Why Travel Matters

Student & Youth Travel Association

SYTA Youth Foundation
Economic Impact

Student travel is a $185 billion industry and represents 24% of all global tourism annually.

*U.S. Domestic market $5.6 billion.*

50% of the North American Motor Coach Market
SYTA Overview

- SYTA is North America’s leading membership association for businesses that serve the student and youth travel market.

- Student travel is a $185 billion industry and represents 24% of all global tourism annually. *U.S. Domestic market $5.6 billion.*

- SYTA represents three million youth travelers annually.

- Over **900 member** companies:
  - Tour Operators, Travel Agencies
  - Hotels
  - Attractions
  - Restaurants
  - DMO’s/PMO’s and more…
SYTA’s THREE BRANDS

• **SYTA** represents the student travel industry and provides business opportunities and resources for its association members.

• The **SYTA Youth Foundation** is the non-profit arm of SYTA and provides travel to students who would not be able to travel.

• **Teach & Travel** is our brand that reaches the traveling educational community.
THE IMPACT
of the SYTA YOUTH FOUNDATION

$936,000
CASH SCHOLARSHIPS PROVIDED

3,500+
STUDENTS IMPACTED BY SYTA’S
STUDENT & YOUTH FOUNDATION

STUDENT & YOUTH TRAVEL
REPRESENTS 20% OF ALL
GLOBAL TOURISM REVENUE

OVER $150,000
WAS AWARDED IN 2016 TO
OVER 500 STUDENTS IN NEED
TEACH & TRAVEL
The OFFICIAL Publication of SYTA

- **MAGAZINE:**
  Readership of 90,000 per issue, sent out 5 times per year.

- **eNEWS:**
  A biweekly eNewsletter sent to over 8,000 educators.

- **SOCIAL COMMUNITY:**
  Outreach through Facebook, Twitter and Pinterest.
STUDENT & YOUTH TRAVELERS
BY THE NUMBERS...

of all travelers worldwide are YOUTH OR STUDENTS

23%

There are 65 MILLION young people (ages 5-25) IN THE U.S. AND CANADA.

The U.S. Student Group Market UNDER 18 is a 5.6 Billion Dollar industry with an average spend of $755 per student.
STUDENT & YOUTH: DEFINED

- DAY TRIPS
- OVERNIGHT TRIPS
- GROUP/TRAVEL
- INTERNATIONAL TRAVEL
KEY MARKET SEGMENTS

GROUP

- Educational
- Music/Performance

GROUP/INDIVIDUAL

- Sport & Leisure
- Summer/Teen
- Spring Break
- Language
- Graduation (HS)
- College/University

INDIVIDUAL

- Backpack
- Gap Year
- Working Holiday
- Study Abroad
WHY: TEACHERS ORGANIZE TRAVEL

- Cultural awareness/broaden horizons: 80%
- Out of class experience: 69%
- Overall benefits of travel: 61%
- Useful for academic performance: 54%
- Useful for curriculum: 54%
- Established tradition in our school: 39%
- Useful for students' future employment prospects: 24%
SOCIAL IMPACT OF STUDENT GROUP TRAVEL – TOP 10 EFFECTS

- Increased willingness to know/learn/explore (60%)
- Desire to travel more (60%)
- Increased independence, self-esteem, and confidence (56%)
- More intellectual curiosity (55%)
- Increased tolerance of other cultures and ethnicities (52%)
- Better adaptability and sensitivity (49%)
- Increased tolerance and respectfulness (48%)
- Better cooperation/collaboration (43%)
- Better self-expression (42%)
- Being more outgoing (40%)

*Multiple choice question*
TOP 10 PREFERENCES of TRAVEL CONTENT by U.S. TEACHERS & U.S. TOUR OPERATORS

- **Theme tours related to curriculum**: 57% (73%)
- **Experience/immersion/adventure**: 27% (23%)
- **Performance groups (band, choir, dance, art)**: 15% (25%)
- **Community service/travel (volunteer/service learning travel)**: 10% (32%)
- **Youth events/conventions/conferences/competitions**: 10% (25%)
- **Student travel with language focus**: 10% (16%)
- **Theme/entertainment sights/parks**: 10% (39%)
- **Recreation/holidays/spring breaks**: 9% (20%)
- **Youth festivals/parades/concerts/musicals/theater**: 9% (51%)
- **Visiting partner schools/colleges/companies**: 8% (25%)

*Multiple choice question*
TEACHERS WHO ORGANIZE OR ACCOMPANY STUDENT GROUP TRIPS BY SUBJECT THEY TEACH

*Multiple choice question

<table>
<thead>
<tr>
<th>Subject</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Music</td>
<td>21%</td>
</tr>
<tr>
<td>English</td>
<td>18%</td>
</tr>
<tr>
<td>Spanish</td>
<td>17%</td>
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<tr>
<td>Other</td>
<td>15%</td>
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<tr>
<td>History</td>
<td>13%</td>
</tr>
<tr>
<td>French</td>
<td>10%</td>
</tr>
<tr>
<td>Science</td>
<td>9%</td>
</tr>
<tr>
<td>Language and Literature</td>
<td>7%</td>
</tr>
<tr>
<td>Mathematics</td>
<td>4%</td>
</tr>
<tr>
<td>Administration</td>
<td>4%</td>
</tr>
<tr>
<td>Geography</td>
<td>4%</td>
</tr>
<tr>
<td>Biology</td>
<td>3%</td>
</tr>
<tr>
<td>Citizenship</td>
<td>3%</td>
</tr>
<tr>
<td>German</td>
<td>3%</td>
</tr>
<tr>
<td>Economics</td>
<td>3%</td>
</tr>
<tr>
<td>Social Education</td>
<td>3%</td>
</tr>
<tr>
<td>Art and Culture</td>
<td>2%</td>
</tr>
<tr>
<td>PE and Sport</td>
<td>2%</td>
</tr>
<tr>
<td>Chemistry</td>
<td>2%</td>
</tr>
<tr>
<td>Technology</td>
<td>2%</td>
</tr>
</tbody>
</table>

