



SYTA'S

DESTINATION FORUM

TODAY'S FORUM: *Williamsburg*

Carylann Assante, CAE
CEO, Student & Youth Travel Association

Monique Martin
Student Travel Consultant, Nations
Classroom

Madeline Wyatt
Student Travel Consultant, Nations
Classroom

Danny Lewandowski
Director of Business and Travel
Development,
Hemisphere Travel, SYTA Board of Director

Visit

WILLIAMSBURG
JAMESTOWN ▼ YORKTOWN



AGENDA.

- Welcome and overview of Destination Forum series
- Introduction to SYTA and Membership
- Upcoming Networking and Business Events
- Tour Operator Perspective on the Student Market Today and the Future
- Destination Perspective: Williamsburg/Jamestown/Yorktown
- Covid Travel Today
- Q&A



WELCOME TO SYTA.

Thank you for joining us today!

Prior to Pandemic

Student travel was a **\$185 billion** industry and represented **24%** of all global tourism annually.

SYTA represented **3 million** youth travelers annually.

WHAT WE DO FOR STUDENT & YOUTH TRAVEL.

PROMOTE
the value of travel to social, cultural and educational growth

ADVOCATE
for safe, professional and ethical travel

PROMOTE
the business interests of those engaged in student and youth travel

KEEP UP TO DATE
with the latest student group offerings in each destination

MONITOR
federal travel regulations

REPRESENT
the student market at industry related conferences

THE SYTA COMMUNITY.



NETWORKING

Intimate access to leading decision makers on both tour operator and supplier side of the industry



EDUCATION

Workshops, webinars, and exclusive articles on topics of interest



KNOWLEDGE

Shared information keeps members at the forefront of industry developments and enhancements



LEADERSHIP

Business growth ideas, resources, and promotional opportunities

SYTA's THREE BRANDS.



SYTA represents the student travel industry and provides business opportunities and resources for its association members.



The SYTA YOUTH FOUNDATION is the non-profit arm of SYTA that impacts the lives of culturally, linguistically or economically at-risk students and youth through travel experiences.



TEACH & TRAVEL is the official publication of SYTA. Each issue reaches 95,000 educators interested in student travel.

TEACH & TRAVEL.







