

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...

23%

of all travelers worldwide are
YOUTH OR STUDENTS



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

The U.S. Student Group Market **UNDER 18** is

5.6 Billion Dollar industry with an average spend of **\$755 per student.**

STUDENT & YOUTH TRAVEL DIGEST

Domestic and Regional U.S. Student Travel



Teach&Travel
The Official Publication of SYTA

 **SYTA**
The Voice of Student & Youth Travel™

 **syta youth foundation**
Travel Changes Young Lives for Good

STUDENT & YOUTH: DEFINED

DAY TRIPS

OVERNIGHT TRIPS

GROUP/TRAVEL

INTERNATIONAL TRAVEL

KEY MARKET SEGMENTS

GROUP

- Educational
- Music/Performance

GROUP/ INDIVIDUAL

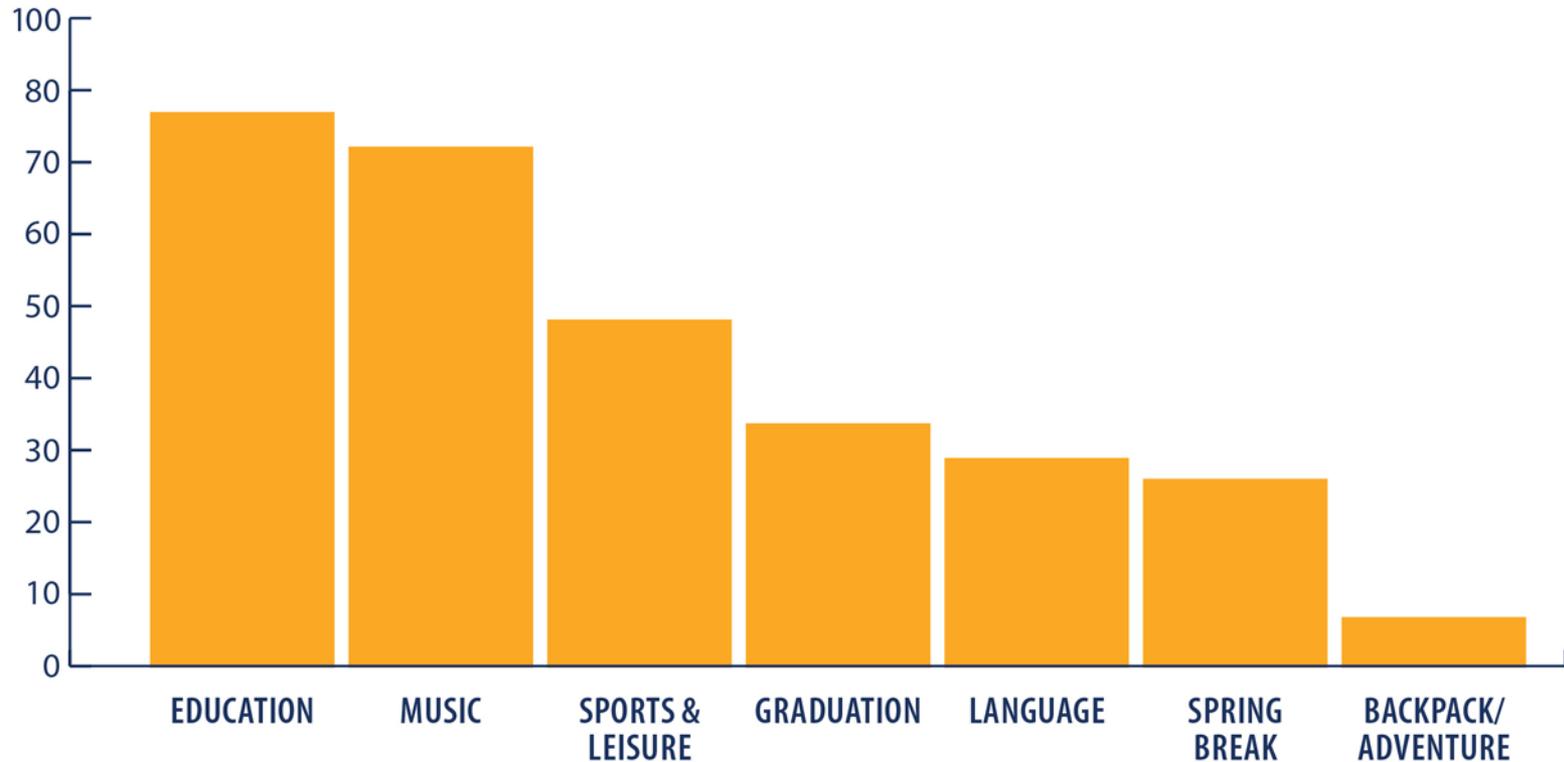
- Sport & Leisure
- Summer/Teen
- Spring Break
- Language
- Graduation (HS)
- College/University

