

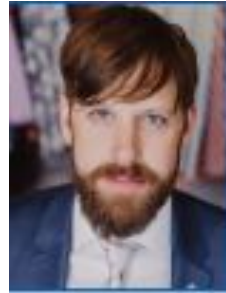
# Decision factors in booking an educational travel programme, pre- and post- pandemic

**Peter Lahiff -  
Academic Director Future Learning**

# Meet the Presenter

# Equals

What would you like to know about our courses?



Peter Lahiff  
Academic Director  
Future Learning

@lahiffp @flireland #eaquals21belfast

Will the students travel by bus?

How many beds are in a room?

What will they have in their sandwiches?

The most interesting thing about FL is that we are project based!



# How we make decisions

- Anchoring - The initial information always influences the outcome
- Availability - Decisions are always based on what comes easily to mind
- Heuristics - We use shortcuts and answer complex questions with simpler ones
- Gut - Only reliable if based on repeated experience with instant feedback
- Post-hoc rationalisation - Reasons are found after the decision has been made



**What's your short-cut for ... ?**

- Buying wine
- Choosing a holiday
- Hiring staff



# Is this all you need to know to decide on us?



## WHO WE ARE?

**WE ARE  
THE ONLY  
SCHOOL  
OF OUR KIND**



- Welcome to Future Learning (FL) Céad Míle Fáilte!
- Founded 2013
- Eaquals accredited school
- Member of Marketing English in Ireland (MEI)
- Enterprise Ireland Client (official government agency promoting international trade)
- Located on the island of Ireland
- 2 year round Adult Centres (Dublin, Athlone)
- 4 summer Centres (Dublin\*2, Athlone, Sligo)
- Transnational Education (China, Brazil, India, Russia, Mexico 2022)
- Computer Science courses in Irish schools + International
- FL Athlone now open, FL Dublin opening 1st November 2021



**David Ganly**



Different, Innovative, Exciting

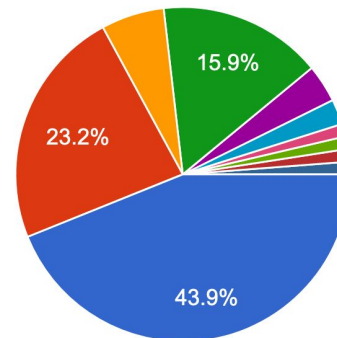
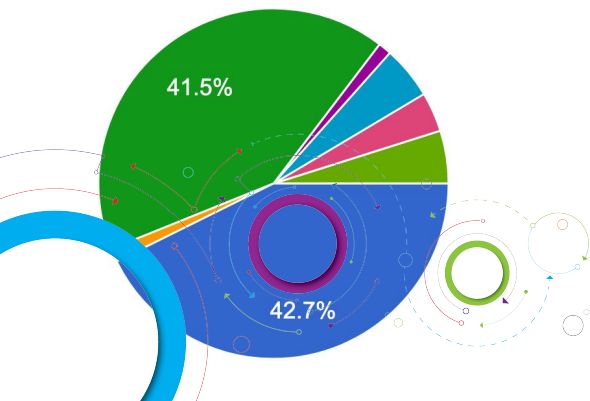
# The 2019 Survey - Decision Factors in Educational Travel

**When booking a course, which are the four most important factors for you?**

[Location] **[Educational Approach]** [Educational Technology] [Course dates]  
[Price] [Scholarships or promotions] [All inclusive packages] [Tailored packages]  
[Mix of nationalities] [Distance from classes to accommodation] [Exam available]  
[School accreditation] [Teacher qualifications] [Student support] [Class size]  
[Opportunity to work while studying] [Opportunity to take holidays while studying]  
[The possibility extending period or to stay further studies] [Age range] [Types of accommodation available]  
[The possibility of visiting other countries] [Social activities in addition to classes]  
[Cultural activities in addition to classes] [Links to other institutions] [Brand name]

**ADDED in 2021 survey** **[Health & Safety Procedures (incl. COVID)]**

83 Responses to 2019 survey [29 in 2021 - Students 8, Agents 17, Sales 3, Teacher 1]



# How different people make their decision (2019)

## COMBINED AVERAGE for

- ADULT SHORT
- ADULT ACADEMIC YEAR
- JUNIOR HOLIDAY
- JUNIOR MINI-STAY
- HIGH SCHOOL
- TEACHER TRAINING

## OVERALL RESPONSES

1. [Location]
2. [Educational Approach]
3. [Teacher qualifications]
4. [Course Dates]

## ADULT STUDENTS

1. [Educational Approach]
2. [Location]
3. [Course dates]
4. [Scholarships or promotions]

## TEACHERS

1. [Teacher Qualification]
2. [Class Size]
3. [Age Range]
4. [Location]
11. [Educational Approach]

