

SYTA'S ANNUAL CONFERENCE 2016

AUGUST 18–23, 2016 | ORLANDO, FLORIDA

ROSEN SHINGLE CREEK



#SYTA2016 | #20YEARSOFSYTA



STUDENT TRAVEL is a
\$194 BILLION
INDUSTRY



20%
OF ALL GLOBAL
TOURISM REVENUE
represented by student travel



STUDENT TRAVEL
is expected to
**DOUBLE
ITS VALUE**
IN LESS THAN TEN YEARS



1.5M
YOUTH TRAVELERS
represented
by SYTA annually

ourstory

As SYTA celebrates 20 years of promoting the common business interests of those engaged in promoting, selling, and providing travel experiences for youth, it's important to reflect on the journey.

SYTA was formed because competition and passion between two direct competitors ignited a need. What started as a business argument became the mutual agreement that industry standards needed to be set to protect the interests of educators, parents, and students, and to ensure growth in the marketplace. Our founders put aside their differences and created what we now call **SYTA-The Voice of Student & Youth Travel®**.

Over the years, SYTA has experienced tremendous growth in membership and action. From standards and guidelines, to providing educational and business opportunities, SYTA has lead the student travel industry with its initiatives. But what our members will tell you is that what makes SYTA so incredible is the people, the passion, the commitment, and the opportunity to be a part of the SYTA community.

As we celebrate 20 years of SYTA, we not only celebrate the successes and accomplishments of our organization, but the stories of our membership. We hope you join us for this journey!

ourcommunity

SYTA is much more than just a membership organization. IT'S A COMMUNITY. There are many ways to become involved and something for everyone!

EDUCATION: Workshops and educational sessions at the SYTA Annual Conference as well as webinars and exclusive articles on topics of interest.

SUPPORT: Business growth ideas, resources, and promotional opportunities.

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

NETWORKING: Intimate access to leading decision-makers on both tour operator and supplier sides of the industry.

LEADERSHIP: A wide variety of ways to get involved for personal and professional growth, including CSTP designation.

ourtradeshow

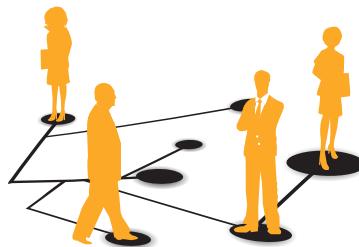
The SYTA Annual Conference is much more than a trade show. It's a community of passionate, educated, and engaged members, committed to promoting, selling, and providing travel experiences for students while advancing the student and youth travel industry.

We welcome all representatives in the student and youth market including tour operators (inbound and outbound), group travel planners, travel agents, international senders, and receptive operators. Professionals from destination marketing organizations, convention & visitors bureaus, international tourism boards, hotels, attractions, restaurants, insurance, technology, transportation, and many more.

SYTA's Annual Conference is the premier event for the student and youth travel industry. Join 1,500+ of your colleagues from across the globe for three full days of powerful networking, valuable business appointments, thought-provoking education sessions, and innovative business solutions. There are hundreds of reasons why you shouldn't miss the SYTA Annual Conference.



OVER 20,000
of PRE-SCHEDULED BUSINESS
TRADE MEETINGS will take place



SHOWCASE YOUR BUSINESS

by **CONNECTING WITH ATTENDEES** on the tradeshow floor where our Partners & Sponsors will showcase their latest products & services. Special booth packages available starting at \$5,000 and tabletop displays at \$2,500.

52+ HOURS of NETWORKING OPPORTUNITIES

Every evening is a special event at Orlando's premier attractions including The Walt Disney World Resort®, Universal Orlando Resort, Orlando Eye, Merlin Entertainments, and Sea World Orlando with wonderful food, entertainment and amazing rides and shows.

theSYTA GUARANTEE

If there is a person or company that you desire to meet, a SYTA staff will ensure the connection is made!

SIGHT SEEING



Venture into Orlando and surrounding areas as you visit iconic attractions, historical sites, and the "new" student product to grow your business. Transportation is provided to and from the hotel for all attendees.

FIRST TIMER?



If you're a first timer to SYTA, our Bootcamp will quickly educate you on all you need to know to maximize your experience.

EDUCATION SESSIONS



At these targeted sessions for the student travel professional you can hear about trends and innovative solutions to managing your business from industry leaders and top-rated speakers.

our philanthropy

Much like the association, the SYTA Youth Foundation (SYF) was created out of need. Passionate members realized that many students don't have the opportunity to experience the gift of travel. SYTA members came together and created SYF to give something back. To date, SYF has impacted the lives of over 3,000 students and provided over \$700,000 in scholarships.



syta
youth foundation

Travel Changes Young Lives for Good

THE IMPACTS OF SYF



OVER 90,000
WAS AWARDED IN 2013 TO
OVER 160 STUDENTS IN NEED



3,000+
STUDENTS IMPACTED BY SYTA'S
STUDENT & YOUTH FOUNDATION



\$700,000
CASH SCHOLARSHIPS PROVIDED

Our goal is to help more kids and we need your help to do so. The SYTA Annual Conference is the largest fundraising gathering of the year and there are many ways to invest.

TO LEARN MORE ABOUT THE STUDENTS SYF IS IMPACTING AND THE PROGRAMS THEY OFFER,
VISIT WWW.SYTAYOUTHFOUNDATION.ORG

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JOIN US!

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Teach & Travel
The Association of STA



The Voice of Student & Youth Travel™

