

Capture Your Youth



Samuel Vetrak, CEO, StudentMarketing

WTM LONDON 06 • 11 • 2018

ABOUT US



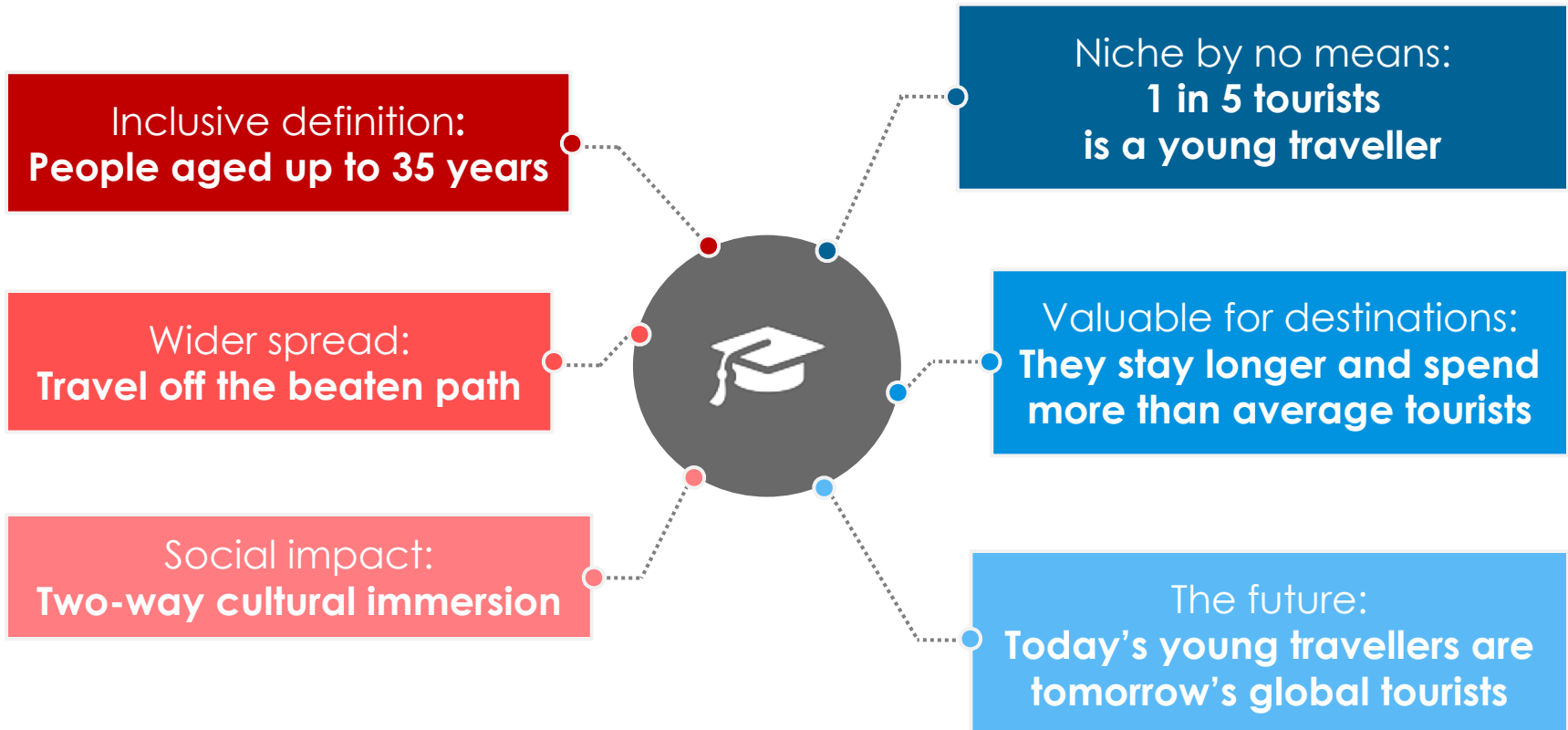
STUDENTMARKETING IS A UNITED NATIONS WORLD TOURISM ORGANIZATION AFFILIATE MEMBER.



AS AN ESOMAR MEMBER, I COMPLY WITH THE ICC/ESOMAR INTERNATIONAL CODE ON MARKET AND SOCIAL RESEARCH AND ESOMAR WORLD RESEARCH GUIDELINES.

