



BACKGROUND – Student & Youth Travel Association

About SYTA

The [Student & Youth Travel Association](http://www.syta.org) (SYTA) is the non-profit, professional trade association that promotes student and youth travel worldwide. As “The Voice of Student and Youth Travel®” SYTA represents the interests of leading U.S., Canadian, and International group tour operators, travel agencies, attractions, destinations, and suppliers. Website: www.syta.org

Mission

SYTA is a dynamic partnership of dedicated professionals passionate in promoting and providing travel experiences for student and youth that enhance their social, cultural and educational growth.

Our Members

Our members are companies that work with teachers and educators to provide safe and meaningful educational travel for students. SYTA members serve more than 1.5 million youth travelers annually.

Membership categories are:

- Active Members (Tour operators/travel agents)
- Associate Members (Hotels, restaurants, attractions, airlines, DMOS, etc.)
- Dual Members (Meet both active and associate membership criteria)

Board of Directors

President

Terry Valentine, WorldStrides

Past President

Andy Davidson, Masterpiece Tours

Vice President

Michael Grueninger, Grueninger Music Tours

Active Member Directors

Donna Adam, Educational Tours, Inc.

Mike Clark, ECE Travel, Ltd.

Urte Land, AdvantEdge Tours

Justin Shuler, Group Travel Network

Secretary

Brian Nowak, Nowak Tour & Travel

Treasurer

Tony Hoover, Red Line Tours

Associate Member Directors

Laurel Bennett, Nashville CVB

Kevin Herlihy, Travel Insured International

Laura Kreutzer, Cedar Fair Entertainment Company

WHY SYTA?



STUDENT TRAVEL is a
\$194 BILLION
INDUSTRY



20%
OF ALL GLOBAL
TOURISM REVENUE
represented by student travel



STUDENT TRAVEL is expected to
DOUBLE ITS VALUE
IN LESS THAN TEN YEARS



1.5M
YOUTH TRAVELERS
represented by SYTA annually





SYTA
The Voice of Student & Youth Travel®

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