Read by more than
95,000 educators

Distributed 5
times/year

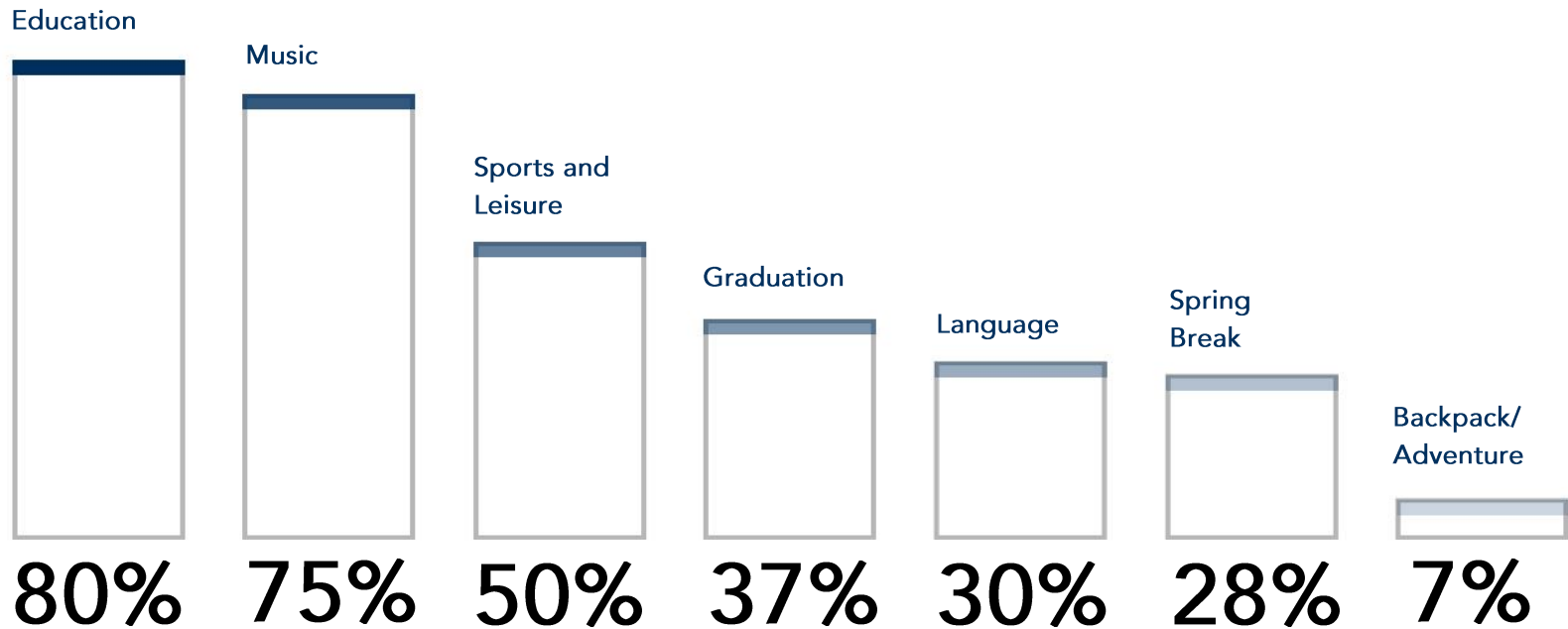


Sent weekly to over
13,000 educators



 /TeachAndTravelMagazin
 e
 @Teach_Travel
 Teachandtravelmag
/teachtravel

TYPES OF TRAVELERS SERVED BY SYTA MEMBERS.



2020 TOP 10 U.S. STUDENT DESTINATIONS.

U.S. Teachers/U.S. Tour Operators
SOURCE: *Teach & Travel Magazine* May
2020

Boston, MA
Chicago, IL
Cleveland, OH
Los Angeles, CA
Nashville, TN
New Orleans, LA
New York, NY
Orlando, FL
Philadelphia, PA
Washington, DC

2020 TOP 10 NORTH AMERICAN STUDENT DESTINATIONS.

Mexico City
Montreal, QC
Nassau, BS
Niagara Falls, ON
Ottawa, ON
Puerto Rico
Quebec City, QC
Toronto, ON
Vancouver, BC
Winnipeg, MB

SOURCE: *Teach & Travel Magazine* May
2020



2020 EMERGING DESTINATIONS.

Atlanta, GA
Baltimore, MD
Branson, MO
Memphis, TN
San Francisco, CA

SOURCE: *Teach & Travel Magazine* May
2020

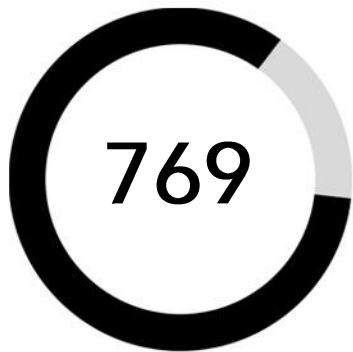
STRATEGIC MEMBERSHIP GROWTH.

SYTA membership is essential for all qualified Tour Operators engaged in student and youth travel. Tour Operators with SYTA affiliation must meet and uphold membership requirements

For our Associate members, we will strive to assemble the most qualified Active members to ensure continued new business opportunities



