

# STUDENT TRAVEL PUBLICATIONS COMPARISON



| PUBLICATION  | STUDENT GROUP TOUR                                     | SYTA'S TEACH & TRAVEL |
|--|--|-----------------------|
| Copies delivered to TOUR OPERATORS   | <b>2,423</b><br>Including all ≈150 SYTA tour operators | <b>UNKNOWN</b>        |
| Guaranteed placement of ads with regional editorial and itinerary            | ✓  |                       |
| Distributed to more tour operators than any other student travel publication | ✓  |                       |
| Free web page with annual (3x) advertisement                                 | ✓  |                       |
| Publication available online   | ✓  | ✓                     |
| Real response guarantee: You'll get leads or next print ad is free           | ✓  |                       |
| Online video gallery available   | ✓  |                       |
| Free online leads postings available for retrieval 24/7                      | ✓  |                       |

Data compiled December 2016 from publicly available sources.

**Student travel** consists of trips by middle and high school students, independent of family, and away from home.

The top activities for student travel are sightseeing, competing in or watching sports, shopping, outdoor recreation, guided tours, visiting historic sites or state/national parks, camping, attending lectures, visiting history/science/art museums, attending or participating in performing arts presentations and visiting theme parks.<sup>1</sup>

THE OVERALL MARKET VALUE (TOTAL EXPENDITURES) OF THE U.S. STUDENT GROUP TRAVEL MARKET IS ESTIMATED AT A MINIMUM OF

**\$5.6 billion**<sup>2</sup>

<sup>1</sup> Michigan State University Student and Youth Travel Research Institute (SYTRI)  
<sup>2</sup> Student & Youth Travel Digest ©2016 Student & Youth Travel Association