INDIVIDUAL

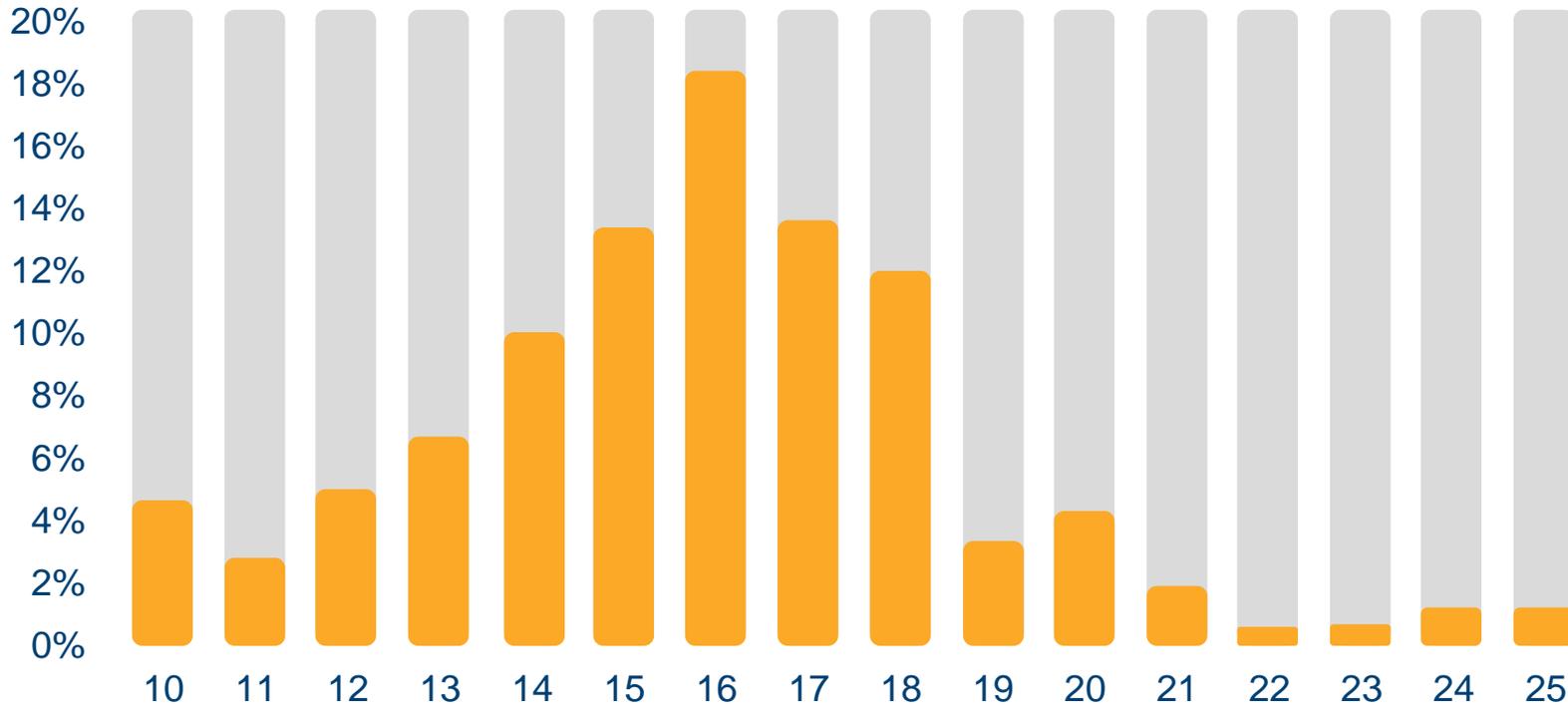
- Backpack
- Gap Year
- Working Holiday
- Study Abroad