## AGENTS

1. [Location]
2. [Educational Approach]
3. [Price]
4. [School Accreditation]

## PARENTS of Under 18s

1. [Teacher qualifications]
2. [Educational Approach]
3. [Educational Technology]
4. [Student support / supervision]



# ADULT COURSES (2019)



**Eaquals**  
Excellence in Language Education

## SHORT COURSES OVERALL

1. [Location],
2. [Educational Approach],
3. [Teacher qualifications],
4. [Student support]

## ACADEMIC YEAR OVERALL

1. [Teacher qualifications],
2. [Location],
3. [Course dates],
4. [Opportunity to work],
7. [Educational Approach]

## TEACHER TRAINING OVERALL

1. [Course dates]
2. [Educational Technology]
3. [Location]
4. [Educational Approach]

## ADULT STUDENTS

1. [School Accreditation],
2. [Location],
3. [Scholarship / Promotion],
4. [Educational Approach],

## ADULT STUDENTS

1. [Educational Approach]
2. [Opportunity to work]
3. [Teacher qualifications]
4. [Opportunity to take holidays while studying]

## TEACHERS

1. [Location]
2. [Educational Technology]
3. [Course dates]
4. [All inclusive packages] = [Distance to accommodation]
8. [Educational Approach]

## AGENTS

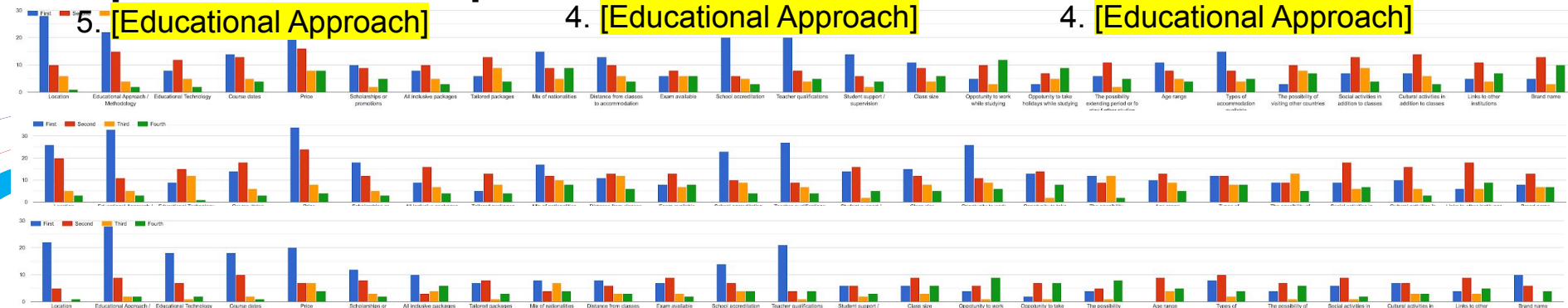
1. [School Accreditation],
2. [Location],
3. [Student support],
4. [Accommodation available]
5. [Educational Approach]

## AGENTS

1. [Location],
2. [Class Size]
3. [Price]
4. [Educational Approach]

## AGENTS

1. [Location]
2. [Educational Technology]
3. [Teacher qualifications]
4. [Educational Approach]



# JUNIOR COURSES (2019)

## HOLIDAY COURSE OVERALL

1. [Teacher qualifications],
2. [Educational Approach]
3. [All inclusive packages]
4. [Location]

## PARENTS of U 18s

1. [Educational Approach]
2. [Mix of nationalities]
3. [Teacher qualifications]
4. [Student support / supervision]

## AGENTS

1. [All inclusive packages]
2. [Distance to accommodation]
3. [Student support / supervision]
4. [Course dates]
13. [Educational Approach]

## MINI-STAYS OVERALL

1. [All inclusive packages]
2. [Location]
3. [Educational Approach]
4. [Course Dates]

## PARENTS / STUDENTS

1. [Educational Approach]
2. [Educational Technology]
3. [Teacher qualifications]
4. [Student support / supervision]

## AGENTS

1. [Student support / supervision]
2. [Location]
3. [Course dates]
4. [Social activities in addition]
7. [Educational Approach]

