

Student Travel Business Barometer 2023

Today's Presenters:

Gaurav Namit, CEO Four Winds Travel, SYTA Board of Director, Chair Research Committee

Brent Imrie, Director Tour Time, New Zealand, SYTA Board of Director

David Walker, SETO, Australia

Marcie Ellison Outerbridge, General Manager Ellison Travel and Tours, Canada, SYTA Past President

Jay Munro-Michell, Senior Manger ETOA, Europe



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 501(c)(3) philanthropic organization that provides young people access to travel experiences that spark curiosity, cultural awareness, and care for the world.



TEACH & TRAVEL is the official publication of SYTA and enables educators to bring the experience of travel to students and young people.



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.



About us



SYTA is the premier association of businesses dedicated to providing life enhancing travel experiences to students and young people.

SYTA Student Travel Research, the association's research brand, conducts independent research to provide global evidence of the size, trends and importance of student travel to assist our members in achieving data driven strategies for building their businesses.

BONARD

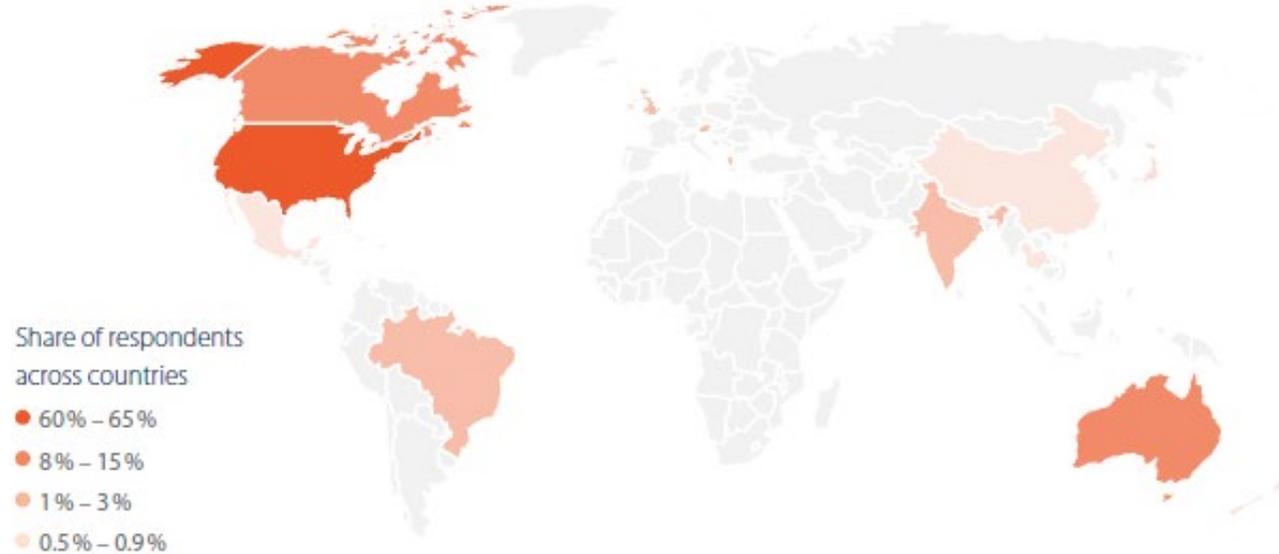
BONARD is an independent market research provider with 15 years of experience in the student travel industry. Leveraging evidence-based solutions, it assists governments, destinations, and individual providers to create bespoke strategies and policies. The company is a member of ESOMAR World Research.



Methodology

THE RESULTS OF THE 2023 BAROMETER SURVEY ARE BASED ON RESPONSES FROM

134 TOUR OPERATORS AND TRAVEL AND EDUCATION AGENCIES FROM 16 COUNTRIES
WORLDWIDE.



DEFINITIONS

In-country travel refers to any trip conducted within the students' own country.

Out-of-country travel refers to any trip which includes traveling from one country to another.

Student group travel was defined as student tours composed of at least two people aged 10–18, traveling out of their everyday environment on the same dates and following the same itinerary.

Data collection was carried out between December 2023 and February 2024.

