



# INTRO TO ETA



educational  
travel  
adventures



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# WHAT IS ETA?

Educational Travel Adventures (ETA) has been a part of the travel industry for over 20 years. In those years, we have developed educational tours across the United States and abroad for schools and other organizations. All trips have an educational value and are customized to fit the goals and interests of each school. We specialize in subject based, class trips and performance tours.

To see a child's face as they step outside their own city for the first time is a life altering experience for a teacher. To sit down with political leaders, Broadway performers and world-renowned conductors can touch student lives beyond measure. Career paths can be formed, and eyes widened to all the possibilities awaiting their reach. Through experiential learning, ETA takes the pages of your textbook and brings them to life.

Planning a school trip can be a lot of work on top of your everyday duties as an educator. Our goal is to take the stress of planning a travel program off your shoulders. We manage all the trip details, online registration, marketing materials and more for an organized and hassle free planning process.

## ETA...

- **Customizes all tours based on your goals and interests.**
  - We provide all class trips to iconic U.S. cities and international destinations.
- **Organizes all aspects of your trip including itineraries and Logistics.**
- **Brings educational activities to the forefront of each program.**
- **Provides a professional Tour Manager that is with you throughout the entire trip.**
  - They will take care of sightseeing admissions, hotel accommodations and meals, among other duties. This allows chaperones to focus on students' educational experience and opportunities while touring.
- **Offers personal school website for registration and online payment so teachers do not have to handle paperwork or money collection.**
- **Guarantees that your group travels on its own and it not combine with any other group.**
- **Organizes a variety of community service experiences during trip, if you are interested.**
- **Includes expense-paid tour for one chaperone for every 10 students.**
  - The 1:10 ratio can be adjusted upon request.
- **Provides extensive fundraising program ideas upon request.**
- **Offers optional night security in your hotel each night**
- **Includes quality hotels with indoor corridors.**





## EXPERTISE, RELIABILITY & SAFETY

Safety is our first priority in all considerations from conception to completion of each program. We are active members of the National Tour Association (NTA), Airlines Recording Corporation (ARC), Student Youth Travel Association (SYTA), International Air Transit Association (IATA), and the American Bus Association (ABA), all industry associations of professional tour companies committed to excellence. In addition, we maintain a multi-million dollar liability insurance policy for your protection.

### Tours

We pride ourselves on being well prepared for each and every one of our tours. Our staff works meticulously to plan each trip, reviewing all safety measures and logistics to ensure a safe and successful program. Before the start of each trip, our staff members walk through each step of the tour to ensure that everything is ready for the group. This includes confirmation of all transportation, lodging, meals and activities.

### Destinations & Activities

Our destinations and activities are chosen to expose participants to new experiences and wonderful places. We only use reputable travel partners that come highly recommended throughout the industry.

### Tour Managers

ETA Tour Managers are the key to our continued success, and are vital to the integrity of our programs. Leading every program are highly qualified and energetic adults who have experience leading student groups. They are well-traveled, bright, conscientious individuals who love sharing their enthusiasm and life experiences.

### Tour hotels

All hotels are comfortable with indoor corridors for security. Night security may be included in your package. If it is not included, it is available upon your request.

### Transportation

When bus transportation is needed, we hire reputable partners and are familiar with student tours.

### Staff support

Throughout the duration of each program, our staff provides 24/7 assistance to all school administrators, tour participants and their families.





# PROGRAM SNAPSHOT

## Middle School Choir from Austin, Texas Travels to New York City

For some, it was their first trip to the Big Apple, the city that never sleeps, where the streets sparkle and dreams come true. There was so much to learn and soak in up every street and over every avenue. They were in for a trip of a lifetime.

Not only were these young sponges embarking on a journey to explore the famed structural highlights of New York City such as the Empire State Building and Central Park; their teacher wanted something more. She wanted her students off the tour bus, treading the land by foot and experiencing the city, its culture and people through educational experiences relevant to their performance

core. One highlight of their trip was a choir teacher's dream. These 30 students would step onto one of the world's most iconic stages to perform for a packed New York City audience. They had made it to Carnegie Hall. Their days were filled to the brim. Each morning they had choir practice for the big performance. They also saw an ETA exclusive performance of "Believe NYC" chronicling one woman's journey to Broadway. After the show, students participated in an hour-long workshop with a Broadway star! They also traveled to a local school for a choir exchange where the school's choir sang, they performed, and then they sang as a whole. It was a very special and rewarding moment for everyone. To top it off, they saw a Broadway performance and got together as a group and sang in the middle of Times Square!

