



The LEADING AUTHORITY

on **Student & Youth Travel.**



SYTA is the non-profit, professional trade association that promotes student and youth travel worldwide. Our Members are recognized for providing the highest quality and safest educational experiences for student and youth travelers. Membership in SYTA is essential for student travel professionals and provides a measurable return on investment of time and resources.

OUR 750+ 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...and more.

SYTA Provides:

Access to **student travel buyers & sellers**

Virtual & Live Education Programs including the 2024 SYTA Annual Conference in New York City, NY, August 9-13, 2024.

Safety & Risk Management Resources

Certification

Teachers & Educator Resources



FOR MORE INFORMATION



SYTA's Landmark Research Study

The Student Travel Business Barometer shows much needed historical data on growth of student group travel, and forecasts of future business trends. This is in keeping with our mission to be the definitive source of up-to-date data on the student group travel industry and to assist our members and partners to achieve data-driven strategies to build their businesses.

In-country student group travel experienced a robust recovery in 2022, surpassing the expectations of tour operators. Whereas tour operators initially anticipated that over 295,000 students would embark on in-country trips, the actual number was 353,500,

exceeding expectations by 20%. That means 267% more students traveled in-country in 2022 compared to 2021. This in-country travel reached 54% of its pre-pandemic volume in 2022. The recovery was primarily led by tour operators based in the U.S., where student groups resumed travel several months ahead of the rest of the world.

Looking ahead to 2024, 47% of tour operators have optimistic expectations, aiming to achieve more than 80% of their pre-pandemic booking volume from 2019—and by 2025, 66% of respondents expect to reach their pre-pandemic volumes.



354,000
STUDENTS TRAVELED
IN-COUNTRY IN 2022



+267%
MORE STUDENTS
TRAVELED IN 2022
COMPARED TO 2021



MORE THAN **10%**
INCREASES IN PRICES
WAS SEEN IN OVERALL
TRIP COSTS

**International
Affiliate Membership**
\$295 Annual Dues

Membership provides online access to the largest network of student tour operators and suppliers focusing on the school market.

This special community is open to Tour Operators or Supplier companies with office(s) outside of the United States.

For more information, click the QR code on the front of this document or visit <https://syta.org/international-affiliates/>

SYTA STRATEGIC PARTNERS