Student group travel Business Barometer 5-year overview

Number of students taking trips in past five years



2019
Number of trips
taken
25,300

2023
Number of trips
taken
26,700

Source: SYTA, BONARD, 2023, based on 120 tour operators reporting 2019 - 2023

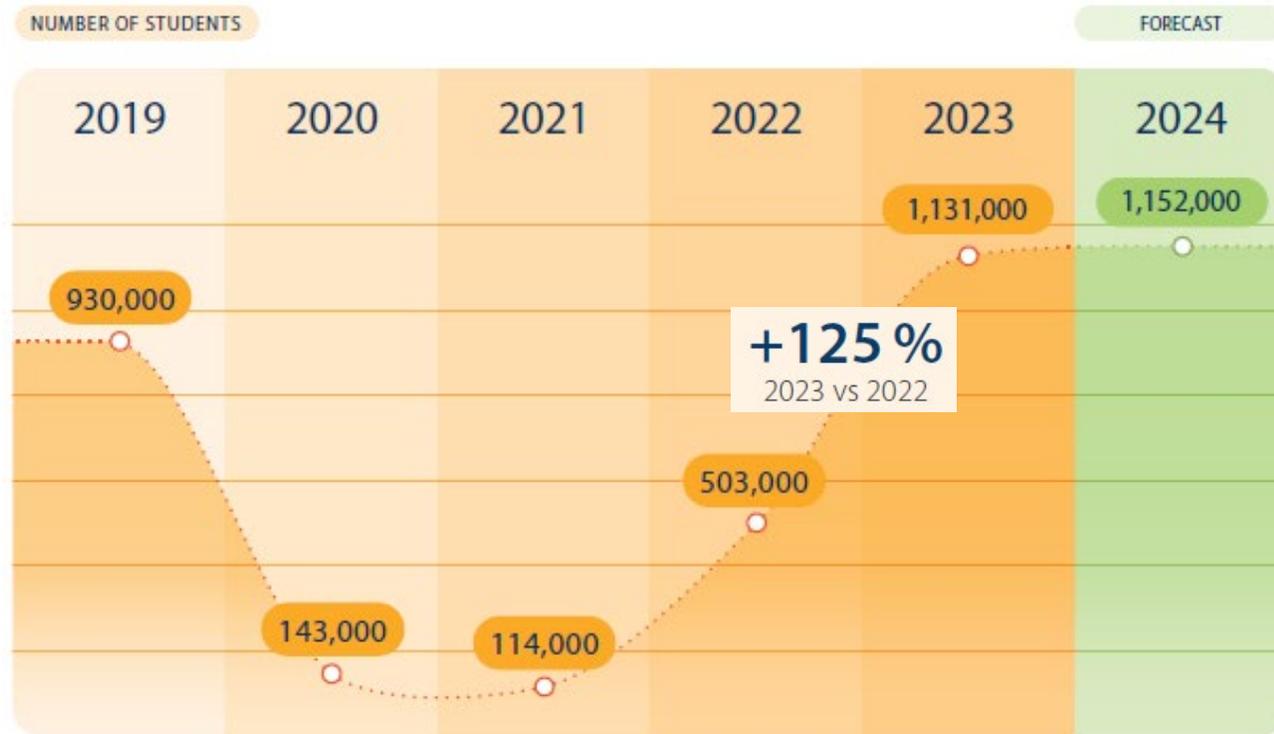


