



Discover the World
Education

ABOUT DISCOVER THE WORLD EDUCATION

- ✓ School division of Discover the World LTD
- ✓ 40 Years experience in Iceland Tourism
- ✓ Largest school travel operator to Iceland in the world
- ✓ 11,000 Students will travel to Iceland with us by the end of 2024
- ✓ Specialist team made up of ex teachers and Icelandic experts



SCHOOL GROUPS VS TYPICAL TOURIST

Unlike holiday tourism, the schools market is effectively business to business, with many specialist and complex requirements. Booking with a school tour operator rather than self packaging is often considered essential.



COMPLEX BOOKING PROCESS

Several stakeholders - parents, school leaders, teachers, and students – each with distinct priorities.

FULLY BONDED TRIPS

Often seeking financial protection and expert knowledge, especially following the recent disruption from Covid-19.

EDUCATIONAL RELEVANCE

Schools value educational alignment with their curriculum. Many of our staff are former teachers with first hand experience in leading school trips.

RELATIONSHIP DRIVEN

Long-term relationships are key in our market, with around 80% of our bookings coming from recommendations and repeat clients.

OPPORTUNITIES FOR SCHOOLS & NORTH ICELAND



**RESILIENCE TO
ECONOMIC
DOWNTURNS**



**VOLCANIC ACTIVITY
AS AN ATTRACTION**



**OFFSEASON
BUSINESS**



**STABLE AND
PREDICTABLE
MARKET**



**MANY ATTRACTIONS
RIVAL THOSE FOUND
IN THE SOUTH**



REPEAT TRAVELLERS

BARRIERS TO OVERCOME



LIMITED DIRECT FLIGHT AVAILABILITY



CHANGING FLIGHT SCHEDULES



SECURING RATES THAT COMPETE WITH SOUTH ICELAND



WORK WITH US

clive@discover-the-world.co.uk



“ Discover the World are totally unrivalled as organisers of exceptional school trips ”

Dubai College



“ I am overjoyed with the whole experience. It has been fantastic from the first booking to the trip itself ”

Baxter College



“ Once again, Discover the World Education delivered an awesome trip. So many 'wows' from the students! ”

Holyport College