

EDUCATIONAL TRAVEL COMMUNITY

Opening doors to open minds.



Jumpstart Seminar

The What, Why, and How of Educational Travel



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- \$2.1 trillion: Economic output generated by domestic and international visitors.
- Direct spending on leisure travel by domestic and international travelers totaled \$621.4 billion in 2013.
- Spending on leisure travel generated \$91.9 billion in tax revenue.
- \$1.16 trillion in International Tourism receipts worldwide.
- The U.S. is the second largest spender in International tourism after China, with an expenditure of \$86.2 billion.

Source: U.S. Travel Association and The World Tourism Organization (UNWTO) 2014 Report.

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Educational Travel Community

- **Alumni Associations**
- **Museums**
- **Zoos**
- **Conservation groups**
- **Other non-profit travel programs**



What is Educational Travel?

- **Organizationally-sponsored**
- **Learning-focused with educational content/lectures**
- **Professionally developed**
- **Meaningful and experiential**

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Educational travel facilitates a deeper, more enduring connection and understanding between travelers and the communities they visit through strong interpretation, inspired leadership, experiential programming, and meaningful engagement.



Who is the Beneficiary?



The Traveler!

...but, who do they “thank” for this transformative experience?



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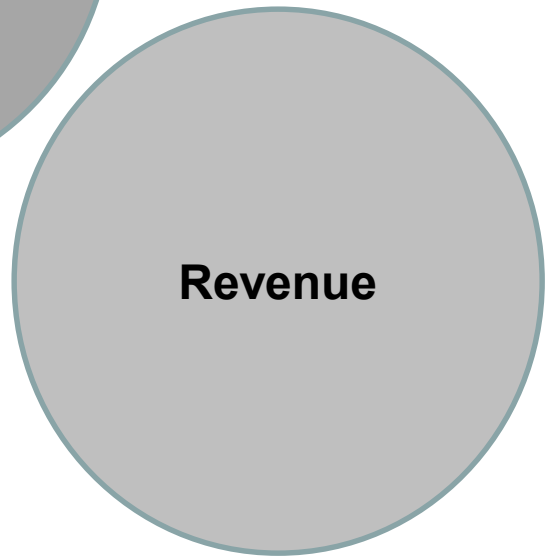
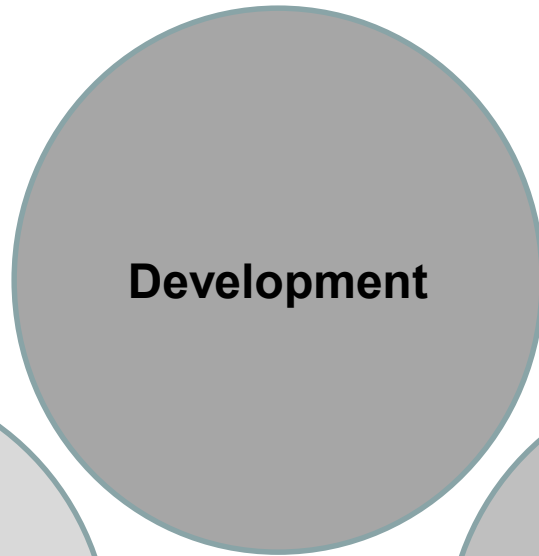


Why have a travel program?

www.travelearning.com



Why Have a Travel program?





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Amazing things can happen!

www.travelearning.com



Travelers *often* represent the “Cream of the Crop”



- Give twice as much in donations to the organization
- Are 2.5 times more likely to read *the organization's publication (magazine)*
- Are 7 times more likely to have the organization in their will

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Who are you serving?



Who makes up your constituency?

What do they want?

Can you reach them?





Development & Revenue

- Identify new prospective donors
- Cultivate current donors
- Increase Membership



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How to get started?

www.travelearning.com



Why a Mission Statement



- A road map for all that you will do.. And not do
- Clarifies intent and purpose
- Helps all those internally understand their goal(s)
- Helps those externally understand what you do



Mission Mechanics

A **mission statement** is a brief statement about the purpose of a company or organization.

- Keep it general and high level, so it is evergreen.
- Make sure it meshes well with organization mission.
- It should set your organization apart from others.
- Get buy-in from leadership.
- Is it understandable to all – including your travelers?
- Can you clearly explain it?



Dartmouth

Dartmouth College educates the most promising students and prepares them for a lifetime of learning and of responsible leadership, through a faculty dedicated to teaching and the creation of knowledge.

Dartmouth Alumni Continuing Education & Travel

Shares the intellectual excitement of Dartmouth College by connecting alumni and friends to each other, the College, and the world.



