

*"The students were able to see their history textbook come alive. Their memories from this trip will last a lifetime."*

**MAGGIE EUBANK, HUDSON MIDDLE SCHOOL**



*"One of our best trips ever! The bus driver was fantastic. All other arrangements were great."*

**JODY ELSNER, VILLA ACADEMY**



*"As a parent and administrator, I would definitely recommend this 'adventure' to every student. Thanks for such a memorable time!"*

**CHRISTI GRANNIS, RIBET ACADEMY**

*"We really enjoyed the Improv Workshop and great seats to all the shows."*

**BILL GILBERT, SWEENEY HIGH SCHOOL**



[www.schooltours of america.com](http://www.schooltours of america.com)

*What's the best way to reinforce the lessons you teach in the classroom?*

At **School Tours of America, LLC**, we've made it our business to deliver unique travel opportunities that support classroom learning. As the leading educational tour company, our team of professionals is made up of many former teachers. That's why we provide a unique perspective in providing thoughtfully-planned, well-guided educational tours that are affordable to a wide range of students and families. These non-school-sponsored trips open students' eyes to the history, culture and capitalism that make the United States such a great place to live.



# **EXPOSE YOUR STUDENTS** TO REAL-LIFE EXPERIENCES OUTSIDE THE CLASSROOM.



## **THERE'S NO HOMEWORK WITH THIS ASSIGNMENT.**

STA knows that in many cases, this is your student's first opportunity to travel away from home, and we want to make sure it's full of excitement and personal growth. That's why we make the planning and details easy for you and your students. STA provides you with a personal tour coordinator who works with you hand-in-hand to take care of the details, from the time that the decision is made to travel with STA to the time you return home. Of course, we do all the homework for you and only ask that you follow the easy steps that STA provides for promoting your trip. Plus, the only assignment for your students is to arrive with the enthusiasm to absorb all that they observe and to return with new knowledge and great memories.

## **WHY DO WE CARE?**

STA cares because we're a family, just like you. Our network of professionals extends from our tour coordinators to our hand-selected local guides and bus drivers. We've talked to hundreds of teachers and parents along the way, and we understand your concerns. Our travel professionals take on the responsibility of planning, providing promotional materials, security, collecting payments and all the other details so that you can focus on what counts most—the students.

## **CHOOSE YOUR TRAVEL DATES AND DESTINATION**

**From your classroom to the front steps of the US Capitol—STA provides a personal touch.** Every student group is different, with unique goals and needs. We know that in the eyes of your students, this is often a first-time opportunity to travel away from family to new destinations. At STA, we respect this by always providing a customized approach to planning your trip. That's why no two trips planned by STA are alike. We truly believe that it's this personal touch that sets us apart from the competition. And, we take this hands-on approach seriously, from our tour coordinators down to our local representatives. In fact, don't be surprised if you are personally greeted by STA's company president on the steps of the US Capitol.

### **CHOOSE FROM MULTIPLE DATES AND LENGTHS OF STAY.**

The first step in taking this personal approach is providing flexibility—with dates, lengths of stay and destinations. We know today's students are very busy with multiple activities, and competition for their time and attention is tough. Our first step is to simply help you choose the most suitable dates to travel.

In our years of experience, we've discovered that Spring Break, Easter holiday and the first few weeks of summer vacation are the most convenient times to plan student trips. Of course, we offer travel throughout the year, and will create a trip around the dates that are most suitable for your group. We offer multiple trips at multiple lengths, from three days to seven days, to meet your needs.



## **STA PROFESSIONALS GIVE THE RIGHT DIRECTION TO CHOOSING THE RIGHT DESTINATION.**

The next step in a successful student trip is choosing the right destination that's appealing to your group AND supports the classroom curriculum. What better place to cultivate learning than two cities rich in history and culture—Washington, DC and New York City.

Can you imagine the look on your students' faces as they see The Statue of Liberty for the first time, as they tour through the New York Stock Exchange, or as they watch a live session of Congress? STA travel coordinators are experts in planning trips to these destinations that are rich in history, business, science, culture and the arts. Plus, we provide multiple opportunities to take side trips to Williamsburg, Jamestown, Philadelphia and other nearby destinations.

We provide multiple itinerary recommendations as a starting point for planning your trip. Below describes our most popular destinations, areas of emphasis and lengths of stay.



