

# Fueling Group Business Through Key Industry Partnerships

*SPONSORED BY*

**HOWES**  
& COMPANY

*Project Managers*



# FLORIDA ATTRACTIONS ANNUAL CONFERENCE

**May 31 - June 3, 2026**

**TAMPA MARRIOTT WATER STREET**

# PRESENTERS



***CAMERON O'CONNELL***  
***SR. DIRECTOR OF SALES &  
PARTNERSHIPS***  
***ZOOTAMPA AT LOWRY PARK***



***CARYLANN ASSANTE***  
***CEO***  
***STUDENT YOUTH & TRAVEL  
ASSOCIATION***



***SANTIAGO CORRADA***  
***PRESIDENT & CEO***  
***VISIT TAMPA BAY***

# SYTA

## Student and Youth Group Travel





**VISION** To help students & youth gain greater understanding of the world through the experience of travel.

**MISSION** SYTA is the premier association of businesses dedicated to providing life enhancing travel experiences to students and young people. We instill confidence in our travelers by establishing quality and safety standards for travel providers, and we empower our members through advocacy, education, training, and networking opportunities.

# SYTA STAFF



**CHIEF  
EXECUTIVE  
OFFICER**

**CARYLANN  
ASSANTE, CAE**



**VICE  
PRESIDENT OF  
STRATEGY &  
OPERATIONS**

**DEBRA  
BORGWARDT**



**DIRECTOR OF  
COMMUNITY  
ENGAGEMENT**

**AMY  
CANNON,  
CSTP**



**DIRECTOR OF  
BUSINESS  
DEVELOPMENT**

**REED  
WARNER**



**DIRECTOR OF  
FOUNDATION &  
GOVERNANCE**

**KATY SUMMERS**



**DIRECTOR OF  
MEETINGS**

**CHELSEA  
MACKENZIE**

# SYTA BOARD OF DIRECTORS



*PRESIDENT  
Brent Imrie, CSTP  
Tour Time, CSTO*



*PAST PRESIDENT  
Courtenay Betts  
EF Explore America, CSTO*



*VICE PRESIDENT  
Dave Henley  
Grand Classroom, CSTO*



*TREASURER  
Terry Twitchell DiCastro  
Bob Rogers Travel*



*SECRETARY  
George Nimmo  
Tour Resource Consultants*



*S.R. Associate  
Anjuli King, CSTP  
Visit Savannah*

## Executive Committee



*Jane Tougouma, CSTP  
Live Travel & Tours, LLC*



*Jennifer Deutsch  
Educational Travel Adventures*



*Stacy Barry  
Sharin' The South Tours, LLC*

## Active Member Directors



*Allison French, CSTP  
Broadway Inbound*



*Chris Massie  
TravelAdvocates*



*Greg Bottenhorn, CSTP  
Jassby, Inc.*



*Leah Ann Ingram  
Escot Bus Lines*



*Sarah Robinson  
Tourism Winnipeg*

## Associate Member Directors



# SYTA's FIVE BRANDS



**SYTA'S** mission is to help students and youth gain greater understanding of the world through the experience of travel.



The **SYTA YOUTH FOUNDATION** is the philanthropic organization that provides young people access to travel experiences that spark curiosity, cultural awareness, and care for the world.



**TEACH & TRAVEL** provides knowledge, resources and networking to help educators plan student travel safely, efficiently and professionally while promoting the benefit of using SYTA members companies.



**THE CENTER FOR STUDENT TRAVEL SAFETY** creates a culture of safety to instill confidence in our travelers.



**SYTA STUDENT TRAVEL RESEARCH** strives to be the global source of data that drives and informs the student travel industry.



