



The LEADING AUTHORITY

on **Student & Youth Travel.**



SYTA is a membership organization that represents a committed community of professionals who are passionate about providing the highest quality and safest educational experiences for student and youth travelers.

Our 900+ members serve an estimated 1.5 million youth travelers.

Tour Operators | Group Travel Planners | Travel Agents | International Senders | Receptive Operators
Destination Marketing Organizations | Convention & Visitors Bureaus | International Tourism Boards
Hotels | Attractions | Restaurants | Transportation Companies | Insurance Providers

SYTA Provides:

Access to **student travel buyers & sellers**

Virtual & Live Education Programs including the 2022 SYTA Annual Conference in Washington DC, August 26 - 30, 2022.

Safety & Risk Management Resources

Certification

Teachers & Educator Resources



SYTA's Landmark Global Research Study

The Student & Youth Travel Digest sheds light on the tremendous opportunity to enhance learning in young people through student travel, while creating economic opportunities for cities, attractions and small businesses. Collectively, the research represents the patterns and preferences of over 1 million students who have traveled within the U.S. and overseas.



\$5.6 BILLION: THE ESTIMATED OVERALL MARKET VALUE (TOTAL EXPENDITURES) OF U.S. STUDENT GROUP TRAVEL



74% OF TEACHERS BELIEVE THAT TRAVEL HAS A VERY POSITIVE IMPACT ON STUDENTS' PERSONAL DEVELOPMENT



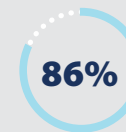
56% OF TEACHERS BELIEVE THAT TRAVEL HAS A VERY POSITIVE IMPACT ON STUDENTS' EDUCATION AND CAREER



68% OF STUDENTS DESCRIBE THEIR TRAVEL EXPERIENCE AS "LIFE-CHANGING," AS REPORTED BY TEACHERS



52% OF TEACHERS NOTICE AN INCREASED DESIRE AMONG STUDENTS FOR MORE TRAVEL EXPERIENCES IN THE FUTURE



86% OF TEACHERS CITE FINANCIAL RESOURCES AS A HURDLE TO STUDENT TRAVEL

WHO SHOULD BECOME A SYTA MEMBER?



If you're a tour operator, travel agent, or supplier that services the student and youth travel industry (Hotels, Restaurants, Attractions, Airlines, Destination Marketing Organizations, etc.) and are interested in growing your business, you should consider joining SYTA. When you become a SYTA member, you'll have the opportunity to network with like-minded travel professionals and share ideas to grow your business and expand professionally.

SYTA Member Benefits:



TEACH & TRAVEL Magazine

SYTA's official publication, providing the most up-to-date information on industry news, travel requirements, fresh destination ideas, and the importance of working with SYTA Member companies. Each issue is read by **more than 95,000 educators and student travel planners**. Print and digital advertising opportunities available!



SYTA.org

Members receive **special member only benefits**, including access to the membership search database.



eSYTA Newsletter

Bimonthly e-newsletter full of important **industry happenings, member profiles**, events, and more!

VOTING RIGHTS for electing SYTA leaders.

COMMITTEE INVOLVEMENT Join one of our committees to help shape the future of SYTA, network with other leaders in the student travel industry, help plan events, create safety guidelines, and more!

EVENTS Special member-only pricing to SYTA Annual Conference, invitations to local member-only events, SYTA Youth Foundation events, SYTA SUMMIT for tour operators, and MORE!