IN-COUNTRY TRAVEL



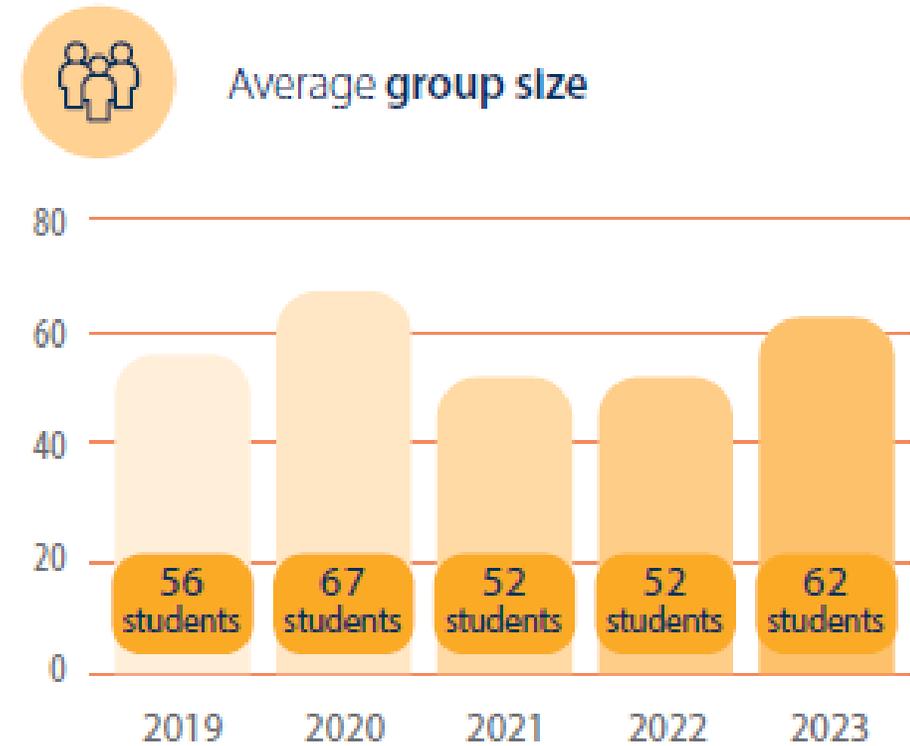
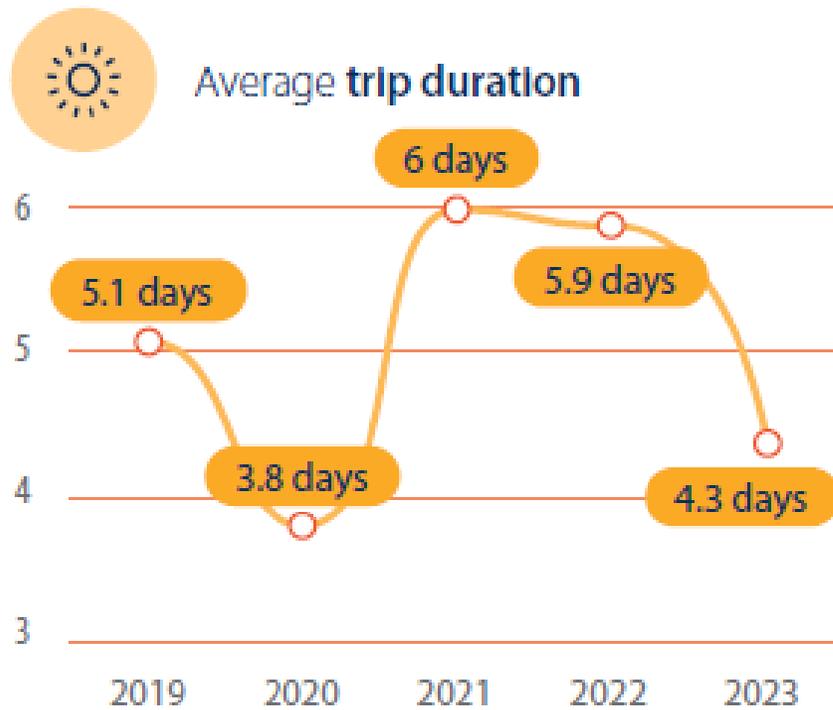
Global overview – In-country travel

Number of students taking an in-country trip



Source: SYTA, BONARD, 2023, Based on 78 STOs planning in-country trips.

