

# Welcome to SYTA

**CONGRATULATIONS** on becoming a member of SYTA, the leading membership organization for businesses that serve the student and youth travel market globally.

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 **FOUR THINGS TO DO IN THE NEXT 30 DAYS** to make your membership start working for you right away!

## **ACTIVATE YOUR MEMBER PROFILE**

Visit [my.syta.org](http://my.syta.org) and click on "Member Login" (located at the top right of the screen). This will give you access to all your membership benefits.

*(Your password was included in your welcome letter.)*

## **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/contact](http://syta.org/contact). Please contact us anytime. We're here to help!

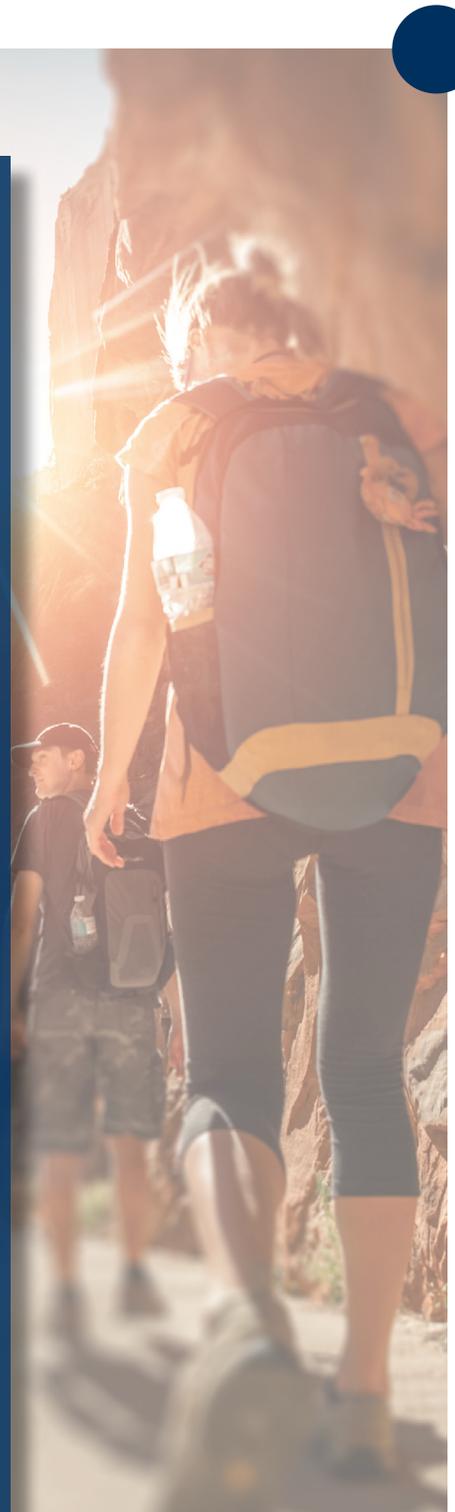
## **CHECK YOUR INBOX**

You'll start receiving *Teach & Travel* bimonthly and will receive the eSYTA news, emailed 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.*

## **STAY UP-TO-DATE:**

Follow us on our social media channels!



# Understanding the Community

## MEET THE THREE BRANCHES

of 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.



### SYTA YOUTH FOUNDATION (SYF)

SYTA's philanthropic arm with a mission to provide travel experiences for youth and students who would otherwise not have the resources to participate in those enriching and life changing opportunities.

Visit [sytayouthfoundation.org](http://sytayouthfoundation.org) to learn more.



### TEACH & TRAVEL MAGAZINE

*Teach & Travel* is the **Official Publication of SYTA**. Each issue is packed with helpful travel tips, outside-the-classroom curriculum ideas, scholarships for student travel and student-friendly travel destinations.

**For members:** *Teach & Travel* has all the tools your brand needs to reach and engage with the largest audience of educators, student travel planners and SYTA tour operators. Contact Serendipity Media for advertising inquiries at 866-252-7108.