SAMUEL VETRAK, CEO, STUDENTMARKETING

YOUTH TRAVEL | INTRODUCTION



YOUTH TRAVEL | MARKET SIZE AND VALUE

INTERNATIONAL ARRIVALS

305

MILLION
2017



284

MILLION
2016

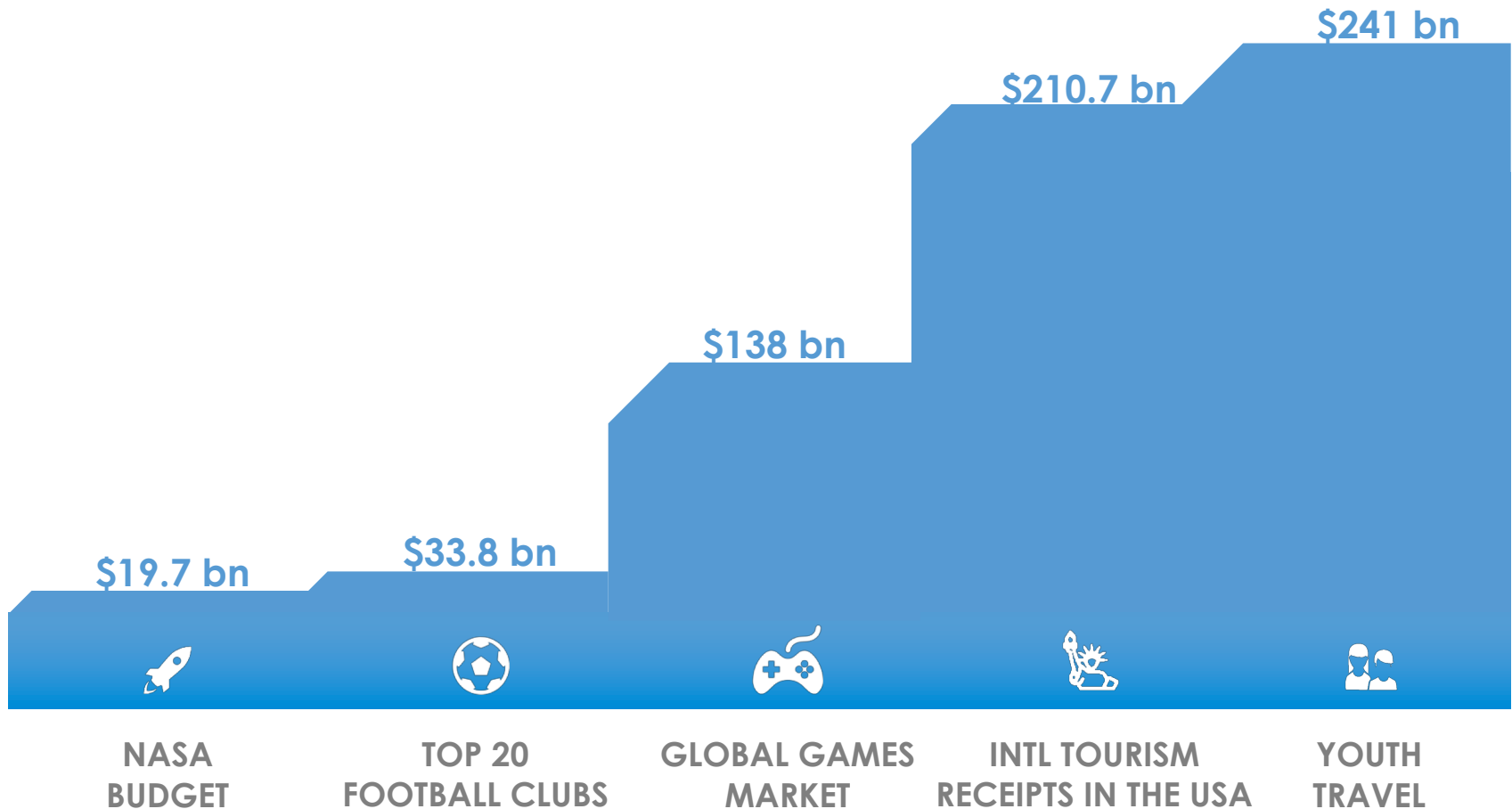
EXPENDITURE

US\$241

BILLION
2017