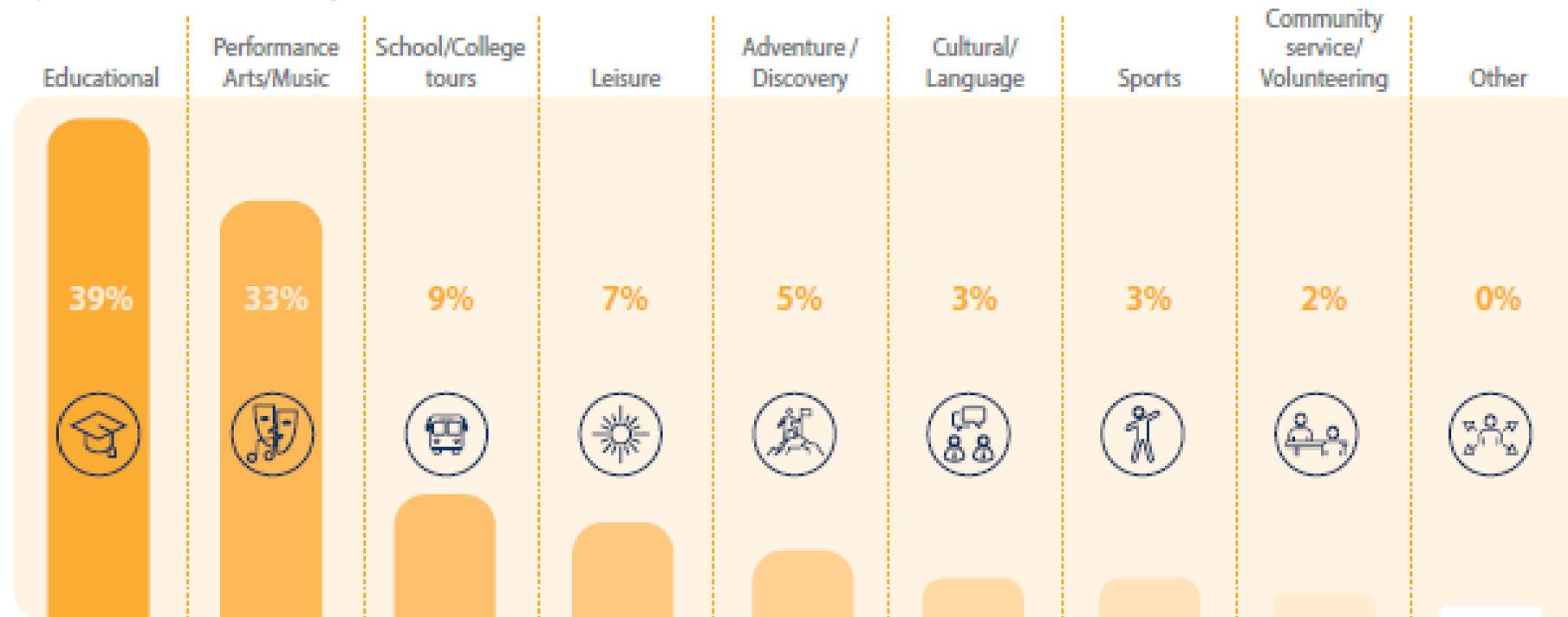
Global overview – In-country travel



Source: SYTA, BONARD, 2023, Based on 78 STOs planning in-country trips.

Global overview – In-country travel

Types of in-country student group tours in 2023



Note: The number does not up to 100% due to rounding.

Source: SYTA, BONARD, 2023, Based on 78 STOs planning in-country trips.

OUT-OF-COUNTRY TRAVEL



Global overview – Out-of-country travel

Number of students taking an out-of-country trip



Source: SYTA, BONARD, 2023, Based on 52 STOs planning out-of-country trips.

Global overview – Out-of-country travel



Source: SYTA, BONARD, 2023, Based on 52 STOs planning out-of-country trips.

Global overview – Out-of-country travel

Most Popular

- United Kingdom
- United States
- Canada
- France
- Germany

Emerging

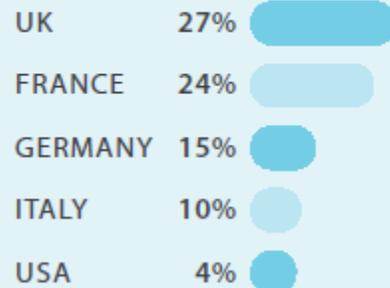
- Greece
- Slovenia
- Switzerland
- Africa

Global overview – Out-of-country travel

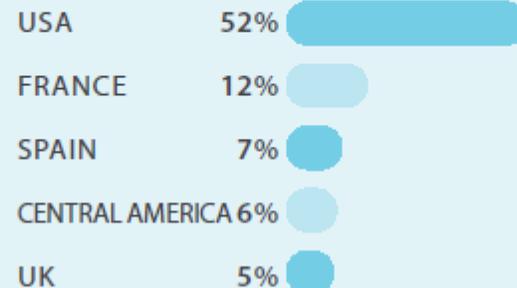
Share of students traveling to top 5 destinations



