

Personalized Service & Support



Planning Your Tour

- Talk to an experienced tour coordinator who will assist you in designing your tour.
- Most questions can be answered in a day or two, not a week or more.

Promoting Your Tour

- Customized brochures provided with your itinerary, your travel dates, and your sign-up meeting information and application deadline.
- A PowerPoint presentation specific to your tour will be created for you to use at your sign-up meeting.
- Customized posters specific to your tour will be provided to put in your classroom and around your school.

Preparing Your Students

- Our *Travel Handbook for Students* covers cultural, as well as practical information about the upcoming tour and provides resources so that students are well-prepared for travel.
- Our *Travel Handbook for Parents* sent to each parent provides answers to commonly asked questions and also helps parents prepare their child to travel.
- Other materials to help you keep your students informed throughout the months leading up to the tour about applying for a passport, packing, and much more.
- Parents can call CETA at any time if they have questions.

For More Information

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Planning Tips for Your Tour with CETA

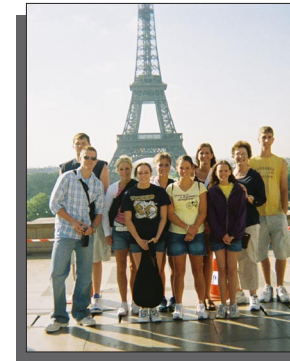


Suggestions and Information about Creating a Tour Itinerary that Best Fits the Needs of Your Group.

Tips For Planning Successful and Stress Free Student Travel

When Should I Start Planning my Tour?

- The earlier we have your departure date and itinerary finalized, the earlier we can **secure that all-important airfare**.
- Planning early also allows your students ample **time to earn money** for the tour through fund-raisers and part-time jobs.
- If you would like CETA to **promote your tour to other schools**, early planning is essential. The more time we have to promote your tour, the better chance we have at finding a group to join it.
- If you are unable to plan your tour early, being **flexible with dates** may help CETA secure airfare for your group.



A French group enjoys a sunny day of sightseeing in Paris.

When is the Best Time to Depart?

- For spring tours, departures **before the end of March** tend to have less expensive airfare.
- If you are traveling as your own group during the summer and can depart **prior to Memorial Day weekend**, you may receive a better airfare rate.
- Friday, Saturday & Sunday travel tends to cost \$30 - \$50 more per person than **mid-week travel**.
- If you are opening your tour for other schools to join, it is **best to depart in mid-June** in order to allow for differences in school ending dates.
- Tours should **allow for make-up instruction days** due to unforeseen closures (snow, etc.), but still depart shortly after the end of the school year so that those students with summer jobs are minimally affected.

Can I Travel as my Own Group?

- Our general rule of thumb is that the price advantage for traveling as your own **private group begins with 20 - 25 paying participants**.
- Tours with less than 20 - 25 paying participants are possible, but **costs increase as participant numbers decrease**. If a student in a group of 20 cancels it has more of an impact on the rest of the group than a cancellation on a group of 35.
- Statistically, if you have 60 students express interest in traveling, **about 25 - 30 students actually commit** with a deposit and application. That being said, schools with a strong travel history or with an established exchange may have better participation.
- If you strongly desire or are required by your district to travel as a private group, tours that **use public transportation vs. private coaches** are more economical. The best itinerary for these groups is a visit to one or two major cities with activities and excursions on trains or other public transport.
- Customized tours are possible even if you don't have enough students on your own. Plan a **tour with a colleague** from another district or ask CETA to match you with another teacher "in the same boat."

A German group poses at the City Wall in Rothenburg.



What Type of Tour is Best for my Group?

- **One or two cities with excursions:** works best for small groups and shorter itineraries.
- **Extensive tour:** these tours are best for large groups that can minimize the costs of a private coach for 2 weeks of touring.
- **Family stay with pre- or post-tour:** If the host family experience is the focus, we can offer short to mid-length tours before or after the family stay to enhance the foreign travel experience.

How Can I Keep my Tour Affordable for my Students?

