

# **Coffee Talk**

## **2019 SYTA Annual Conference**

### **Birmingham, Alabama**



# What is an Association?

In general, an association is a group of persons banded together for a specific purpose.”

A sense of community coordination is at the heart of the association profession. People voluntarily join associations because they want to work together on a common cause or interest.



# How Do Associations Benefit Members?

- education/professional development
- information, research, statistics
- standards, codes of ethics, certification
- forum (face to face or virtual) to discuss common problems and solutions
- service/mission orientation—opportunities for volunteerism and community service
- community, network, “home,” identity, participation
- advocacy and government relations



# How Do Associations Benefit Society?

Although they are membership organizations, many of the contributions made by associations today are vital to society and to maintaining our quality of life – they represent every type of industry and profession.



# How Are Associations Staffed?

- Volunteers
- Led by Board of Directors
- Paid Staff – part time and full time
- Consultants
- Partnerships







# Visit Our Office



# Our Brands

- SYTA – Membership Organization
- SYTA Youth Foundation – SYF – Foundation/Charity
- Teach and Travel – Educators/Administrators
- Center for Student Travel Safety – Certification  
CSTO/CSTP



# Our Structure

- SYTA – Board of Directors - President
- SYTA Youth Foundation – Board of Trustees - Chairman
- Teach and Travel – Oversight by SYTA BOD
- Center for Student Travel Safety – Commission



**Carylann Assante, CAE**  
**Chief Executive Officer**



**Becky Armely**  
**Director of Operations**



**Hazel Mejia**  
**Senior Program Manager**





**Henry De Leon**  
**Program Manager**



**Vanessa Iglesias**  
**Administrative Services Manager**



**Megan Marshall**  
**Membership Coordinator**



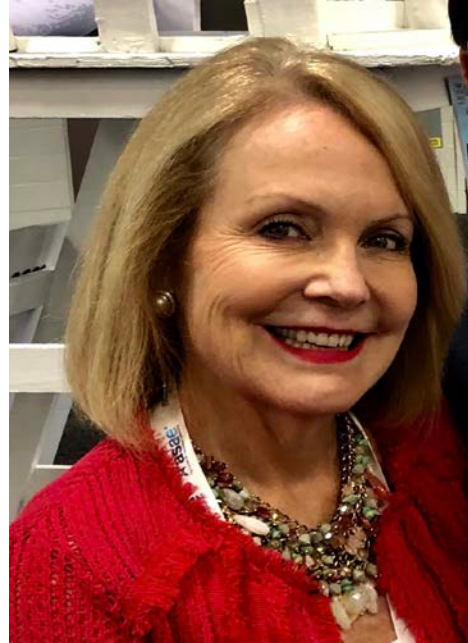
**Mariela Mejia**  
**SYTA Intern**



# Serendipity Staff



# Precision Meetings & Events Team



Peggy Marilley



# Precision Meetings & Events Team



Cate Marr



Tyler Chaffin



Lorelei Irons

# Professional Development and Certification

- Travel Safety Solutions
- iWaldman Consulting
- Caldwell CPAS
- Five Studies, A Tourism Academy
- Katy Summers, Curriculum Development

# Advocacy and Government Relations

- Allied Associations
- Main Street Associates



# Research

- Bonard
- MCH Data
- MTD Research
- ABA Foundation
- WYSE

# Strategic Partners

# Volunteers

- 19 Committees, Sub Committees and Task Forces
- 150 volunteers

# SYTA

SYTA is the non-profit, professional trade association that promotes student & 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 Vision Statement

SYTA is the premier association of businesses dedicated to providing life enhancing travel experiences to students and young people.



# How we provide value to members:

1. Promoting the development and growth of the student and youth travel market.
2. Expanding SYTA's role as the "Voice of Student and Youth Travel" by keeping the industry, the press, consumers, and the general public informed on student travel related issues, information, and relevant data.
3. Supporting the efforts of members to strengthen themselves and their businesses for growth and unforeseen challenges.
4. Developing partnerships with education and travel organizations worldwide that share our common interests and goals.
5. Having a positive impact on the world around us.
6. Continuing to ensure the financial stability of association.

# SYTA Youth Foundation

We believe that TRAVEL CHANGES YOUNG LIVES FOR GOOD, and to that end, SYF strives to provide access to travel opportunities for the maximum number of young people that would otherwise be unavailable due to family economic hardship, budget cuts in school systems or simply lack of access to or education about travel as a learning experience.



# Teach and Travel

The Official Publication of the Student & Youth Travel Association: Print and Digital

Circulation: 40,000 educators and SYTA member tour operators.

Frequency: Teach & Travel is published five times per year in January, March, May, September, and November.



# Teach and Travel

- Teach and Travel eNewsletter – 13,000
- Educators Buyers Guide – Listing of SYTA members
- Social Sites

# Teach and Travel

- eNews subscribers grew by 39% in the last year with over 18,600 Educators receiving the eNewsletter.
- SYTA.org web traffic is up 11%
- Social Followers is up 12%
- Increased Social presence doing Facebook LIVE's for the Teach Audience and engagement for those posts have 19X's the engagement.
- SYTA Social Followers are up 11%
- SYF's Social Followers are up 9%



# Teach and Travel

- **Mission of each channel...**
- **Facebook** - To be a thought leader in student and youth travel, share membership news and updates, and events to sustain and grow membership and event attendance. Audience: All 4 personas
- **Twitter** - To be the leading credible source on student travel news, sharing thought provoking and useful industry news and research. Audience: All 4 personas
- **LinkedIn** - To spark conversations between members, allow members to show their affiliation with the association and push membership and event attendance.
- **YouTube** - To be a warehouse of video.

