



### ATTENDANCE

**1,307** Total Attendees

*\*SYTA's Largest Annual Conference!\**

**730** Suppliers | **279** Tour Operators

75+ International Suppliers

35+ International Tour Operators

17 Countries Represented

**#'s By Region (Supplier/TourOperator)**

**WEST**  
**84 / 31**

**NORTHEAST**  
**228 / 60**

**MIDWEST**  
**55 / 55**

**SOUTHWEST**  
**164 / 31**

**SOUTHEAST**  
**222 / 81**



### CONFERENCE EVENTS

**9** Evening Events

**500** Broadway Tickets/Attendees Thursday Night



**1,000+** at The Lion King

**\$1.3** Million in Value to Attendees



### SOCIAL MEDIA FOLLOWERS /MARKETING ENGAGEMENT



**4,514**



**4,969**



**575**



**1,486**

**35** Conference Emails Sent



### NETWORKING

**55** Hours of Networking



### APPOINTMENTS

**569** Suppliers | **162** Tour Operators

Maximum number of appointments scheduled:  
160 Tour Operators (without breaks)

**25,920** Total # of Appointments



### EDUCATION

**21** Sessions Offered

**675** Attendees Participated

