

Destination preference for *out-of-country* student group travel



IN 2022, THE UK EMERGED AS THE MOST POPULAR DESTINATION, ATTRACTING 24% OF CUSTOMERS FOR STUDENT GROUP TRAVEL.



AMONG U.S.-BASED TOUR OPERATORS, 21% OF CUSTOMERS OPTED TO TRAVEL TO THE UK, WHILE THE FIGURE FOR EUROPE-BASED TOUR OPERATORS WAS 52%.

Share of customers traveling to particular destination



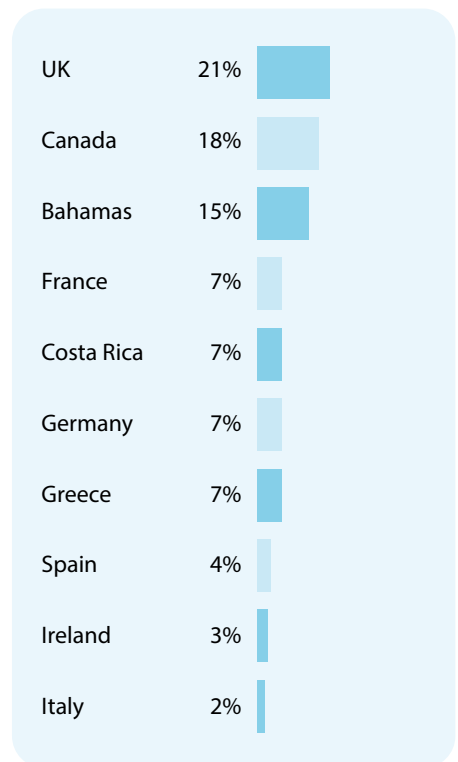
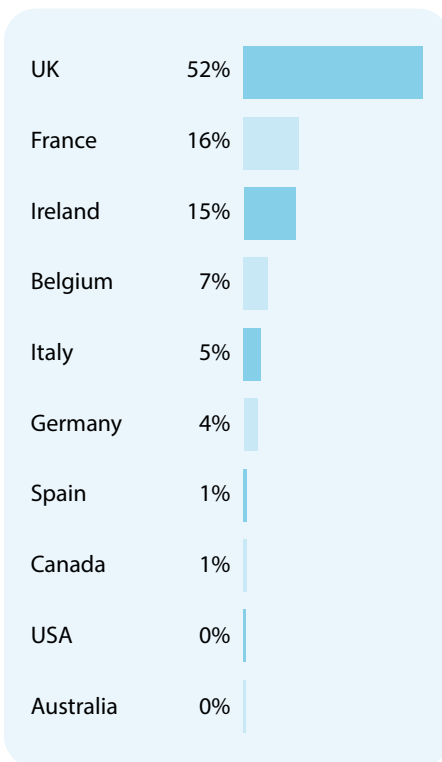
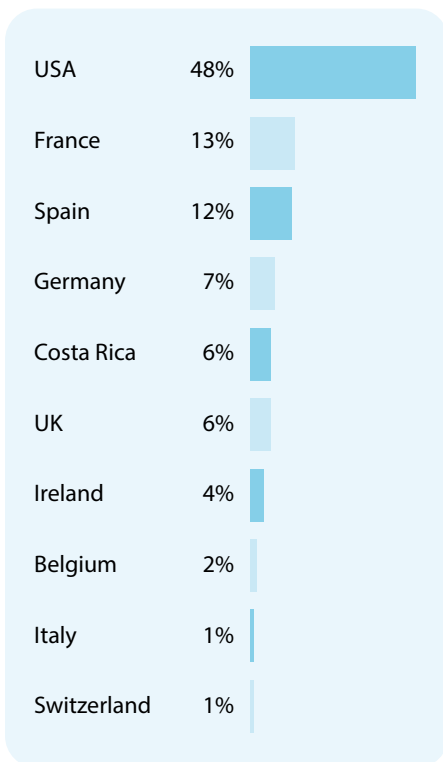
CANADA-BASED TOUR OPERATORS



EUROPE-BASED TOUR OPERATORS



U.S.-BASED TOUR OPERATORS



OTHER COUNTRIES SCREENED IN THE BAROMETER ARE: CHINA, ICELAND, MONACO AND NEW ZEALAND