# ASSOCIATE/ SUPPLIER MEMBER TYPES

*Attractions and  
Entertainment  
Hotels and Lodging  
CVB/DMO  
Receptive Operators  
Transportation*

*Museums  
Restaurants  
Retail  
Theater  
Insurance  
Other*



# ECONOMIC IMPACT



**24%**

PERCENTAGE OF  
ANNUAL GLOBAL TOURISM  
REPRESENTED BY  
STUDENT TRAVEL



**\$185B**

VALUE OF THE  
STUDENT TRAVEL  
INDUSTRY

# USA Country Profile

## In-country travel



### Year-on-year comparison

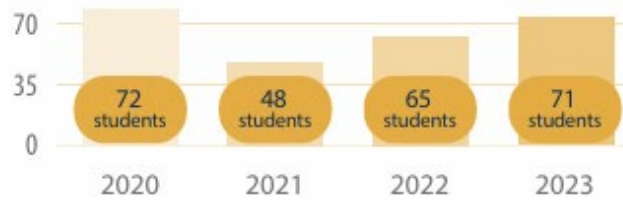


Based on 57 STOs running in-country trips.

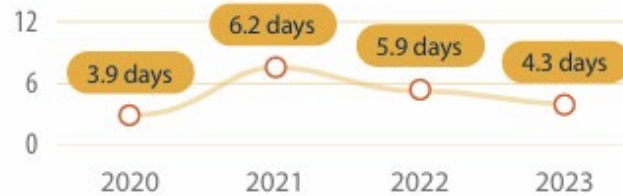
### Share of customers who traveled to the following destinations

Orlando	23%	Williamsburg	5%	Philadelphia	3%	Gettysburg	1%	Cleveland	1%
Washington, D.C	19%	Chicago	4%	Puerto Rico	2%	St. Louis	1%	Branson	1%
New York	17%	Los Angeles	4%	Nashville	2%	San Francisco	1%	Seattle	0%
Other	11%	Atlanta	3%	Boston	2%	New Orleans	1%	Memphis	0%

### Average group size



### Average trip duration



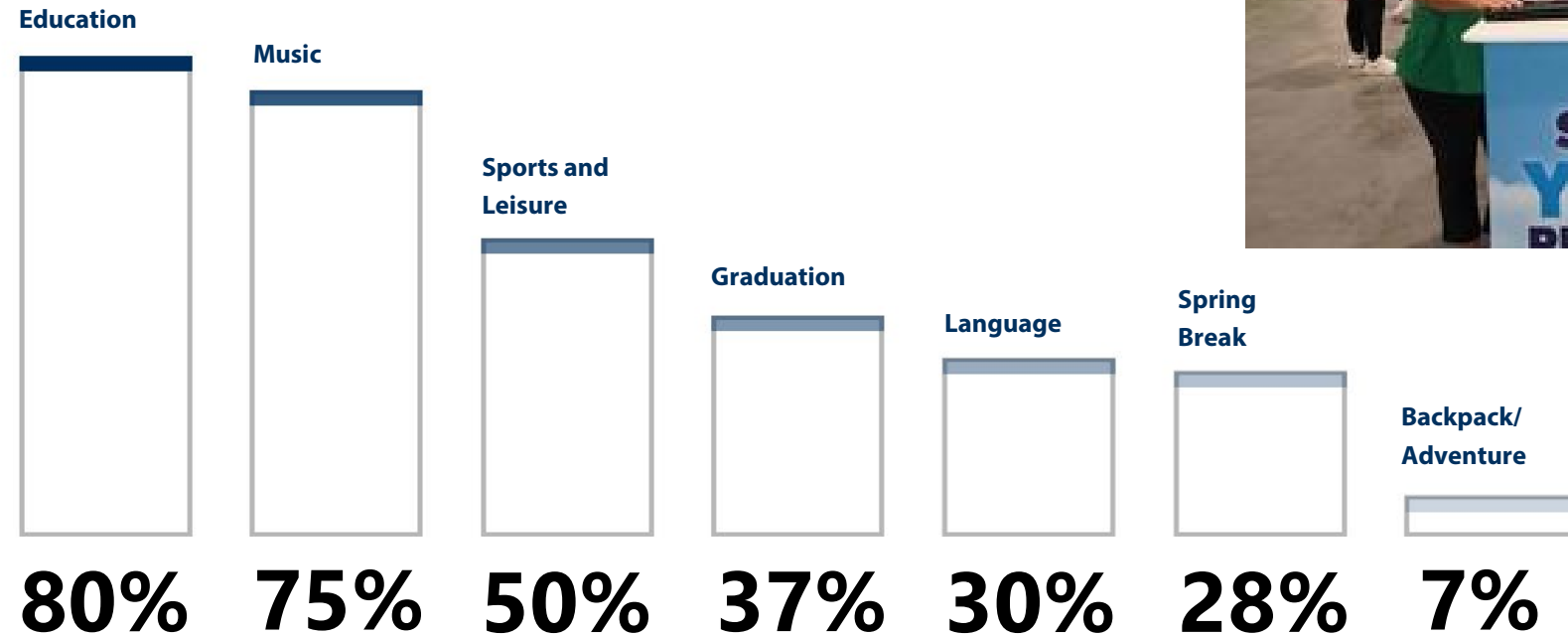
In 2023, nearly one million students traveled in-country, surpassing 2019 levels by 35%.

