

Tailored Made Sporting & Educational Tours

World Marketing Travel & Tours is an inbound and outbound tour operator specialising in group tours around the world for clubs, schools and associations.

Most of our group business is **sports tours** but we also arrange **music** and **special interest** tours such as **language** and **history** tours.

For all tours we will organise the flights, accommodation, sightseeing, hosting, fixtures and insurance. Our ground handlers around the world are experienced and well known **tour operators** who can be relied upon to arrange the best fixtures for your team.

We are more than happy to come to your school and discuss various touring options, later to present the tour and itinerary, answering any questions pupils and parents may have.

Why Go on tour?

- A tour brings a team together like nothing else can.
- A tour provides a long term goal to aim for.
- A tour is a reward for a successful season.
- A tour provides great pre-season preparation.
- A forthcoming tour is a great motivation for players to perform and obtain selection.
- Touring provides new and different competition, a totally new environment and new experiences for all concerned.
- Touring builds each individual's character.

Why Overseas?

- International competition adds immensely to the performance of teams and individuals back on their home pitch.
- The educational value of a tour is significant culturally, socially and environmentally.
- Worldwide sporting contact can open all sorts of doors in the future.

Where to go?

- Choose a country or countries that are recognised as playing or competing in your chosen sport.
- Your sport and the age group of students will determine where you are able to tour.
- Your tour dates will decide availability of competition or fixtures.
- Think about destinations, teams or individuals with whom you have cultural or sporting links.
- Look at the non-sporting aspects of the destination in terms of the educational, cultural and environmental experiences available.
- Your tour should be fun, both on and off the sports field.

Setting your budget

- Where you can tour will be determined by your budget.
- Considerable savings can be made by combining tours of different sports e.g rugby and hockey, rather than arranging separate tours.
- Be aware of what the students and parents can reasonably afford.
- How far in advance of departure are you planning? What funds can be saved or raised at the time?
- Be prepared to consider alternative destinations - your ideal tour might not suit your budget. Why? When? How?

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Accommodation

- Billets (or hosted accommodation) can be in school and college dormitories or in family homes.
- Billets are a great way of keeping tour costs down.
- WMT can arrange billets for you to coincide with fixtures.
- Billets are good for getting students to really experience the country they are visiting and meet the locals.
- Billeting can also lead to other hospitality with social activities and sightseeing being offered by the hosts.
- Use hotels when in transit at awkward times of the day or night.
- We recommend hotels be used for part of the tour as this maintains team spirit, otherwise the team may not see each other except at fixtures and meetings.
- We use good quality hotels, lodges and apartments when the group is not being billeted. All of this accommodation is suitable for and welcomes student groups.

Fixtures

- We can incorporate our own sporting contacts into your itinerary.
- We will ensure that fixtures are arranged with local schools or colleges of suitable age groups and comparable standards.
- We will introduce you ahead of time to your host schools, colleges or clubs so you can develop a personal contact.

Planning your itinerary

- Ensure you allow enough time to get everything organised.
- Balance the number of fixtures and events carefully to leave enough time for training and leisure. It is easy to make a tour too long or too short.
- When combining tours of different sports make sure that seasons do not conflict!
- Be flexible if possible with your dates to allow for a day's variance here and there to fit in with flights, seasons and fixtures.
- Include sightseeing activities - explore your destination to the full. Look for experiences and activities unique to your destination.

- Allow time to mix with the locals.
- We will suggest a practical itinerary to your chosen destination with the best mix of sporting and other activities.
- We will be happy to assist and design the itinerary to suit your particular ideas and requirements.
- We know what has worked well for touring groups in the past and we are always happy to help with new ideas.

Fundraising

- Form a fund raising committee involving students, parents and teachers.
- Successful fundraising can mean a very inexpensive tour and also the ability to add further features and activities to the tour.
- Get the students working themselves to raise some cash through their own efforts.
- Encourage parents to organise a savings plan.
- Auctions, raffles, matches, sponsorship, sports nights and dinners are all options open to the fund raising team.
- Ensure organisations and individuals contributing get value for their money such as entertainment, good services, advertising space, promotion and exposure.
- WMT can assist with any fund raising ideas.

For further information please contact:

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