



## Travel by Tracey

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### A GUIDE FOR SPORTS TEAMS AND SPORTS TOUR ORGANISERS

Everybody loves to go on a sports tour, but even with the best intentions not every sports team or tour group manages it. Organising a sports tour can be very demanding and a lot of hard work, especially if you try to organise it all yourself. There are government travel regulations to adhere to, travel and public liability insurance issues, pressure on you to get the tour organisation spot on and quite frankly...where do you start? We are dedicated to helping you save time, effort and money, providing a first class tour service at an affordable price. We can help you organise a tour from start to finish.

It is never too early to start planning your sports tour arrangements - you can be sure of the best choice of accommodation at excellent rates and low cost flights are available to early-bookers. We have organised sports tours over a year in advance, however we have also organised tours up to two weeks before the departure date (not recommended!), so don't panic if you feel you have left it too late. Teams can contact us at any point in their tour preparation and we will be glad to help.

This brief guide on how to organise a sports tour should give your tour the best possible start and prepare you for some of the things you need to do. Remember our dedicated sports tour managers can help you every step of the way, just call the office on **(07) 3801 5897** or e-mail [tracey@travelbytracey.com.au](mailto:tracey@travelbytracey.com.au) and we'll get back to you right away to talk you through your tour options.

Below is a bullet point guide to organising a tour with more detailed information underneath.

### **1 - Preparation**

- Appoint a tour committee if required.
- Choose a destination, budget, dates and general ideas.
- Contact us to discuss your tour requirements and get a free quote.

### **2 - Promotion**

- Promote the tour to players and supporters
- Start a fundraising drive and research sponsorship
- Finalise numbers and collect deposits in good time

### **3 - Administration**

- Sort out the final tour administration,
- Check Passports, Insurance etc.
- Collect final payment from all tourists
- Relax! You've done everything.

### **Where do you start?**

Read on to find out how to make your tour preparations take off.

### **Tour Committee**

Some clubs have only one person responsible for organising a sports tour but if there are a few people in the club who want to organise the tour or if you are planning a long-haul sports tour then it's a good idea to get a committee together to sort out who deals with the following tasks:

- Working with us and taking overall responsibility (Main organiser)
- Collecting deposits and all subsequent monies from the group. (Payment organiser)
- Arranging tour clothing/stash (Tour stash organiser)
- Promoting the tour to players and supporters (Promotions organiser)
- Completing tour admin: tour forms, room lists, checking documents etc. (Main organiser)
- Fundraising ideas and sponsorship (Promotions organiser)

We can do as much or as little of your tour planning as you need. We have had sports teams who know a particular club that they want to play against on tour, but just need help getting there and then getting accommodation. Most teams however, ask us to organise the entire tour because it saves them a lot of time, hassle and money and ensures that your tour goes smoothly from start to finish. Whatever help you need, we can provide it.

### **Tour Brainstorming Session**

Get together with your tour committee or some of the tour party and think about the following:

- Destination ideas
- Dates or approximate month of tour
- Budget
- Approximate tour numbers
- Accommodation preference
- Travel option
- Number of Fixtures
- Extra excursion options

### **When do you want to go on tour?**

Many clubs tour on the same weekend every year to avoid confusion, or some make sure that it coincides with a particular tournament that they want to enter. Firstly you may have league and cup fixtures to honour at home, so make sure you choose a date which doesn't clash with existing fixtures. If you are planning a senior tour, then you might have to keep the number of days off work to a minimum, which would make a long weekend or bank holiday ideal sports tour times. If you have a youth group, then school holidays and bank holidays are the best option, although make sure you plan early so as to avoid any family holidays that may be booked.

### **Where would you like to go?**

Several factors can influence your final tour destination including budget, numbers and dates. We can help you decide which destination would be best for your team. Whether you have a junior or a senior team it is important to get the right balance between the sporting and the social sides of your tour so that everyone can enjoy themselves. You also need to think about how you are going to travel to your tour destination.

