

# Welcome TO



# SYTA

The Voice of Student & Youth Travel®

**CONGRATULATIONS** on becoming a member of North America's leading membership organization for businesses that serve the student and youth travel market. Student travel is a \$185 billion industry and represents 20% of all global tourism revenue. SYTA represents 1.5 M youth travelers annually.

Here are **4 THINGS TO DO IN THE NEXT 30 DAYS** to make your membership start working for you right away.

1

**ACTIVATE YOUR MEMBER PROFILE:** Visit [my.syta.org](http://my.syta.org) and click on "Member Login." This will give you access to all your membership benefits. *(Your password was included in your welcome letter.)*

2

#### STAY UP-TO-DATE:

Follow us on



/syta.org



@sytaorg



/student-&-youth-travel-association-syta-?trk=tyah



3

**CHECK YOUR INBOX:** You'll start receiving the eSYTA news, e-mailed every other Tuesday to keep you up-to-date on industry and member news, business tips, events, and more. We welcome timely, relevant news about your business or destination. Please share your information at [info@syta.org](mailto:info@syta.org) for consideration.



4

**GET TO KNOW OUR STAFF:** The SYTA staff is ready to educate you and assist you with any questions you have. To learn who's who, visit [syta.org/staff](http://syta.org/staff). Please contact us anytime. We're here to help!

Teach&Travel  
The Official Publication of SYTA



SYTA  
The Voice of Student & Youth Travel®



SYTA youth foundation  
Travel Changes Young Lives for Good

FOR MORE INFORMATION, VISIT [SYTA.ORG](http://SYTA.ORG) OR CALL 703-610-1263

# UNDERSTANDING THE COMMUNITY



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

There's a variety of ways that SYTA communicates with its total audience. Please take a moment to educate yourself on the different arms that make up the SYTA community.



## STUDENT & YOUTH TRAVEL ASSOCIATION

SYTA is the non-profit, professional trade association that promotes student and youth travel and seeks to foster integrity and professionalism among student and youth travel service providers. SYTA is **"The Voice of Student and Youth Travel."** SYTA members are Tour Operators, Travel Agencies and supplier organizations (*Hotels, Restaurants, Attractions, Airlines, Destination Marketing Organizations, etc.*) that are committed to professionalism and integrity in student and youth travel.



## TEACH & TRAVEL MAGAZINE

SYTA's official publication and the primary way we reach out to educators who plan student travel. **The total bimonthly readership is 90,000.** Content provides the most up-to-date information on industry news, travel requirements, fresh destination ideas, and the importance of working with companies affiliated with SYTA. **Supplier members interested in advertising in Teach & Travel or on syta.org should contact Serendipity Media at 866-252-7108.**



## SYTA YOUTH FOUNDATION (SYF)

SYTA's philanthropic arm with a mission to provide access to travel opportunities for the maximum number of young people that would otherwise be unavailable due to family hardship, budget cuts in school systems, or simply lack of the access to education about travel as a learning experience. **Visit [sytayouthfoundation.org](http://sytayouthfoundation.org) to learn more.**

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



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

**SYTA Youth Foundation**  
Travel Changes Young Lives For Good

**FOR MORE INFORMATION, VISIT [SYTA.ORG](http://SYTA.ORG) OR CALL 703-610-1263**