TYPES OF TRAVELERS

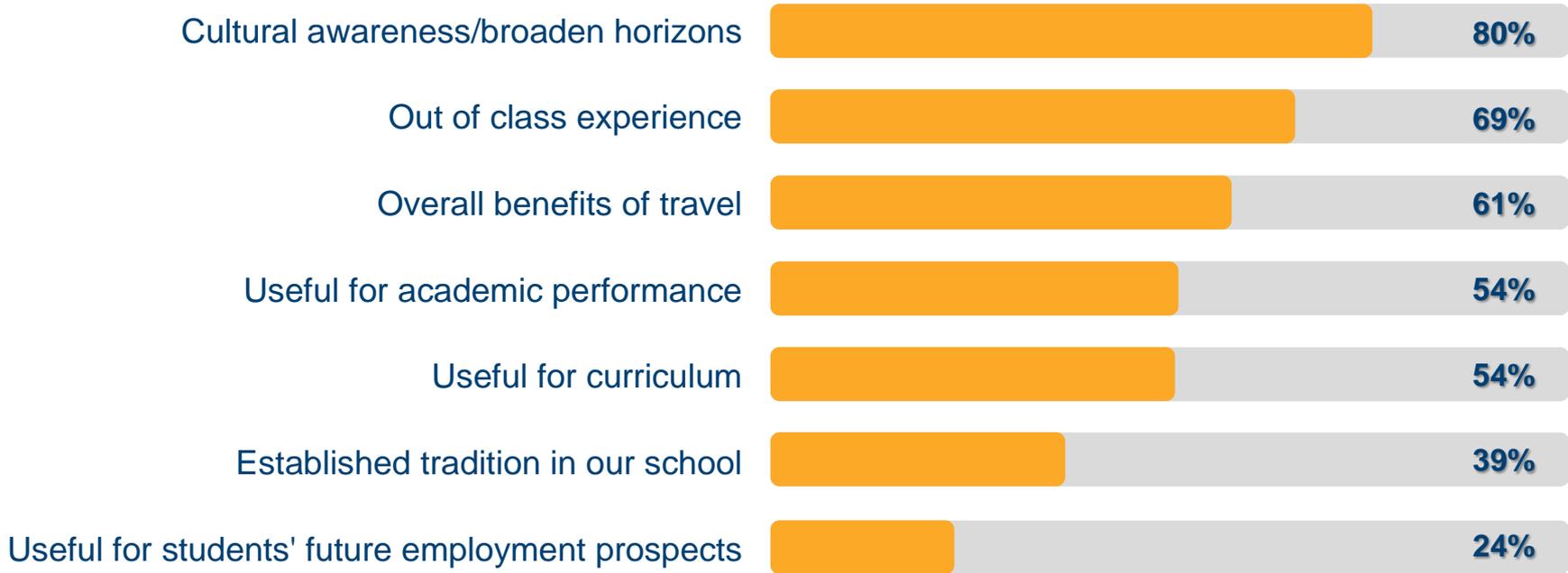
SERVED BY SYTA MEMBERS



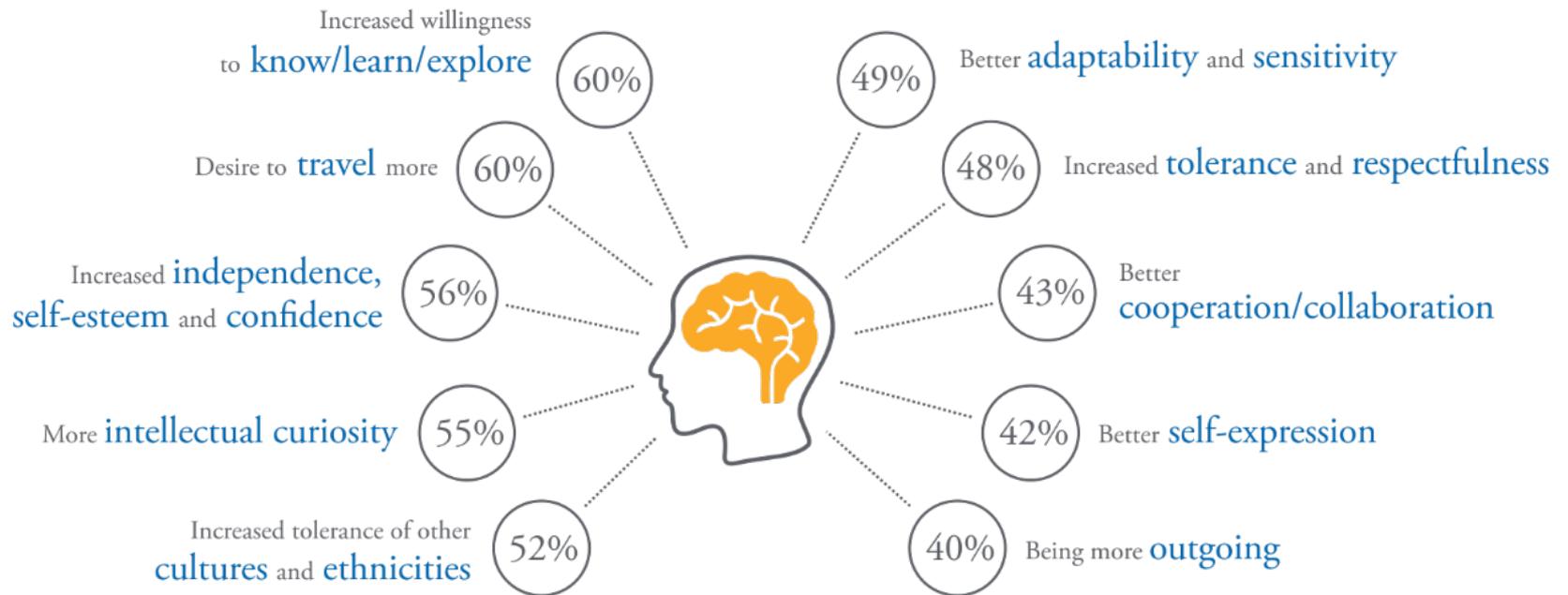
AGE BREAKDOWN



WHY: TEACHERS ORGANIZE TRAVEL



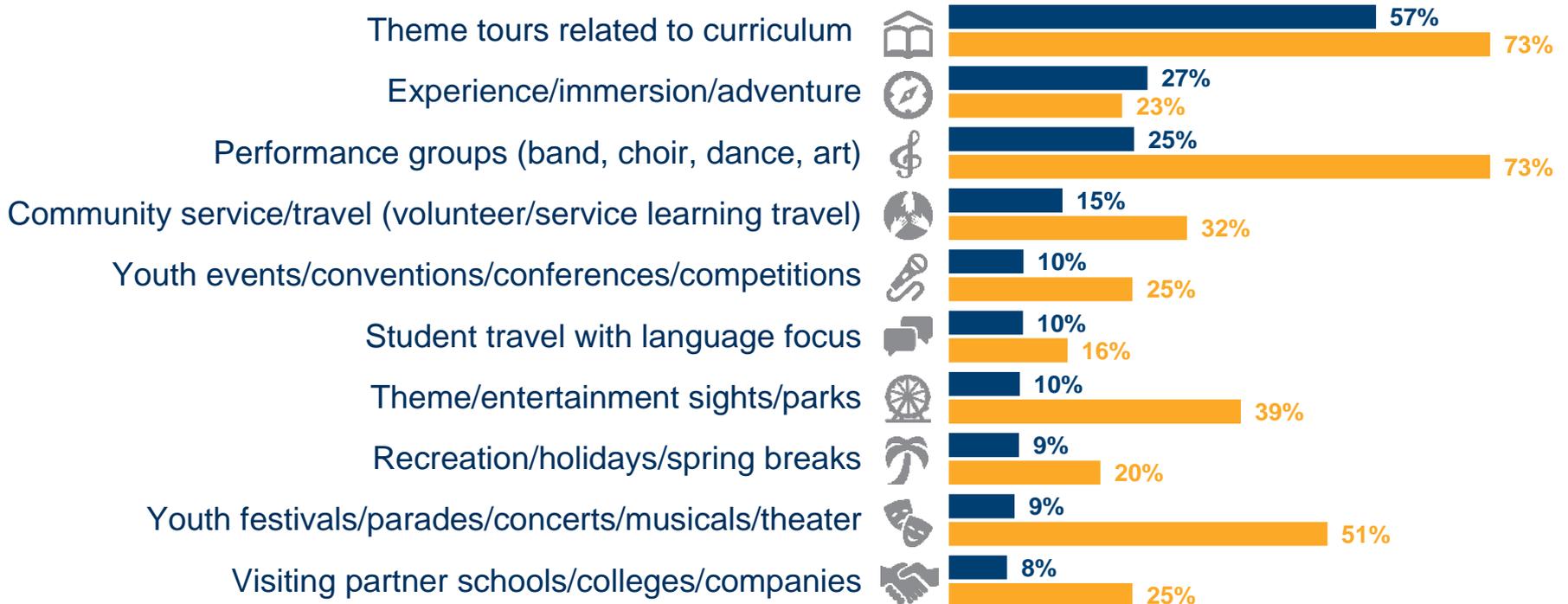
