Why Travel Matters

Student & Youth Travel Association

SYTA Youth Foundation
Economic Impact

Student travel is a $185 billion industry and represents 24% of all global tourism annually.

**U.S. Domestic market $5.6 billion.**

50% of the North American Motor Coach Market
SYTA Overview

• **SYTA is North America’s leading membership association** for businesses that serve the student and youth travel market.

• Student travel is a $185 billion industry and represents 24% of all global tourism annually. *U.S. Domestic market $5.6 billion.*

• SYTA represents three million youth travelers annually.

• Over **900 member** companies:
  - Tour Operators, Travel Agencies
  - Hotels
  - Attractions
  - Restaurants
  - DMO’s/PMO’s and more…
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 and provides travel to students who would not be able to travel.

• **Teach & Travel** is our brand that reaches the traveling educational community.
THE IMPACT of the SYTA YOUTH FOUNDATION

$936,000
CASH SCHOLARSHIPS PROVIDED

3,500+
STUDENTS IMPACTED BY SYTA’S STUDENT & YOUTH FOUNDATION

STUDENT & YOUTH TRAVEL REPRESENTS 20% OF ALL GLOBAL TOURISM REVENUE

OVER $150,000 WAS AWARDED IN 2016 TO OVER 500 STUDENTS IN NEED
TEACH & TRAVEL
The OFFICIAL Publication of SYTA

• MAGAZINE: Readership of 90,000 per issue, sent out 5 times per year.

• eNEWS: A biweekly eNewsletter sent to over 8,000 educators.

• SOCIAL COMMUNITY: Outreach through Facebook, Twitter and Pinterest
STUDENT & YOUTH TRAVELERS
BY THE NUMBERS…

23% of all travelers worldwide are YOUTH OR STUDENTS

There are 65 MILLION young people (ages 5-25) IN THE U.S. AND CANADA

The U.S. Student Group Market UNDER 18 is 5.6 Billion Dollar industry with an average spend of $755 per student.
STUDENT & YOUTH TRAVEL DIGEST

Domestic and Regional U.S. Student Travel
STUDENT & YOUTH: DEFINED

- Day Trips
- Overnight Trips
- Group/Travel
- International Travel
KEY MARKET SEGMENTS

GROUP
- Educational
- Music/Performance

GROUP/INDIVIDUAL
- Sport & Leisure
- Summer/Teen
- Spring Break
- Language
- Graduation (HS)
- College/University

INDIVIDUAL
- Backpack
- Gap Year
- Working Holiday
- Study Abroad
TYPES OF TRAVELERS
SERVED BY SYTA MEMBERS

- Education: 80%
- Music: 70%
- Sports & Leisure: 50%
- Graduation: 30%
- Language: 20%
- Spring Break: 10%
- Backpack/Adventure: 5%
AGE BREAKDOWN

![Age Breakdown Chart]

The chart above illustrates the age breakdown with the following percentages:
- 0% at age 10
- 2% at age 11
- 4% at age 12
- 6% at age 13
- 8% at age 14
- 10% at age 15
- 12% at age 16
- 14% at age 17
- 16% at age 18
- 18% at age 19
- 20% at age 20

The ages are represented by bars, with the height of each bar indicating the percentage of individuals in that age group.
WHY: TEACHERS ORGANIZE TRAVEL

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural awareness/broaden horizons</td>
<td>80%</td>
</tr>
<tr>
<td>Out of class experience</td>
<td>69%</td>
</tr>
<tr>
<td>Overall benefits of travel</td>
<td>61%</td>
</tr>
<tr>
<td>Useful for academic performance</td>
<td>54%</td>
</tr>
<tr>
<td>Useful for curriculum</td>
<td>54%</td>
</tr>
<tr>
<td>Established tradition in our school</td>
<td>39%</td>
</tr>
<tr>
<td>Useful for students' future employment prospects</td>
<td>24%</td>
</tr>
</tbody>
</table>
SOCIAL IMPACT OF STUDENT GROUP TRAVEL – TOP 10 EFFECTS

- Increased willingness to know/learn/explore (60%)
- Desire to travel more (60%)
- Increased independence, self-esteem, and confidence (56%)
- More intellectual curiosity (55%)
- Increased tolerance of other cultures and ethnicities (52%)
- Better adaptability and sensitivity (49%)
- Increased tolerance and respectfulness (48%)
- Better cooperation/collaboration (43%)
- Better self-expression (42%)
- Being more outgoing (40%)

*Multiple choice question
## TOP 10 PREFERENCES of TRAVEL CONTENT by U.S. TEACHERS & U.S. TOUR OPERATORS

