

How to Plan an Educational Tour

A 101 GUIDE FOR FUTURE ACIS GROUP LEADERS



Why Educational Travel



TRAVEL. CHANGES. LIVES.

We see it every single day. Both kids and educators come back from their trips moved in ways that they never expected.

“

This trip changed my life and meant so much to me personally and professionally.”
- **Group Leader Antonia M.**

“

My kids are changed. They see the world differently now.”
- **Group Leader Robert C.**

“

It was the trip of a lifetime. It gave me a chance to experience the world and enjoy it in ways that I never have before. The trip sparked a bigger interest in history and culture for me and most certainly made me want to go back.”
- **ACIS Traveler Zachary M.**



Out of 930 ACIS Former Travelers Surveyed:

67% continued to study a foreign language in college.

37% who went on to college said that their travel experience influenced their field of study.

94% felt more independent after their trip.

For more stats behind the power of educational travel, discover our [ebook!](#)

Group Leaders Benefit Too

ACIS educational travel is amazing for student growth, but we also offer a full rewards program just for Group Leaders. Highlights include:



[Discover our World Traveler Rewards Program](#)

Now that you're convinced:
LET'S START PLANNING

Meet Your Program Consultant

Your ACIS Program Consultant is going to be your rock throughout the planning process. Each Group Leader works with a member of our dedicated team of consultants, so you get the chance to know them personally and they can treat your tour as an individualized experience.

You'll start out with a call to discuss your educational interests and discover which ACIS itineraries might fit your needs.

Sample considerations taken into account:

- Classroom goals
- Countries/regions of interest
- Student ages and experience levels
- Desired cost per traveler

10 QUESTIONS TO CONSIDER
WHEN CHOOSING A TRIP

Contact ACIS

1-800-888-2247

[Reach Out Online](#)



“

[ACIS] made my job so much easier and your mastery of logistics enabled our leadership team to stay focused on the engagement of our students.”

- Group Leader Scott H.

The Big Question:

What do you hope your students will get out of an educational travel experience?

Choose Your Itinerary

Your first big task of planning an educational tour is figuring out where you want to go! ACIS has over 200 itineraries to destinations around the world, but they are just the start. We offer the ability to **personalize** existing trip itineraries and **can build completely unique itineraries** from scratch: Not every educational travel company lets you think outside the box.

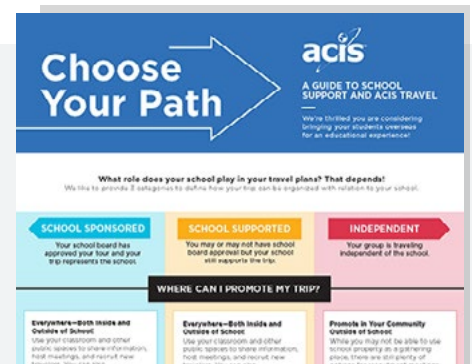


Trips custom built for YOU!

We cater to your specific classroom needs and have an array of options tailored to subject needs. We'll get you an itinerary that meets your educational travel goals!

For educators, another common question at this stage is often — How involved will your school be?

Our Guide to School Support answers top questions about traveling with and without school board approval. Whether you choose to go with full school board approval or function as an independent trip, you will have ACIS's full set of resources at your disposal.



GUIDE TO SCHOOL SUPPORT

Money Matters

We know price is a key factor in choosing an educational tour. There are several different ways we can work to find your ideal budget.

Each itinerary is going to feature a combination of the following:

- **Sightseeing Experiences**
- **Cultural Connections** – Our hands-on learning activities designed to maximize educational engagement. Think cooking classes, city bike tours, art lessons, and traditional dance demos.
- **Flights**
- **Hotels**
- **Meals (Breakfast and Dinner)**



These are the building blocks: You'll get to customize the itinerary with your Program Consultant

Tour Categorizations

We've organized our tours into different categories arranged by amounts of free exploration time given: Explorer Tours will have the most free time and provide the lowest price point, while Insider Tours feature the most number of Cultural Connections included.



Insider

Most culturally inclusive tours



Classic

Perfectly Balanced Favorites



Explorer Value

Most affordable with plenty of free-time

Important to note that no matter which type of tour you choose, the same premier customer service, 3- or 4- star centrally located hotels, and top-tier ACIS Tour Managers apply to all!

Timing

When you are planning to travel will affect the price per traveler.

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
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On the whole, the summer months are going to be the most expensive dates to travel abroad. Consider a winter or spring tour to get reduced rates (and bonus reduced crowds!)

Customizations

We want you to have the trip that you want, which is why we work with you individually to personalize any itinerary.

With a large enough group, you guarantee a private tour which increases flexibility and your ability to customize your experience. That could mean adding a city to the itinerary, removing an activity that doesn't fit your objectives, or working in an extra Cultural Connection along the way.



I always appreciate the ability to customize our tours to cater personally to our tastes and preferences.”

– Group Leader Brian D.

