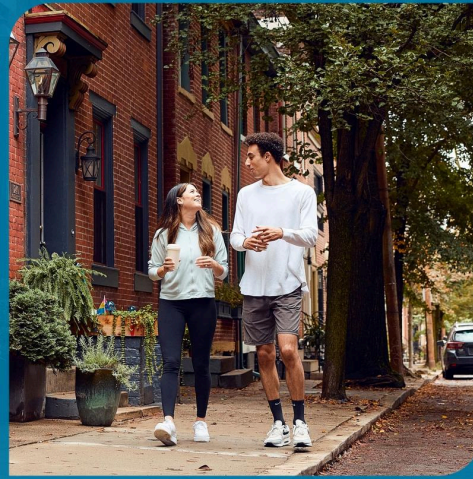


SYTA ANNUAL CONFERENCE

AUGUST 21-24, 2026
PITTSBURGH, PENNSYLVANIA



Hello SYTA Community,

The 2026 [schedule](#) is shaping up to be our most impressive lineup yet! To get the most out of your time in Pittsburgh, we encourage you to begin personalizing your itinerary today. You are now able to sign up for Thought Leader Sessions, Travel Talks, and more. We are especially excited to announce the second ["Under the Stars"](#) evening event, sponsored by [Explore Branson!](#)

We also invite you to join the [Run/Walk/Slumber](#) fundraiser, sponsored by [TCS, Royal, and Polynesian Adventures](#), to support the vital mission of the SYTA Youth Foundation. Read more updates down below and stay tuned as we continue to reveal exciting new initiatives in the coming weeks!

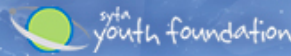
[REGISTER FOR CONFERENCE](#)

Have You Made Your Appointment Requests?

Business sessions are an integral part of the SYTA Annual Conference—and we don't want you to miss this opportunity! These six-minute appointments are designed to act as an in-person introduction—your chance to meet one-on-one. If you are not registered, do so before the [appointment portal](#) closes on **July 8!** Appointment takers can digitally view sales sheets and company profiles prior to the conference, so you can have your questions and “elevator pitch” ready.

[APPOINTMENT PORTAL](#)

EXPERIENCE BRANSON *under the stars* IN PITTSBURGH!



Explore Branson's "**Under the Stars**" is back at the 2026 SYTA Annual Conference!

Last year's event was off the charts, and this year, they are bringing even more excitement you won't want to miss. After Sunday evening dine-arounds, keep the fun going with your friends from Branson. Join them at the **Kamin Science Center** on **August 23rd at 9:00 PM** for great music, dancing, laughs, and the kind of energy you'll be talking about long after SYTA ends.

Plus, they are once again bringing the party with a purpose: all ticket proceeds will benefit the **SYTA Youth Foundation**.

Buy your tickets today and take advantage of early bird pricing, ticket prices increase starting on **May 29th!**

REGISTER

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. In each Conference eNews, we'll be highlighting sessions you won't want to miss, but there isn't time to attend every one, so be sure to find the sessions that speak most to you and add it to your schedule!



BREAKOUT

Safeguarding the Travel Experience: Cybersecurity Strategies for Tourism Organizations

ISABELLE SYRING | CUSTOS IQ

In this session, Isabelle Syring explores the growing cybersecurity risks facing the tourism industry, with a focus on financial fraud schemes targeting both organizations and travelers.



BREAKOUT

Performance Management & Feedback

MICHELLE CHAPMAN | [VISIT PITTSBURGH](#)

In this session, Michelle Chapman will teach attendees how to set clear performance expectations aligned with organizational and service goals.

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.

[SEE THE FULL EDUCATION LINEUP](#)



The [Run/Walk/Slumber](#) is back—and registration is open! Proceeds benefit the [SYTA Youth Foundation](#), so every step, stride, or even “slumber in bed” helps support an incredible cause.

Whether you're planning to walk, run, or take part from the comfort of your bed, there's a place for everyone!

We'll kick off at The Westin Pittsburgh at 6:00 AM on Sunday, August 23. This year's route showcases a beautiful course through downtown Pittsburgh, featuring scenic riverfront views and iconic bridge walks that highlight the best of the city.

Don't miss your chance to be part of this impactful, fun conference experience! And thank you to our fundraiser sponsor; [TCS, Royal, Polynesian Adventures!](#)

[ADD TO YOUR REGISTRATION](#)

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

TRANSFORM THE LIVES OF YOUNG PEOPLE

The Global Citizens Challenge in Pittsburgh!

[Your Big Year®'s Global Citizens Challenge](#) is coming to the 2026 Annual Conference in Pittsburgh, Pennsylvania! In partnership with **[Your Big Year®](#)**, **[VisitPITTSBURGH](#)**, **[Peace Through Tourism](#)**, youths ages 14-20 will attend a fully-funded, interactive workshop.

Participants will gain critical career-ready skills, have the chance to connect and network with travel industry professionals, gain clarity and confidence towards navigating their next steps, growing both personally & professionally.

We invite SYTA members to take part in this unique opportunity to connect with these youth by participating in panels and speed networking, bringing their valuable skills to the experience. If you are interested, express your interest in involvement through **this form** or learn more by clicking the button below.

LEARN MORE

THE SYTA YOUTH FOUNDATION NEEDS YOU!

Help Make The SYTA Youth Foundation's Upcoming Fundraising Auction a Success!

Help us make this year's **[SYTA Youth Foundation Auction](#)** a memorable and successful event! This auction is a meaningful opportunity to support the Foundation and help create life-changing travel opportunities for youth through scholarships and programs. Funds raised through the auction directly contribute to making educational and enriching travel experiences more accessible to students, and donated auction items play a vital role in helping us expand that impact.

We are looking for items for the:

- **Live Auction** | Valued at \$2,500 or greater

- **Silent Auction** | Valued at \$250 or greater
- **Chance Drawing** | Valued at \$100 or greater

Every contribution helps create an exciting auction while directly supporting a great cause.

Interested in donating an item? Contact info@sytayouthfoundation.org for more information. And don't wait long to show your support and get your brand in front of attendees—all donations must be submitted by **July 24, 2026**.

MAKE A DONATION

DON'T HEAD TO CONFERENCE WITH OUTDATED INFORMATION

Update Your Profile!

We want to make sure you get the most out of your appointments! With a greater international presence, it's especially important that you have reviewed and updated your profile to include the locations you are traveling to and/or are interested in, as well as destinations you represent. By providing specific data about your company, you allow our system to better match you with partners who align with your actual business needs. Log in to the [Attendee Hub](#) now and make sure your profile is up-to-date.

Additionally, you can put your best foot forward by thoroughly updating your profile with your current logo, company description, and services.

ATTENDEE HUB

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.

- [Ottawa Tourism](#)
- [AON](#)
- [Broadway Imagined](#)
- [Visit Reno Tahoe](#)
- [Six Flags](#)

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

