



**Selling your
ski trip:**

to your School,
Parents and Pupils



In this guide, we use our years of experience to guide you in how to sell your school ski trip to your school, parents and pupils.

Organising a school ski trip can be a lot of fun, but the trip will only be a success if you can get pupils to attend.

Pupils can be easy to sell to when it comes to school travel, but you will also need the support and permission of your school, team leaders to attend the trip with you – and of course, permission and payment for the trip from parents.

IBT Travel has 35 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. Our team look forward to helping you plan the perfect trip. You can connect with us on Twitter, Facebook, Instagram and LinkedIn.

Choosing your trip

Selling your trip is much easier if you choose the right trip in the first place. Working with a reputable tour organiser to build an itinerary that is right for your group can make the selling and promotion of your trip much more straightforward. Whether you have an idea of the type of trip you want to book, or you are open to suggestions, browsing our website should help you get a feel for what you need to consider. The ski trip you choose should be tailored for the group and your learning goals for the trip. Some things you may wish to consider include:

- ▶ What is the skiing ability of my group?
- ▶ Will the pupils engage with the activities?
- ▶ Are there enough evening activities to keep my group entertained?
- ▶ Are the pupils better suited to a quiet or busy resort?
- ▶ Can the pupils be trusted to visit a local town?
- ▶ Will the pupils have the opportunity to use foreign language skills?
- ▶ Will the trip broaden the pupil's understanding of other cultures?
- ▶ Will the trip improve the confidence of pupils?
- ▶ Can the itinerary better integrate groups of pupils and improve social skills?



- ▶ Will the trip encourage better behaviour and responsibility?
- ▶ Will the trip encourage pupils to push themselves out of their comfort zone?
- ▶ Will the trip encourage enjoyment of physical exercise?

This list is not exhaustive, and there are many other things that might be important to you when planning your trip. However, if you cannot find the information you are looking for, or you need further guidance on what type of trip might be best for you, the team at IBT Travel are available to plan the perfect tour for you.



Promoting your trip

After you have planned the perfect trip, you will need to sell it to your school, teachers, pupils and parents. How you promote your trip can make all the difference to its success but don't worry, we have a few tips, tricks and resources to help you along the way.

To your school

First things first, you need the relevant permissions from your school to allow the trip to go ahead. Each school has its own process for obtaining permission to run a school trip; you should check what you need to do and follow each step carefully. You may need to get buy-in from those responsible, so be prepared to answer questions and 'sell' the benefits of your trip to the school and the students.

Start early

We cannot stress enough the importance of starting early when it comes to planning a school trip. The majority of organisers start

planning their trip more than a year in advance, with some schools organising and booking trips up to two years in advance. Giving yourself as much time as possible can help in getting the support of all relevant parties.

For schools, it means they can plan other events around when a good number of a year group might be away on the trip. Pupils don't like to miss out, so with proper planning, everything can fit into the school calendar without too much difficulty. Starting early also gives parents more time to pay for the trip in instalments, making the tour accessible to more pupils.

While it is important to make the journey an experience the students will remember, it must be accessible to students from various backgrounds; this can help a school's social inclusion agenda. Alternatively, starting early can give schools the chance to hold fundraising activities. These can be good for pupil's personal development, as well as for school morale generally.

To pupils

Arguably, pupils are the easiest to sell to. Going on a school trip is exciting. Spending time away from home with friends, learning new skills and the opportunity to socialise with new people is very attractive to the majority of pupils. However, you may be competing with other department trips, make the trip look intimidating, or fail to give as many pupils as possible the opportunity to attend. Here are promotional tips you may wish to consider.

Tailor your trip

As we discussed earlier, tailoring your trip to cater to your pupils is essential. Many pupils will never have skied before or been away from home without a parent. When promoting your trip to pupils, you should keep these things in mind. Make sure pupils are aware there is plenty of opportunity for novice skiers and that they will be with friends and teachers they can trust.

School assemblies

A school assembly is an excellent opportunity to promote your trip to pupils. However, you will need to be prepared. For maximum impact, don't just tell pupils about the trip, but show them too. On the IBT Travel website, we have plenty of photographs and videos that demonstrate what it is like to attend one of our ski trips. You can create a PowerPoint presentation that will excite pupils and teachers alike.

Flyers

Flyers are useful because pupils can take away and digest some of the information they heard at the assembly, and also pass on this information to their parents. When you plan a trip with IBT, we provide an initial proposal document before you book, which can help you with the creation of these flyers. Be sure to include the following:

- ▶ The trip location
- ▶ Length of the trip and dates
- ▶ How you will travel
- ▶ Some examples of what you will be doing
- ▶ The cost of the trip
- ▶ Proposed payment instalment dates
- ▶ Benefits of the trip
- ▶ How to register interest or book the trip
- ▶ The IBT Travel Website to allow pupils and parents to access further information

Social media

If your school uses social media, make sure to post details of the trip there. Pupils can share the information with each other online, and create a buzz around the trip. You may also wish to share links to the website of your tour operator. IBT Travel has a section, especially for pupils, so they can find out more about what they will be doing and how they can prepare for their trip.

For parents

There are several factors which affect whether parents will be willing to send their child on a school ski trip. While many of these will be personal to each family, common factors include cost and safety. There are ways to mitigate these factors and make sure as many parents as possible are in favour of the trip.

Budgeting

We discussed the importance of starting early above, but we must reiterate that giving parents plenty of time to plan financially for a school ski trip is essential. Setting up an instalment plan for low amounts can really help parents and means that more pupils can attend your trip. However, it is important not to let costs run away too.

As the lead organiser, you should have a good understanding of how much parents at your school will be able to afford. While it is tempting to make the trip an experience of a lifetime with every upgrade available, it must be accessible to students from most backgrounds. Setting a budget and sticking to it during the planning process can help.

Parent information evening

Parents are paying for the trip and trusting you with their child, so you will want to give parents all of the information they need to make a decision and provide them with an opportunity to ask questions. Holding a parents evening is a useful way of getting this



done all at once. The proposal document you will receive from IBT Travel outlines precisely what is included in the trip, and all costs, you should include this as part of your parents evening presentation and give parents a flyer to take away with them.

You can also present the benefits of the trip for pupils. At this stage, you are under no obligation, and if parents object to any activity on the trip that can be easily changed. Parents will likely be concerned about safety, so you should be ready to answer any questions they may have.



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 **01292 477 771**
or complete our **online quote form**,
and we will get back to you without delay.