**YOUR SOURCE** for All Things Student & Youth Travel  
For more information, visit [syta.org](http://syta.org) or call 703-610-1263



# Get Involved

**SYTA IS MUCH MORE THAN JUST A MEMBERSHIP ORGANIZATION.**

**It's a community.**

There are several ways to become more involved and something for everyone.

Please consider the following to maximize your partnership with SYTA!



## ADVERTISE

Gain exposure through SYTA communications, including *Teach & Travel* magazine and SYTA.org.



## ATTEND SUMMIT

Join like-minded student travel professionals for a unique business, professional development and networking experience where tour operators and key partners connect face-to-face in a relaxed setting.



## ATTEND SYTA'S ANNUAL CONFERENCE

The premiere marketplace dedicated to the student and youth travel industry, we bring tour operators and suppliers together to increase student and youth travel business for your company.



## BECOME A PARTNER

For high-profile visibility, become a strategic partner, sponsor one of our annual events or become an annual SYTA Youth Foundation sponsor.



## DONATE

Be a part of facilitating travel enriched learning experiences that enhance the social, cultural and educational growth of our future generations and donate to the SYTA Youth Foundation.



## GET INVOLVED

Join the SYTA Board of Directors, SYTA Youth Foundation Board of Trustees or a SYTA Committee.



## VOLUNTEER

Take part in one of the many SYTA and SYTA Youth Foundation events throughout the year.



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# Member Mutual Agreement

## WE ENCOURAGE members to:

- » **UTILIZE** all the **benefits** provided to you by SYTA
- » **ATTEND** educational workshops, sessions, and webinars to further your education in the student travel industry
- » **ACTIVELY** market your business through member-to-member promotions
- » **COMPLY** with the SYTA Code of Ethics
- » **PARTICIPATE** in the SYTA Annual Conference
- » **ATTEND networking events** hosted by SYTA
- » **SHARE information** about what's happening at your business to keep members at the forefront of the industry
- » **NETWORK** with leading decision-makers on both tour operator and supplier sides of the industry
- » **ACCESS and manage** your membership profile via the Member Portal at [my.syta.org](http://my.syta.org)
- » **PARTICIPATE** in surveys and provide suggestions, ideas, and concerns regarding your experience as a SYTA member
- » **TAKE AN ACTIVE ROLE in leadership**, earn your CSTP designation, and get involved for personal and professional growth
- » **MAINTAIN good financial standing** with SYTA

## SYTA IS COMMITTED to providing all members with:



All of the **GREAT BENEFITS** that come with being a SYTA member.



**EXCELLENT CUSTOMER SERVICE.**



**ASSISTANCE** with informing SYTA clients, members, and staff of your services.



**NETWORKING** events and educational webinars.



**PRESENCE** at industry-related tradeshows and events to maximize exposure in the student travel market.



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# Unique Opportunities

**SYTA IS PLEASED TO PARTNER WITH SERENDIPITY MEDIA** to bring you expert marketing advice and comprehensive communication tools to help you reach the student market. Serendipity Media is proud to bring you the best tools, each with **UNIQUE OPPORTUNITIES** to help you grow your student business!

Let us help you **GROW AND DEVELOP** your student market business with creative, comprehensive, and cost-effective marketing plans.

**SYTA members receive a 15% discount on all advertising!**



Contact us today for more information.

info@serendipity-media.com

866-252-7108



## TEACH & TRAVEL MAGAZINE

Bimonthly magazine **distributed to 40,000. PLUS** receive greater exposure in the digital edition.

## SYTA'S EDUCATORS' BUYERS' GUIDE

Distributed to 40,000 and at tradeshow across the country. **Enhanced listings are now available!**

## SYTA.ORG

Advertise online and drive viable prospects from syta.org to your website.



## eSYTA NEWSLETTER

Sent biweekly to **more than 2,000 SYTA members, partners and prospective members.**

## TEACH & TRAVEL eNEWSLETTER

Sent weekly to **more than 13,000 educators** and readers of *Teach & Travel* magazine.