- You've got your itinerary.
- You've picked your departure and return dates.
- You've made some customizations.

Now?
It's time to start recruiting!

Recruitment Materials

Cuzco and the Amazon
JUNE 18 - 26, 2022

GROUP LEADER: **Grisselle Laborde** | GROUP ID: **281647** | DEPART FROM: **NYC** | DEPART IN: **0 days**

REGISTER NOW

TELL ME MORE

Announcements & Reminders
Welcome to your next travel adventure! Please [let us know](#) if you have any questions about this tour.

Share the LOVE
f t i

TRIP OVERVIEW | ITINERARY & ROUTE | TOUR PRICE | TOUR MANAGERS | GROUP TRAVEL YES | PRINT PDF

What's Included

- Round-Trip Flights >
- Daily Breakfast and Dinner (unless otherwise noted) >
- Pachacamac Ruins
- Lima-Cuzco Flight
- Gorikancha Temple

TripSite

After you've confirmed the details of your trip, your Program Consultant will provide you with materials custom-built for you to start organizing. Every tour has its own custom TripSite that you can use to promote recruitment, post updates, and keep your group on track prior to departure.

Custom ACIS PDFs and PowerPoints

ACIS will also provide you with a customized PDF and a recruitment meeting PowerPoint that highlights all of the important information on the trip. Easy to share with students and parents over email or in a flyer!

Paris, Lourdes & Spain

with Ms. McCarthy
June 2025

TRAVEL CHANGES LIVES

Recruitment Steps

1. Host A Trip Meeting

A trip meeting is the key way to share trip information and start signing up interested students!

Where?

Your location and promotional abilities within school grounds will [depend on your level of school support](#). For school supported trips, you can easily host in your classroom, either after school or during lunch breaks. Remember that virtual meetings are a great option, too! You have the added bonus of a screen recording that you can share with anyone who misses the meeting.

When?

Tuesdays, Wednesdays, and Thursdays between 6-7 pm have worked well for previous ACIS Group Leaders, but you can plan the timing based on your student needs.



Need to host your meeting outside of school? Places like libraries, community centers, and local cafés are great options.

How?!

Don't worry: We have [plenty of resources available](#) to guide you through the meeting process, from [meeting flyers](#), to custom PDFs and responses for top parent FAQs. Your Tour Consultant will provide you with the custom PowerPoint and can offer a personalized discussion on how to present it at the meeting.



PRO TIP:

Share Your Excitement!

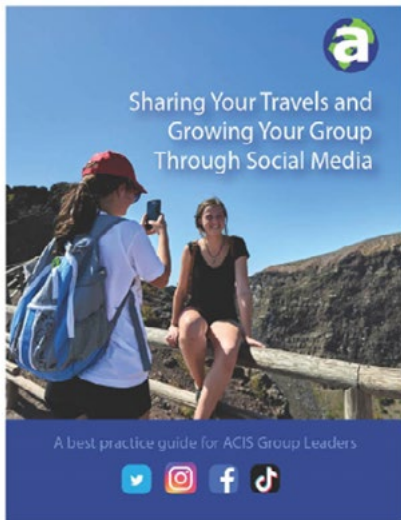
If you're passionate about traveling, it will show—not just to students but to the parents who are entrusting you.

2. Follow Up With Emails

Once the first meeting has wrapped, you can follow up with potential participants using our sample email templates.

- ▶ [Email Everyone who Attended the Meeting](#)
- ▶ [Email Everyone who Missed the Meeting](#)
- ▶ [Email to People who Expressed Interest, but Haven't Registered](#)
- ▶ [Email when First Participant Registers](#)

For even more promotional samples and ideas for follow ups, check out our [Recruitment Section](#) on Group Leader Academy.



3. Promote, Promote, Promote!

From that first meeting onward it's a matter of momentum. The more you promote, follow up, and offer opportunities to learn about the trip, the easier it becomes to engage student interest.

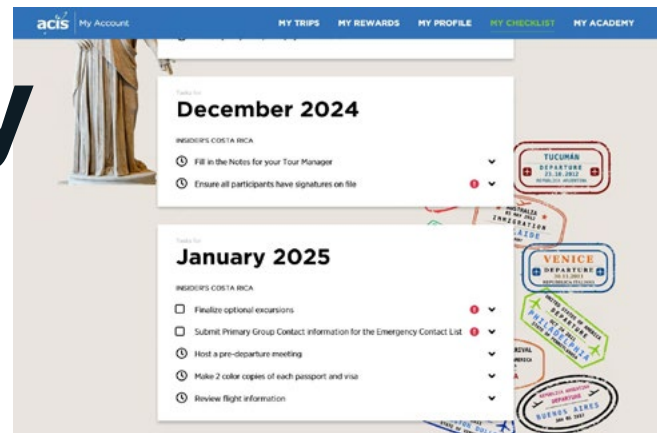
And don't forget about the power of social media to help you recruit! Our [social guide](#) provides best practices for using social media to promote your educational tour.

