

2026 SYTA ANNUAL CONFERENCE REPORT

BY THE NUMBERS



AUGUST 21-24, 2026
PITTSBURGH, PENNSYLVANIA

Disclaimer: The information contained within this report was obtained through surveys collected during the registration process. When attendees register, they are asked to update their profile information and certify its accuracy with their initials. All surveys were collected in 2026.

This data is based on the 123 Active and Dual Members that attended the 2026 SYTA Annual Conference. There are 202 total Active and Dual Members in SYTA, so this sample represents approximately 61% of all members we categorize as "buyers." This report does not supersede the business barometer.

ATTENDANCE

1,200+
TOTAL
ATTENDEES

289
BUYER
ATTENDEES

783
SUPPLIER
ATTENDEES

2.7:1
SUPPLIERS PER
BUYER

123
BUYER
COMPANIES



APPOINTMENTS
31,000+

SPONSORSHIP

57 SPONSOR COMPANIES

30+ BOOTHS

GLOBAL PRESENCE

22 COUNTRIES REPRESENTED

38 CANADIAN ATTENDEES

72 INTERNATIONAL ATTENDEES



NETWORKING

35+
HOURS OF NETWORKING

4 
EVENING EVENTS
& AFTER GLOW

11
SIGHTSEEING TOURS

4+
RECEPTIONS

\$78,000+ RAISED FOR THE
SYTA YOUTH FOUNDATION



MOBILE APP

998 MOBILE
APP USERS

83% of attendees use the app,
including 85% of buyers.

45,761 SCREEN
VISITS

Up 26.6% from 2025. Appointment
screens drove 28% of all activity.

BUYER COMPANIES BY HOME REGION

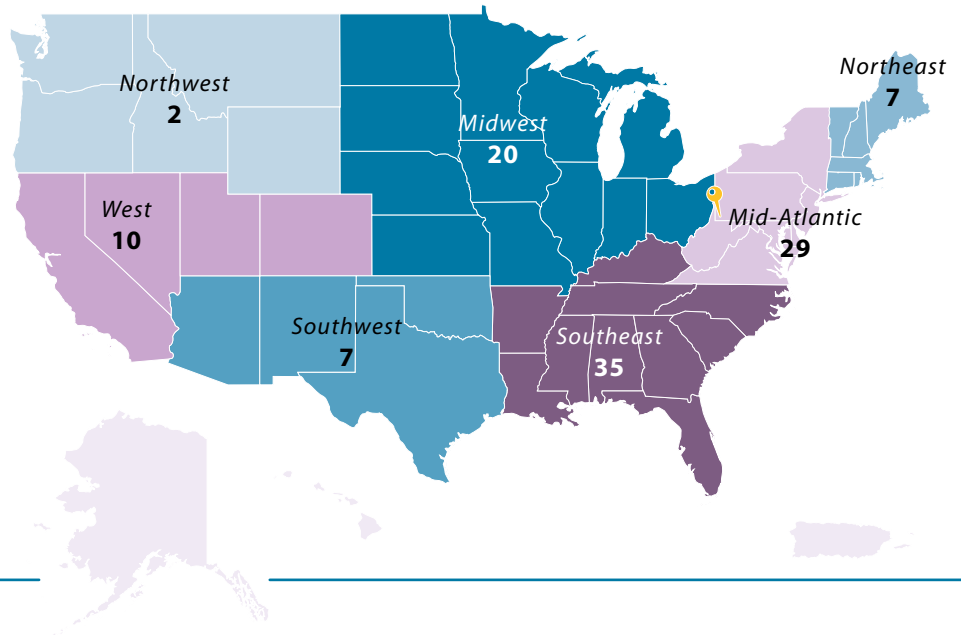
Shows the headquarters locations of the 123 buyer companies that attended the 2026 SYTA Annual Conference. It does not represent the full SYTA delegation.