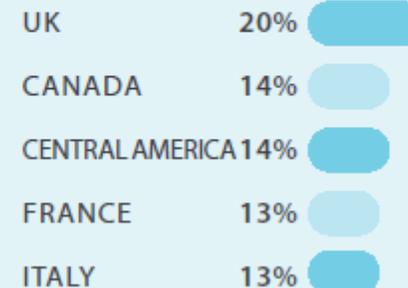
EUROPE-BASED TOUR OPERATORS



CANADA-BASED TOUR OPERATORS



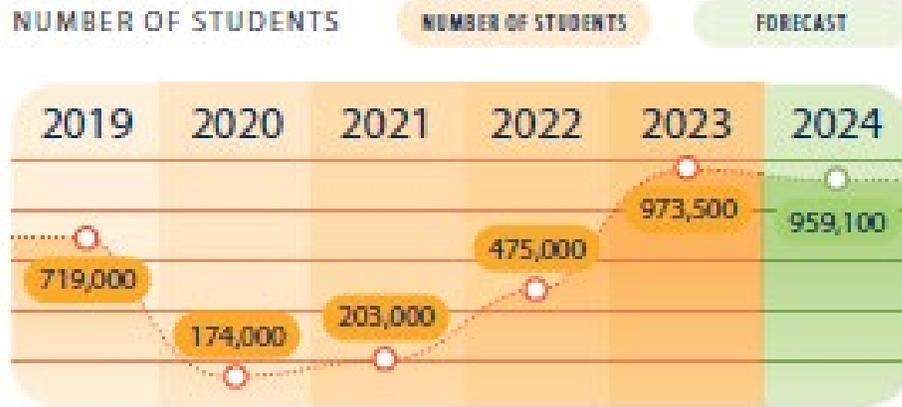
U.S.-BASED TOUR OPERATORS



COUNTRY PROFILE USA



In-country travel



Year-on-year comparison

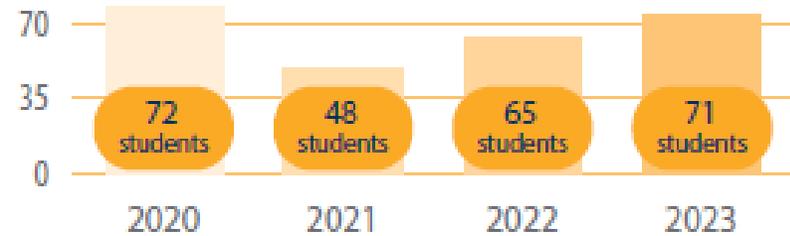
↑ +35%

2023 vs 2019

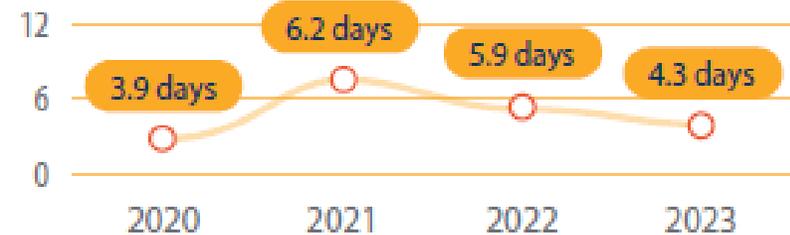
↑ +105%

2023 vs 2022

Average group size



Average trip duration



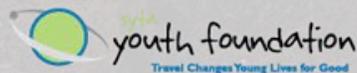
Source: SYTA, BONARD, 2023, Based on 57 STOs planning in-country trips.

In-country travel

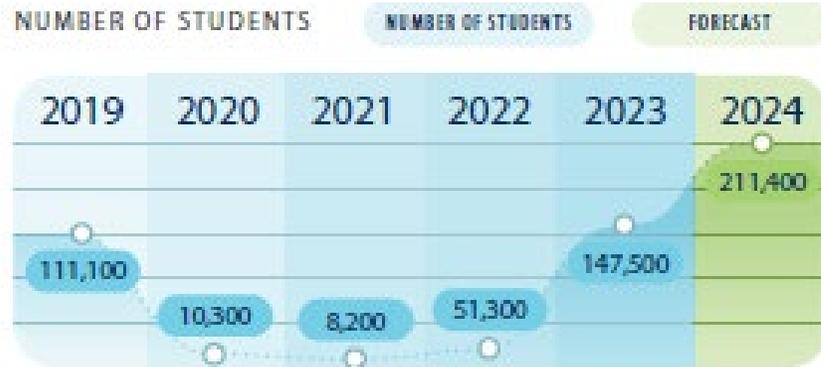
Share of students who traveled to the following destinations