Georgia Tech Alumni Association

Mission of the Georgia Tech Alumni Association

The mission of the Georgia Tech Alumni Association is to promote and serve our alumni and the Institute. We will continually create relevant and meaningful programs for current and future alumni to foster life-long participation and philanthropic support. We will communicate the achievements of the Institute and our alumni, maintain its traditions and engage the campus community. Underlying all that we do is a belief in the value of education, the commitments to integrity and exceptional customer service and a pledge that we will perform in a fiscally responsible manner.

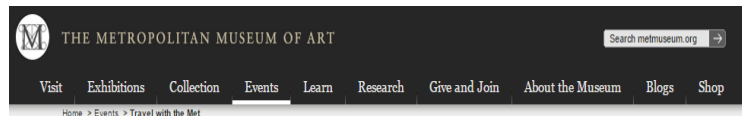


Mission of the Georgia Tech Alumni Travel Program

The mission of Georgia Tech Alumni Travel is to provide Georgia Tech alumni and friends with enriching educational, cultural and recreational experiences and the opportunity to strengthen their connections to Georgia Tech and each other.

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The Metropolitan Museum of Art Travel with the Met

Events

- Find Events
- Programs
- Travel with the Met
- Met Adventures
- Travel Blog

Travel with the Met

Venture abroad with the Metropolitan Museum's own lecturers and other art lovers to gain new insights and fresh perspectives on art and culture. More than just a vacation, a Travel with the Met international exploration combines curatorial expertise and behind-the-scenes viewing arrangements with spectacular itineraries and interesting companionship.

Travel with the Met programs are offered year-round to more than two dozen exciting destinations. The following list is updated regularly to include new itineraries as soon as they become available. You may also view our [2014 calendar \(PDF\)](#) and [2015 calendar \(PDF\)](#) for more information about upcoming trips.



Get a behind-the-scenes look at our Travel with the Met trips.



December 27, 2014-January 5, 2015

Featured Trip



Persian Gulf: Oman, the Emirates & Qatar
March 11-23, 2015

Met Adventures



Venture abroad with the Metropolitan Museum's own lecturers and other art lovers to gain new insights and fresh perspectives on art and culture. More than just a vacation, a Travel with the Met international exploration combines curatorial expertise and behind-the-scenes viewing arrangements with spectacular itineraries and interesting companionship.

Institutional Mission

The mission of The Metropolitan Museum of Art is to collect, preserve, study, exhibit, and stimulate appreciation for and advance knowledge of works of art that collectively represent the broadest spectrum of human achievement at the highest level of quality, all in the service of the public and in accordance with the highest professional standards.

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STANFORD alumni

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WELCOME

HOME BROWSE

COMMUNITY

ACTIVITIES

Stanford+Connects

My Class Reunion

Events

Where I Live

Travel/Study

Browse Trips

Faculty Leaders

Family Adventures

Reservations and Info

(650) 725-1093

travelstudy@stanfordalumni.org

Meet Our Travelers

See why great minds travel alike.

Watch videos

Trips That May Interest You

Andalusia

Discover the fascinating history of medieval Spain and the picturesque landscapes of Andalusia during Semana Santa.

Find a Trip

Why you offer travel is unique to your organization, and your prospective travelers. Your mission, or how you present your “purpose” should be too

WWF

SPECIES PLACES OUR WORK

Search

PLACES

WWF TRAVEL

Call 888-WWF-TOUR for more info or to sign up

Travel with WWF

Responsible travel is important to conservation. It has evolved into a viable way to create jobs, and promote the value of nature and wildlife while keeping environmental impact low. Immersive travel also has the power to educate, inspire and advance the cause of conservation through the everyday traveler.

© National Geographic Adventure

Create an image or a feeling for your travelers, one that hopefully matches what they want from you. Show your mission in words, photos and help them understand why they should travel with YOU.



Program Goals

Both long term and annual

- Where does it reside and does it share goals with that area?
- Specific or by area/program
- New or continuing themes
- Growth or status quo



Institutional Support



Do you have what you need
to succeed?

**Staff - to support model you
choose**

**Leadership support –VERY
important**

**Resources –both internal and
external**



Get Ready to do “Business”

- Your program is a small business
- Mission, purpose, goals and a plan to meet them
- Financial goals, controls and frequent reviews
- Travelers are customers with many options – gain them and sustain them or they will go elsewhere





Jumpstart Tutorials:

Nuts and Bolts

Risk Management

Marketing

How the Travel Industry Works for you – Learning the Industry Supply Chain