2026 SYTA ANNUAL
CONFERENCE,
PITTSBURGH, PA

13 BUYER COMPANIES
BASED INTERNATIONALLY

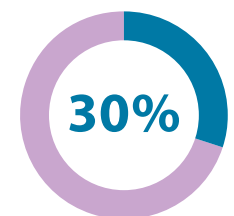
48% 138 OF 289 OF THE
BUYER ATTENDEES ARE DIRECTOR
LEVEL OR ABOVE.

48% hold these titles: Owner, Founder,
President, CEO, COO, CFO, Managing/
Executive Director, Vice President, Director



A STUDENT-FOCUSED BUYER BASE

Of the Tour Operators attending SYTA, 99% serve high school groups and 94% serve middle school groups. Most also serve college (70%) and elementary (59%) groups.



**36 OF THE 123 BUYER
COMPANIES (30%) RUN
STUDENT TOURS ONLY.**

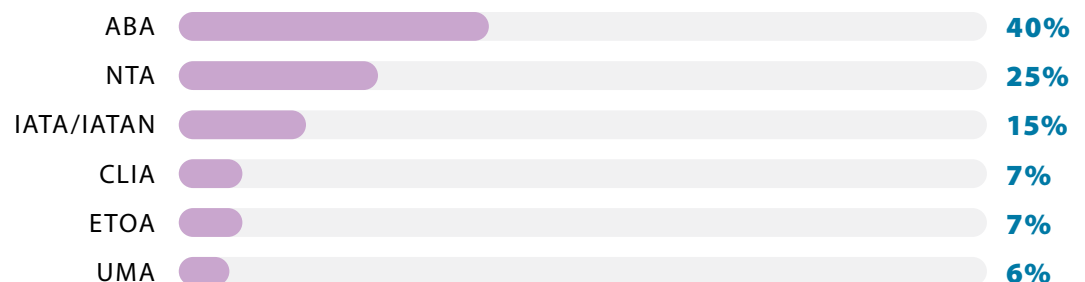
The other 87 companies
also offer adult tours.

34%

**42 BUYER
COMPANIES**
list SYTA as
their only trade
association.

NO OTHER ASSOCIATION REACHES EVEN HALF OF SYTA BUYERS.

Percentage of SYTA Buyer Companies that are also members of each association:

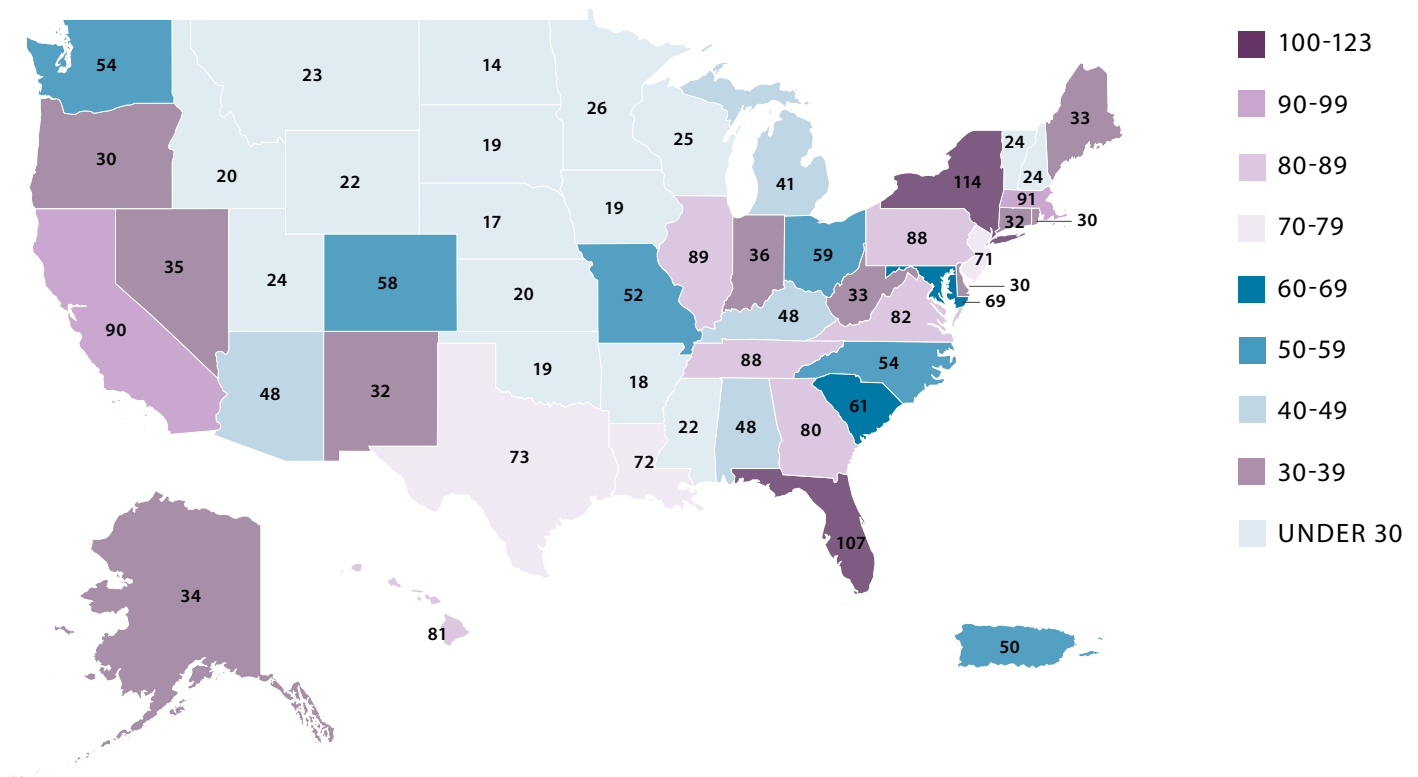


U.S. DESTINATIONS SERVED BY BUYERS

Of the 123 companies surveyed, the most-served destinations are New York, with 114 companies sending trips (92.7%); Florida, 107 (87.0%); Washington, D.C., 106 (86.2%); Massachusetts, 91 (74.0%); and California, 90 (73.2%). Every state is served by at least 14 buyer companies.

The average buyer company serves 6 of the 8 U.S. regions.

NUMBER OF COMPANIES SENDING TRIPS TO EACH STATE



TYPES OF TOURS OFFERED BY BUYER COMPANIES

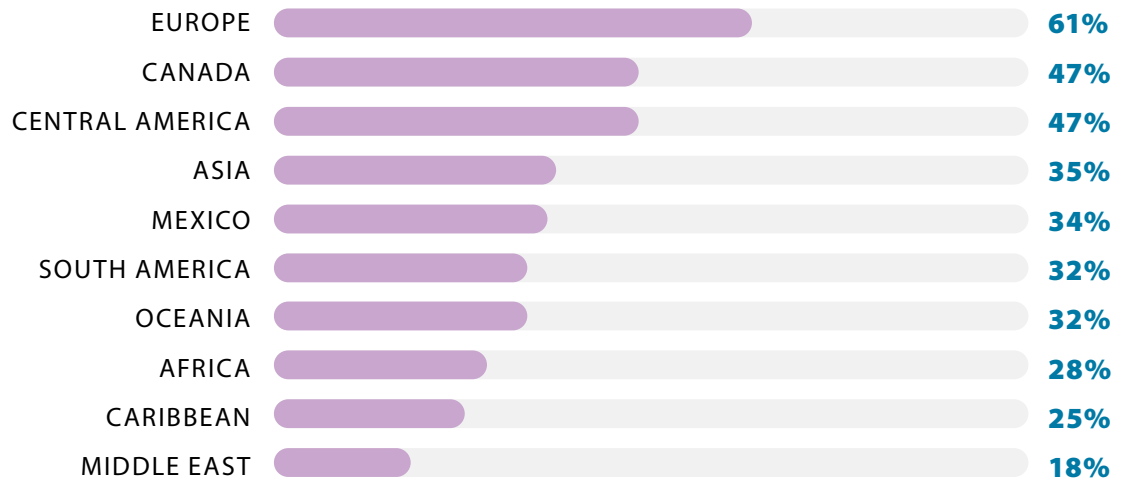
Larger words indicate more buyer companies offering that tour type.



