

2026 China Student Travel FAM

The China National Tourist Office New York (CNTO), in partnership with the Student & Youth Travel Association (SYTA), invites qualified SYTA tour operators, travel agencies, and group travel planners to apply for the 2026 China Student Travel FAM.

Designed specifically for travel professionals interested in developing or expanding student and youth travel programs to China, this FAM goes beyond a traditional destination visit. The program combines firsthand destination experiences with practical product development, giving participants opportunities to evaluate hotels, restaurants, performance venues, educational resources, transportation, attractions, and other services suitable for student groups.

Our goal is simple: participants should return home not only inspired by China, but with a clearer understanding of how to build, operate, and sell China programs for their students.

Program at a Glance

Dates: November 3–14, 2026

Destinations:

Beijing · Xi'an · Hefei / Huangshan · Shanghai

Group Size:

Approximately 10–15 qualified participants

Hosted by:

China National Tourist Office New York

International Departure:

John F. Kennedy International Airport (JFK), New York

Airfare:

Round-trip Premium Economy airfare from JFK to China will be provided by CNTO for approved participants.

Preliminary Itinerary

Beijing

Experience China's capital through a combination of iconic attractions, cultural experiences, youth exchange, and student-travel product inspections.

Program highlights include:

- ◆ Temple of Heaven and Tai Chi experience

- ◆ Visit to the Soong Ching Ling Science & Culture Centre for Young People, including cultural activities and an exchange on China-U.S. youth engagement
- ◆ Forbidden City
- ◆ Mutianyu Great Wall
- ◆ Student-friendly hotel inspection
- ◆ Peking Opera cultural experience, including a backstage visit and make-up experience
- ◆ Welcome and orientation session

Xi'an

Explore one of China's great historic capitals while examining its potential for educational, cultural, and student group travel.

Program highlights include:

- ◆ Xi'an City Wall and cycling experience
- ◆ Terracotta Warriors
- ◆ Student-friendly hotel inspection
- ◆ University visit and student exchange
- ◆ Performance venue inspections
- ◆ Tang Dynasty cultural performance

Hefei & Huangshan

Combine tourism industry networking and China-U.S. tourism dialogue with one of China's most distinctive cultural and natural destinations.

Program highlights include:

- ◆ Participation in the 16th Anhui International Culture and Tourism Festival
- ◆ Travel trade networking and industry exchange
- ◆ Huangshan Mountain
- ◆ Hongcun Village and Huizhou cultural experiences
- ◆ Participation in the 2026 WTA · Xianghu Dialogue
- ◆ China-U.S. Tourism Dialogue and travel trade networking

Shanghai

Discover contemporary China through science and technology, local life, culinary experiences, and urban exploration.

Program highlights include:

- ◆ Science and technology experience at a robotics innovation center
- ◆ Local market visit and neighborhood experience
- ◆ Chinese culinary experience, including making Xiaolongbao
- ◆ Autonomous driving experience
- ◆ Shanghai Tower
- ◆ Huangpu River night cruise
- ◆ Yuyuan Garden and Bazaar

The itinerary is preliminary and subject to final arrangements.

What CNTO Will Provide

For approved participants, CNTO will provide:

- ◆ Round-trip Premium Economy airfare from JFK to China
- ◆ Hotel accommodations throughout the official program
- ◆ Ground transportation in China
- ◆ Domestic flights and high-speed rail included in the official itinerary
- ◆ Official meals
- ◆ Site inspections and destination experiences
- ◆ Tourism industry meetings and networking opportunities
- ◆ Admission and other official program expenses

Participant Responsibilities

Participants will be responsible for:

- ◆ Transportation from their home city to and from JFK
- ◆ Chinese visa application fees and related personal visa expenses
- ◆ Travel insurance
- ◆ Personal purchases and incidental expenses
- ◆ Optional activities outside the official itinerary
- ◆ Any travel arrangements before joining or after leaving the official

group

Important Air Travel Information

The FAM will depart as a group from JFK International Airport in New York.

CNTO will provide international airfare only for the designated group itinerary departing from JFK. CNTO is unable to provide international airfare originating from other countries or other international points of departure.

Participants who live outside the New York area are responsible for arranging and covering their own transportation to and from JFK.

Who Should Apply

This FAM is designed for SYTA tour operators, travel agencies, and group travel planners interested in developing or expanding student and youth travel programs to China.

We especially welcome applicants who:

- ◆ Are actively involved in student, youth, educational, performance, sports, or special-interest group travel
- ◆ Have experience operating or selling international group travel
- ◆ Are interested in developing or expanding China programs within the next 12–24 months
- ◆ Are able to participate in the full FAM itinerary and join the designated group departure from JFK

Priority will be given to company owners, senior executives, and key decision-makers involved in destination selection, product development, contracting, purchasing, or international student travel programs.

Previous travel to China is not required. Applicants who have not previously participated in the China FAM are especially encouraged to apply.

Application & Selection

Application Deadline: September 18, 2026

Participation is limited and subject to approval. This is a curated FAM program and is not first-come, first-served.

Applications will be reviewed after the deadline. Selection will take into consideration factors such as:

- ◆ Current involvement in student and youth travel
- ◆ International travel experience
- ◆ China and Asia product-development potential
- ◆ Ability to generate future student group business

- ◆ Role and decision-making responsibility within the applicant's company
- ◆ Commitment to developing China programs following the FAM

Submitting an application does not guarantee participation.

Selected participants will be contacted directly by CNTO and asked to confirm their participation promptly. A waitlist may be maintained in the event that additional spaces become available.

Passport & Visa

Approved participants will need a valid passport and an appropriate Chinese visa.

CNTO will provide supporting information and guidance regarding the visa application process. Participants are responsible for completing their own visa applications and meeting all applicable requirements.

Because visa processing and international travel arrangements require advance preparation, selected participants will be expected to provide passport and travel information promptly after acceptance.

How to Apply

Interested SYTA members should complete the 2026 China Student Travel FAM application form.

<https://forms.cloud.microsoft/r/gjPyePyBim>



Applications should be submitted by **September 18, 2026**.

Selected participants will be notified directly by CNTO following the application review.

Questions?

Coco

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