# Educator Partners

- EdWeb.net – Professional Online Community for Teachers
- Education Associations



# Membership Report

## As of July 31, 2019





# Who are SYTA's Members?

## **Active Members/Buyers**

- Tour Operators, Travel Agencies, Receptive Operators

## **Associate Members/Suppliers/Sellers**

- Companies that provide services, products

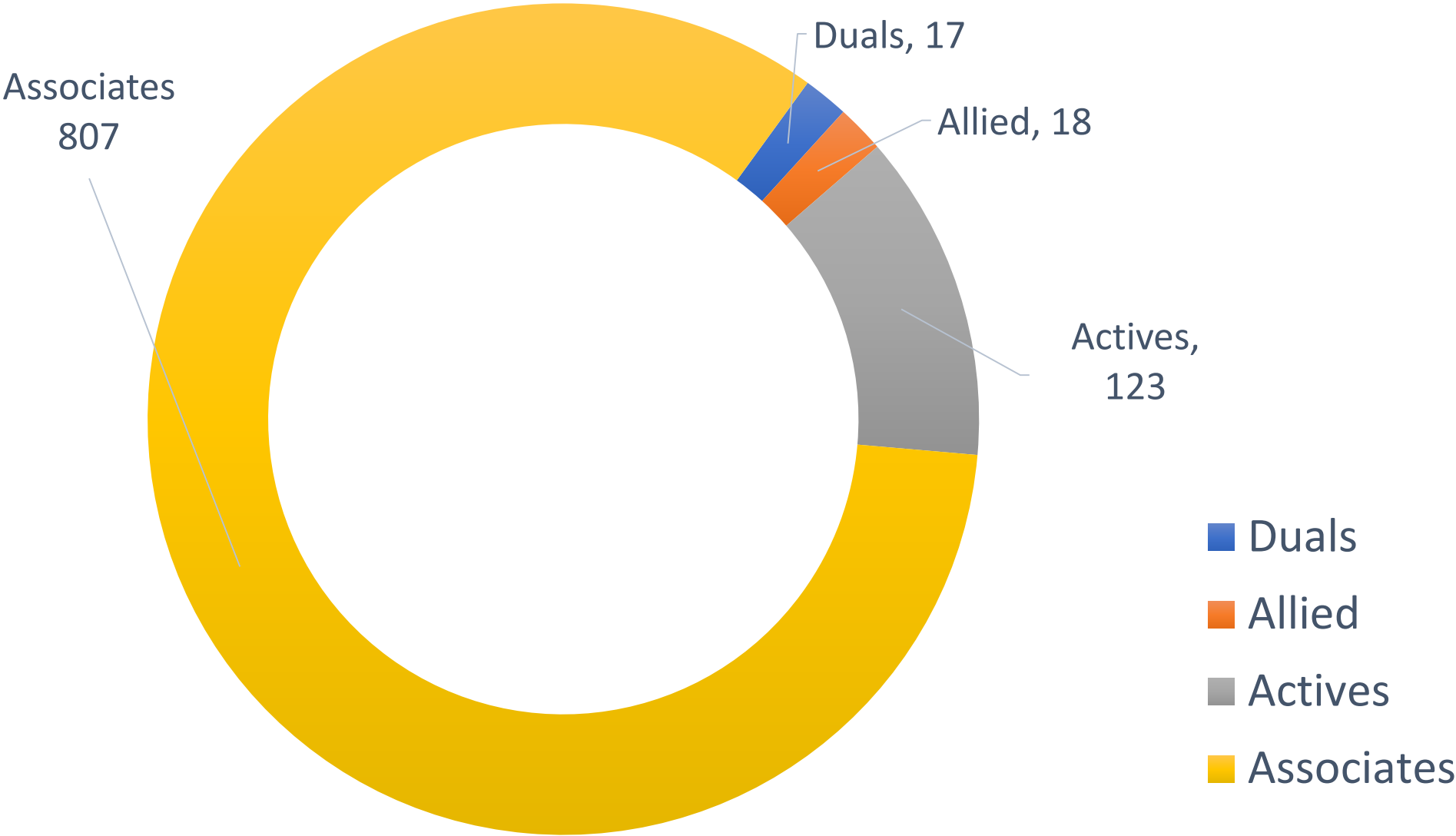
## **Dual Members**

- Active and Associate

## **Prospective Active Members**

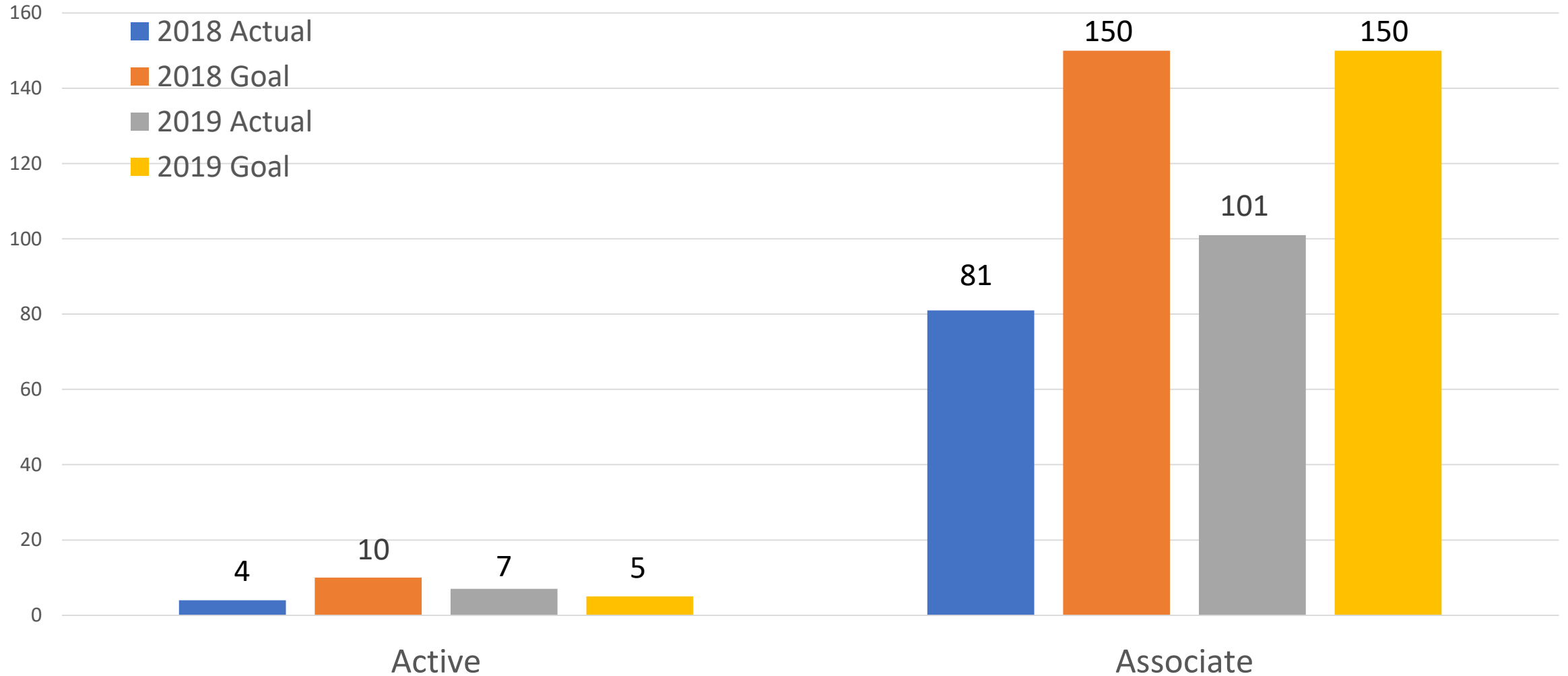