*As the tour director, what are my responsibilities for planning the trip?*

**STA MAKES IT EASY AND HASSLE-FREE TO PLAN A STUDENT TRIP. You only need to promote the trip to your students and parents. We manage the itineraries, promotional materials, payment processing and direct communication to the parents.**



*When will the students have free time?*

**STUDENTS ARE KEPT EXTREMELY BUSY DURING AN STA TOUR, AND ALL ACTIVITIES ARE GROUP-BASED.** However, we encourage you to allow time for socialization and fun while on the buses, on the tours and at planned activities.

<b>DESTINATIONS</b>	<b>SIDE TRIPS</b>	<b>TRIP CATEGORIES</b>	<b>TRIP LENGTHS OF STAY</b>
<p><b>Washington, DC</b> The nation's capital is an endless source for US history and progress, from the birth of our country to today's political process</p> <p><b>Williamsburg/ Jamestown</b> Living historical communities that represent the first permanent English settlement in the New World and the colonial capital of Virginia, featuring life in early America</p> <p><b>New York City</b> The most populous city in the US and epicenter of global business, media, fashion and culture</p>	<p><b>Amish country</b> Dutch country communities in southeastern Pennsylvania that have retained many 18<sup>th</sup>-century traditions</p> <p><b>Gettysburg</b> Site of the famous Civil War battle in 1863</p> <p><b>Philadelphia</b> The social and geographical center of the original 13 American colonies and home to great Americans like Betsy Ross and Benjamin Franklin</p> <p><b>Boston</b> The site to many historic events of the Revolutionary War, like the Boston Tea Party</p> <p><b>Baltimore</b> The second leading port of entry for immigrants to the US during the 1800s</p> <p><b>Charlottesville</b> The home of Thomas Jefferson and his Monticello plantation, James Madison and James Monroe</p>	<p>American History</p> <p>Art History</p> <p>Business</p> <p>Drama</p> <p>Science</p>	<p>3 days/ 2 nights</p> <p>4 days/ 3 nights</p> <p>5 days/ 4 nights</p> <p>6 days/ 5 nights</p> <p>7 days/ 6 nights</p>

## **WE DELIVER A CUSTOMIZED APPROACH AT AN AFFORDABLE PRICE—WITH NO HIDDEN CHARGES.**

If you don't see a trip itinerary that fits your needs as a teacher, then we'll design one for you, all at an affordable price with no hidden charges. We guarantee that the price you present to your parents and students is the price they can expect.

In fact, the prices quoted to you often include everything except the student's personal spending money for souvenirs. *The following are included in the trip price:*

- Round-trip transportation
- Quality hotel accommodations
- All meals (except en route)
- All admissions and fees
- Evening activities
- Licensed tour guides
- Additional nighttime security guards
- STA representatives who meet every tour at the airport and the hotel each night
- Accident, illness and medical insurance
- Trip-cancellation insurance (optional)
- General Liability & Professional Errors & Omissions Insurance

## **TEACHERS CAN TRAVEL FREE.**

As the sponsoring teacher of your student group's trip, we give you the esteemed title of **tour director**, which means you also have an opportunity to earn free travel. STA recommends a chaperone-to-student ratio for each trip, based on the length of trip, age of students and destinations.

Teachers and chaperones receive free travel for every group of fully-paid students that meet this ratio. In other words, if your trip ratio is one chaperone to 15 students, then you will receive one free trip for every 15 students who pay in full.

Additional tour director benefits include the opportunity to earn STA travel bucks and take advantage of seasonal promotions during our busy spring season. These travel bucks are based on the total number of paid students that travel under your direction during the entire year. STA travel bucks can be redeemed for future airline tickets and other travel perks.





## **BUILD THE EXCITEMENT**

You've chosen your dates of travel and your destinations. The next critical step to a successful trip is building the excitement among your students. When it comes to promoting your trip, STA makes it easy, guiding you every step of the way.

As soon as you agree to travel with STA and choose your destination, tour directors receive a welcome package that includes promotional materials, posters, handouts, videos and registration packets about your trip. It's important to promote your trip as early as possible, as early promotion and registration allow for plenty of time for fundraising.

Your STA tour coordinator will contact you by email and phone to provide guidance, reminders and tips for staying on schedule with promotion of your trip.