INTERNATIONAL DESTINATIONS SERVED BY BUYERS

Percentage of SYTA buyer companies that send groups to each region:

68%
OF BUYERS
TRAVEL
OUTSIDE
OF NORTH
AMERICA
(84 Companies)



ECONOMIC IMPACT

The 123 buyer companies surveyed generate an estimated **\$4.38 billion** in direct trip spending each year and **\$6.79 billion** in total economic impact.



\$4.38B
ESTIMATED
DIRECT TRIP
SPENDING



\$6.79B
ESTIMATED
TOTAL ECONOMIC
IMPACT

Important: These estimates are based only on the 123 buyer companies that attended the 2026 SYTA Annual Conference and completed the company survey. They do not represent SYTA's full membership or delegation, and they should not be read as the economic impact of student travel as a whole. All figures are estimates built from self-reported survey data and published average trip prices. They are not audited or verified in this report.

OVERALL IMPACT

	DOMESTIC (U.S.)	INTERNATIONAL	COMBINED
Student Traveler Trips	1,421,868	314,133	1,736,001
Direct Spending	\$2.93 billion	\$1.45 billion	\$4.38 billion
Indirect Spending <i>(supply chain)</i>	\$877.7 million	\$436.2 million	\$1.31 billion
Induced Spending <i>(wages re-spent)</i>	\$731.5 million	\$363.5 million	\$1.09 billion
Total Economic Impact	\$4.54 billion	\$2.25 billion	\$6.79 billion



DOMESTIC IMPACT BY U.S. REGION

REGION	SHARE	DISTRICT	TOTAL IMPACT
Mid-Atlantic	26.5%	\$767.3M	\$1.19B
Southeast	23%	\$673.6M	\$1.04B
Midwest	15.2%	\$445.2M	\$690M
West	8.9%	\$260.7M	\$404M
Northeast	7.7%	\$225.5M	\$349.5M
Northwest	7.1%	\$207.9M	\$322.3M
Southwest	6.4%	\$187.4M	\$290.5M
Alaska/Hawaii	5.4%	\$158.2M	\$245.1M
Total	100%	\$2.93B	\$4.58B

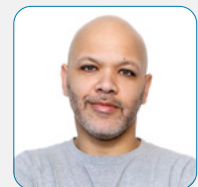
INTERNATIONAL IMPACT BY WORLD REGION

REGION	SHARE	DISTRICT	TOTAL IMPACT
Europe	38.4%	\$558.4M	\$865.4M
Caribbean	12.8%	\$186.1M	\$288.5M
Oceania	10.1%	\$146.9M	\$227.6M
Asia	8.7%	\$126.5M	\$196.1M
South America	8%	\$116.3M	\$180.3M
Central America	6.9%	\$100.3M	\$155.5M
Mexico	4.6%	\$66.9M	\$103.7M
Canada	4%	\$58.2M	\$90.2M
Africa	3.1%	\$45.1M	\$69.9M
Middle East	3%	\$43.6M	\$67.6M
Other/Unspecified	.4%	\$5.8M	\$9M
Total	100%	\$1.45B	\$2.25B

**KNOW WHO'S
VISITING.**

**REACH WHO'S
NEXT.**

"We're glad to support this report because decisions go better when they're backed by real numbers. Datafy shows attractions and destinations who is visiting, where they are from, and what they spend, and helps them reach new audiences with campaigns measured back to real visits."



- **John Marshall**, *Director, Business Development, Datafy*

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