



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 850+ MEMBERS SERVE AN ESTIMATED 1.5 MILLION YOUTH TRAVELERS

Travel Planners | 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**
- **Safety & Risk Management Resources**
- **Certification**
- **Teachers & Educator Resources**
- **Virtual & Live Education Programs**
including the 2026 SYTA Annual Conference
in Pittsburgh, PA August 21 - 24, 2026.



MORE INFORMATION

SYTA
ANNUAL
CONFERENCE

AUGUST 21-24, 2026
PITTSBURGH, PA

SYTA.ORG/EVENTS

2026 SYTA ANNUAL CONFERENCE

PITTSBURGH, PA | AUGUST 21-24, 2026

An estimated 1,000 attendees will gather together at the only annual conference dedicated to the student and youth market in North America. In a relaxed yet business focused setting, travel planners, travel agents, group travel planners and business partners will meet, learn and connect with each other.



35,000+
Pre-Scheduled
Business Appointments



1,000+
Student Travel
Industry Professionals



50+ HOURS
of Networking
Opportunities



EDUCATION
Sessions



EXPLORE
Pittsburgh, Pennsylvania



FIRST TIME?
Pre-conference webinars
& on-site mentors

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 2024, we have streamlined the Barometer data to reflect the stabilization of the market today. We have focused on U.S. travel to better represent the findings from our U.S. members, who represent the greatest number of respondents. We also were able to condense some data since there is renewed stability in travel patterns.

The good news we have to share from the 2024 student travel business barometer is that the student travel market has stabilized, and students are traveling at pace with our record year in 2019.



848,000
STUDENTS TRAVELED
IN-COUNTRY IN 2024



\$1,859
AVERAGE TOTAL IN-
COUNTRY TRIP COST
(4-DAYS INTERSTATE TRIP WITH
GROUND TRANSPORTATION)



\$3,512
AVERAGE TOTAL
INTERNATIONAL TRIP COST
(7-DAYS WITH GROUND
TRANSPORTATION)

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 62,000 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 travel planners, and MORE!