## SOCIAL SPOTLIGHT

of your business via the *Teach & Travel* social media outlets.



# Professional Development

Professional certifications are important in every industry and the student travel industry is no different. SYTA is proud to offer The Essentials of Student Travel along with two certifications to show you and your organization are dedicated to safety, providing quality student travel experiences and that you hold yourself to a high standard of expertise and safety.

## The Essentials of Student Travel: A Foundation Course in Student & Youth Travel

was designed with the busy life of a Tourism Professional in mind! This course is designed for those that are new to the industry, need a refresher on different segments, or those that want to learn more about the industry.

## CSTP: Certification for Individual Travel Professionals

The **CSTP Certification Program** is designed for individual student travel professionals to learn the latest and effective practices in the student travel industry. Professionals will benefit from personal and professional development through the experiences and continuing education courses in the following core competencies:



- » **Hospitality and Tourism**
- » **Business Management**
- » **Human Resources Management**
- » **Cultural Mindfulness**
- » **Risk Management**
- » **Research and Data**

In addition to education, CSTP applicants must also participate in SYTA events and volunteer within the student travel industry

## CSTO: Certification for Student Travel Organization

The **CSTO** is an organizational certification available to Active (Tour Operator) Members of SYTA. The CSTO ensures that student travel organizations meet the highest standards available for safety and professional management in the student travel industry. The standards that must be met for this certification include:

- » **Risk Assessment and Management**
- » **Emergency Response**
- » **Crisis Communications**
- » **Staff/Chaperone/Driver Background Checks**
- » **Business Practices**
- » **Vendor assessments**
- » **Safety Procedures/Briefing**
- » **Family Assistance & Support**
- » **ADA Requirements**
- » **Health Information**
- » **International Travel Requirements**
- » **First Aid/CPR Training**
- » **Incident Response / Lost Student Protocols**
- » **Security**



For more information, please contact Katy Summers at: [ksummers@syta.org](mailto:ksummers@syta.org)



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# Our Mission

The SYTA Youth Foundation's (SYF) mission is to provide travel experience for youth and students who would otherwise not have the resources to participate in those enriching and life-changing opportunities.

*The SYTA Youth Foundation is the 501(c)(3) philanthropic sister organization of the Student & Youth Travel Association.*

## MAKE AN IMPACT

**DONATING TO SYF MAKES GOOD BUSINESS SENSE.** Donating to SYF isn't just a wonderful, socially responsible thing to do. It is also good for business. With your support, SYF is able to communicate the value of student travel and its impact to the economy to a larger community of influencers.



SYF HAS AWARDED MORE THAN

→ **\$1.3 MILLION**  
IN SCHOLARSHIPS AND PROGRAMS

**7,500+**  
STUDENTS IMPACTED BY SYF

**OVER \$100,000**  
WAS AWARDED IN 2020 - 2021

## » PROGRAMS & EVENTS

- ROAD SCHOLARSHIP
- "WORLD IS A CLASSROOM" ESSAY CONTEST
- STUDENTS ON BROADWAY
- CULTURAL EXCHANGE CHALLENGE



## GET INVOLVED!

There are several things you can do to support SYF's mission—whether it is a financial contribution or a donation of your time.

- » **DONATE TODAY!** [www.sytayouthfoundation.org/donate](http://www.sytayouthfoundation.org/donate)
- » **BECOME A SYF EVENT SPONSOR** at the SYTA Annual Conference
- » **PROVIDE** in-kind services for SYF programs and events
- » **VOLUNTEER** your time and serve on the board, a committee, or help with a SYF program
- » **SPONSOR** a SYF program or event

## HOW TO HELP

### YOU CAN HELP MAKE STUDENT AND YOUTH TRAVEL A REALITY!

We invite you to include SYF among your philanthropic giving considerations. Every dollar (and cent) contributed will bring us closer to sending a deserving student on a travel experience of a lifetime!