Trip durations shortened, group sizes grew, and Orlando, Washington, D.C., and New York remained top destinations.

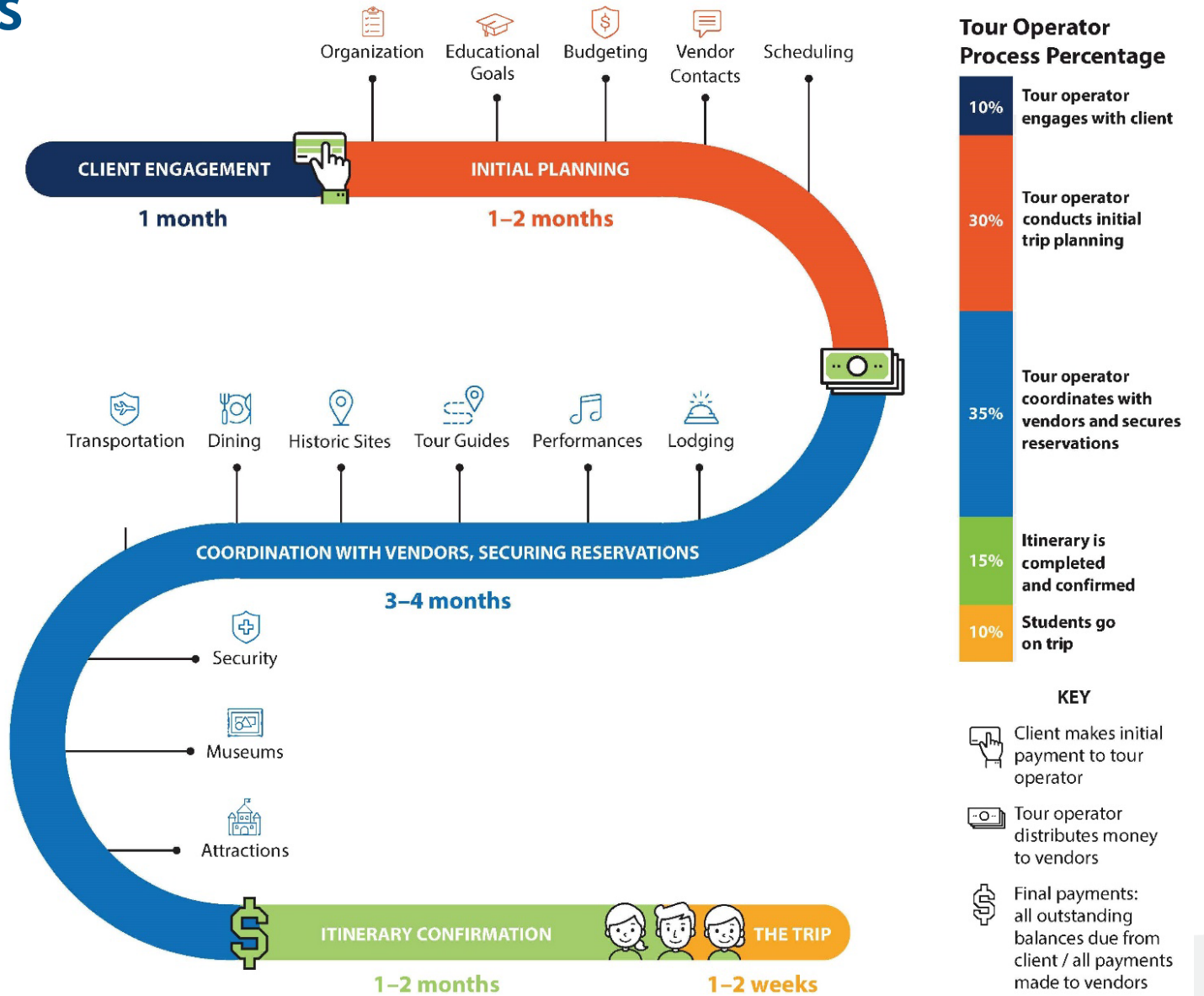
Out-of-country travel from the U.S. tripled, with 147,500 students traveling abroad. While in-country growth is expected to slow in 2024, international student travel is projected to rise 43%.