SOCIAL IMPACT OF STUDENT GROUP TRAVEL – TOP 10 EFFECTS



**Multiple choice question*

TOP 10 PREFERENCES

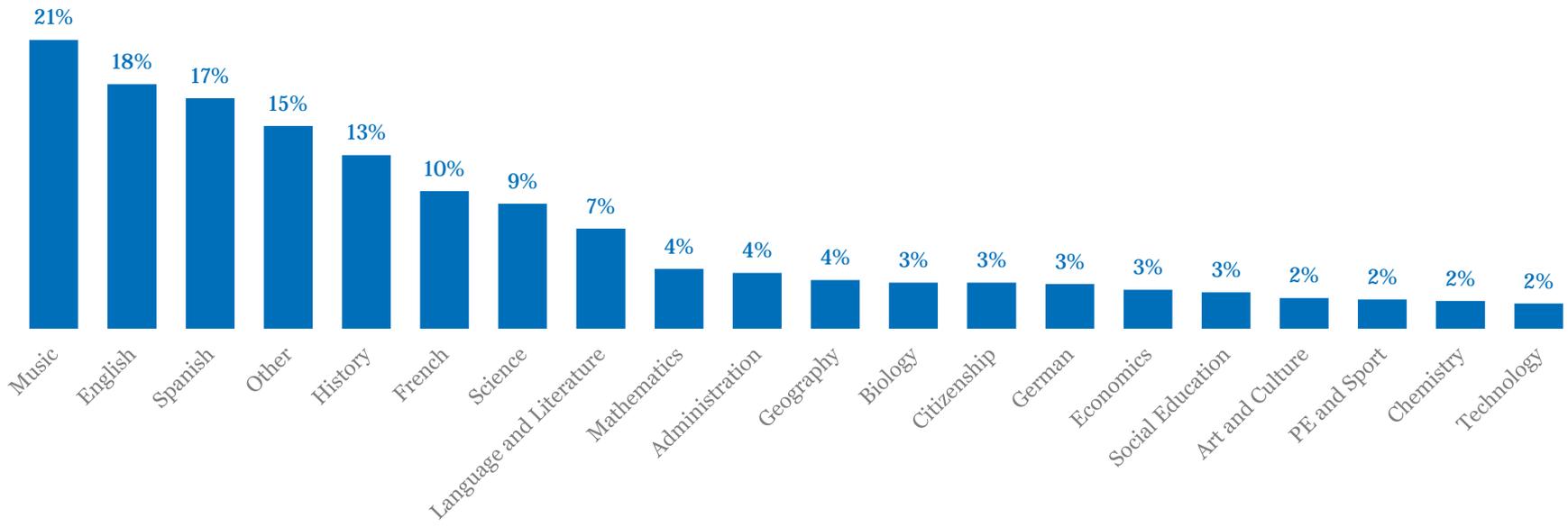
of TRAVEL CONTENT by U.S. TEACHERS & U.S. TOUR OPERATORS