## HIGHSCHOOL OVERALL

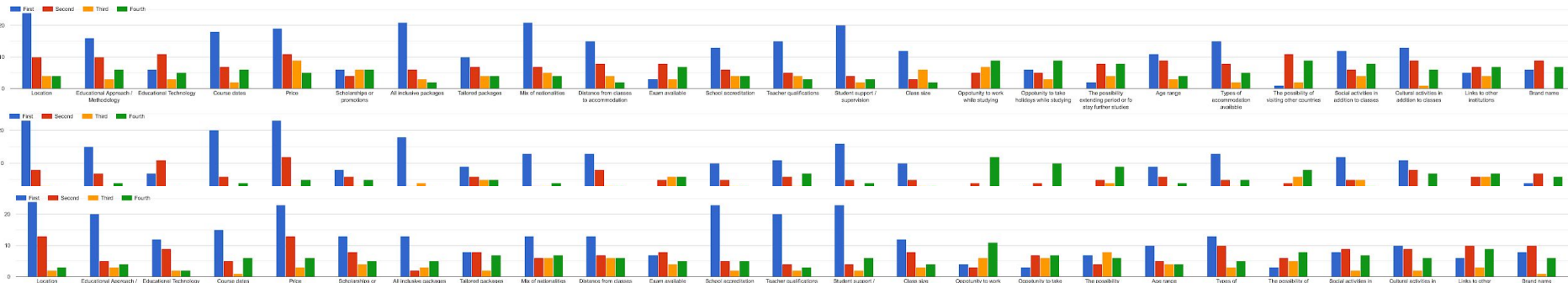
1. [Student support / supervision]
2. [Educational Approach]
3. [Teacher qualifications]
4. [Price]

## PARENTS / STUDENTS

1. [Educational Technology]
2. [Course dates]
3. [All inclusive packages]
4. [Teacher qualifications]  
= [Student support / supervision]

## AGENTS

1. [Teacher qualifications]
2. [School accreditation]
3. [Educational Technology]
4. [Educational Approach]





# Where is Health and Safety in 2021 Decisions



**Eaquals**  
Excellence in Language Education

## COMBINED AVERAGE for

- ADULT SHORT
- ADULT ACADEMIC YEAR
- JUNIOR HOLIDAY
- JUNIOR MINISTAY
- HIGH SCHOOL
- TEACHER TRAINING

## OVER ALL RESPONSES

1. [Price]
2. [Location]
3. [Health & Safety Procedures]
4. [Educational Approach]

## ADULT SHORT

1. [Location]
2. [Teacher qualifications]
4. [Educational Approach]
11. [Health & Safety Procedures]

## ADULT ACADEMIC YEAR

1. [Location]
2. [Student support / supervision]
3. [Educational Approach]
4. [Health & Safety Procedures]

## JUNIOR HOLIDAY COURSE

1. [Location]
2. [Price]
3. [Cultural activities in addition]
4. [Health & Safety Procedures]
13. [Educational Approach]

## JUNIOR MINISTAY (SCHOOLS)

1. [Location]
2. [Price]
9. [Health & Safety Procedures]
11. [Educational Approach]

## HIGH SCHOOL

1. [Price]
2. [Health & Safety Procedures]
3. [Educational Approach]
4. [Age range]

## TEACHER TRAINING

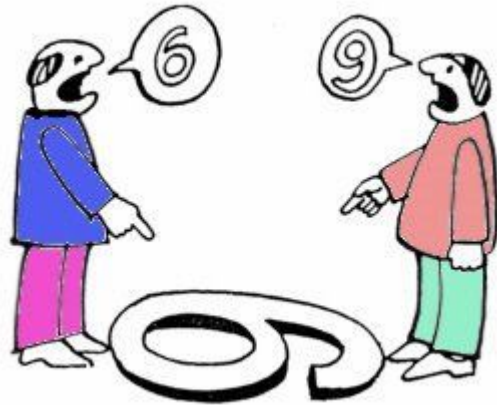
1. [Teacher qualifications]
2. [Price]
3. [Educational Technology]
4. [Health & Safety Procedures]
- 6/7. [Educational Approach] / [Mix of nationalities]



# Getting Educational Approach into the heuristic?

If the educational approach isn't clearly understood it will be substituted as a factor in the decision by something that is more available.

**NB: That means you have to be clear too on what we do and don't do**



Explain it clearly at every opportunity  
and to all partners at every opportunity  
and deliver on it every time.



Any Questions?

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## **Decision factors in booking an educational travel programme, pre and post pandemic**

**Location: Eaquals Annual Conference - Belfast 2021**

**A successful school needs to develop an expertise in providing transport, accommodation, catering and tourism services, and operating effective health and safety protocols, in addition to being excellent at their core educational activity. Schools often feel frustrated by with enquiries that ask nothing about the quality of the lessons and focus instead on the softness of the beds, the content of the sandwiches and the walking distances to the school and their cleaning regime. Is this a case of non-experts underestimating the importance of the educational content of the programme, or is it a realistic assessment of the relative importance of these factors as part of a tourism product. This seminar is based on a series of surveys of Future Learning's clients, pre and post COVID, about the factors that influenced their choice of programme in order to gain an insight into client's decision making and learn how we can help them make an informed choice of programme.**