





Virtual Lunch & Learn
Leverage the Student & Youth
Group Travel Market
Thursday, October 28, 2021

# TODAY'S PRESENTERS.

#### Jo-El Lacy, CMP

Vice President Sales & Events, ComedySportz Theater

#### **Tami Rogers**

Co-CEO, Bob Rogers Travel
SYTA Board of Directors Member

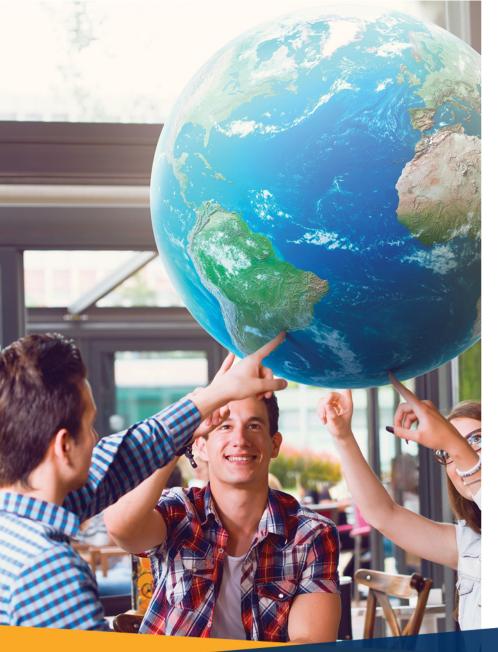
#### **Steve Maehl**

Vice President Field Operations, Global Travel Alliance, Past President SYTA Board of Directors









# WELCOME TO SYTA.

Thank you for joining us today!

#### **Prior to Pandemic**

Student travel was a \$185 billion industry and represented 24% of all global tourism annually.

SYTA represented **3 million youth travelers** annually.







# WHAT WE **DO FOR STUDENT** & YOUTH TRAVEL.

#### **PROMOTE**

the value of travel to social. cultural and educational growth

#### **ADVOCATE**

for safe, professional and ethical travel

#### **PROMOTE**

the business interests of those engaged in student and youth travel

#### **KEEP UP TO** DATE

with the latest student group offerings in each destination

#### **MONITOR**

federal travel regulations

#### REPRESENT

the student market at industry related conferences







## 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 that impacts the lives of culturally, linguistically or economically at-risk students and youth through travel experiences.



**TEACH & TRAVEL** is the official publication of SYTA. Each issue reaches 93,000 educators interested in student travel.







# Terminology.

#### Wholesaler

Supplies to retail travel agents. They do not sell directly to consumers. Products may include tickets to activities, hotel rooms, airline tickets and more

#### **Tour Operator**

This is a business that organizes accommodations, meals, sightseeing and transportation components of a package tour.

#### **Vendor**

Businesses that supplies tourism products to a travel buyer. Could be an attraction, hotel, shopping, venue, transportation, dining, etc. If you welcome visitors, you are most likely a vendor!

#### **Travel Agent**

Provides travel and tourismrelated services to the general public on behalf of accommodation or travel suppliers to offer different types of packages.

## DMC

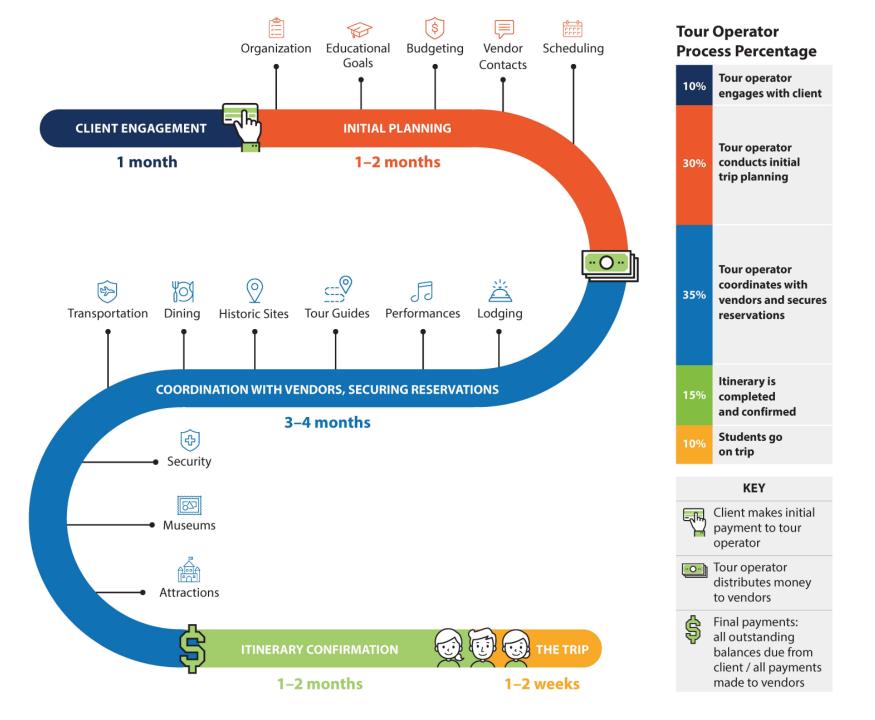
(Destination Management Company)

A professional services company with local knowledge, expertise and resources. They work in the design and implementation of events, activities, tours, transportation, and program logistics.









# 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%







### **AGE BREAKDOWN**

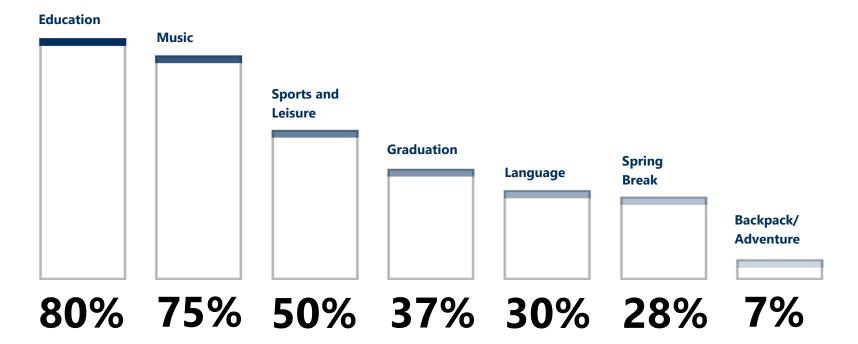








## **TYPES OF TRAVELERS** SERVED BY SYTA MEMBERS.









## Motorcoach

- Arrival procedures at the airport
- Sub-contracting
- Insurance
- Health & Safety plan share with partners
- Communicate with Tour Operator ahead of time







# **Hotels**

- Rooming assignments
- Room keys & disbursement
- Breakfast
- Health & Safety plan share with partners
- Communicate with Tour Operator ahead of time







# **Dining**

- Dietary restrictions
- Timing needs of group be sure to adhere to it
- Health & Safety plan share with partners
- Communicate with Tour Operator ahead of time







# Attractions, Performance Venues & Performance Spaces

- Ticket distribution
- Performance groups
- Meals
- Health & Safety plan share with partners
- Communicate with Tour Operator ahead of time







## **QUESTIONS OR COMMENTS?**









# SYTA SOCIAL AT MIDWEST CLINIC

**DECEMBER 15, 2021** 

CHICAGO, IL | 4:30 PM - 6:30 PM

# 2022 SYTA ANNUAL CONFERENCE

AUGUST 26-30, 2022

Washington, DC

### SYTA STAFF.



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