

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 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

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

SYTA'S LANDMARK GLOBAL 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 2023, 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%**
INCREASE IN PRICES
WAS SEEN IN OVERALL
TRIP COSTS

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!