*Do the students need extra spending money?*

**THESE TRIPS ARE DESIGNED TO INCLUDE THE COST OF TRAVEL, TRANSFERS, ACCOMMODATIONS, MEALS AND ADMISSION FEES. The only additional money needed would be to purchase souvenirs. For the students' safety, we discourage them from bringing a lot of extra money.**



## PROMOTE THE TRIP TO STUDENTS

Like you, STA works with kids all year long and we know what it takes to get their attention. We also know that to get parents' attention, we must first start with the kids. That's why we provide you with tools and tips for creating that special "buzz" among your student population about your trip. Here's just a few ways STA helps:

**Posters**—We provide plenty of posters about your destination to hang in your classroom, in the hallways, in the cafeteria and other favorite hang-out areas for the students.

**Video**—STA provides a free video of your destination of choice, which gives an overview of that area and key points of interest on the trip.

**Actual footage from previous students at your school**—STA has a special arrangement with *Create-A-Video by PhotoVision*, a production company that provides a free camera to each tour group. Teachers and students take responsibility for shooting video footage throughout the trip. Create-A-Video packages this footage into a creative commemorative CD keepsake that rekindles the excitement of your school's travel experience that can be shared with students who are now considering an STA trip.

**Registration packets and updated registration lists**—These packets, provided in your welcome package from STA, gives students and parents all the details needed to make a decision. Included in your registration packet are pre-written letters that introduce the trip opportunity, which students can take home to their parents. Parents can register online, by fax or by mail. Plus, teachers have access to registration lists online through the STA website, and can view updated lists of students who have already registered for the trip.



*What do you do about students who misbehave or break the rules?*

**STA ENFORCES A CODE OF CONDUCT AND ASKS THAT TEACHERS AND CHAPERONES SUPPORT THIS CODE OF CONDUCT. Any child not acting responsibly or adhering to the guidelines set by the tour director and chaperones will be sent home at the parents' or guardian's expense.**

## PROMOTE THE TRIP TO PARENTS

A trip cannot be successful without the support of families. STA manages most of the communication to the parents, from payment information to last-minute trip details, so that all you have to do as a teacher is get the parents excited about this once-in-a-lifetime opportunity for their kids.

**Parent meeting agenda**—STA encourages teachers to schedule a presentation to parents and students within the first two weeks of receiving your STA welcome package in order to discuss trip details, answer questions and show the video. This gives students and families the time to make a decision, register for the trip and pay for the trip in a manner that's suitable for them. In your tour director packet, you will receive a presentation format for this meeting which covers the educational benefits, trip details, sample itinerary, registration, payment information and fundraising ideas.

There's no need to create any new materials as STA makes it easy by providing everything you need for this meeting, including flyers promoting the meeting, registration letters and packets to hand out at the meeting.

**Access to STA representatives**—Most parents will have questions regarding safety, payment, discipline and other issues. STA provides teachers with all the answers and details in a comprehensive Tour Director Handbook which you receive once STA receives the first registration for your trip. Plus, STA representatives are always available to speak with parents directly. Simply provide the parents with the STA toll-free phone number—1-866-543-9625.

**STA handles communication with parents**—We know that your time as teachers is valuable and you have limited opportunities during the day to follow up with families. STA manages the communication to parents directly, so tour directors don't have to. Once the student registers for the trip, STA sends a thank you letter directly to the parents, as well as payment vouchers, t-shirts and a final letter just before the trip which outlines the travel details.

**Fundraising recommendations**—Fundraising can help to offset the trip cost for students, and STA provides you with recommendations on fundraising techniques in your Tour Director handbook. While STA does not manage the fundraising for a school, we do offer contact information for companies that provide fundraising opportunities. These resources are located in both the Tour Director handbook and on the STA website at [www.schooltoursofamerica.com](http://www.schooltoursofamerica.com).

# LET STA HANDLE THE REST

Your promoting efforts have been successful! Now it is time to move to the next step and let STA handle the rest.

## OUR NUMBER ONE PRIORITY IS TO MAKE YOUR JOB AS EASY AS POSSIBLE.

That's why we take care of the details, so that you can relax and have peace of mind in knowing that you are providing a safe, affordable, high-quality learning experience for your students.

## HOW DO WE DO IT? BY DELIVERING THE HIGHEST STANDARDS OF EXCELLENCE.

We strive for the highest standards of excellence in customer service, from the tour coordinators to safety procedures to accounting practices. We deliver a turn-key experience, so that all you have to focus on is making sure you and your students have great, long-lasting memories.