2019 SYTA MEMBERSHIP.



Associates/
Supplier



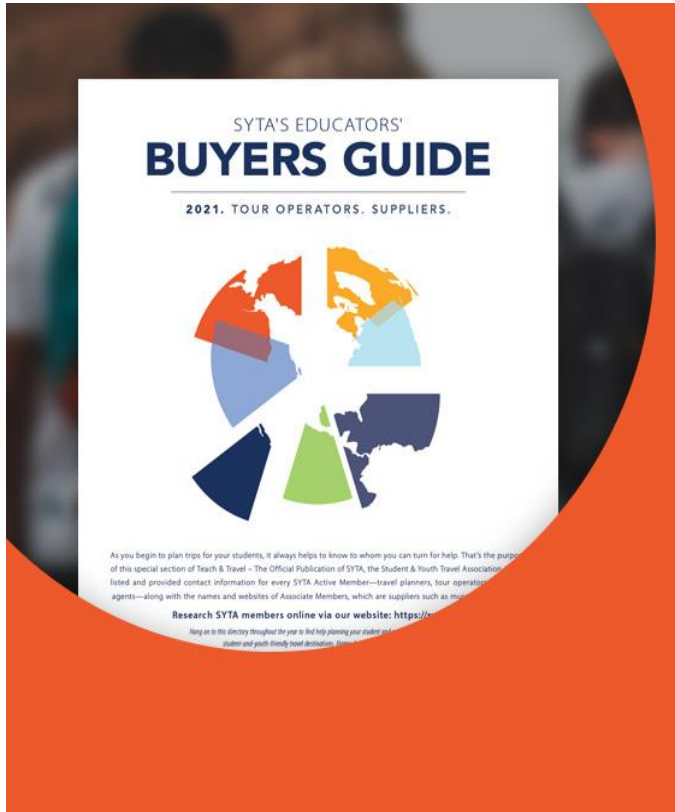
Active/Tour
Operator



Allied



Duals



A premier benefit of SYTA membership

Annual listing of tour operator and supplier members

Distributed directly to 40,000 educators who plan & execute student travel

Distributed at multiple tradeshows

Available digitally on SYTA.org

Online updates quarterly

Education Certification Resources

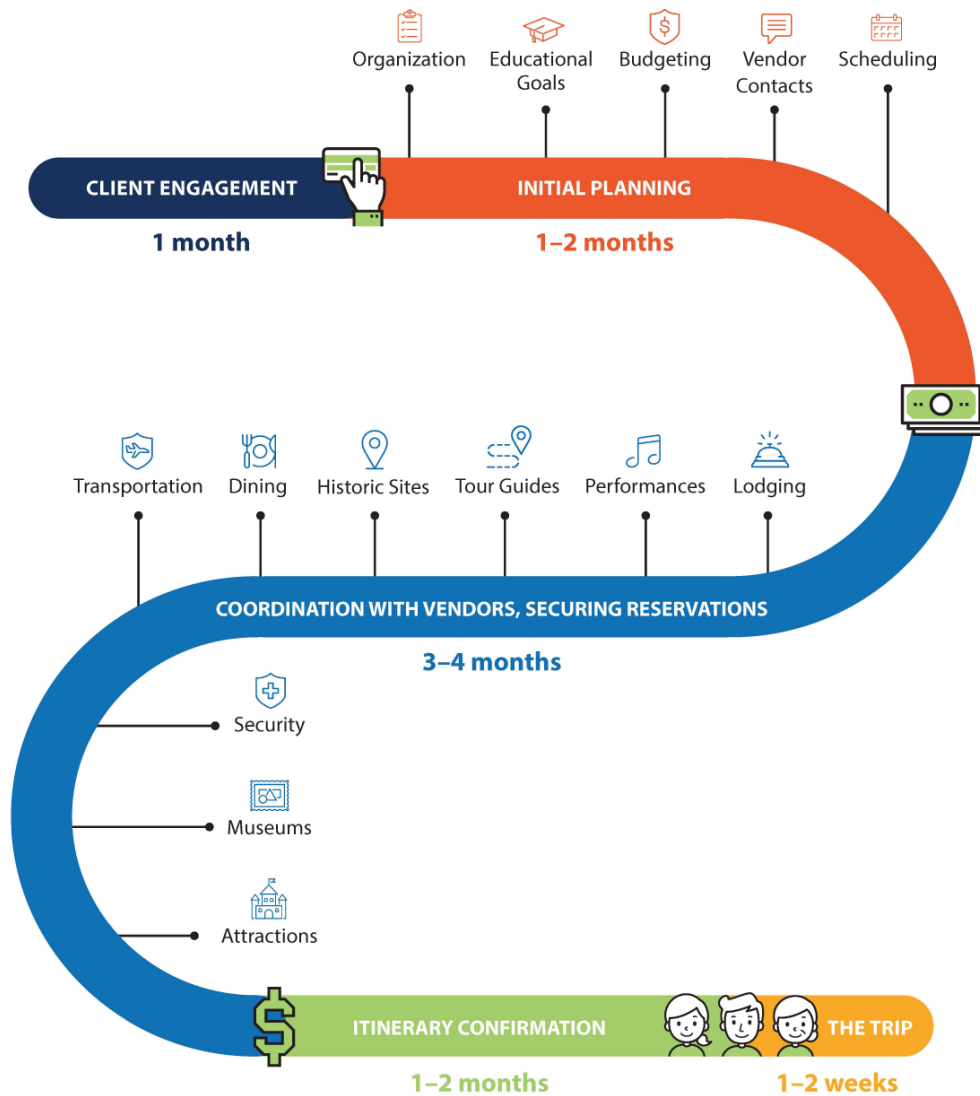
- **WEBINARS** - Held throughout the year and previous webinars are archived on my.syta.org
- **CSTO** - Certified Student Travel Organization
- **CSTP** - Certified Student Travel Professional
- **STUDENT & YOUTH TRAVEL DIGEST** - Survey of the Student Travel Market
- **STUDENT TRAVEL BUSINESS BAROMETER** - Quarterly updates on current trends domestic and international
- **INDUSTRY NEWS**
- **CRISIS PREPAREDNESS PROGRAM**