Source: [SYTA-StudentTravelBusinessBarometer2023.pdf](https://www.syta.com/StudentTravelBusinessBarometer2023.pdf)

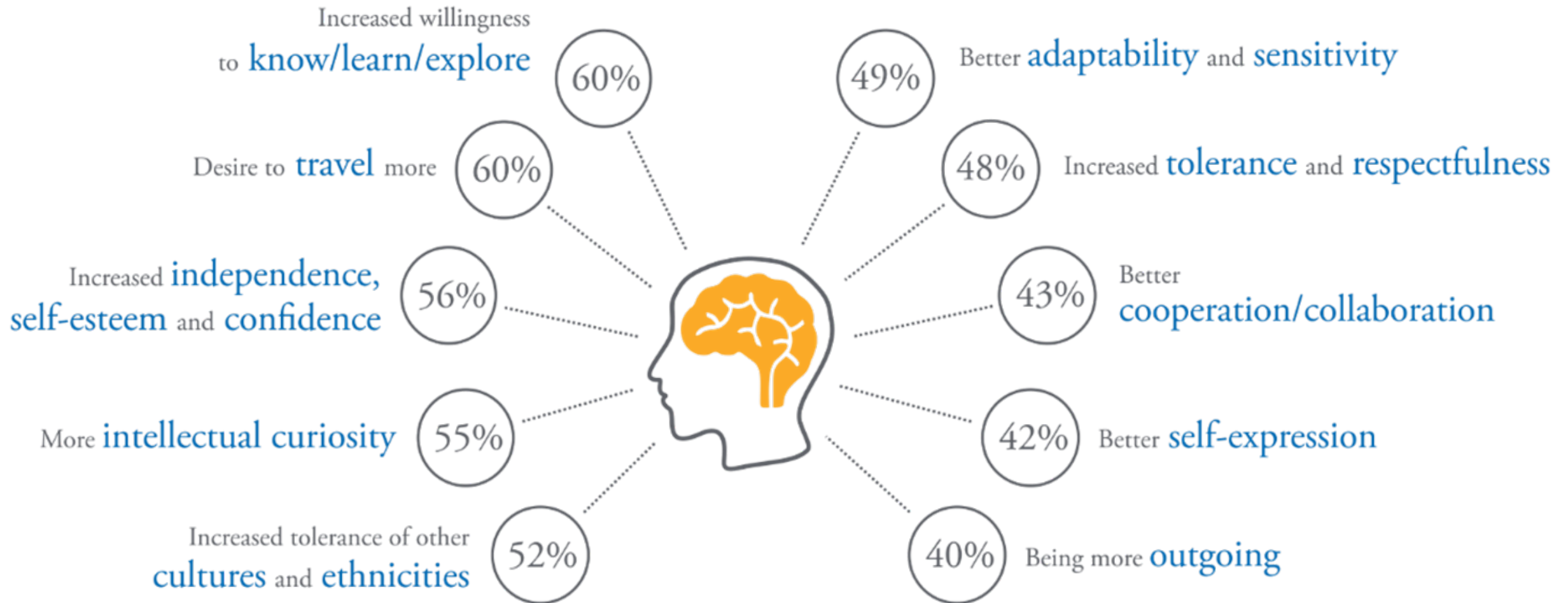
# TYPES OF TRAVELERS SERVED BY SYTA MEMBERS