# SYTA Membership – 965 Companies



# 2019 New Member Goals

(2019 Actuals as of 7/31/2019 & 2018 Actuals)



Also, there are 6 new Dual members as of 7/31/2019



# Membership Retention

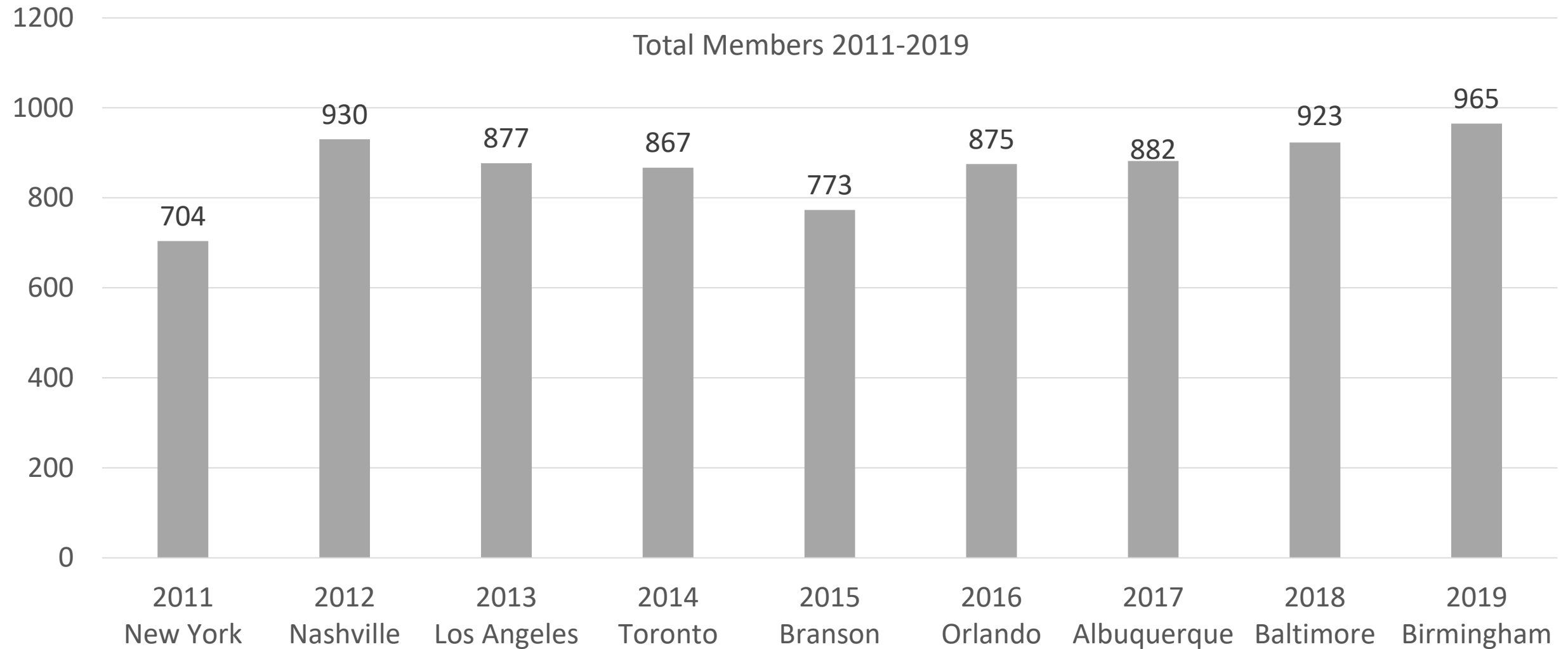
94% Active Members

82% Associate Members





# SYTA Membership





# Communications and Marketing

- eSYTA News – 2x a month
- Research eNewsletter – Quarterly
- Annual Conference eNews – 2x a month
- SYF eNewsletter - Quarterly
- Safety eNewsletter – Coming soon
- SYTA.org
- SYTA YouthFoundation.org

