



SYTA Community,

We're counting down to Pittsburgh, and we couldn't be more excited to bring the SYTA community to a city that reinvents itself with every visit. Steel mills to tech campuses. Warhol to Wiz Khalifa. Three rivers, hundreds of bridges, and a skyline that surprises everyone who sees it for the first time.

Below is everything you need to start preparing — mentor/mentee meet-ups, thought leader previews, pre-conference webinars, and a look at the city that's hosting us. Let's get you ready for August.

[REGISTER FOR CONFERENCE](#)

SIGN UP

Mentor/Mentee Virtual Meet-Up #1

TUESDAY, MAY 19 | 2:00PM ET

Signed up to be a **Conference Mentor** or **Mentee**? Make sure you register for our [Mentor/Mentee Virtual Meet-Up #1](#)! This is your opportunity to ask all of your questions, learn the ins and outs of Conference, and meet other Conference attendees.

[SIGN-UP](#)

Thought Leader Sessions

GROW · LEARN · IMPROVE YOUR BUSINESS

This year's Annual Conference features an exceptional lineup of education sessions led by industry thought leaders. Over the coming months, we'll be highlighting sessions you won't want to miss, starting with these two powerful conversations focused on the future of tourism, technology, and inclusion.

The tourism industry is entering a new era where technology shapes every role—but human connection matters more than ever.



BREAKOUT

The Human Future of Tourism: Everything is Marketing, Everything is Technology

SARAH BENOIT | [LEARN TOURISM](#)

In this session, Sarah Benoit explores how marketing, storytelling, and technology now touch every corner of tourism work.



BREAKOUT

Introduction: Accessible Tourism and Serving Travelers with Disabilities

JOE JAMISON | [VISITABLE](#)

In this session, Joe Jamison shares practical strategies to better serve travelers with disabilities. Accessible tourism is essential to creating welcoming, inclusive travel experiences for all.

View these sessions, along with others, on the [Education webpage](#), and keep an eye out for future session spotlights in upcoming Conference eNews updates. Plus, don't forget, educational sessions will be taking place Friday through Monday at Annual Conference 2026.

SEE THE FULL EDUCATION LINEUP

STANDOUT EXPERIENCES

Two Immersive Student Travel FAM Experiences You Won't Want to Miss

These high-impact **FAM tours** offer student tour operators the opportunity to experience firsthand the educational value, hands-on learning, and unique attractions each destination has to offer. Space is limited, and these experiences are designed to showcase what makes each city a standout for student group travel.



Pre-FAM: Pittsburgh Student Discovery

This one-day, high-impact FAM tour offers student tour operators an immersive look at **Pittsburgh's most engaging, curriculum-friendly attractions**. From hands-on industrial history at the Carrie Blast Furnaces National Historic Landmark to global cultural exploration inside the Nationality Rooms at the Cathedral of Learning, the itinerary blends education with interactive experiences.

LEARN MORE



Post-FAM: Philadelphia

Sign up to join the official post-SYTA FAM to Philadelphia! This Philadelphia FAM is your chance to experience the city exactly as your groups would—energizing, educational, and unforgettable. From iconic landmarks that bring history to life to brand-new exhibitions and hands-on activities that keep students engaged, this curated itinerary showcases **the very best Philadelphia has to offer**.

LEARN MORE

Partner with us for the 2026 Annual Conference!

A special welcome to our newest sponsors! See the full list and learn more about partnership opportunities.

- **TCS, Royal Coach Tours and Polynesian Adventure**
- **Visit Virginia Beach**

Secure Your Spotlight in Pittsburgh!

Sponsorships for the 2026 Annual Conference are selling fast! Don't miss your chance to put your brand front and center with these high-visibility opportunities:

- SYTA Central Branding | \$8,500
- SYF Auction Branding | \$8,500
- Online Appointment Portal Branding | \$6,000
- Appointment Table Operator Gifts | \$3,500

To lock in one of these excellent sponsorships, [contact Reed Warner at rwarners@syta.org](mailto:rwarners@syta.org).

[VIEW 2026 SPONSORS](#)

[SPONSORSHIP CATALOG](#)

MORE WAYS TO GET INVOLVED

Pre-Conference Webinars

Want more ways to prepare for Conference? Check out our upcoming Virtual Education sessions where we will discuss everything you need to know!

APR

1

WED

Appointment Webinar

2:00 PM EST | 11:00 AM PST

Learn what to expect during your business appointments and prepare for a successful session.

[WATCH](#)

MAY

19

TUE

Mentor/Mentee Virtual Meet-Up #1

2:00 PM EST | 11:00 AM PST

Join the group of mentors and mentees to get your questions answered and learn the ins and outs of SYTA's Annual Conference!

[REGISTER](#)

JUNE

17

WED

Mentor/Mentee Virtual Meet-Up #2

2:00 PM EST | 11:00 AM PST

Join the group of mentors and mentees to get your questions answered and learn the ins and outs of SYTA's Annual Conference!

[REGISTER](#)

JULY

23

THURS

Know Before You Go

2:00 PM EST | 11:00 AM PST

We can't wait to see you for the 2026 Annual Conference! Learn everything you

[REGISTER](#)

need to know for Pittsburgh.

If you aren't attending Annual Conference, be sure to keep up with SYTA via your eSYTA news and social for upcoming education and events details!

[HOTEL & TRAVEL](#)

[REGISTRATION](#)

[SPONSORSHIP](#)

[MEMBERSHIP BENEFITS](#)

SEE YOU IN PITTSBURGH

August 21-24, 2026



Already registered? Share the excitement on social—and don't forget to use your [virtual attendee badge!](#)

#2026SYTA

