

# **ABA MARKETPLACE 2017**

## **306: GET YOUR SHARE OF THE STUDENT MARKET**

**Monday, January 16, 2017**

Carylann Assante, CAE Executive Director, SYTA and SYTA Youth Foundation

Michael Grueninger, SYTA President, President, Grueninger Music Tours

Shannan Carter, SYTA Past President, International Events Manager, Educational  
World Travel

Brian Nowak, Past SYTA Board Member, President, Nowak Tours



# Why Teachers Organize Travel



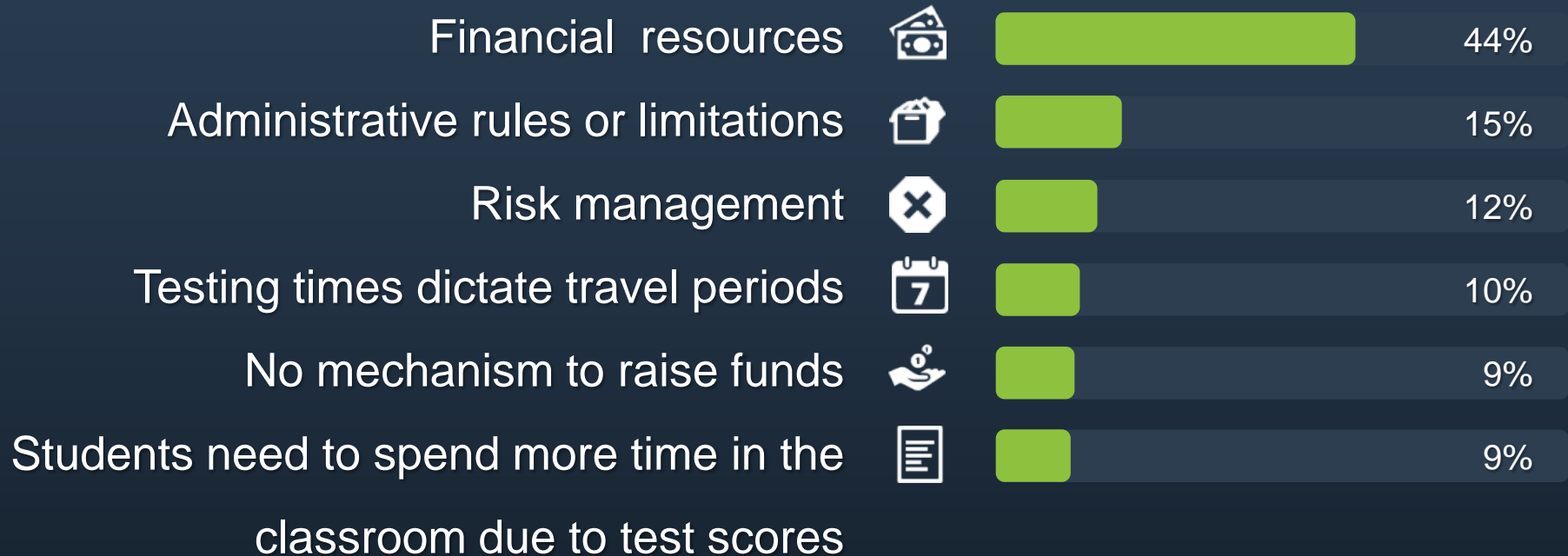
# HOW ARE THEY REWARDED?