## **What is your budget?**

Any team can afford a sports tour with the right amount of planning and preparation. You need to decide an average amount which everyone in the group will be able to afford. You may decide that certain people could pay more in order to subsidise others, or that the club can subsidise the trip for certain people. It is best to ensure that the monies paid by tourists covers the basic cost of the tour, and any sponsorship and fundraising pays for 'extras' such as meals, excursions or tour kit.

## **Contact us**

It is always good to have a rough idea of your tour requirements but even if you don't you can us and we will help you with your organisation, whatever stage of tour planning you are at. Contact us by phone on **(07) 3801 5897** or via email on **[tracey@travelbytracey.com.au](mailto:tracey@travelbytracey.com.au)** and we will be happy to help.

## **Sports Tour Quote and Itinerary**

When we receive your tour request our tour managers will formulate a quote for your group which should normally take no longer than 48 hours. The more people you get on tour the cheaper the tour becomes. Sometimes, even with the best intentions, numbers can be lower than expected. Make sure you check the quote and sample itinerary thoroughly and show your fellow tour organisers.

## **Tour Payment Plan**

Once you confirm that you would like to book the tour, first read our Terms and Conditions, then confirm in writing. The deposit varies with each tour but is normally around \$50 per person unless we are booking flights for your tour in which case we would need a smaller deposit but full payment for the flight. Full details of your payment plan will be sent with your tour quote. It is a good idea to use the club bank account to simplify the payment process. As soon as your deposit is received, your tour arrangements will be confirmed and we will start to confirm accommodation and travel bookings, fixtures or tournament entry and any other requirements.

Your payment plan will give you a final payment date which is also the best time to finalise room lists and inform us of any possible alterations. If you need extra places or want to release some places then please let your tour manager know as soon as possible so that we can confirm availability and ensure that the hotel or airline don't apply any surcharges.

Now that we are looking after you, you can forget all your worries about the accommodation, transport, fixtures etc, allowing you to concentrate on things at your end such as confirming room lists, arranging kit and organising fund raising.

## Tour Administration

We can organise your sports tour from start to finish, all you have to take care of are a few basic bits of tour administration and tell your team about the tour. We will provide our check list so you can check that you have completed all the tour admin you need to.

## Travel Insurance

Travel Insurance covering your sporting activities is highly recommended on all of our tours and we can provide you with a highly competitive quote through our insurance partner Covermore.

## Fundraising

Fundraising can make a huge difference to your tour costs and create some great publicity for your club. It is best not to rely on fundraising to pay for the basics of your trip, but anything extra that you have from your efforts can pay for some brilliant extras. Once you have reserved your trip we will give you specific advice about fund raising. We benefit from discounts with several fund raising companies, discounts which we pass on to you. This enables you to buy fundraising materials, such as scratch cards and race nights.

## Sponsorship

Sponsorship is another welcome source of money. Some groups have more of a benefactor than a sponsor where money is simply donated. Check whether any of your tourists (or their parents) have successful companies which may be able to make a donation but it's important not to harangue people into donating. Sponsorship is more specific, as the sponsor will expect some exposure in return for their input. One obvious thing that someone could sponsor is the kit: they pay for the kit, and in return their name and logo is printed on the shirts. Other sponsors may prefer exposure throughout the rest of the year rather than when you are on tour, but you could still use their contributions towards your trip. You might be able to get them to make a contribution in exchange for advertising space around your pitch or in the match programme throughout the season for example. Or local bars or restaurants might be willing sponsors in exchange for your patronage throughout the year.

It may seem like there is a lot to do to get your sports tour underway but with a bit of organisation and some help from us, organising a tour can be an incredibly rewarding experience. We'll help you organise your tour from start to finish and save you time, effort and money in the process.

**Get in contact with us now, for a free quote and more advice on your tour planning and preparation!**