The students' experiences in New York City prepared them for their big moment. They were ready for Carnegie. They were given courage by the actress in "Believe NYC," inspired by the Broadway performance and motivated by their experience at the local school. The students did a fabulous job, and the teacher's goal was accomplished. The students' personal growth was palpable as they learned and experienced something new with each step. To learn more about what your students can do, please contact your ETA Representative.





# TESTIMONIALS

"To begin with, ETA is extremely helpful. I worked very closely with them to plan a trip for approximately thirty fifth graders and ten adults. Whatever questions I had, they would either call or email right away. They are very easy to get in touch with and extremely easy to work with. They are very hard workers who want to make sure everything is perfect for every trip.

ETA plans the entire trip for you, taking into account the specific needs that each group has. After the first trip to DC, I had some requests to our itinerary, and they made sure these changes happened and that I was happy with our schedule. After going on two trips with Educational Travel Adventures, I would not use any travel company. I look forward to planning my next student trip with them."

-Tiffany, Teacher

"I just wanted to thank your company for making traveling affordable and hassle-free for our school/students. We had stopped traveling because of trips becoming too costly and so many restrictions/hassles put on us by other companies. Your company met our financial concerns and gave our students opportunities to "experience" the world. My parents always comment on how pleasant and helpful ETA is when they communicate with you. Thank you for being a valuable asset for the education process."

- Dennis, Magnet Coordinator

"For each trip, ETA has been extremely effective and excellent to work with. They set up a website, collect payments, and make suggestions for fundraising. If I have questions or problems they are prompt in returning my calls and helping me with any concerns. The school that I teach at has eighty percent of our students on free and reduced lunch. They (ETA) have a great payment schedule and are flexible with working with parents. They take care of so much of the work, which is wonderful for me as a classroom teacher. Once our trip has begun things run smoothly. They pick great and knowledgeable tour guides. Security guards for the motel are on time. They send us complete tour itineraries and things run on schedule. I highly recommend this company to any organization that is in the process of scheduling a group trip."

- Debbie, Teacher

"The staff is wonderful from beginning to end! They do a phenomenal job of taking care of every detail for you, so you can focus on your students and their experience. We take our 8th graders to Washington D.C. Suddenly, due to the experience and well-crafted tours that ETA provides, everything they have been taught comes to life in our nation's capital. It is truly a life-changing experience for our kids. As a teacher we strive to create authentic, real-world and hands-on learning in the classroom, and this is truly all of these components!"

- Erin, Teacher





# PROGRAM PLANNING PROCESS

## Envision your trip

We strive to create the best possible program for you and your students through your vision. Once we have discussed your program goals and interests, we will begin creating your proposal. Simply envision your ideal trip and we will strive to make every detail a reality.

## Choose your dates

We work around your schedule, so you choose the dates.

## Choose your destination

ETA is happy to recommend destinations based upon your trip objectives or provide a proposal for the city of your choice. For more information about destinations check out [www.ETAdventures.com](http://www.ETAdventures.com) or contact ETA.

## Final proposal and signed tour agreement

Based on your program objectives, destination, budget and dates requested, ETA will create your customized proposal for your program which will include your itinerary and cost. Included in the cost will be airfare (when applicable). Once a proposal is confirmed, your ETA Representative will send a tour agreement.

## Present the program to students and parents

Now that you have the program confirmed it is time to get your students and parents involved! You will receive information from ETA including a PowerPoint, flyer and fundraiser information when needed during your informational meeting to share at a student/parent interest meeting.

## Online registration

In order to make your program a reality, you must secure student participation. Be sure to share your enthusiasm for the program with your students and parents. You will be provided with a personal website with Login and Password where students can register for the program and make payments online. You will be able to pay online by credit card, debit card or e-check. Teachers will have an administrator login where they can view the trip manifest, create a rooming list, and more.

## Travel

Enjoy your trip! Assist the Tour Manager in creating the best possible experience for your students! Expertise, Reliability & Safety ETA's experienced staff will help you with every step of your tour. Sales people knowledgeable about each destination and will develop an itinerary that parallels your program goals.

