

BENEFITS OF EDUCATIONAL TRAVEL

Educational travel can be transformative for students, impacting many of them well into adulthood. At Brightspark Travel, we create opportunities for kids to develop academic and social skills while immersing themselves in a new destination or activity. Below are a few of the key benefits students gain from educational travel - all while having tons of fun!

A SPARK OF CURIOSITY

Taking part in an educational tour inspires learning. An overwhelming majority of surveyed adults (86%) said their student trip made them more interested in learning both inside and outside of the classroom. At Brightspark Travel, our expert educational team tailors each tour to your curriculum. This works hand-in-hand with the fact that student travel makes your class "more interested in what they learned in school."

MAKING IT WORK

Student travel reverberates past the school-age years. More than half of adults who took an educational student tour credited their experience with shaping their career choices. The benefits of these trips also follow them throughout their career: those who traveled reported average yearly earnings that were 12% higher than adults who had not been part of a school trip. The lessons your students learn during an educational tour are put to use in offices and workplaces well past graduation day.

SUCCESS IN SCHOOL

A recent survey found that 59% of adults said taking an educational student tour helped them achieve higher marks in school. Over half also reported completing a college or postgraduate degree. Focusing on domestic tours specifically, 85% of respondents said taking a school trip reinforced their knowledge of American History. With hundreds of trips each year - from history to STEM, at home and abroad - Brightspark is poised to help your students excel in the classroom!

A WORLD OF KNOWLEDGE

Of course, not all benefits are tangibly seen on report cards or paychecks. Student travel also helps kids develop soft skills they can apply academically, professionally, and socially. 77% of responding adults recalled the lasting impact of being exposed to local cultures different from their own. This contact with other cities, countries, and people is what we strive for at Brightspark Travel, creating hands-on experiences that expand students' horizons. We're not surprised that so many adults credit student travel with helping them grow and become better people.

Source: *Travel Improves Educational Attainment & Future Success*, Travel Effect / U.S. Travel Association, January 2013.