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

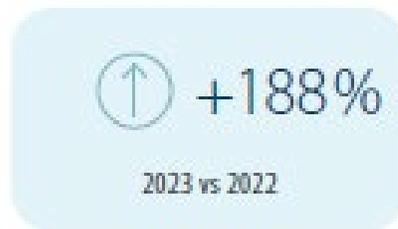
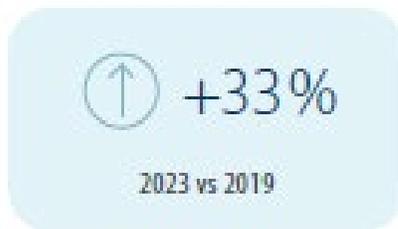
Source: SYTA, BONARD, 2023, Based on 57 STOs planning in-country trips.



Out-of-country travel



Year-on-year comparison



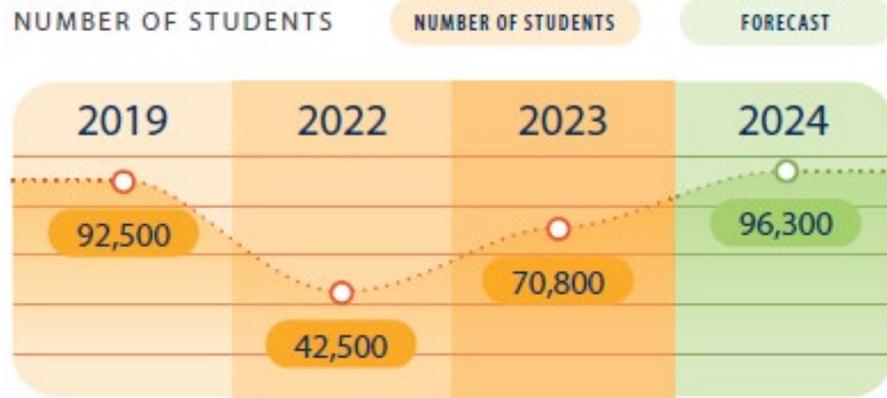
Source: SYTA, BONARD, 2023, Based on 30 STOs planning out-of-country trips.

COUNTRY PROFILE

AUSTRALIA



In-country travel



Year-on-year comparison

↓ -23%

2023 vs 2019

↑ +67%

2023 vs 2022

Average group size



Average trip duration



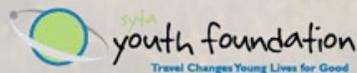
Source: SYTA, BONARD, 2023, Based on 13 STOs planning in-country trips.

In-country travel

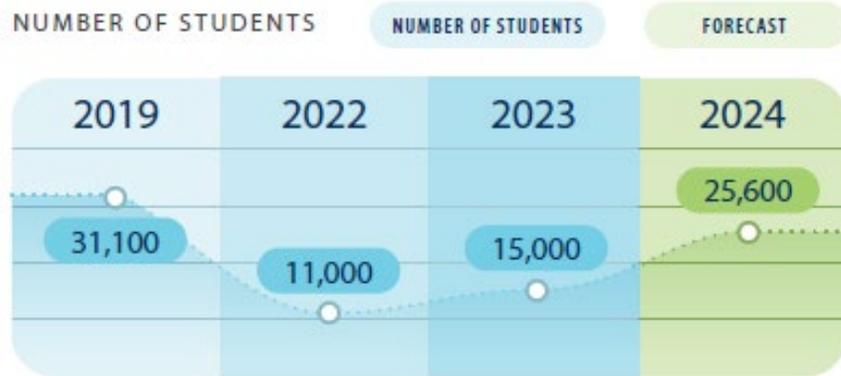
Share of students who traveled to the following destinations

Canberra	38%
Australian Ski Resorts	24%
Cairns/North Queensland	12%
Victoria (excl ski resorts)	9%
Northern Territory	6%
SE Queensland	4%
New South Wales	4%
Western Australia	2%
Tasmania	1%

Source: SYTA, BONARD, 2023, Based on 57 STOs planning in-country trips. Credit: swissmediavision



