



## HOW TO RECRUIT FOR YOUR STUDENT TOUR

Now that you've created your custom student tour itinerary, the time has come to find the travelers in your school. You can use multiple tactics to promote your trip and recruit students, but no matter which you choose, one fact rings true: the earlier you start, the better! On average, groups who book over 12 months in advance of the departure date recruit twice as many students as those that book within 6 months of departing. Aside from getting an early start, here are our top ways to promote your tour, recruit students, and get them excited:

### CLASS ANNOUNCEMENT

As soon as you decide on your trip, make an in-class announcement. You should include trip details such as: travel dates, destination(s), top attractions, accommodations, tour objectives, fundraising dates, and the date of the parent meeting.

**Make it clear that only a certain number of participants may attend, and that those who register late will be placed on a wait list.**

### EMAIL BLASTS

Following your initial announcement, continue to keep parents and students in the loop about your tour by sending emails covering relevant subjects like:

- Upcoming deadlines and events
- Fun facts about your destination
- Scholarships and fundraisers
- Videos and pictures from the previous year (if available)

### PARENT LETTER & SUPPORT MATERIALS

We will provide you with materials to send to parents, including your itinerary, tour inclusions and price, registration and payment information, and information about Brightspark Travel. We will also provide you with a flyer detailing our Refund Guarantee Protection (RGP), and an enrollment form. You may also want to send additional information regarding Brightspark's strict safety standards, resources for parents, and the educational value of a student tour.

### SOCIAL MEDIA

Bring attention to, and build excitement for, your trip by using social media to post articles and information, share photos and videos from previous trips, or send deadlines and event reminders. Social media can also act as a forum where students and parents can ask questions and address concerns.

**Fun idea! Do you have photos from previous years? Create a slideshow or video to share on social media, via email, or at a meeting, to show what a tour is really like!**



**PRO TIP!** Not only is Kris a Senior Tour Consultant at Brightspark Travel, she also acts as a Group Leader. Taking over 100 middle school students to Washington, DC each year, she knows a thing or two about the best ways to recruit for a tour. Her best piece of advice?

**Make sure to have a parent meeting to answer any questions they may have about the tour. Advise them to sign up quickly so plans can be made for the right number of participants.**