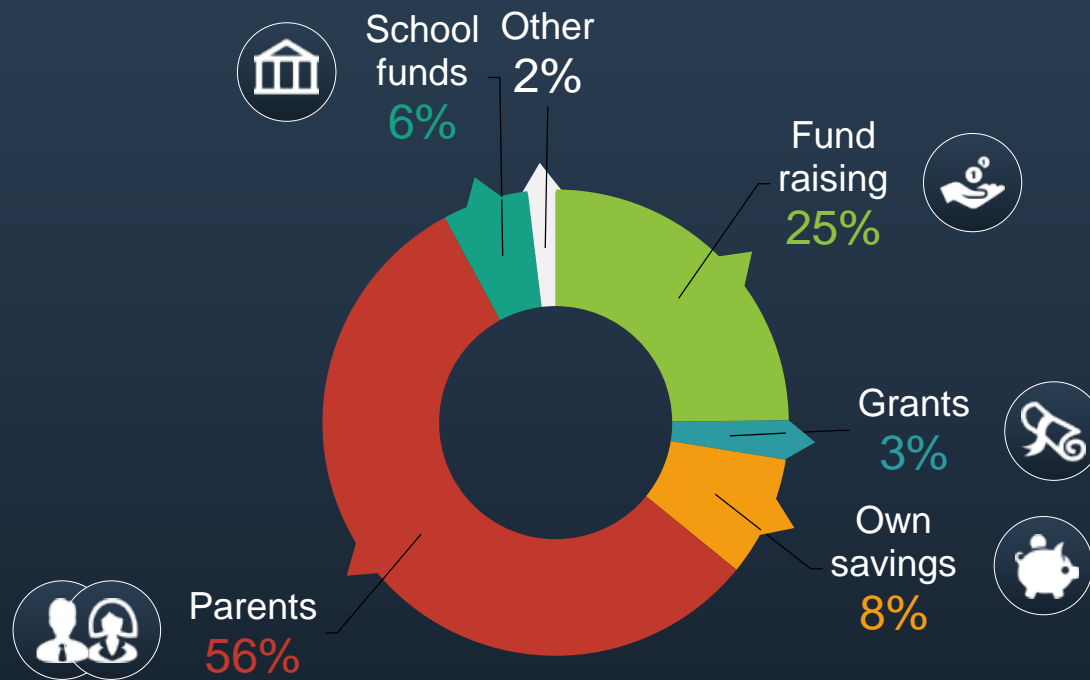
## TEACHERS

WHO ARE REWARDED BY  
HAPPINESS OF THEIR STUDENTS

# BARRIERS TO STUDENT TRAVEL



# SOURCE OF FUNDING



# SYTA

## Student & Youth Travel Association

- Represents the student travel industry and provides business opportunities and resources for its association members.
- 900 Member Companies representing all segments of the industry
- Advocate for all areas of student travel



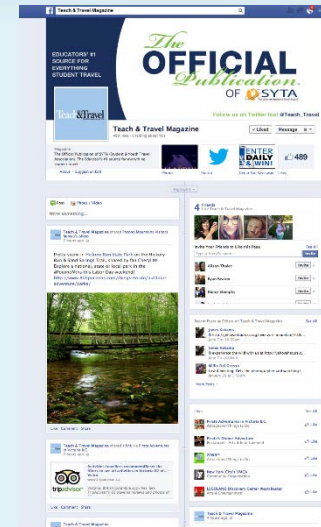
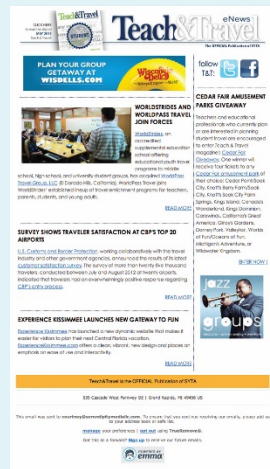
# TEACH & TRAVEL

## THE OFFICIAL PUBLICATION OF SYTA



### MAGAZINE:

- ▶ Readership of 75,000 per issue
- ▶ Sent out 5 times per year



### SOCIAL COMMUNITY:

- ▶ Facebook, Twitter, Pinterest

### ENEWS:

- ▶ A bi-weekly eNewsletter sent to over 8,000 educators.