*Multiple choice question

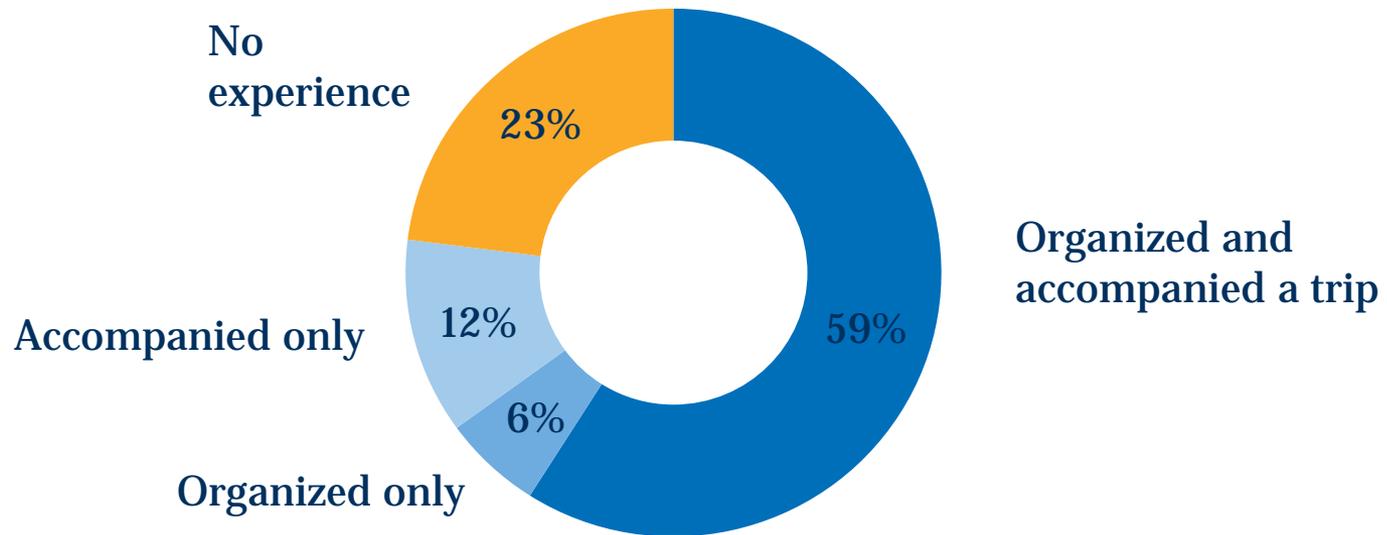


TEACHERS WHO ORGANIZE OR ACCOMPANY STUDENT GROUP TRIPS BY SUBJECT THEY TEACH



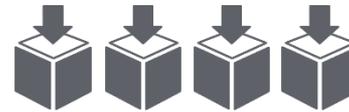
**Multiple choice question*

TEACHERS' EXPERIENCE OF ORGANIZING TRIPS



CUSTOMIZED VS. PRE-DEFINED TRIPS

61% : 39%



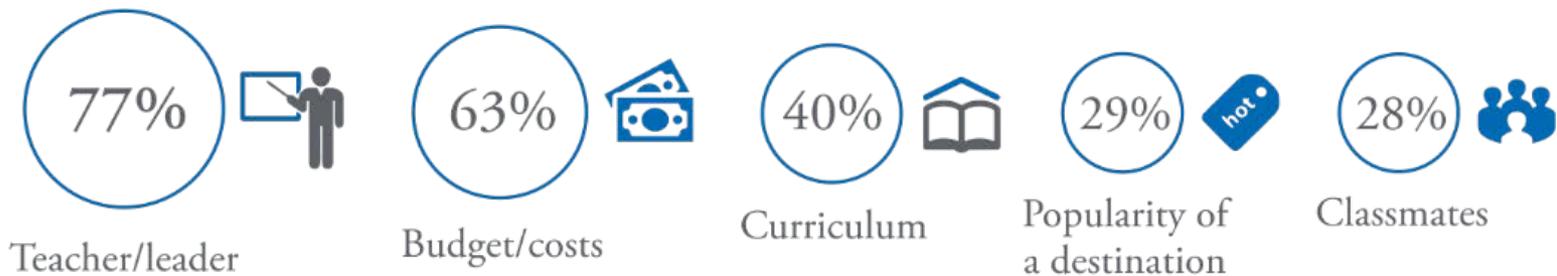
Pre-defined tours

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

Customized tours

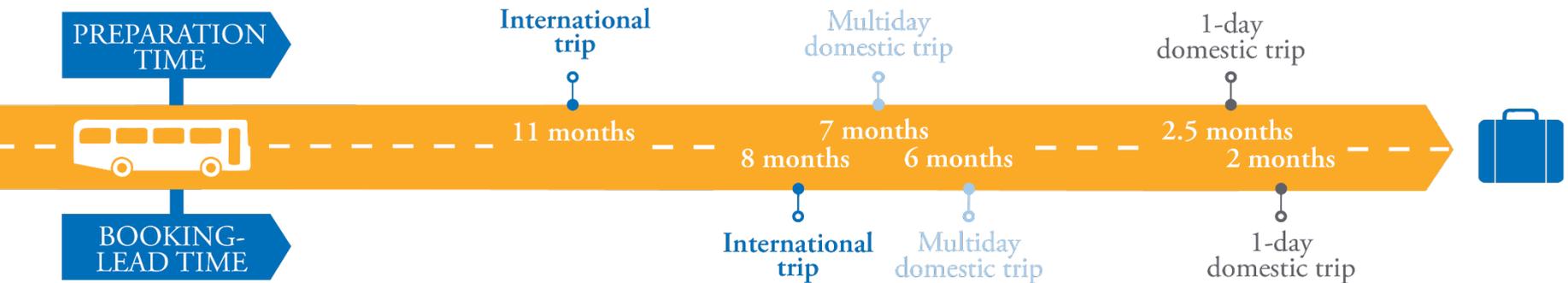
