

SYTA ANNUAL CONFERENCE

#SYTA2019

Birmingham, AL (August 9 – 12, 2019)

Attended By: Vivian Bunting - Associate Director of Group Tour & Consumer Sales Representative

Visit Williamsburg attended the annual Student & Youth Travel Association (SYTA) Conference in Birmingham, AL August 8 – 13, 2019. SYTA's annual conference is the premier event for the student and youth travel industry.



Photo Credit: SYTA: Student & Youth Travel Association Facebook Page- August 12, 2018

There were eleven tourism partners representing hotels, attractions and tour operators in the Greater Williamsburg area along with eighteen Virginia regional partners and the Virginia Tourism Corporation. Visit Williamsburg was a co-op partner with the Jamestown-Yorktown Foundation in which a branded booth was shared on the networking floor to hand out information, meet with scheduled appointments and prospect for group events in the Greater Williamsburg area. Tour operators who stopped by the booth could submit a business card into a raffle to win a goodie bag from the Williamsburg area. Visit Williamsburg participated in 37 prescheduled appointments with tour operators focused on student and youth travel in Greater Williamsburg.