## THE IMPACT OF THE SYTA YOUTH FOUNDATION



**\$890,000**  
CASH SCHOLARSHIPS PROVIDED



**3,500+**

STUDENTS IMPACTED BY SYTA'S  
STUDENT & YOUTH FOUNDATION

**STUDENT & YOUTH TRAVEL  
REPRESENTS 20% OF ALL  
GLOBAL TOURISM REVENUE**



**OVER \$100,000**  
WAS AWARDED IN 2016 TO  
**OVER 190 STUDENTS IN NEED**

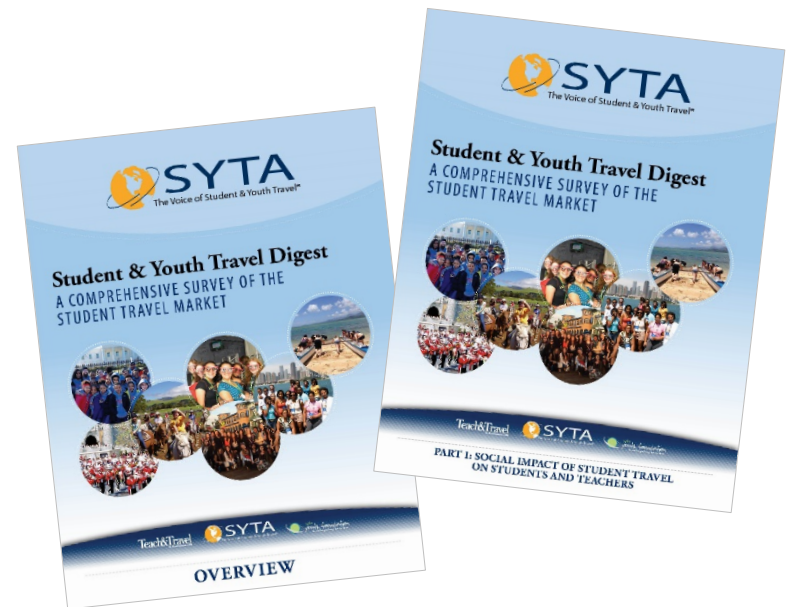
# STUDENT & YOUTH TRAVEL DIGEST PUBLICATIONS

- ***SYTD Overview***
- ***Social Impact***
- ***Teacher Overview***
- ***International Overview***
- ***Tour Operator Overview***

**Watch this space:**

<http://www.syta.org/research>

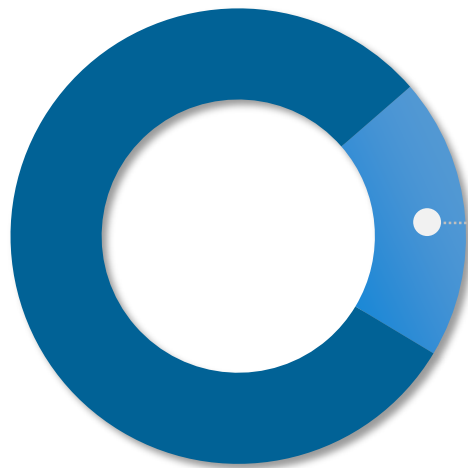
#SYTA



# GLOBAL STUDENT & YOUTH TRAVEL

MARKET SIZE

11



YOUTH TRAVEL  
272 MILLION ARRIVALS  
+4.4% (2015)

23% OF ALL INTERNATIONAL  
ARRIVALS

Source: UNWTO, 2016

**Teach&Travel**  
The Official Publication of SYTA

 **SYTA**  
The Voice of Student & Youth Travel®

 **syta youth foundation**  
Travel Changes Young Lives for Good

# US Student Market = 5.6 Billion





# DEFINITION of a STUDENT GROUP TRIP

**“A journey undertaken by a group of at least two unrelated people, usually classmates or peers, traveling out of their local area or day-to-day environment on the same dates and following the same itinerary. Such groups are often led and pre-organized by a teacher or group leader, largely to enrich their in-class or training experience (school trips), by experiencing/performing in/visiting a new environment with new experience/observation/relaxation. Extracurricular groups also fall under this definition.”**

**Examples:** school trips, marching bands, orchestras, drama clubs, choirs, church groups, sports teams, fraternities, and special needs groups.