– more than 50% of their itinerary is adjusted by teachers and students and tour operator is only responsible for conducting the tours.

FACTORS AFFECTING PROGRAM AND DESTINATION SELECTION



**Multiple choice question*

TRIP PREPARATION AND BOOKING-LEAD TIME





TRIP PRICE

1-day trip
US\$56 

2-day trip
US\$229 

3-day trip
US\$485 

5-day trip
US\$1,106 

7-day trip
US\$1,564 

1 week
US\$2,575 

2 weeks
US\$3,271 

3 weeks
US\$3,643 

BARRIERS TO STUDENT GROUP TRAVEL

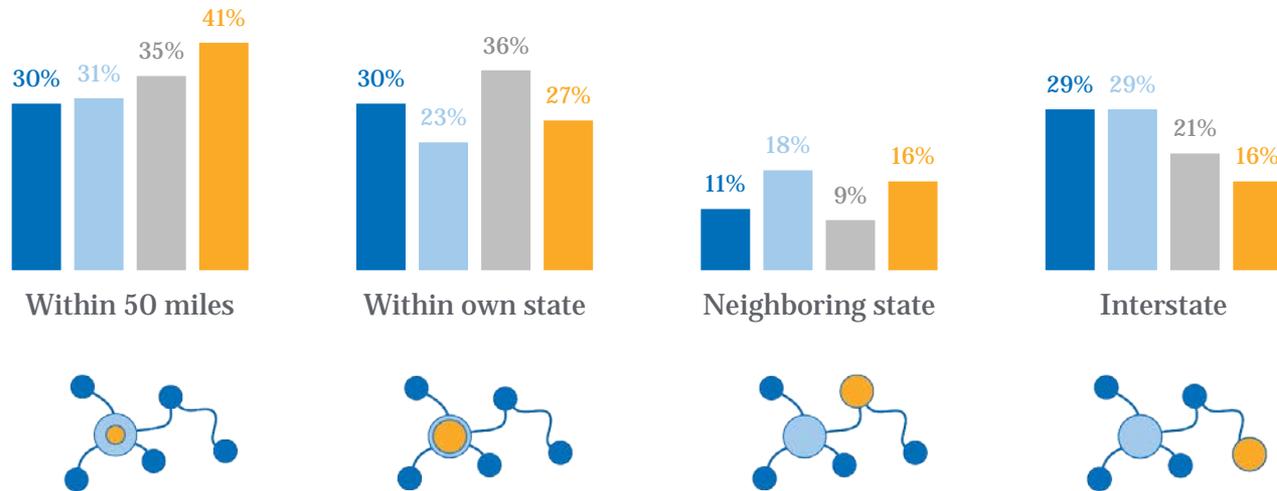
(as reported by teachers who do not organize trips)