Risk Management

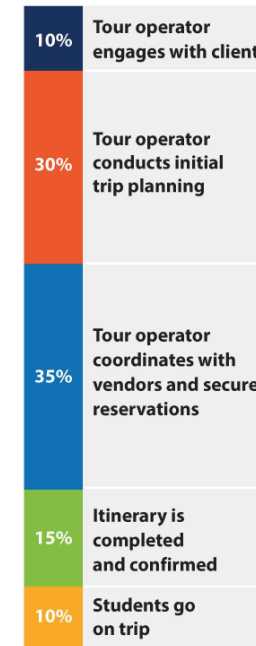
- Consumer Protection: Deposits/Refunds
- Terms and Conditions/Waivers
- Travel Insurance
- Health and Safety
- Crisis Management/Communications

TOUR OPERATOR PERSPECTIVE.

- Student Groups Traveling Today
- Customer/Educator Sentiment towards travel
- How educators make decisions
- How you can gain more of this market share



Tour Operator Process Percentage



KEY

- Client makes initial payment to tour operator
- Tour operator distributes money to vendors
- Final payments: all outstanding balances due from client / all payments made to vendors

Choosing a Vendor to Partner With

- Recommended by colleague
- Recognized by travel or tour industry association such as SYTA
- Proven track record of safety
- Crisis management plan in place
- Insurance
- Signed contract/agreement
- Health and safety plan in place
- COVID policy
- Strong supplier and airline partnerships
- Consumer protection policy in place



Vendor Segments

- Motorcoach
- Hotels
- Attractions/Museums
- Dining

The New World of Student Travel



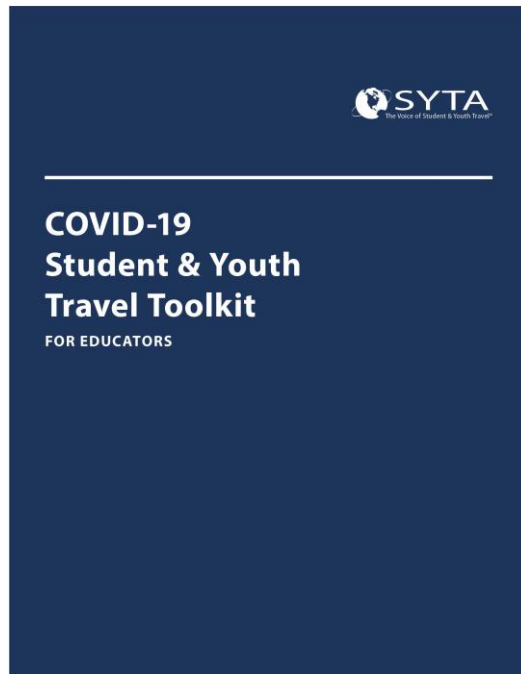
- Suppliers & availability
- Longer planning time
- Increased pricing
- Itineraries may look different
- Increased COVID safety measures
- Last minute requests/changes

What About Vaccines and Testing?

- Based on what school and local regulations are requiring
- Based on destination and supplier requirements
- Options for group testing including mail order kits
- Testing more common while on longer trips or when vaccines are not required
- Multiple schools on one trip may require tour operator to set their own mandates



CRISIS MANAGEMENT AND COMMUNICATION



The COVID-19 Student & Youth Travel Toolkit is a trusted resource that provides information and guidelines on how to reduce the spread of the virus when your groups start traveling again.

www.syta.org/syta-travel-resource-hub

2022

**SYTA ANNUAL
CONFERENCE**

WASHINGTON, DC

August 26-30, 2022



2023

**SYTA ANNUAL
CONFERENCE**

**WINNIPEG,
MANITOBA, CANADA**

August 18-22, 2023



2024

**SYTA ANNUAL
CONFERENCE**

NEW YORK CITY

August 6-13, 2024



SYTA
ANNUAL
CONFERENCE

The SYTA logo features a stylized globe with a white outline, positioned to the right of the text 'ANNUAL' and 'CONFERENCE'.

2021-2022 SYTA BOARD OF DIRECTORS.

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SYTA STAFF.



Chief Executive Officer
Carylann Assante, CAE
cassante@syta.org



Director of Operations
Becky Armely
barmely@syta.org



**Sr. Manager of Education &
Professional Development**
Katy Summers
ksummers@syta.org



**Director of Communications
& Membership**
Amy Cannon
acannon@syta.org



Membership Coordinator
Kayla Swem
kswem@syta.org

SYTA STRATEGIC PARTNERS





Carylann Assante
CEO SYTA & SYTA Youth Foundation
cassante@syta.org
www.syta.org