# About Student Trips

## DAY TRIPS:

Often younger students, and can simply be an extended day out of school.

## OVERNIGHT TRIPS:

**Domestic** typically ranges from 1 to 4 nights.

**International** is typically 4 nights or longer.

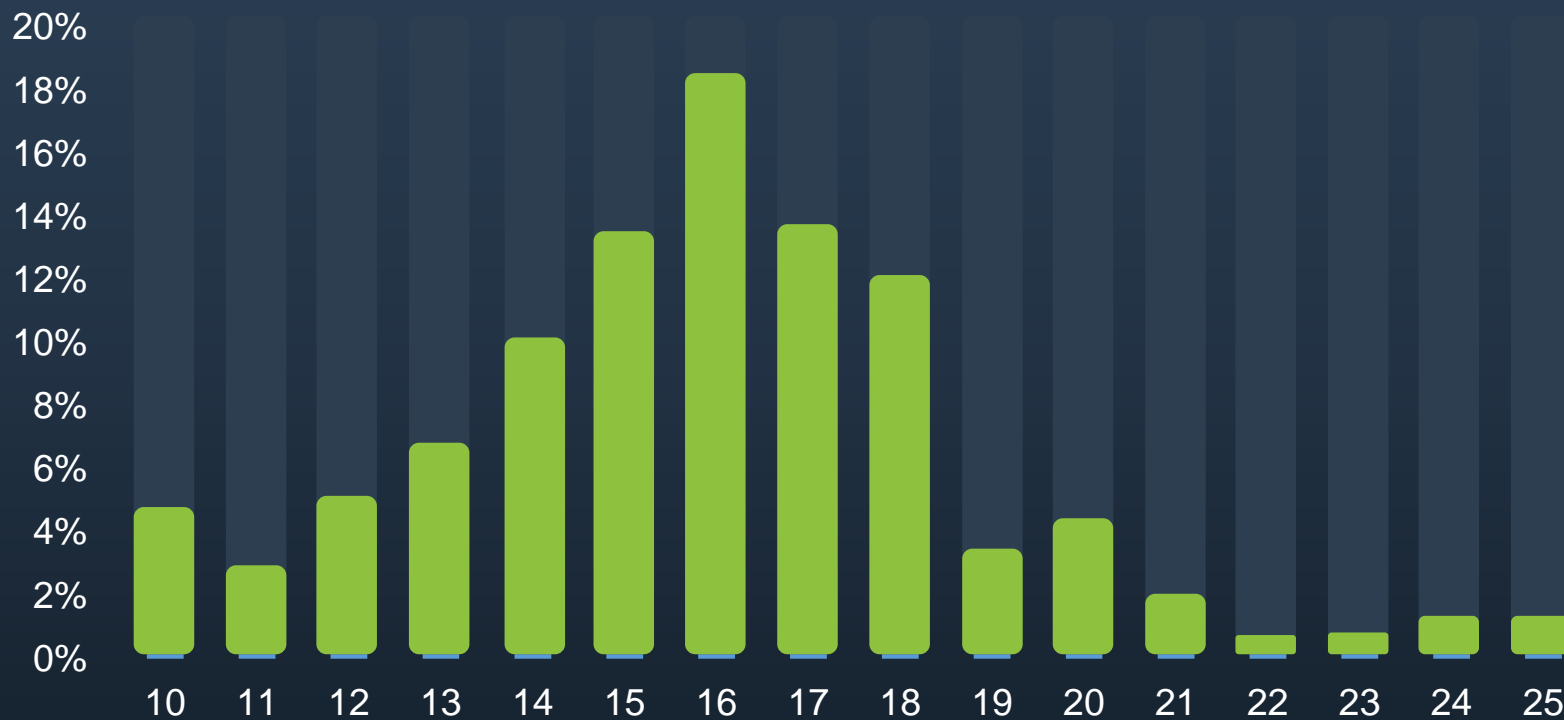
## GROUP TRAVEL:

Primary / Secondary school/High School

## INTERNATIONAL TRAVEL:

High School / College

# AGE BREAKDOWN

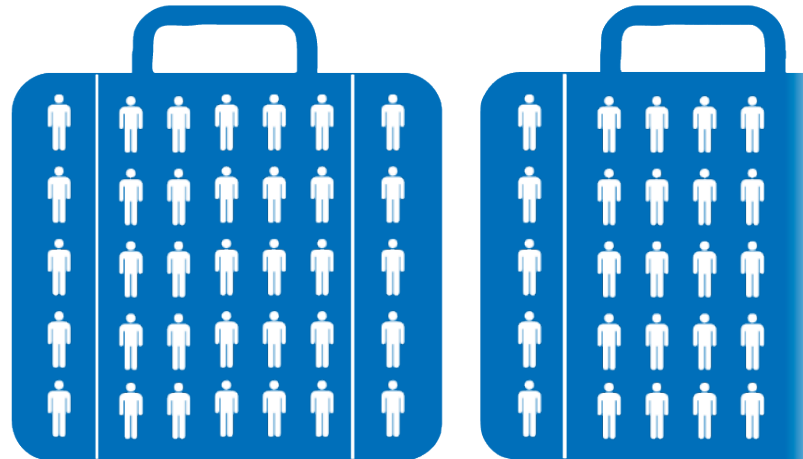




# FREQUENCY OF TRAVEL

(as reported by U.S. teachers)

U.S. teacher organized on average



1.7 trips for 60  
students

# DOMESTIC TRIP SPECIFICS



By U.S.  
teachers



By U.S. tour  
operators



Average number of  
destinations visited per trip



52 | 65  
Average group  
size



Average length of  
stay, in days  
(multiday trip)

# Tour Operator

- Insurance/Certificate of Insurance
- Safety and Risk Management Programs
- Best Group Rates and contract experience
- Tour/Itinerary Experience (what works/what to avoid)
- Knowledge of the Destination – working with you
- Professional Tour Director/Escort
- Industry Affiliations (SYTA, ABA, NTA, AMA, CLIA, etc.)