<table>
<thead>
<tr>
<th>Preference</th>
<th>U.S. Teachers</th>
<th>U.S. Tour Operators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theme tours related to curriculum</td>
<td>57%</td>
<td>73%</td>
</tr>
<tr>
<td>Experience/immersion/adventure</td>
<td>27%</td>
<td>23%</td>
</tr>
<tr>
<td>Performance groups (band, choir, dance, art)</td>
<td>15%</td>
<td>32%</td>
</tr>
<tr>
<td>Community service/travel (volunteer/service learning travel)</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Youth events/conventions/conferences/competitions</td>
<td>10%</td>
<td>25%</td>
</tr>
<tr>
<td>Student travel with language focus</td>
<td>10%</td>
<td>16%</td>
</tr>
<tr>
<td>Theme/entertainment sights/parks</td>
<td>10%</td>
<td>39%</td>
</tr>
<tr>
<td>Recreation/holidays/spring breaks</td>
<td>9%</td>
<td>20%</td>
</tr>
<tr>
<td>Youth festivals/parades/concerts/musicals/theater</td>
<td>9%</td>
<td>51%</td>
</tr>
<tr>
<td>Visiting partner schools/colleges/companies</td>
<td>8%</td>
<td>25%</td>
</tr>
</tbody>
</table>

*Multiple choice question*
TEACHERS WHO ORGANIZE OR ACCOMPANY STUDENT GROUP TRIPS BY SUBJECT THEY TEACH

*Multiple choice question
TEACHERS’ EXPERIENCE OF ORGANIZING TRIPS

- Organized only: 59%
- Accompanied only: 12%
- No experience: 23%
- Organized and accompanied a trip: 6%
CUSTOMIZED VS. PRE-DEFINED TRIPS

61% : 39%

Pre-defined tours
– teachers and school groups choose from itineraries or packages put together by tour operators or travel professionals.

Customized tours
– more than 50% of their itinerary is adjusted by teachers and students and tour operator is only responsible for conducting the tours.
FACTORS AFFECTING PROGRAM AND DESTINATION SELECTION

- **Teacher/leader**: 77%
- **Budget/costs**: 63%
- **Curriculum**: 40%
- **Popularity of a destination**: 29%
- **Classmates**: 28%

*Multiple choice question*
TRIP PREPARATION AND BOOKING-LEAD TIME

- **PREPARATION TIME**
  - International trip: 11 months
  - Multiday domestic trip: 8 months

- **BOOKING-LEAD TIME**
  - International trip: 7 months
  - Multiday domestic trip: 6 months
  - 1-day domestic trip: 2.5 months

- 1-day domestic trip: 2 months
## Trip Price

<table>
<thead>
<tr>
<th>Trip Duration</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-day trip</td>
<td>US$56</td>
</tr>
<tr>
<td>2-day trip</td>
<td>US$229</td>
</tr>
<tr>
<td>3-day trip</td>
<td>US$485</td>
</tr>
<tr>
<td>5-day trip</td>
<td>US$1,106</td>
</tr>
<tr>
<td>7-day trip</td>
<td>US$1,564</td>
</tr>
<tr>
<td>1 week</td>
<td>US$2,575</td>
</tr>
<tr>
<td>2 weeks</td>
<td>US$3,271</td>
</tr>
<tr>
<td>3 weeks</td>
<td>US$3,643</td>
</tr>
</tbody>
</table>
BARRIERS TO STUDENT GROUP TRAVEL
(as reported by teachers who do not organize trips)

- Financial resources: 86%
- Administrative rules or limitations: 29%
- Risk management: 24%
- Testing times dictate periods when students can travel: 19%
- No mechanism to raise funds: 18%
- Students need to spend more time in the classroom due to test scores: 18%

*Multiple choice question
OVERVIEW OF U.S. REGIONS
(as defined by U.S. Census Bureau)
PERCENTAGE OF DOMESTIC STUDENT GROUP TRIPS BY DESTINATION

*Percentages do not add up to 100% due to rounding
FREQUENCY OF TRAVEL as REPORTED BY U.S. TEACHERS

U.S. TEACHER ORGANIZES ON AVERAGE 1.7 TRIPS for 60 STUDENTS
TIMING OF SCHOOL TRIPS

as REPORTED BY U.S. TEACHERS
PERCENTAGE OF DOMESTIC STUDENT GROUP TRIPS

BY DESTINATION as reported by U.S. TEACHERS & U.S. TOUR OPERATORS

- Within 50 Miles: 34% | 5%
- Within Own State: 30% | 15%
- Neighbouring State: 13% | 18%
- Interstate: 24% | 62%
TOP TEN STUDENT DESTINATIONS IN THE UNITED STATES

ORLANDO
NEW YORK
CHICAGO
LOS ANGELES
PHILADELPHIA
ATLANTA
SAN FRANCISCO
BOSTON

EMERGING DESTINATIONS:
SAN ANTONIO / NASHVILLE / CLEVELAND / ANAHEIM / HONOLULU
ACCOMMODATION PREFERENCES
as REPORTED BY U.S. TEACHERS

- Hotel: 75%
  - Luxury: 1%
  - Upscale: 16%
  - Mid-scale: 45%
  - Moderate: 30%
  - Economy: 9%
- Homestay: 7%
- Residence: 2%
- Hostel: 1%
- Student house: 2%
- Camp: 3%
- Other: 10%
Why Travel with a SYTA Tour Operator

• Insurance/Certificate of Insurance
• Best Group Rates
• Experience (what works/what to avoid)
• Knowledge of the Destination
• Professional Tour Director/Escort
• Industry Affiliations (SYTA, ABA, NTA, AMA, CLIA, etc.)
For More Information

- Info@syta.org
- www.syta.org
- www.sytayouthfoundation.org