**Multiple choice question*

PERCENTAGE OF DOMESTIC STUDENT GROUP TRIPS BY DESTINATION

● West ● Midwest ● South ● Northeast

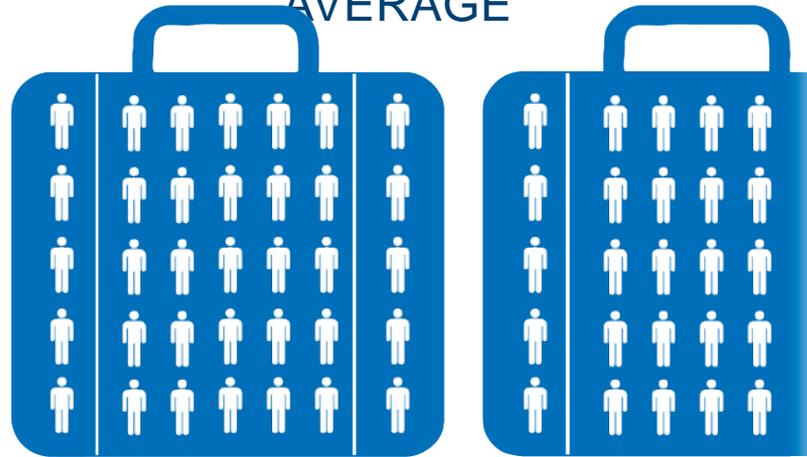


**Percentages do not add up to 100% due to rounding*

FREQUENCY OF TRAVEL

as REPORTED BY U.S. TEACHERS

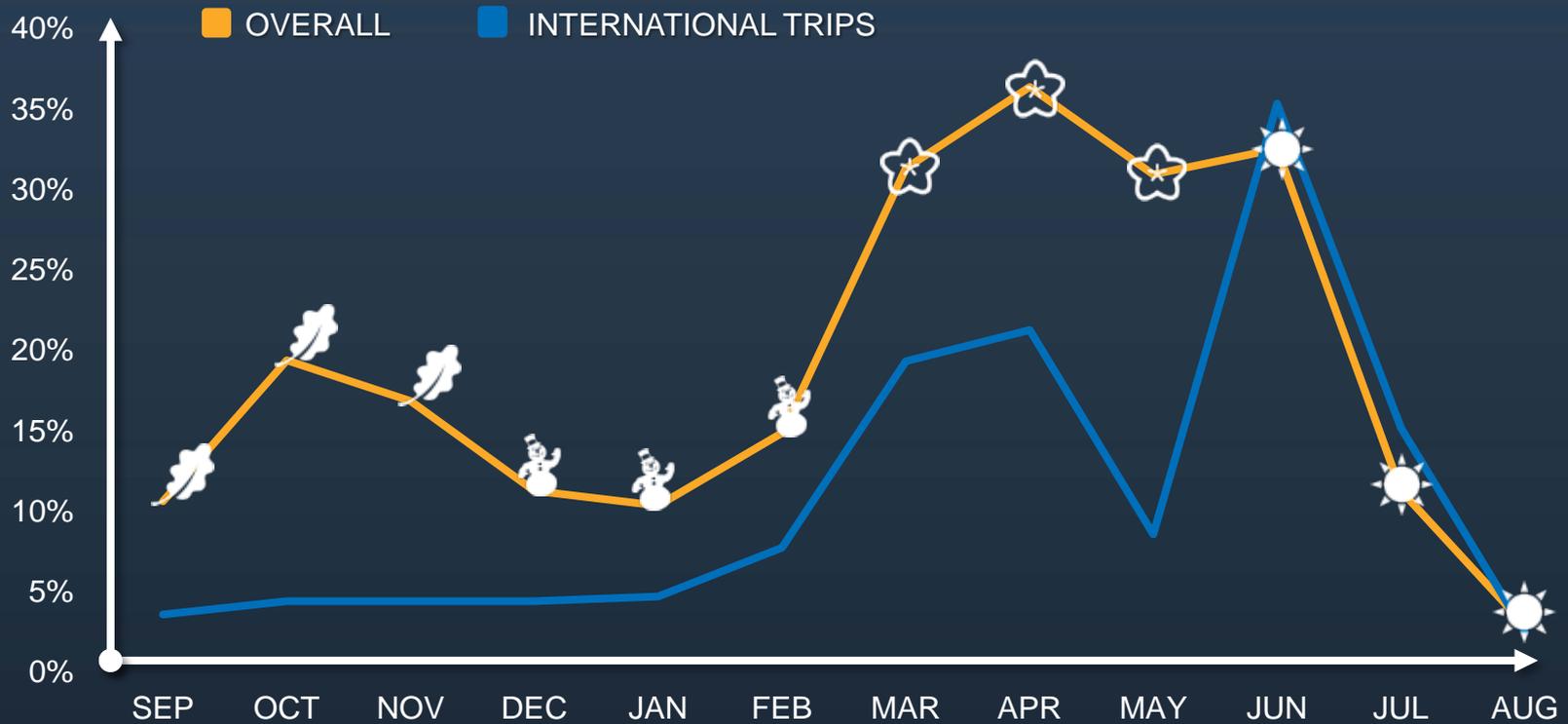
U.S. TEACHER ORGANIZES ON
AVERAGE



1.7 TRIPS for 60 STUDENTS

TIMING OF SCHOOL TRIPS

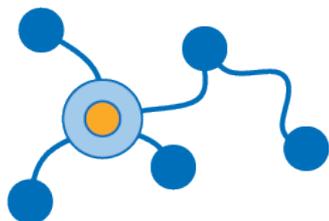
as REPORTED BY U.S. TEACHERS



PERCENTAGE OF DOMESTIC STUDENT GROUP TRIPS

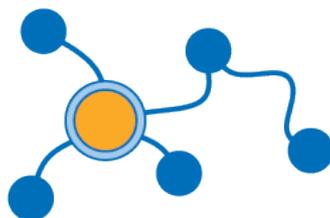
BY DESTINATION as reported by U.S. TEACHERS & U.S. TOUR OPERATORS