# Preferred Programs



History

32%



Music

30%



Art & Culture

20%



Spanish

20%



English

17%



French

16%



Science

15%



Literature

13%



Citizenship

12%

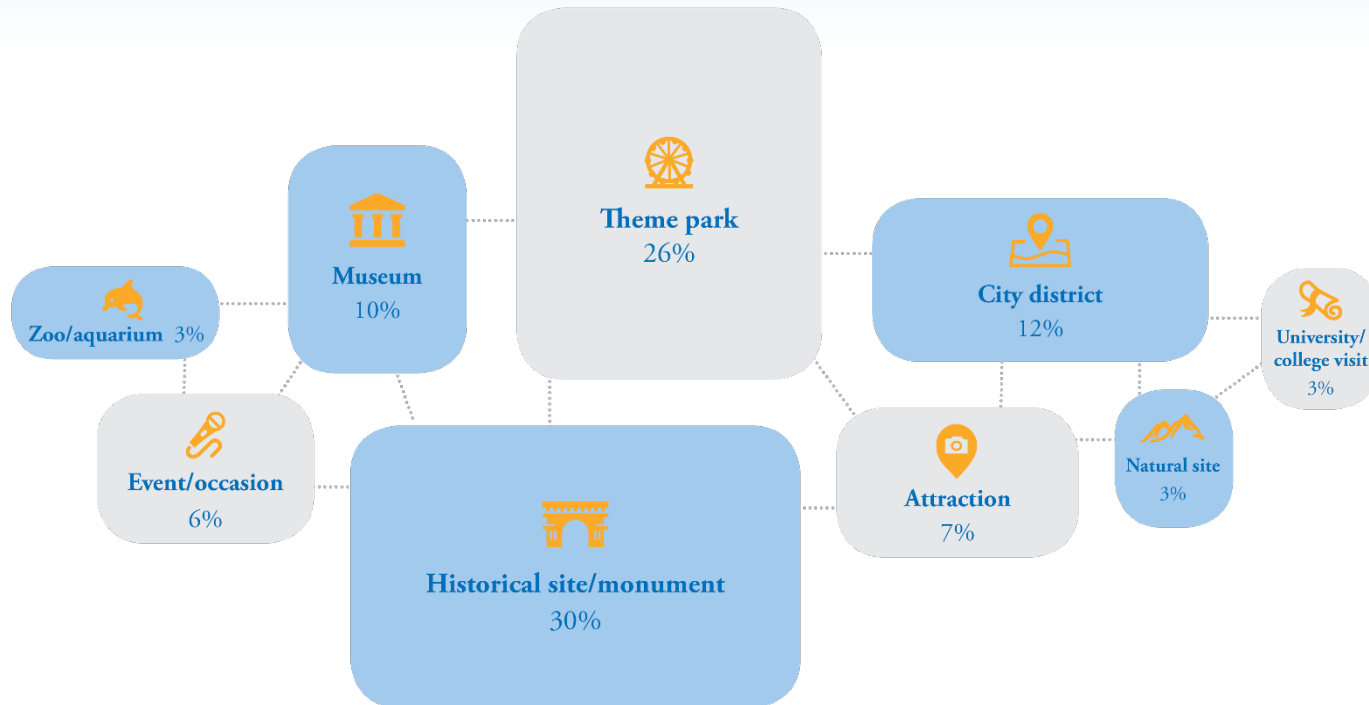


Geography

11%

# PERCENTAGE OF TRIPS BY TRIP CONTENT

(as reported by U.S. tour operators)



# PERCENTAGE OF DOMESTIC STUDENT GROUP TRIPS BY DESTINATION

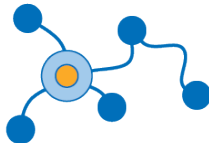


U.S.  
teachers



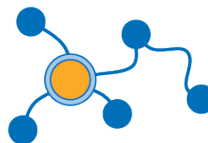
U.S. tour  
operators

Within 50  
miles



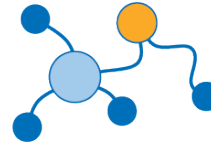
34% | 5%

Within own  
state



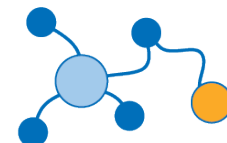
30% | 15%

Neighboring  
state



13% | 18%

Interstate



24% | 62%

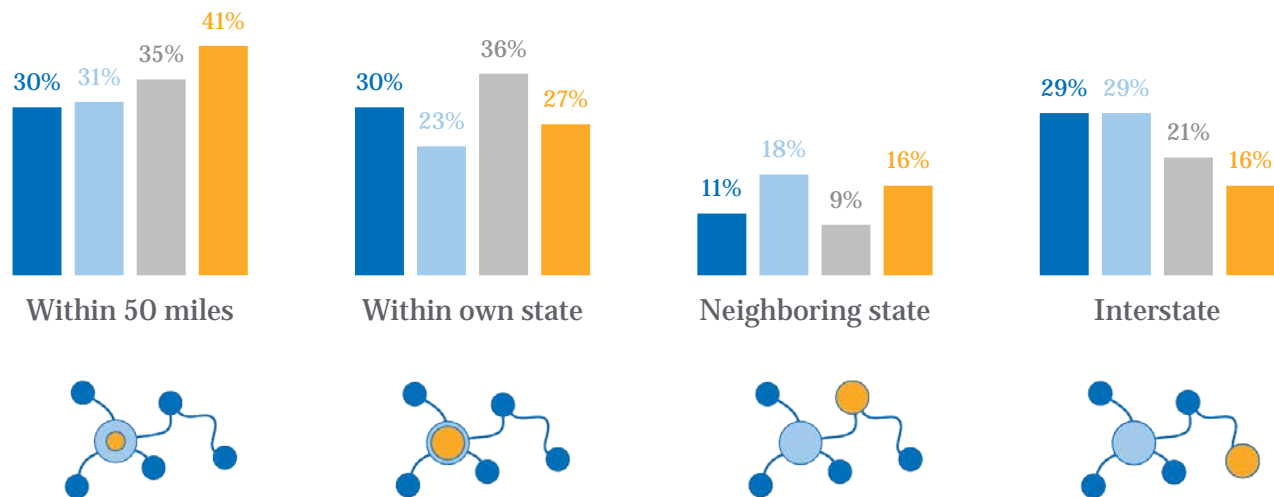
*\*Percentages do not add up to 100% due to rounding*



