



GET THE MESSAGE!

MARCIE ELLISON, General Manager, Ellison Travel & Tours Ltd.

TAMI ROGERS, Co-CEO, Bob Rogers Travel

TIM SWEENEY, Worldstrides

CATHLEEN JOHNSON, Cathleen Johnson Tourism Consultants



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WHAT ARE WE SAYING AND TO WHOM?



Our Vision and Mission

Vision

- We help students and youth gain greater understanding of the world through the experience of travel

Mission

- The Student & Youth Travel Association (SYTA) is the premier association of businesses dedicated to providing life enhancing travel experiences to students and young people. We instill 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.



OUR AUDIENCES

- Members
- Educators
- Administrators
- Parents
- Students
- The Industry
- Government
- Consumer at Large



OUR KEY MESSAGES TO DATE

- **Travel is an education in itself for young people**
- **The experience of travel outside one's own immediate environment can expand a young person's understanding of people who differ from them and increase empathy for others**
- **SYTA is motivated by the potential of the "multiplier factor" of positive change that travel can inspire in young people who travel, and all the generations they will affect in the future**
- **Travel's ability to change one's perception of the world is not reserved for the wealthy and privileged, but for all students and children eager to see beyond their personal experience**
- **SYTA and the SYTA Youth Foundation's goal is to help parents and teachers enable kids to travel, and to provide the safest and most educational experience possible.**



PRIORITY MESSAGES FOR NOW – SOME THOUGHTS

- It's safe to travel with a SYTA member
 - Our members are certified, vetted
 - New focus on financial transparency – refunds, etc.
 - The association is focused on operational safety
- It's easy and convenient to organize your student trip through a SYTA tour operator
- It's crucial to your students' learning and personal welfare to get them back "on the road" to experience different cultures



PRIORITY MESSAGES

- SYTA operators are stewards of your investment
 - The majority can sell travel insurance and advise you of options
 - Working with a SYTA operator can mitigate a school's risk while traveling with children
 - Members are educated on issues and conditions specific to student travel



What Are Your Priorities?



Please Discuss These 4 Questions

1. What are the critical issues that SYTA can and should tackle?
2. Which are your three most important audiences?
3. What do you think are the most important messages for SYTA to promote to our audiences?
4. What tools do members need from SYTA so that members can present a unified message?



**IF YOU ARE INTERESTED IN JOINING
THE COMMUNICATIONS AND
ADVOCACY TASK FORCE
LET US KNOW !**