



# 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 2025 SYTA Annual Conference in Savannah, GA, August 22–26, 2025.

**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 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

**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



### PREMIER PARTNERS



### CORPORATE PARTNER



### THOUGHT LEADER PARTNERS