# Professional Development and Certification







# The SYTA Safety Mission

Approved by the BOD in 2018

SYTA instills confidence in our travelers by establishing quality and safety standards for travel providers, and we empower our members through advocacy, education, training and networking opportunities

# SYTA's POSITION

SYTA creates a culture of safety planning and crisis readiness by establishing safety standards, providing planning resources, training and education for its members.

Travelers with SYTA members can feel confident that their trips are insured, their travel providers are professional and trained in thorough safety protocols.

## ***“Walking the Walk”***

# **THE SYTA SAFETY COMMITMENT**

- SYTA’S ongoing plan to put the muscle behind our message
- Rather than wait for the spectre of government regulation, we are getting in front of the issues and taking the leadership position with:
  - More stringent and high quality standards
  - Opportunity for certification
  - More robust education for members
  - Deeper, more consistent research

# SYTA's Safety Objectives

- Elevate SYTA's position in the student travel market—nationally and internationally -- as the respected thought leader in establishing the highest standards in student travel safety
- Fill a void in the industry for credibility, education, accountability and advocacy for student travel safety
- Create a more inclusive membership of companies and individuals who are committed to safety in student travel
- Self regulate our industry by providing the needed methods for evaluation and selection of the highest quality, most professional and educated tour operators and travel providers specializing in student travel





# SYTA SAFETY COMMITMENT PROGRAM

- I. STUDENT TRAVEL SAFETY STANDARDS
- II. CENTER FOR STUDENT TRAVEL SAFETY
- III. CERTIFIED STUDENT TRAVEL PROFESSIONAL
- IV. CERTIFIED STUDENT TRAVEL ORGANIZATION
- V. SYTA SAFETY RESOURCE CENTER
- VI. STUDENT TRAVEL RESEARCH

# CENTER FOR STUDENT TRAVEL SAFETY

The Center for Student Travel Safety is a non-profit, independent C-3 organization, working in partnership with SYTA to administer and grant SYTA certification programs.

Accountable to an appointed commission approved by SYTA BOD



# SYTA SAFETY RESOURCE CENTER

The resources that all applicants for certification will need in order to qualify and pass will be housed within SYTA. These will include, for example:

## -- GUIDES

- Safety Guide
- Emergency Response Plan
- International
- Crisis

## • WEBINARS

## • WORKSHOPS

- How to Prepare for Certification
- How to Prepare for an Assessment
- How to Conduct a Self Assessment

# Expected Outcome

SYTA is recognized globally as the ultimate and most trusted authority on and resource for student travel safety

# CERTIFIED STUDENT TRAVEL PROFESSIONAL (CSTP)

- SYTA's Current Certification program for individuals started in 1998
- CSTP will evolve over next year
  - Developing new criteria to achieve designation
  - Will align with new safety standards
  - New logo and branding
  - Proposed requirement for re-certification every 3 years
  - Committee to be appointed to develop new content and programming
  - CSTP certification “mini conference” planned for Winnipeg with mass renewal for current CSTP designees



# CERTIFIED STUDENT TRAVEL ORGANIZATION (CSTO)

- Major addition to SYTA Safety Commitment
- Certification program for companies
- Will also align with new standards
- Open to SYTA members first, then open to any company specializing in student travel
- Administered by the Center for Student Travel Safety
- Develop Branding and Logo

# Conferences and Events

# **2019 SYTA Annual Conference**

## **Birmingham, AL**

August 9-13, 2019

# 2019 SYTA Annual Conference Registration Numbers

	Goal	Total Count	# of Companies Represented
<b>Total Number of Registrants</b>	841	1,004	703
<b>Supplier</b>	680	725	610
<b>Tour Operator</b>	141	207	93
<b>Social Guest / Day Pass</b>	20	72	

# 2019 SYTA Annual Conference Appointment Numbers

	Taking Appts	Not Taking Appts	# of Companies Represented
Supplier	556	169	552
Tour Operator	133	74	87
Total	689	243	639

**Ratio of Appointment Takers: 4.18**



# SYTA Annual Conference Registration Yearly Comparison

	2019 Birmingham	2018 Baltimore	2017 Albuq.	2016 Orlando	2015 Branson	2014 Toronto	2013 LA	2012 Nashville	2011 New York	2010 Sacram.
<b>Total Number of Registrants</b>	1004	1183	1042	1275	916	1006	996	1043	987	783
<b>Supplier</b>	725	818	738	822	658	699	681	671	687	575
<b>Tour Operator</b>	207	255	205	255	184	213	178	207	198	174
<b>Other/ Social Guest / Day Pass</b>	72	110	99	198	74	94	137	165	102	34

# 2019 Highlights

- “Pep Rally” on Showcase Floor
- Networking Ice Breaker with New Attendees- Mixtroz App
- Homeroom, Showcase Floor – “Yearbook Wall”
- Table Talks, SYTA Central
- SYTA Youth Foundation Pavilion
- Silent Auction and “Chance Drawing”
- President’s Booth, 104
- Closing Night Event - RSVP

# Annual Conference Engagement

- AC Mobile App
- Photovision
- Hashtag
- Venmo for Donations
- Silent Auction

# DOWNLOAD THE **CONFERENCE APP!**

Stay up-to-date with everything going on during the 2019 SYTA Annual Conference in Birmingham!