Within 50 Miles



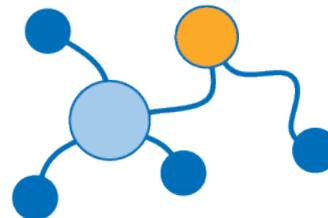
34% |
5%

Within Own State



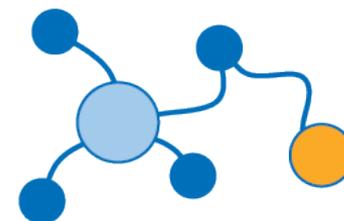
30% | 15%

Neighbouring State



13% | 18%

Interstate



24% |
62%

TOP TEN STUDENT DESTINATIONS IN THE UNITED STATES

ORLANDO

NEW YORK

WASHINGTON DC

CHICAGO

LOS ANGELES

PHILADELPHIA

WILLIAMSBURG

ATLANTA

SAN FRANCISCO

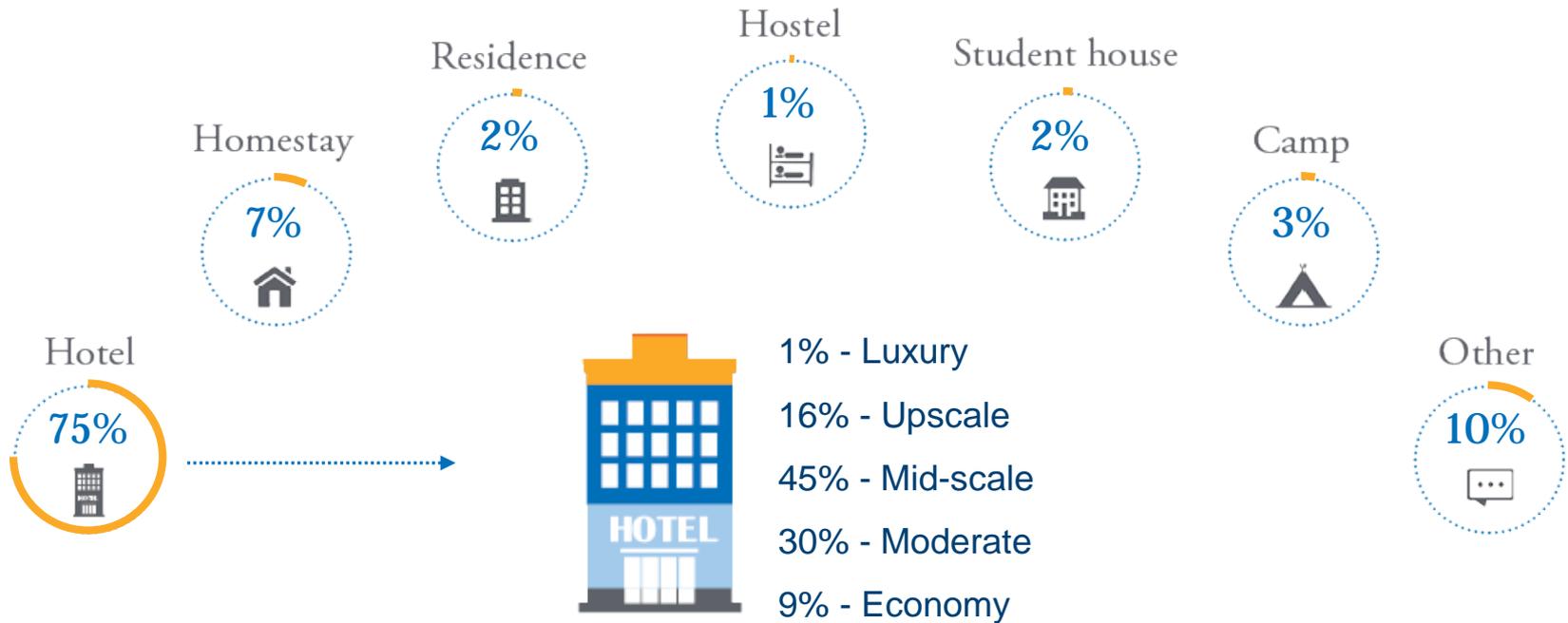
BOSTON

EMERGING DESTINATIONS:

SAN ANTONIO / NASHVILLE / CLEVELAND / ANAHEIM / HONOLULU

ACCOMMODATION PREFERENCES

as REPORTED BY U.S. TEACHERS



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