Out-of-country travel



Year-on-year comparison

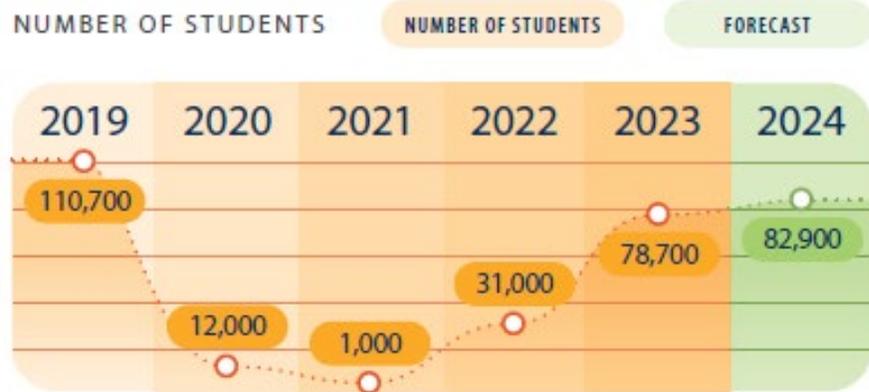


Source: SYTA, BONARD, 2023, Based on 13 STOs planning out-of-country trips.

COUNTRY PROFILE CANADA



In-country travel



Year-on-year comparison

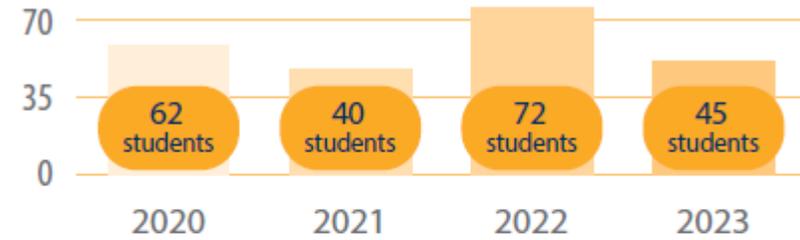
↓ -29%

2023 vs 2019

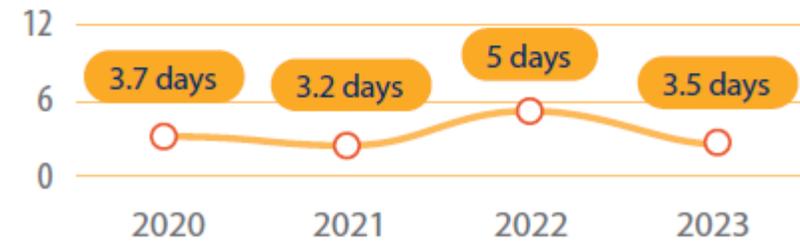
↑ +154%

2023 vs 2022

Average group size



Average trip duration



Source: SYTA, BONARD, 2023, Based on 13 STOs planning in-country trips.

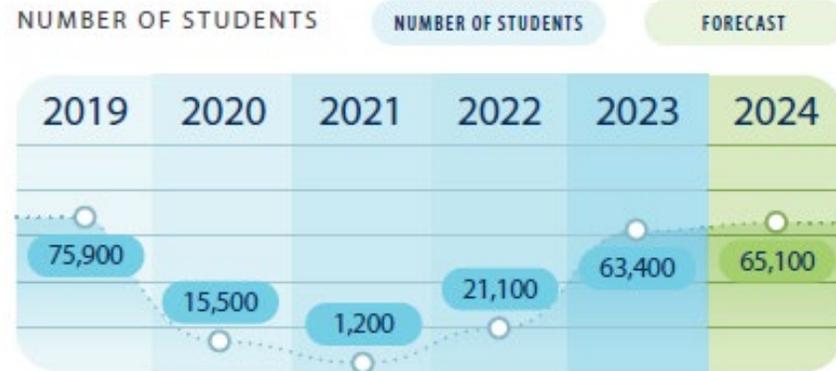
In-country travel

Share of students who traveled to the following destinations

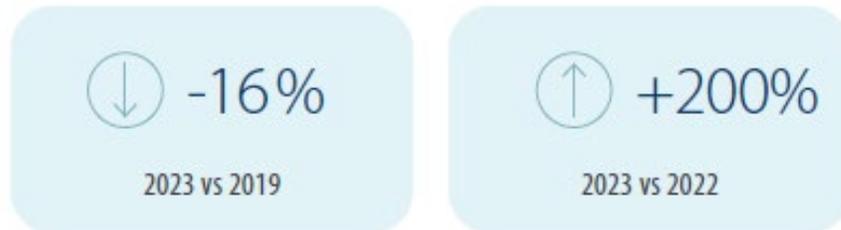
Ottawa	23%
Niagara Falls	23%
Toronto	20%
Quebec City	16%
Montreal	16%
Whistler	2%
Other	1%

Source: SYTA, BONARD, 2023, Based on 57 STOs planning in-country trips. Credit: PitK / Alamy Stock Photo

Out-of-country travel



Year-on-year comparison



Source: SYTA, BONARD, 2023, Based on 13 STOs planning out-of-country trips.