Register 5 Participants:

Your Trip is a Go!



Getting Ready for Departure



Organizational Resources: **Check!**

Each Group Leader Account features a dynamic checklist to use during the pre-departure process. The two areas of focus for any group leader are going to be travel documents and finances.

Travel Documents:

Make sure everyone has their necessary documents ready for travel.

USE THIS TEMPLATE TO REACH OUT TO PARENTS



Finances:

Automatic Payment Plans

Keeping registered students up-to-date on their payments is key, and ACIS has an automatic payment system to help you help them. Students choose a payment frequency (every 2 weeks, every 4 weeks, monthly, quarterly), and payments are automatically deducted from their checking or savings account.



Automatic Payment Advantages

- FREE enrollment
- Avoid late fees
- Save \$50 off your total balance
- More time to pay: Final payment can be set up to 45 days prior to departure compared to 90+ days with our manual plan

ACIS Support: **Double Check!**

Remember, you're not going through this process alone! Your ACIS Program Consultant will be in contact right up through your departure date to make sure you have everything you need.



I really appreciate having a relationship with ACIS staff – they are attentive to the needs of our group and answer questions quickly and professionally.”

– Group Leader Todd B.

Other Key Pre-Departure Dates

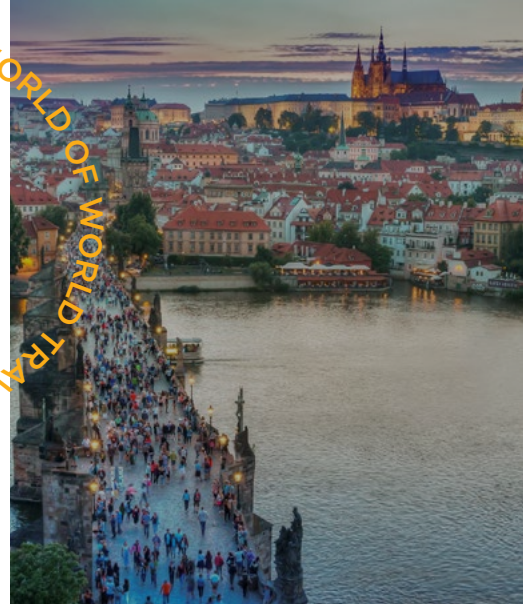
<p>6-9 Months Pre-Departure</p>	<ul style="list-style-type: none"> • Ensure participants have the necessary documents such as visas and passports • Finalize any alternate return flights • Review participant payment statuses to minimize risk of cancellations
<p>3-6 Months Pre-Departure</p>	<ul style="list-style-type: none"> • Finalize optional activities • Review travelers rooming lists • Select your assistant chaperones • Receive Stipend Preview for free chaperones • Finalize Emergency Contact list
<p>0-3 Months Pre-Departure</p>	<ul style="list-style-type: none"> • Host pre-departure meetings • Get participants ready to travel with final checks on passport information

Before you know it, you will be on a plane to your destination, ready to change lives through an ACIS educational travel experience.



The Rewards of ACIS Travel

WELCOME TO THE WORLD OF WORLD TRAVELER REWARDS.



Beyond being life-changing for your students, travel should be rewarding for you as a Group Leader.

Earn Points. Earn Rewards.

For every trip you take with ACIS, you'll receive points for every registered participant. You can then redeem those points for tour upgrades, cash bonuses, scholarships, and ACIS Global Conferences. First time ACIS Group Leaders are also invited on Training Weekends when they register just 5 participants.

WTR Levels

Bronze

Leading your 1st-2nd trip
10 points per participant

Silver

Leading your 3rd-5th trip
20 points per participant

Gold

Leading your 6th-10th trip
30 points per participant

Platinum

Leading your 11th-20th trip
35 points per participant

President's Club

Leading your 21st+ trip
40 points per participant

ACIS Global Conferences

Global Conferences are free trips exclusively for group leaders and companions. Hosted in destinations around the world, from Ecuador to Egypt, Paris to Peru, these all-inclusive adventures provide an opportunity to meet educators from around the U.S. and enjoy the best of ACIS travel experiences. All Global Conferences include airfare, accommodations, select gourmet meals, exclusive excursions and more.



Training Weekends

Every first time Group Leader who registers 5 participants is invited to our free Training Weekends in Barcelona and destinations in Latin America. You'll learn from ACIS staff how the tour process works, meet fellow traveling educators, and experience an exciting destination.

“

I'm very impressed with everything we did. It's much more than travelling because I feel that what was emphasized was not looking, but seeing. It changes the tourist perspective for our students.”

- **Group Leader Maria D.V.**

“

There are things in my career that make me feel like I'm doing the right thing and this is one of them.”

- **Group Leader Jessica D.**

Are you ready to plan an ACIS educational tour?

Let's Get Started!

Need even more details
on planning an ACIS
Educational Tour?

DISCOVER OUR GROUP
LEADER ACADEMY