# Lifecycle of Student Trips



# IMPACT OF TRAVEL ON STUDENTS



**JOIN US IN PITTSBURGH!**  
**AUGUST 21-24, 2026**



**SYTA**  
**ANNUAL**  
**CONFERENCE**



# Thank you!

[www.syta.org](http://www.syta.org)

[www.teachtravel.org](http://www.teachtravel.org)

[www.sytayouthfoundation.org](http://www.sytayouthfoundation.org)

[www.bonardeducation.com](http://www.bonardeducation.com)





**TAMPA BAY**

TREASURE AWAITS

# **CONNECTING GROUPS TO ATTRACTIONS, DRIVING IMPACT**

**PARTNERSHIPS IN ACTION**

# **STATE OF THE DESTINATION**

# HILLSBOROUGH COUNTY

**FY25 Hotel Taxable Revenue**

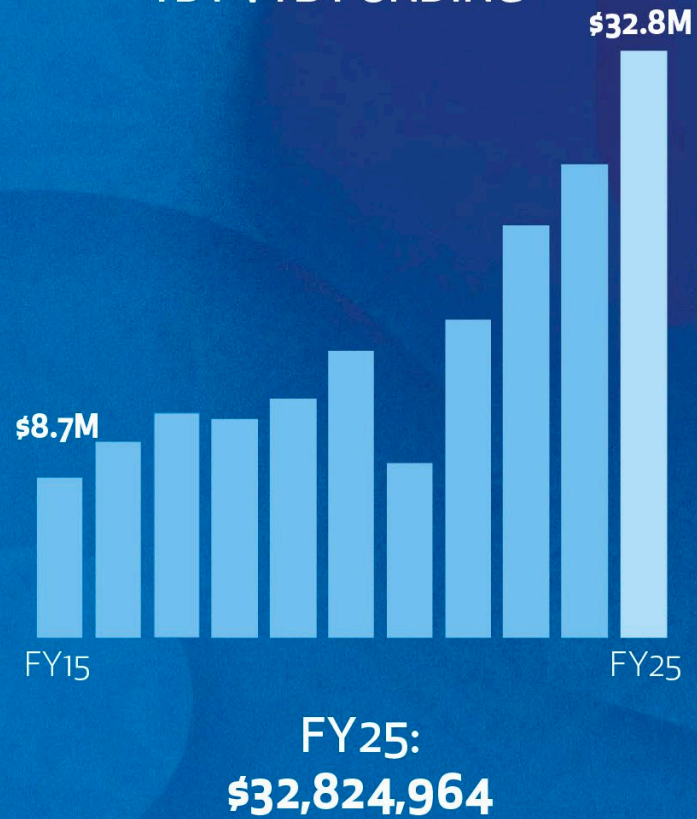
**\$1,208,854,234**

**FY25 Bed Tax Collections**

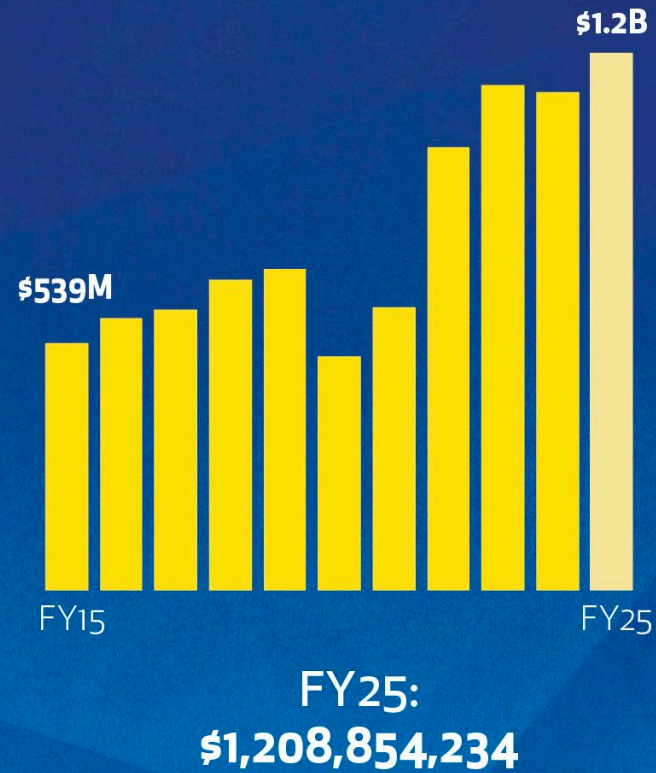