Global Overview Europe

Most Popular

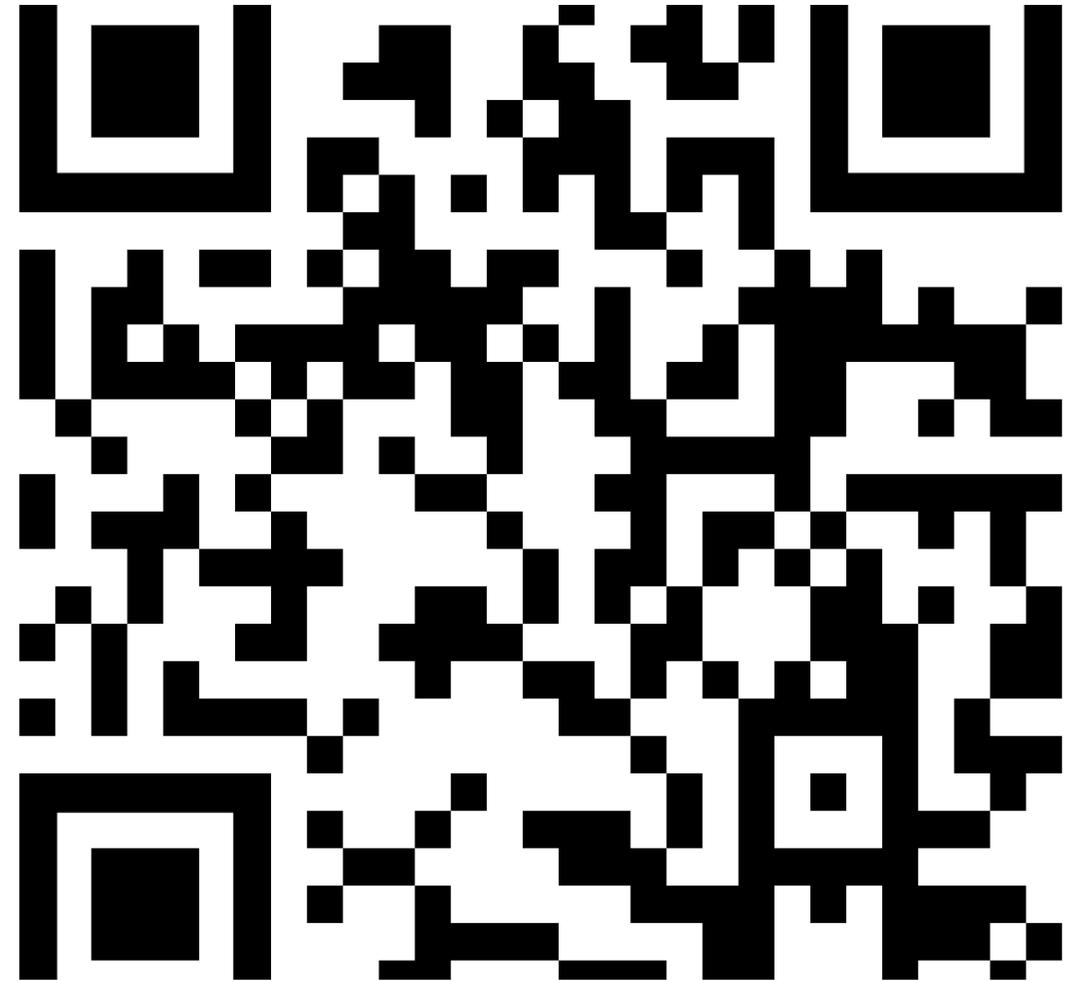
- United Kingdom
- France
- Germany
- Italy
- Spain

Emerging

- Greece
- Slovenia
- Switzerland

Student Travel Business Barometer 2023

<https://syta.org/student-travel-research/>



Thank you!

www.syta.org

www.teachtravel.org

www.sytayouthfoundation.org

www.bonardeducation.com