# PERCENTAGE OF DOMESTIC STUDENT GROUP TRIPS BY DESTINATION

(as reported by U.S. teachers)

● West ● Midwest ● South ● Northeast

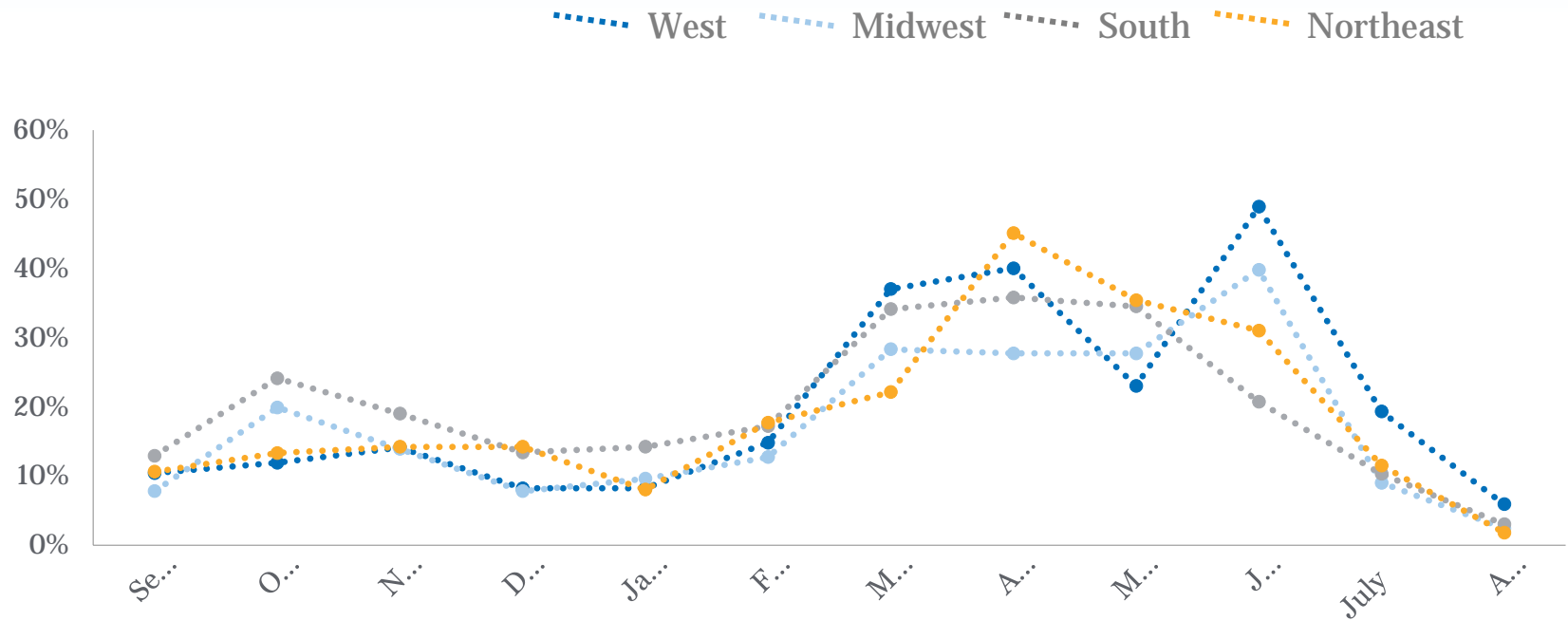


*\*Percentages do not add up to 100% due to rounding*



# TIMING OF STUDENT GROUP TRIPS











(as reported by teachers)