**\$72,510,663**

# HILLSBOROUGH COUNTY NUMBERS

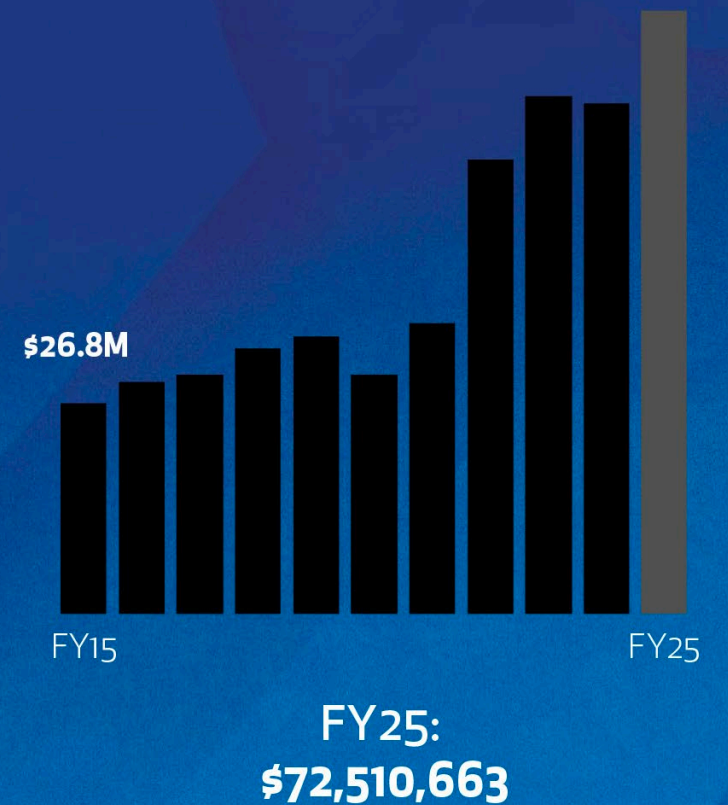
## TDT VTB FUNDING



## HOTEL TAXABLE REVENUE



## BED TAX COLLECTIONS



# TOURISM MATTERS

**\$9.5 Billion** *Total Economic Impact*



**\$1.7B**

## FOOD & BEVERAGE

Full-service restaurants, fast food, convenience stores, bars, grocery stores



**\$1.4B**

## LODGING

Hotels, motels, private home rentals



**\$1.3B**

## RECREATION

Theaters, amusement parks, entertainment venues, other rec



**\$1B**

## TRANSPORTATION

Taxis, buses, airfare, parking, car rentals, gas stations



**\$634M**

## RETAIL

Souvenirs, general merchandise, malls, shopping centers



**\$3.4B**

## INDIRECT & INDUCED

Business services, education, health care, etc.

