

Customized Educational Tour Arrangements

# Looking to travel as a group?

# Let CETA Tours design a custom itinerary just for you!

Perfect for groups from clubs, organizations, family or friends who love to travel together!

## **Educational Tours**

We specialize in designing tours that immerse travelers in the cultures of their destination. With decades of experience from studying, living, and traveling abroad, our team designs engaging itineraries to make traveling abroad an enjoyable learning experience.

## **CETA Tours Destinations**

- → **Europe:** Iceland, Ireland, United Kingdom, Scandinavia, & Central Europe
- → Mediterranean: Spain, Italy, & Greece
- Latin America: Puerto Rico, Costa Rica, and Perú
- Australia & New Zealand
- → Tanzania Safari
- Canada: Québec, Alberta, British Columbia (including Canadian Rockies)

# **Tour Ideas**

Cuisine & cocktail tours with cooking classes & tastings

material gems & cultural monuments

**Explore** the great outdoors

Art, gardens, & museums

Family heritage tours

# **Our History**

Our late founder, a German teacher, planned and led his students on a 6-week bike tour to Germany in 1974. He also led countless adult group tours. His life-long passion for quality group tours led him to establish CETA Tours in 2002 with his daughter, Kristen Billingsley, the current owner.

# What to expect from CETA when planning a tour?

- ✓ Prompt, personal service from our staff
- ✓ Customizable tour itineraries based on where you'd like to travel & what you'd like to see & do
- ✓ Access to CETA's website with information specific to your tour
- ✓ Step-by-step assistance with one of our Tour Coordinators in tour development, marketing, and sales
- ✓ Customized brochures, flyers, and applications to help promote your tour provided by CETA
- ✓ On-site assistance with local pre-departure meetings
- ✓ Provide materials to the group organizer to communicate to their travelers regarding applying for a passport, packing, travelers handbook, travel insurance, and other topics

# What would my responsibilities be as a group organizer?

- ✓ Work with an experienced Tour Coordinator to design your tour
- ✓ Promote your tour to potential travelers
- ✓ Communicate with your group of travelers throughout the months leading up to your tour, including sharing flight schedules, itinerary details, etc.
- ✓ Inform your travelers (with CETA's help) about what to expect and how to prepare for their trip



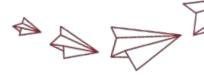
"We've worked on several trips with CETA. They are always friendly, customer-focused, and provide experiences that create **lifetime memories**. CETA helps make travel stress-free, which is priceless."

- Fric M.

"CETA has organized over 20 trips for me & they have been wonderful to work with every step of the way! Their organization is superb! They are personal & **detailed oriented**. I have never been disappointed, only very, very grateful."

- Kathy F.

# **Ready to Plan?**



# Trip Planning Process with CETA Tours

## Trip Planning Process with CETA Tours: Stage 1 – Designing the Itinerary

## Organizer:

Reach out to CETA

→ Let CETA know when & where you'd like to travel, and what activities you'd like included

OR

→ Send CETA a general idea of where you'd like to travel, and we'll work with you to customize your tour

#### CETA:

Follow-up Details

- → A CETA Tour Coordinator follows up with questions such as:
  - Departure city
  - Estimate of group size, trip dates, organizer stipend, leader salary, etc.

#### CETA:

Creates Customized Itinerary

→ With these details, a CETA Tour Coordinator creates a detailed itinerary to send for approval

#### Organizer:

→ Approve the Itinerary

OR

→ Ask for revisions

#### **CETA:**

**Creates Proposal** 

- → Once approved, CETA creates a detailed proposal that includes:
  - Variable tour costs per # of travelers
  - Inclusions
  - **♦** Exclusions

#### **Organizer:**

- Approve the proposal
  - OR
- → Ask for revisions

## **Trip Planning Process with CETA Tours:** Stage 2 – Promoting the Trip to Travelers

#### CETA:

Creates Promotional Materials

- → CETA creates materials for you to promote such as:
  - Detailed brochure
  - Online portal for potential travelers to view materials
  - Presentation for you to use at an Informational Meeting

#### Organizer:

Promote Tour with Travelers

- → With CETA's guidance, choose an application deadline
- → Promote to your potential travelers by sharing the brochure & application via email, social media, word of mouth, or an informational meeting

#### **CETA:**

**Collects Payments** 

- → CETA invoices & collects payments directly from trip participants
- → CETA provides quotes for travel insurance

### Organizer:

**Prepare Travelers** 

- → Hold an informational meeting to go over CETA's Adult Handbook, tour's Presentation
- You can add in your own experiences to prepare travelers

## **Trip Planning Process with CETA Tours:** Stage 3 – Departing for the Trip!

#### **CETA:**

**Creates Final Tour Materials** 

- → Before the trip, CETA sends detailed information about your tour
  - Essential contact info
  - ◆ Hotel List & Flight Schedule
  - ◆ E-tickets
  - ◆ Final Itinerary
  - and more!

## Organizer:

Travel!

- → Travel with your group to your destination
- → CETA staff is available should you have any issues while on tour