*Multiple choice question*
TEACHERS’ EXPERIENCE OF ORGANIZING TRIPS

- Organized and accompanied a trip: 59%
- Organized only: 23%
- Accompanied only: 12%
- No experience: 6%
CUSTOMIZED VS. PRE-DEFINED TRIPS

61% : 39%

Pre-defined tours
– teachers and school groups choose from itineraries or packages put together by tour operators or travel professionals.

Customized tours
– more than 50% of their itinerary is adjusted by teachers and students and tour operator is only responsible for conducting the tours.
FACTORS AFFECTING PROGRAM AND DESTINATION SELECTION

77% Teacher/leader
63% Budget/costs
40% Curriculum
29% Popularity of a destination
28% Classmates

*Multiple choice question
TRIP PREPARATION AND BOOKING-LEAD TIME

- **Preparation Time**
  - International trip: 11 months

- **Booking-Lead Time**
  - Multiday domestic trip: 7 months
  - 1-day domestic trip: 2.5 months
  - International trip: 8 months
  - Multiday domestic trip: 6 months
  - 1-day domestic trip: 2 months
# Trip Price

<table>
<thead>
<tr>
<th>Trip Duration</th>
<th>Price</th>
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<tbody>
<tr>
<td>1-day trip</td>
<td>US$56</td>
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<tr>
<td>2-day trip</td>
<td>US$229</td>
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<tr>
<td>3-day trip</td>
<td>US$485</td>
</tr>
<tr>
<td>5-day trip</td>
<td>US$1,106</td>
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<td>7-day trip</td>
<td>US$1,564</td>
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<tr>
<td>1 week</td>
<td>US$2,575</td>
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<tr>
<td>2 weeks</td>
<td>US$3,271</td>
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<tr>
<td>3 weeks</td>
<td>US$3,643</td>
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</table>
BARRIERS TO STUDENT GROUP TRAVEL
(as reported by teachers who do not organize trips)

- Financial resources: 86%
- Administrative rules or limitations: 29%
- Risk management: 24%
- Testing times dictate periods when students can travel: 19%
- No mechanism to raise funds: 18%
- Students need to spend more time in the classroom due to test scores: 18%

*Multiple choice question*
OVERVIEW OF U.S. REGIONS
(as defined by U.S. Census Bureau)
PERCENTAGE OF DOMESTIC STUDENT GROUP TRIPS BY DESTINATION

- **Within 50 miles:**
  - West: 30%
  - Midwest: 31%
  - South: 35%
  - Northeast: 41%

- **Within own state:**
  - West: 30%
  - Midwest: 23%
  - South: 36%
  - Northeast: 27%

- **Neighboring state:**
  - West: 11%
  - Midwest: 18%
  - South: 9%
  - Northeast: 16%

- **Interstate:**
  - West: 29%
  - Midwest: 29%
  - South: 21%
  - Northeast: 16%

*Percentages do not add up to 100% due to rounding*
FREQUENCY OF TRAVEL
as REPORTED BY U.S. TEACHERS

U.S. TEACHER ORGANIZES ON AVERAGE

1.7 TRIPS for 60 STUDENTS
TIMING OF SCHOOL TRIPS
as REPORTED BY U.S. TEACHERS

OVERALL
INTERNATIONAL TRIPS

Seasons: SEP, OCT, NOV, DEC, JAN, FEB, MAR, APR, MAY, JUN, JUL, AUG
PERCENTAGE OF DOMESTIC STUDENT GROUP TRIPS

BY DESTINATION as reported by U.S. TEACHERS & U.S. TOUR OPERATORS

- Within 50 Miles
  - 34% | 5%

- Within Own State
  - 30% | 15%

- Neighbouring State
  - 13% | 18%

- Interstate
  - 24% | 62%
TOP TEN STUDENT DESTINATIONS IN THE UNITED STATES

ORLANDO
NEW YORK
CHICAGO
LOS ANGELES
PHILADELPHIA
ATLANTA
SAN FRANCISCO
BOSTON

EMERGING DESTINATIONS:
SAN ANTONIO / NASHVILLE / CLEVELAND / ANAHEIM / HONOLULU
ACCOMMODATION PREFERENCES
as REPORTED BY U.S. TEACHERS

- Hotel: 75%
- Homestay: 7%
- Residence: 2%
- Hostel: 1%
- Student house: 2%
- Camp: 3%
- Other: 10%

1% - Luxury
16% - Upscale
45% - Mid-scale
30% - Moderate
9% - Economy
Why Travel with a SYTA Tour Operator

• Insurance/Certificate of Insurance
• Best Group Rates
• Experience (what works/what to avoid)
• Knowledge of the Destination
• Professional Tour Director/Escort
• Industry Affiliations (SYTA, ABA, NTA, AMA, CLIA, etc.)
For More Information

- Info@syta.org
- www.syta.org
- www.sytayouthfoundation.org