Look for this icon:



Download the **CROWDCOMPASS ATTENDEEHUB APP** from your app store. Search and select **2019 SYTA ANNUAL CONFERENCE** and log in!





Share your photos of the conference  
for SYTA's memory archives!



group travel  
VIDEOS



You will be taking lots of pictures, right? Join the tradition! Share your favorites for the SYTA archives. Selfies with customers and friends....and the good times in Birmingham! Download the free, private photo sharing app now. After the conference, we will make a storytelling video from all the photos you can watch on any device using the app.

**Username: SYTA Password: 2019**

DOWNLOAD THE  
**FREE APP**

Search 'group travel videos'



Available on the  
**App Store**



ANDROID APP ON  
**Google play**



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

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

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





# #SYTA2019



# SYTA Summit 2020

## January 23-26 – San Juan, Puerto Rico



**SYTA SUMMIT 2020**

January 23 – 26 / San Juan, Puerto Rico

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



# 2020 SYTA Annual Conference

August 14-18 – Winnipeg, Manitoba, Canada



# Highlights

SYF Annual Golf Classic – October 2020 – Kissimmee, FL

CSTP Renewal Program – Friday, October 14, 2020

Four Hotels within walking distance of Center

Special Rates for Canadian Members

# **2021 SYTA Annual Conference**

## **New York, New York**

### **August 13-17, 2021**



# 2022 and Beyond RFP Process

# RESEARCH SUPPORTS OUR COMMITMENT

SYTA currently invests in important research that supports our thought leader position and advocacy efforts

- Student and Youth Travel Digest 2014-2017
- Teach and Travel Top 10 Annual Survey
- Domestic Safety Survey to Educators 2017-2018
- Quarterly Research Newsletter
- New Student Travel Business Barometer – April 2019

# STUDENT & YOUTH TRAVEL DIGEST



## SOCIAL IMPACT OF STUDENT TRAVEL ON STUDENTS AND TEACHERS

# Student Travel

BUSINESS BAROMETER

BONARD







## THE RESEARCH DELIVERS

- Unique source of market intelligence on the sector.
- Consistent and reliable quarterly data on market trends.
- Insights into student preferences.
- Future outlook.
- Assessments of the most pressing issue related to student group travel.



BONARD (ex StudentMarketing) is a market intelligence and strategic development firm. We leverage our global knowledge and connections to help our clients grow in the vibrant international education market.



**4**  
Offices

In Europe  
and  
China



**50**  
Specialists

Focusing on  
research, business  
solutions



**282**  
Projects

Conducted by  
our certified  
experts



**1,000**  
Meetings

With industry  
stakeholders  
conducted  
annually



**20,000**  
Stakeholders

Interviewed  
annually



BONARD is a **United Nations World Tourism Organization Affiliate Member**.



**21%**

PARTICIPATION RATE

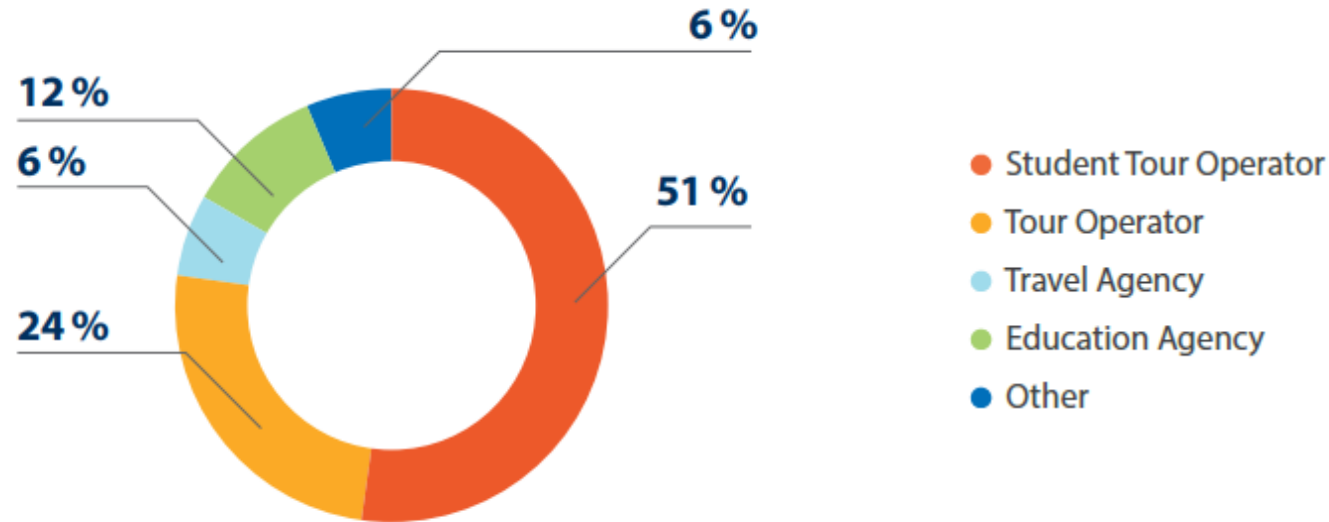
TOUR OPERATORS AND  
TRAVEL AGENCIES  
FROM