*\*Multiple choice question*

# TOP DESTINATIONS WORLDWIDE



-  USA
-  UK
-  Canada
-  France
-  Australia
-  Germany
-  Italy
-  New Zealand
-  Ireland
-  Spain

The USA is the **#1** destination for student group travel.

# STUDENT TRAVEL TO THE USA



13%  
LEISURE



87%  
EDUCATIONAL



# Trip Specifics

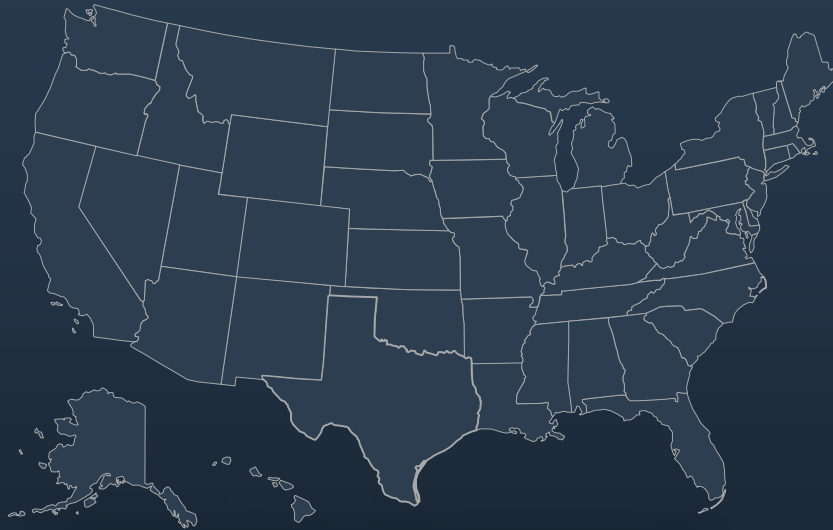


OF CANADIAN TOUR  
OPERATORS ORGANIZE  
STUDENT TRAVEL TO THE US

**40** AVERAGE  
NUMBER OF  
STUDENTS IN A GROUP

**1.6** AVERAGE  
NUMBER OF  
US DESTINATIONS VISITED

# Preferred Destinations in the US Canadian Tour Operators



New York  
Boston  
Chicago  
Washington D.C.  
Orlando  
Philadelphia  
Los Angeles  
San Diego  
St. Louis  
Miami

# Top Ten Student Destinations - US

- New York
- Orlando
- Washington DC
- Chicago
- Los Angeles
- Williamsburg
- Philadelphia
- Atlanta
- San Francisco
- Boston

# Top Ten Student Destinations – North American

- Toronto
- Montreal
- Niagara Falls
- Ottawa
- Quebec
- Vancouver
- Whistler
- Banff
- Nassau
- Riviera Maya



# Emerging Student Destinations

2016

San Antonio

Cleveland

Honolulu

Nashville

Anaheim

2015

St. Louis

Dallas

Hawaii

Myrtle Beach

Charleston

Branson

# Michael Grueninger

## SYTA President

### QUESTIONS & ANSWERS

# SYTA Annual Conferences

**August 25-29, 2017**

- Registration Open

**August 24-27, 2018**

**August 9-13, 2019**

**Albuquerque, New Mexico**

**Baltimore, Maryland**

**Birmingham, Alabama**

SYTA Contacts:

[info@syta.org](mailto:info@syta.org)

[www.syta.org](http://www.syta.org)

[www.sytayouthfoundation.org](http://www.sytayouthfoundation.org)

[www.syta.org/conference](http://www.syta.org/conference) 2017