# TOURISM MATTERS

## 28 Million

Total Visitors to Hillsborough County

## Visitor Impact

The travel and tourism sector is a vital pillar of Hillsborough County's economy



+



**16.9M**

Day Visitors

**11.1M**

Overnight Visitors



**\$6.0B**

Direct Visitor Spending



**61,667**

Total Jobs Generated



**\$691M**

State and Local  
Tax Revenue Generated

**VISIT TAMPA BAY  
TEAMS IN MOTION**



# WHAT WE BRING TO ATTRACTIONS

## YOUR PARTNERSHIP WITH VTB IS AN INVESTMENT IN VISITORS

### PAID MEDIA PLACEMENT

Your brand featured in VTB's national and international campaigns across digital, social, broadcast, and OOH

### CONVENTION & GROUP BUSINESS

Meeting planners and convention delegates are guided to local attractions as part of Tampa Bay's destination experience

### CO-OP CAMPAIGN OPPORTUNITIES

Extend your reach by joining VTB's co-op media buys and trade show activations at a fraction of the cost

### ATTRACTION PASS PROGRAM

The Bandwango-powered Tampa Bay Attraction Pass drives direct ticket revenue to participating partners

### TRADE SHOW REPRESENTATION

VTB represents Tampa Bay attractions at AZA, IPW, PCMA, and key sales events to buyers you can't access alone

### RESEARCH & VISITOR DATA

Access to VTB's visitor intelligence, economic impact data, and market research to inform your own planning

# BEYOND BORDERS

## INTERNATIONAL VISITORS AND MEETINGS MEAN MORE FOR YOUR BOTTOM LINE

### INTERNATIONAL LEISURE

- VTB actively markets Tampa Bay in the UK, Germany, Brazil, Mexico, and Colombia
- International visitors stay longer, spend more, and actively seek out cultural experiences and attractions
- New air service to Germany, Holland, and Munich opened direct pipeline to high-value European travelers
- VTB participates in IPW and international trade shows to keep Tampa Bay top of mind with global travel buyers

### MEETINGS & CONVENTIONS

- Tampa Bay is named Best Convention Center in the Southeast — conventions fill the city and send thousands of delegates to local attractions
- VTB packages attractions into delegate experience guides and itineraries distributed to every convention group
- Business travelers and meeting attendees extend stays and bring family — that multiplier effect goes straight to attractions

# ATTRACTIONS IN MARKETING CREATIVE

**OUT OF THIS WORLD**

MOSI  
KEEP DISCOVERING

Go and you'll know > VisitTampaBay.com

TAMPA BAY

**RAISE YOUR GLASS.  
AND YOUR EXPECTATIONS.**

TAMPA BAY

EXPLORE

**VACATION WITH FLYING COLORS**

ZooTampa  
AT LOWMY PARK

Go and you'll know > VisitTampaBay.com

TAMPA BAY

**BREEZY DOES IT**

TAMPA BAY

EXPLORE

**YOUR TABLE IS READY TO IMPRESS**

Go and you'll know > VisitTampaBay.com

TAMPA BAY

**EMBRACE YOUR WILD SIDE**

Busch Gardens  
TAMPA BAY

Go and you'll know > VisitTampaBay.com

TAMPA BAY

**A HAPPIER WAY TO HAPPY HOUR**

Go and you'll know > VisitTampaBay.com

TAMPA BAY

**KEEP 'EM ON THEIR TOES**

Go and you'll know > VisitTampaBay.com

TAMPA BAY

# Pancake the Dog Influencer



**International &  
Domestic FAMs**

# 2024 FL GOVERNOR'S CONFERENCE



# AZA 2025 ANNUAL CONFERENCE

# VISIT TAMPA BAY

fort  
MYERS  
ISLANDS, BEACHES  
& NEIGHBORHOODS

A10

VISIT FLORIDA

## Tradeshow Partnerships

BOOTH #2741

THE FLORIDA  
AQUARIUM

GO AND  
YOU'LL KNOW

BOOTH #2642

ZOO  
TAMPA  
AT LOWRY PARK



TAMPA BAY  
**CityPASS**<sup>®</sup>





VISIT



TAMPA BAY

TREASURE AWAITS

THANK YOU!



# Coming Up Next!

## Power Lunch

Grand Ballroom – 11:45 am

Presented by



Your mission. Together.

- Arrival of the Gavel and FAA Annual Meeting
- Florida Attractions Scholarship Foundation Presentations
- Florida Attractions Leadership Academy – Inaugural Cohort
- **Visit Florida Update – Bryan Griffin (CEO Visit Florida)**



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