**21 COUNTRIES**

WITH A SENDING POWER  
OF

**1 MILLION  
STUDENTS**

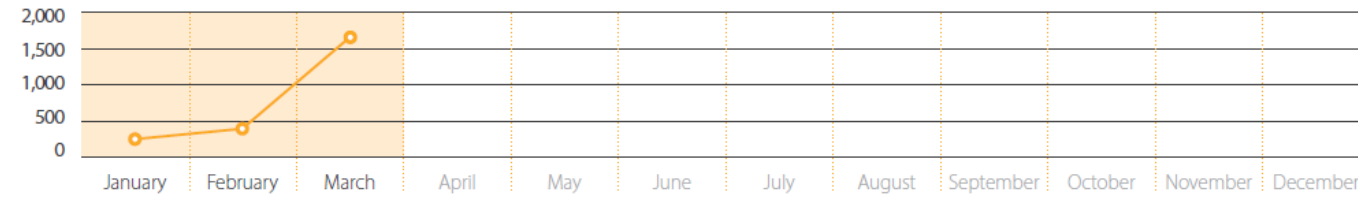




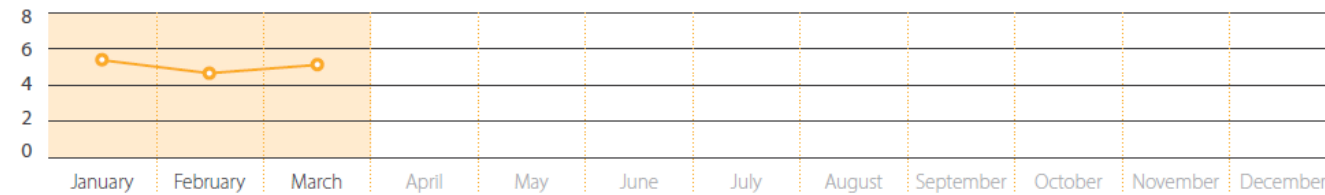
- **Student Tour Operator:** Tour operator specializing in organizing tours for students
- **Tour Operator:** Tour operator also organizing tours for students
- **Travel Agency:** Agency offering mostly travel products for young people
- **Education Agency:** Agency offering mostly international education programs

## KEY PERFORMANCE INDICATORS

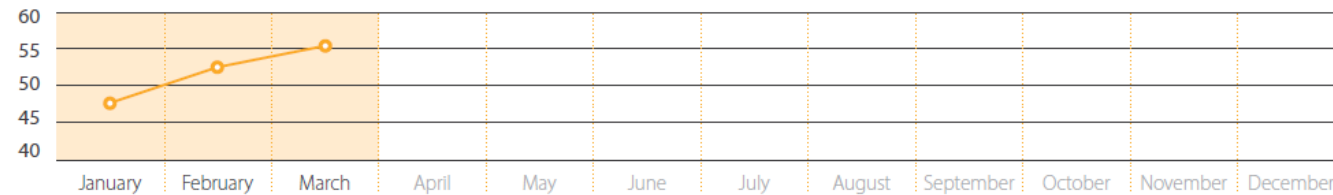
AVERAGE NUMBER OF STUDENTS TRAVELING



AVERAGE TRIP DURATION (DAYS)



AVERAGE NUMBER OF STUDENTS PER GROUP



## CHANGE IN INDICATORS Q1 2019 VS Q1 2018

Percentage of tour operators seeing the following development

### NUMBER OF STUDENTS TRAVELING



### AVERAGE TRIP DURATION



### AVERAGE GROUP SIZE

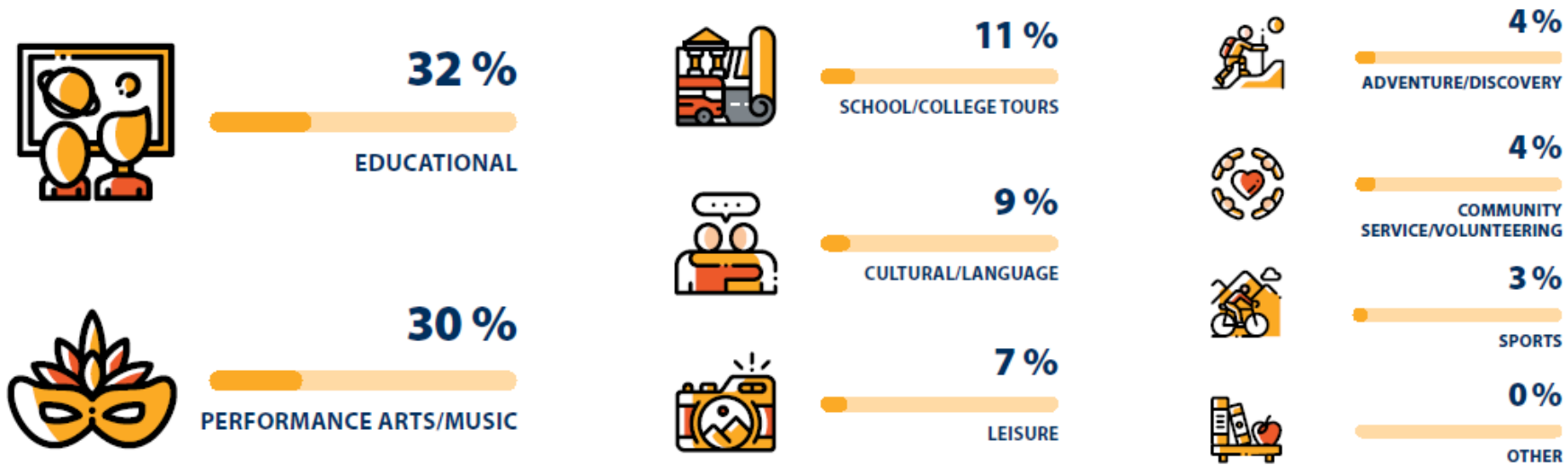


- Increased by more than 20 %
- Increased by 11 % - 20 %
- Increased by 1 % - 10 %
- No change
- Decreased by 1 % - 10 %
- Decreased by 11 % - 20 %
- Decreased by more than 20 %