*Here's more of what you can expect from STA:*

**Personal tour coordinators**—The best way to receive personal attention is to develop one-on-one rapport with our experienced tour coordinators. At the time you make the decision to travel with STA, you will be contacted by your personal tour coordinator. From providing communications tools for the parents, to your final point of arrival, your tour coordinator will work with you throughout the entire process. This person handles all the logistics and tour bookings for you. Plus, you'll be given a personal toll-free phone number that directs you to your tour coordinator anytime, morning, noon or night. And, your tour coordinator will follow-up with you after the trip to make sure we exceeded your expectations.

*How do you choose accommodations?*

**WE WORK ONLY WITH NATIONALLY-KNOWN HOTELS, like Hilton, Holiday Inn and Sheraton, and we choose properties based on their safe and secure locations and quality accommodations.**



**Professional bus drivers and local representatives**—STA hand-selects bus tour drivers who are truly the personality of the trip, selected for their knowledge of the local area as well as their ability to relate to students in a fun and informative way. Plus, local STA representatives greet your group upon arrival, assist students with boarding the bus at the airport and meet with teachers and chaperones each night to go over any changes that need to be made during the trip. These representatives are key to making sure your trip experience is seamless and stress-free.



**Tour Central Office**—STA's presence extends from its headquarters in Houston, Texas to its Northeast nerve center known as the Tour Central Office, which provides a local presence during your trip. This is the central point for STA's trip coordination and it's accessible 24/7. All logistics, trip escorts, hotels, buses and security guards are managed through this office.

**Safety standards and practices**—Safety is STA's number one priority, and we take this responsibility very seriously. That's why we put the following steps in place to ensure a safe and secure environment.

- **Identification.** Every participant carries a card or wears a wrist band to clearly identify them as part of the tour. Each ID also provides emergency contact information as a quick reference, including a telephone number answered 24/7 by School Tours of America.
- **Buddy system.** All students must participate in all activities with at least one or more students.
- **Professional nighttime security guards.** These security officers are on duty every night on hotel floors occupied by the students. Except for emergency situations, each student is expected to adhere to a nightly curfew.
- **Cell phones.** All STA personnel carry cell phones, and also encourage students to bring their own cell phones.
- **Hot line.** STA maintains a 24-hour, toll-free emergency phone number for students, teachers and parents, providing quick access in the event of an emergency.

**Emergency training**—Every tour includes a detailed emergency and contingency plan and STA's Tour Central Office serves as the main point of contact to provide immediate response and follow-through should an emergency arise.

**Easy tour participant registration**—STA provides three simple ways to register—online, by fax or by mail. Plus, teachers can access the STA website to view daily updates of who has registered for the trip.

**Affordable trip prices with no hidden charges**—All price quotes are upfront with no hidden charges. This upfront, affordable pricing is an integral factor in making STA the leading company in student travel.

**Customized final itinerary**—While STA provides many itineraries and options as a starting point, we take a fresh approach to each trip as a blank page and customize it to your needs. If your trip request is possible, we will make it happen.

**Flexible accounting options**—STA communicates directly with parents on accounting and payments so teachers do not have to manage the exchange of money. In fact, we make it easy for parents by providing online payment and payment plans. We also process partial payments and fundraising payments. We are available to parents 24-hours a day via a customer service toll-free number to answer payment questions and other details of the trip.

*What is your cancellation policy?*

**IN THE EVENT A REGISTRANT MUST CANCEL, THERE ARE CANCELLATION CHARGES BASED ON THE DATE OF WRITTEN NOTIFICATION OF CANCELLATION. These charges vary based on how far out from the departure date that STA receives the cancellation notice. If you change the departure date, then cancellation charges remain effective for the original departure date. See details in the STA Terms & Conditions.**



Choosing to travel with STA is as easy as

1-2-3.

**CHECK OUT OUR WEBSITE AND YOU'LL SEE WHY.**

STA provides 3 customized points of access for teachers, parents and students to maintain a close touch on important trip details.

Go to [www.schooltoursofamerica.com](http://www.schooltoursofamerica.com) today.



**TEACHERS:** \_\_\_\_\_

**VIEW** the names of students who have registered, the names of students who have fully paid, and manage rooming lists

**CREATE** and email important trip announcements to participants

**ACCESS** the Travel Diary and post daily entries

**STUDENTS/PARENTS:** \_\_\_\_\_

**VIEW** account payments and balance

**READ** important trip announcements from your teacher

**MAKE** payments online

**FOLLOW** your child's experience by reading Travel Diary entries