



# UK SCHOOL TRIPS

PLAN YOUR SCHOOL TRIPS EASILY [WWW.UKSCHOOLTRIPS.CO.UK](http://WWW.UKSCHOOLTRIPS.CO.UK)

## INCREASE YOUR SCHOOL AND EDUCATIONAL GROUP BOOKINGS WITH [www.ukschooltrips.co.uk](http://www.ukschooltrips.co.uk)

Be found, quickly and easily when educators are planning an educational trip by appearing on the only site that specialises in UK based educational trips.

Call **01273 256998**  
for the latest information specific to what you do and a quote.



We are incredibly proud to have over 400,000 searches annually on our site from educators planning a trip and wanting to book direct with trip providers for best value.

# ABOUT THE PUBLISHER



**Dream Solutions Media**, established in 2007, quickly bridged the gap between teachers and educators who want to plan a trip and book direct with the providers for best value, best information and best support.

We are an independent, family run business. UK School Trips is our only product and gets our full attention.

Before developing UK School Trips in 2007 we already had 15 years' experience working in demanding, high profile positions in the media industry. It is important to us to be the best at what we do and make sure that the educators using our site find what they need and our school trip providers increase their bookings from educational groups.

## WHY WORK WITH US?

We are only as successful as the school trip providers we work with so we work incredibly hard to increase the bookings of those that put their trust in us and join.

We want long term relationships because that is the only way a business can grow and develop and we are so happy to be renewing 90% of our customers annually and feel this is testament to what a fabulous job we do.

We work with a lot of the UK's best school trip providers, many of whom have been with us since we started in 2007, it has been an absolute joy to see their school trips develop and grow over that time.

Our dream is to work with all of the best school trip providers so that all educators using our site will find exactly what they need.



# HOW WE HELP YOU INCREASE YOUR BOOKINGS FROM SCHOOLS AND OTHER EDUCATIONAL GROUPS



We expose you to over 400,000 school trips searches. On average each of our venues is chosen 1400 times throughout a year by school trip organisers who have searched to their exact requirements, seen a list of options and chosen a particular venue. Not only will you reach those planning a school trip locally to you, you will also reach many new groups that wouldn't normally find you who are from other parts of the UK and 170 countries overseas. The Top 10 is: UK, USA, France, India, Germany, Spain Netherlands, Russia, Malaysia, Italy. In addition, we are used by people from 3440 cities.

Our site offers our users a very detailed and thorough search so that they can see trips for their exact requirements. The search function on our site is something we have invested heavily in and no other site offers such a detailed search function. We provide a template for you to provide everything an educator needs to know, we then set you up with an attractive, informative, well laid out, user friendly listing including images, maps, video links, social media, downloadable packs, risk assessment information, group sizes, prices and much more. We also promote your special offers, news and events.



UK SCHOOL  
TRIPS

## HOW WE HELP YOU INCREASE YOUR BOOKINGS FROM SCHOOLS AND OTHER EDUCATIONAL GROUPS (cont..)

We are the best at optimising on **Google** and come top for thousands of relevant key words.

Here are some general examples:

school trips, school visits, school day trips, best school trip, places for school trips, school trip venues, uk school trips, school trip destinations, events for school trips, school trip places, school trip support, school trip accommodation, educational trip accommodation, residential trip accommodation, school trip transport.

We also come top of Google for searches that are relevant to you and when you get in touch we can give you this specific information.

Google is how 80% of our site users find us but we are also linked to many websites used by educators, as these links change constantly we provide you with the latest links when you contact us.

We will do a monthly twitter campaign to our followers for you. We currently have many more followers than anyone else who does school trip marketing. For the latest number and to [see our tweets click here](#).

The information in this pack is general as we are constantly evolving. For latest prices, detailed information and an over the phone demonstration of the sites functions and features please contact Craig on **01273 256998** or [craig@ukschooltrips.co.uk](mailto:craig@ukschooltrips.co.uk)



UK SCHOOL  
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# WHAT SOME EDUCATORS SAY ABOUT US

## Great Yarmouth School

*UK School Trips were top of the page for every search I did, even the most specific keywords. The choice was great and the information answered every question asked when organising this kind of trip.*

## Youth Leader West Midlands

*I am a youth leader who was a bit stuck for ideas on where to take 15 young people for a weekend away as part of their team building and development programme. I came across this site and found it was so easy to use with each venue giving in depth detail about their activities, services and charges.*

## Leigh Sacred Heart Catholic School, Scotland

*Sent us a good choice to help us choose.*

## Lound Junior School London

*User Friendly and easy to navigate.*



UK SCHOOL  
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# WHAT SOME VENUES WE WORK WITH SAY ABOUT US

## **Chessington World of Adventures**

*We have been pleased with the results achieved from having a listing on the UK School Trips website. Having created a unique telephone number we have been able to monitor the success of our listing and were therefore very happy to renew for another year on the site'.*

Stephen Pratt, Trade Marketing Manager  
**Paultons Theme Park Hampshire**

*Paultons Park Education Department have seen an increased number of hits on our UK School Trips listing in the past couple of years. The service provided to us enhances our online presence and makes our venue easy to find via the simple navigation menu on the UK School Trips website. We also receive excellent support in promoting various events both on their website and via social media. We renewed our listing without hesitation and look forward to another successful year.*

Andy Chapman, Groups & Education Officer  
**Manchester United Football Club**

*We are very pleased with the response to our attraction on the UK School Trips Website. We started working with them in 2007 and find the advice, guidance and service from UK School Trips to be of a very high standard. Their visitor's numbers seem to be growing at an amazing rate as we had over 1,000 more people viewing our UK School Trips page in than in the previous year.*

Laura Flint, Curriculum Manager, Manchester United Museum & Tour Centre.  
**Bath YMCA**

*Since joining [www.ukschooltrips.co.uk](http://www.ukschooltrips.co.uk) we have noticed a significant rise in bookings year on year from school groups, with the added bonus of repeat bookings for subsequent years. We initially joined for a year to see how much of an impact the site would make on bookings, and have renewed our membership for the 3rd year now. UK School Trips have promoted the Bath YMCA on their site in a positive way which we are extremely happy with and would recommend to other group accommodation providers.*

Maggie King, Deputy Chief Executive  
**Pioneer Activity Centre**



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## WHAT SOME VENUES WE WORK WITH SAY ABOUT US

*Thank you for the excellent way you have displayed our information, it is clear, uncluttered and professional. I would also like to say how easy it was providing you with the relevant information too, your help and support was appreciated. I know how difficult it can be to measure the results of advertising and as the 'middle man' you may not hear of the impact you are having. So I thought you may like to know that in only the one month since we appeared on UK School Trips we have seen a big, and otherwise unexplained, increase in the number of enquiries being made via our website. This can only be down to UK School Trips, thank you. Thank you once again and we look forward to a jointly successful future together with UK School Trips*

*Steve Robertshaw, Business Development Manager*



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