- If you are willing and able to **lead your own tour**, you will save your students a considerable amount of money, especially if your group is small.
- Taking the **minimum number of chaperones** required by your district will help to keep costs down.
- Little changes add up fast. For example, two **special restaurant dinners can add \$75** to the trip price.
- Dinners **served at the hotel or youth hostel are a great bargain** compared to dinner “out on the town.” Your students will end up spending more money paying for dinner on their own every night than if dinner is included every night.
- If you would like to **include a special meal, lunch is a great opportunity** to do so. It also happens to be significantly less expensive than dinner at the same restaurant.
- Trains in Europe are not the bargain they were years ago. The weak dollar exchange rate has **increased the cost of trains**, along with the increased utilization of pricey high speed trains such as the TGV in France, AVE in Spain or ICE in Germany.
- If you want to offer your students the train “experience,” consider offering either a **short suburban train excursion** or an overnight train that saves your tour days rather than hours of traveling (think Paris to Madrid, not Paris to Bayeux).
- Choose the most economical accommodations for your itinerary. **Staying in the suburbs** vs. the city center typically saves your group a considerable amount of money.
- If you are unsure of what accommodation options are available for your destination, **CETA can recommend accommodations** that will fit your group’s itinerary and budget.



German group at Brandenburg Gate, Berlin

What are my Options for a Family Stay?

- The most economical family stays are those arranged directly between you and a cooperating teacher in your destination country. We have several clients with **GAPP exchanges** for whom we make airfare arrangements, as well as coordinate a pre- or post-GAPP tour.
- **CETA offers family stay arrangements** for teachers who do not have family stay contacts of their own, but at a higher cost than if you had your own contact.
- If you have a private family stay arrangement and cost is a concern, **consider making the family stay longer** and taking a couple of excursions during the family stay.
- Ask your host for suggestions for **inexpensive sight-seeing ideas** (bakery visit, city museum, school visit, etc.) that can be included as a part of the family stay.

A host mom receives a gift of flowers from some of her students.



How Can I Encourage More Students to Join my Tour?

- **Keep parents and students informed** of the planning process, even in the early stages before a price and departure date has been finalized.
- Send a survey letter home asking parents and students **how much they are willing to spend** and how long students are prepared to be gone.
- If you are debating between two itineraries, you may want to **poll students** to find out which is the more popular itinerary.
- **Plan a sign-up meeting well in advance** for maximum attendance by both parents and students.
- **Advertise your sign-up meeting** in your classroom and hallways with personalized posters from CETA and daily announcements, if permitted.
- **Invite colleagues from another district** to attend the sign-up meeting or promote the tour in their classrooms.

More Information

Scholarship Opportunity

CETA awards five \$500 need-based scholarships to deserving students registered for a 2010 tour. Students can request an application packet from CETA Tours after they have received the acknowledgement of their deposit from CETA.

Fundraising

CETA works with schools to accommodate fundraising programs and will accept fundraising checks as a form of payment.

Spanish students visit a Biological Reserve in Costa Rica and learn about the biodiversity of the rainforest.



Below: A sample of the spectacular flora and fauna found in this region.

Insurance

- All teachers traveling on tours arranged by CETA are covered by our liability insurance.
- Low cost trip cancellation/interruption insurance (including medical coverage) is offered to each participant upon application or can be included in the cost of your tour.
- CETA can answer questions about insurance and assist participants in choosing and purchasing travel insurance coverage that meets their needs.



2011 Terms & Conditions

Payment Schedule

Spring Groups (February - April)

- \$500 deposit with application
- \$1000 due October 15, 2010
- Balance due January 15, 2011

Summer Groups (May - August)

- \$500 deposit with application
- \$1000 due January 15, 2011
- Balance due March 15, 2011

Cancellation Policy

Spring Groups

Enrollment date - October 15, 2010	\$125
October 16, 2010 - January 15, 2011	\$500
January 16, 2011 - 31 days prior to departure	\$500 plus lost deposits
30 days or less prior to departure	no refund possible

Summer Groups

Enrollment date - December 15, 2010	\$125
December 16, 2010 - March 15, 2011	\$500
March 16, 2011 - 31 days prior to departure	\$500 plus lost deposits
30 days or less prior to departure	no refund possible

Prefer to Join an Already Planned Tour?

A variety of organized tour options are available for your group to join. Contact us for more information and prices from your departure city.

Customized Educational
CETA TOURS
 Tour Arrangements