you have made your initial enquiry with us, we'll give you a proposal document. This document will detail how much the trip costs and everything that's included in the price – at this stage, you're under no obligation to book with us.

Once you've reviewed the proposal document, you may wish to make changes to your itinerary to reduce the cost or you might have some budget left over to add in another activity. Once you're completely →

satisfied with your proposal, we'll send you a formal proposal and a booking form. Once you have these, you can begin promoting your trip to pupils and parents. We have **plenty of materials** to assist you!

After promoting your trip, you'll need to collect your initial deposit and returns and complete the online booking form and passenger list. Once completed, return this documentation to our office along with the deposit. Our team will then confirm your booking in writing.

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Top tip:  
give yourself enough time to promote the trip

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You want to be sure as many pupils as possible have the opportunity to attend the exciting experience you have planned. This may mean leaving time to plan and hold a parents evening, time for pupils to discuss the trip with their parents, and enough time for parents to budget for the initial deposit.

## 4 Promoting your trip

After you have received a formal proposal and itinerary for your trip, you're ready to promote your trip to pupils and parents. IBT Travel has plenty of resources to get you started, including advertising posters, a sample letter to parents and payment cards. How you promote your trip can make all the difference to its success – we have **lots of tips and tricks** to help you. →







### School assemblies

You may wish to promote your trip at a dedicated school assembly. You should be prepared to provide all the need-to-know information and answer questions. Pique their interest with details, pictures and videos of the location, accommodation and activities. Our website has resources for almost every school travel destination to help you build a school assembly presentation with impact.

### Flyers

Creating flyers for your trip is essential. The information included gives pupils something to show their parents. Your flyer should consist of essential information from your trip proposal document including:

- The destination
- The length of the trip and dates
- How you will travel
- Examples of the activities that pupils will be doing

- How much the trip costs
- The payment dates
- The benefits of the trip
- How to register interest or book the trip

### Parent's information evening

Parents are the ones paying for the trip, so it's essential to get their support. The proposal document can be a useful guide for parents. However, you may also wish to prepare a summary of how the trip will benefit pupils in the long term, developing both their social skills and their motivation for learning. However, parents are primarily concerned about the safety of their children, so you should be prepared to answer any questions they may have about travel, accommodation, activities and free time.

## 5 Preparation for departure

As you get closer to your departure date, you'll need to prepare everyone involved for the trip. We'll provide you with information and supply a final pack detailing all of your travel arrangements and documentation. You may wish to supply pupils with a packing list and guidelines about behaviour on the trip.

It can also be useful to have a meeting with those attending the trip to make these issues clear, answer any questions they may have and to discuss what they want to get out of the trip. This can help you to tailor the trip to their expectations and encourage students to start thinking about making the most of the experience.

## 6 On the trip

You want to be sure pupils make the most of the activities you have booked once you reach your destination. This will mean encouraging pupils to engage and helping those who are struggling. For certain activities or learning sessions, it can help to use a format similar to a classroom lesson. This can encourage positive behaviour.

Many places you can visit have excellent facilitators and instructors. You should encourage the children to ask questions or ask questions on their behalf to get them started.

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Top tip:

use travel time for lessons and activities

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Travel by coach can be long but it's an excellent opportunity to hold lessons or do activities. This will help to keep pupils entertained and encourage good behaviour. You can distribute worksheets or information as they board the coach and give them questions to think about during the journey.

## 7 On your return

Congratulations, you planned and executed a school trip! Organising a post-trip debrief allows pupils to consider and discuss what they learnt. You may wish to invite parents along so they can see how the experience has benefitted their children. This session also allows you to gather feedback on the trip, which you can take into account if you wish to run the trip again the following year.

IBT Travel has 30 years of experience in organising group travel and has evolved into one of the UK's leading tour operators. We specialise in top-level ski tours for discerning party leaders and boast an equally strong educational division. We know choosing a tour organiser can be challenging, but customer satisfaction is our number one priority.



# Book your school ski trip with IBT Travel today.

We have built our business on providing exceptional experiences to school groups. From beginning to end, we are here to support you in making a case for your trip, and planning and executing a trip they will never forget.

We provide a bespoke booking experience, so get in touch with our team today to start building your ideal ski trip.

Call us now on **0808 164 9358**  
or complete our **online quote form**,  
and we will get back to you without delay.