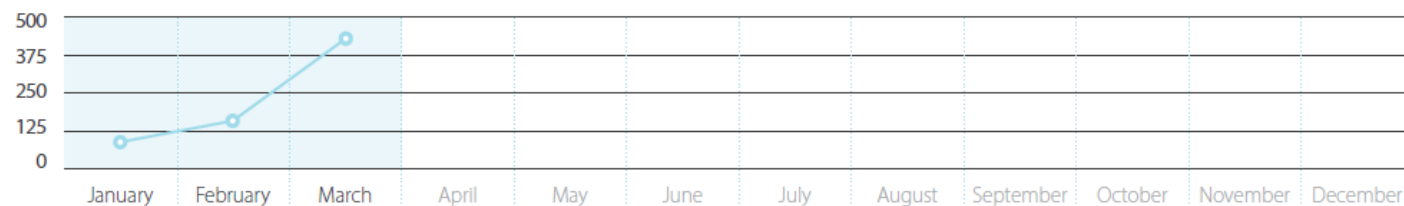
## PREFERRED PROGRAMS

Percentage of students opting for the following trip types

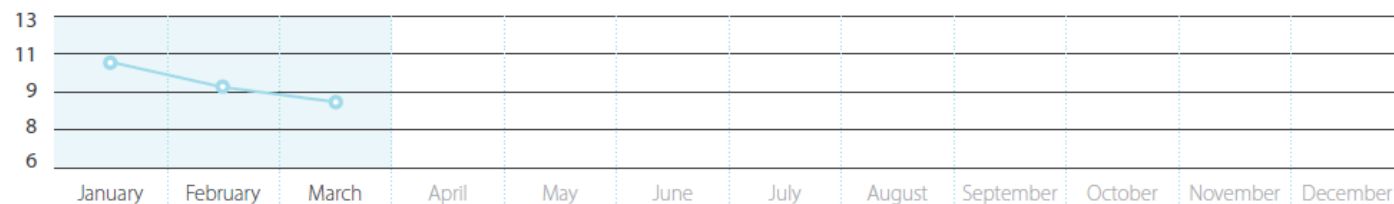


## KEY PERFORMANCE INDICATORS

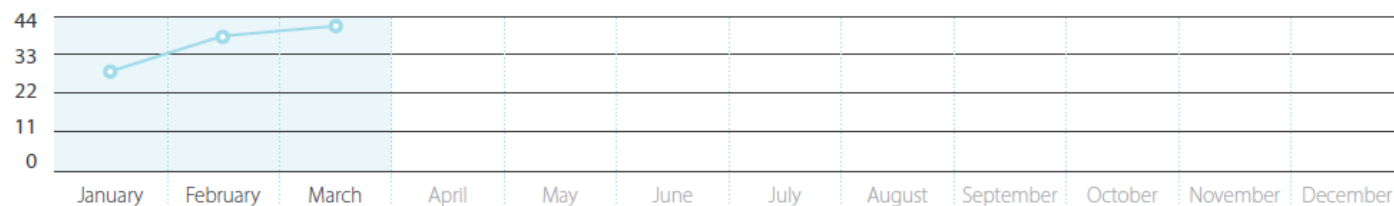
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### AVERAGE TRIP DURATION



### AVERAGE GROUP SIZE



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Increased by 11 % - 20 %

Increased by 1 % - 10 %

No change

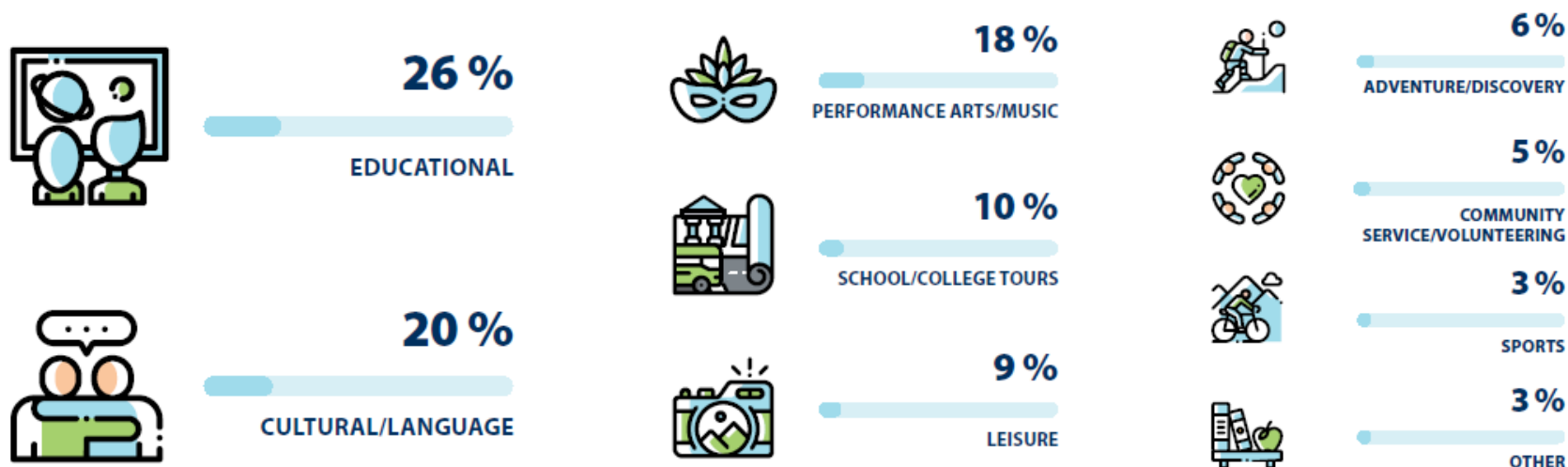
Decreased by 1 % - 10 %

Decreased by 11 % - 20 %

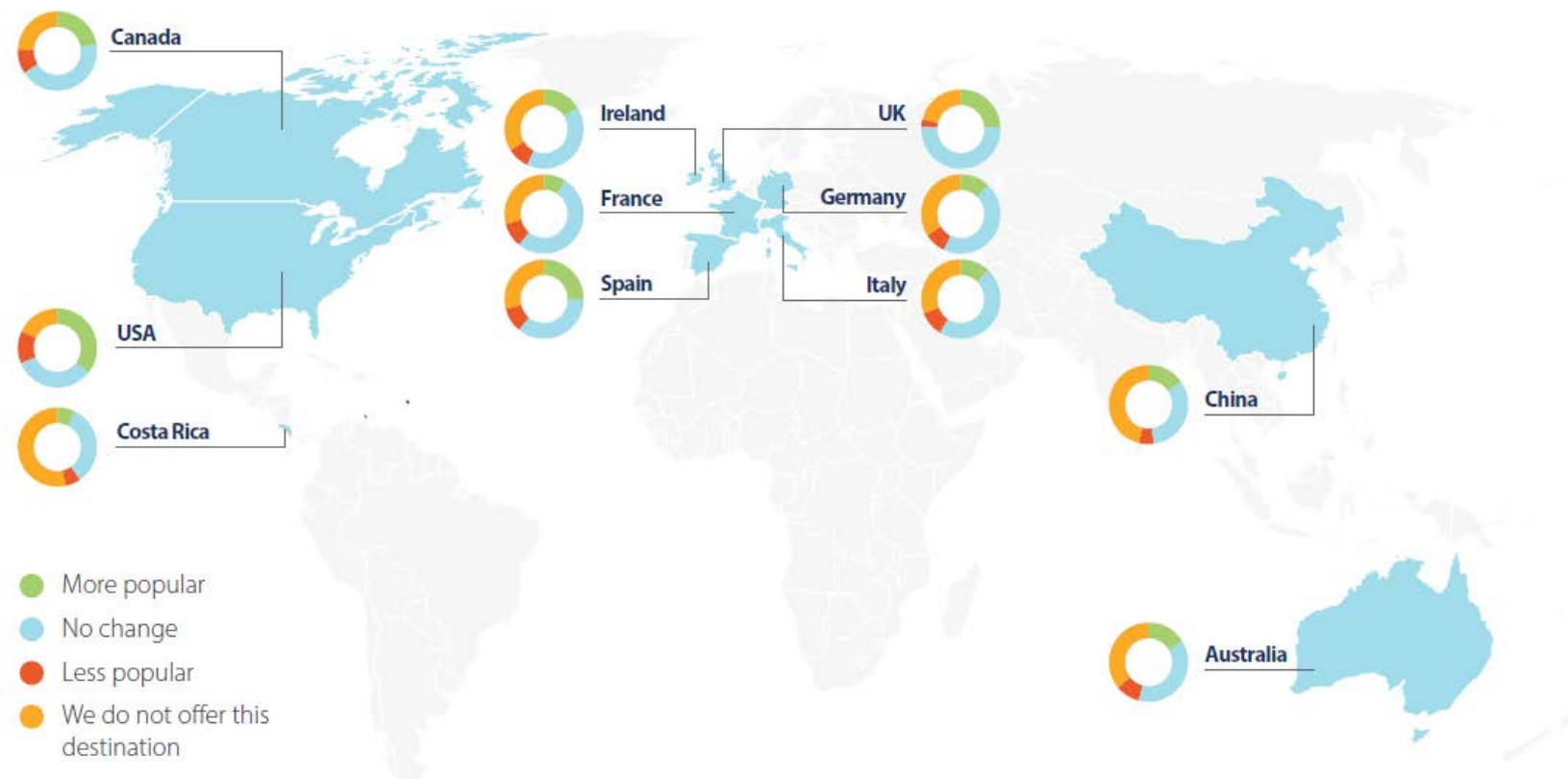
Decreased by more than 20 %

## PREFERRED PROGRAMS

Percentage of students opting for the following trip types



## DESTINATIONS PERFORMANCE Q1 2019 VS Q1 2018





## IMPORTANCE OF SAFETY IN TRIP CHOICE ACCORDING TO STUDENTS



1

Trip costs



4

Safety



2

Attractiveness  
of a destination



5

Distance



3

Trip itinerary



6

Visa  
requirements

SAFETY WAS  
RANKED AS THE  
FOURTH MOST  
IMPORTANT  
FACTOR  
WHEN  
SELECTING A  
DESTINATION.

## TOUR OPERATORS' VIEWPOINTS ON SAFETY AND CRISIS MANAGEMENT



# **STUDENT TRAVEL BUSINESS BAROMETER**

**INTERESTED  
IN Q2 2019  
DATA?**

**JOIN THE SURVEY  
AND RECEIVE  
QUARTERLY  
PERFORMANCE  
DATA - AT NO COST**



For more information, please contact **[barometer@bonard.com](mailto:barometer@bonard.com)**.