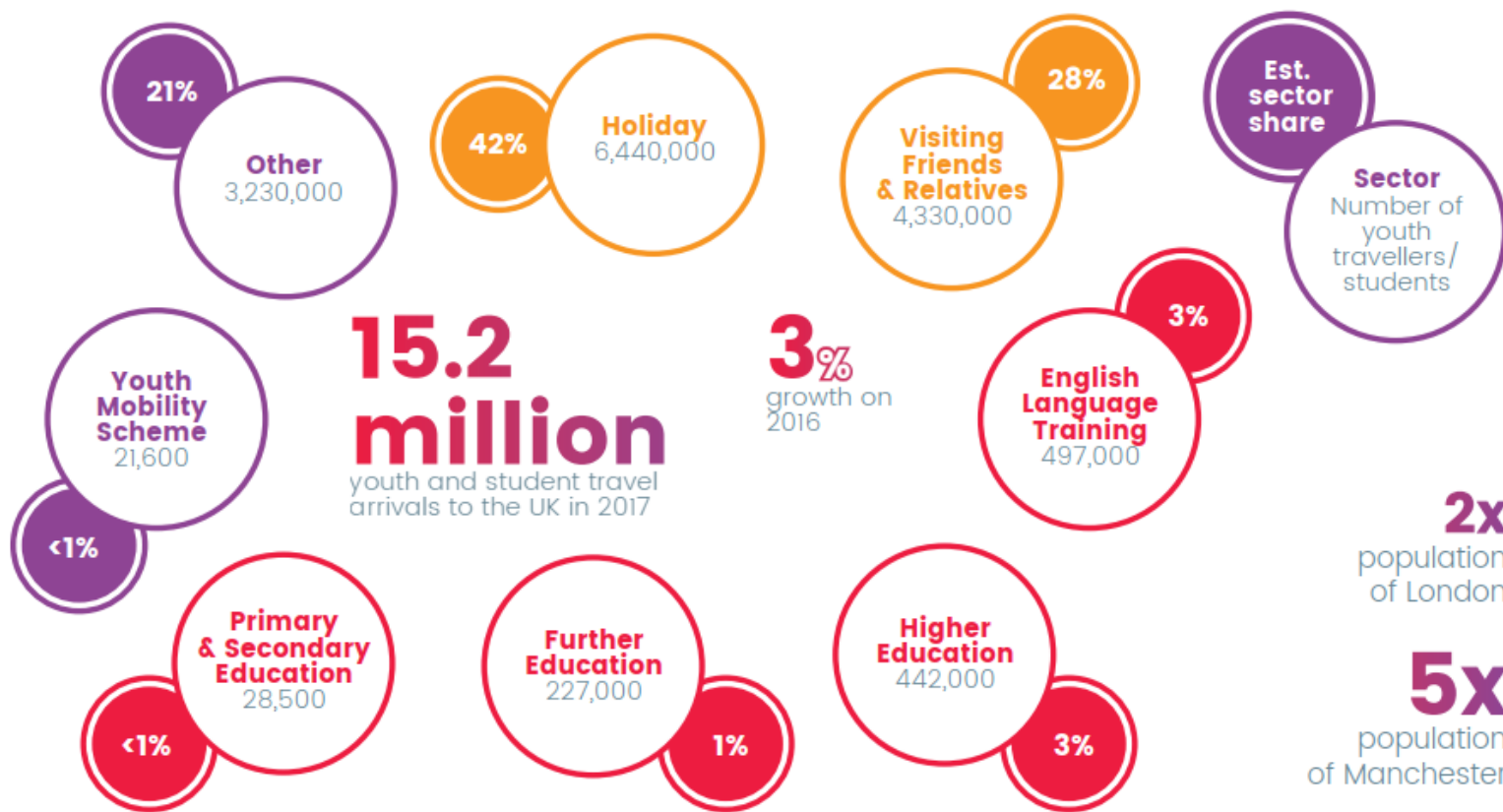
Source: Numbers were calculated based on UNWTO & WYSE Travel Confederation reports published in the last 10 years.

YOUTH TRAVEL | MARKET VALUE COMPARISON



Source: NASA, 2018; Forbes, 2018; UNWTO, 2018; NewZoo, 2018; StudentMarketing, 2018

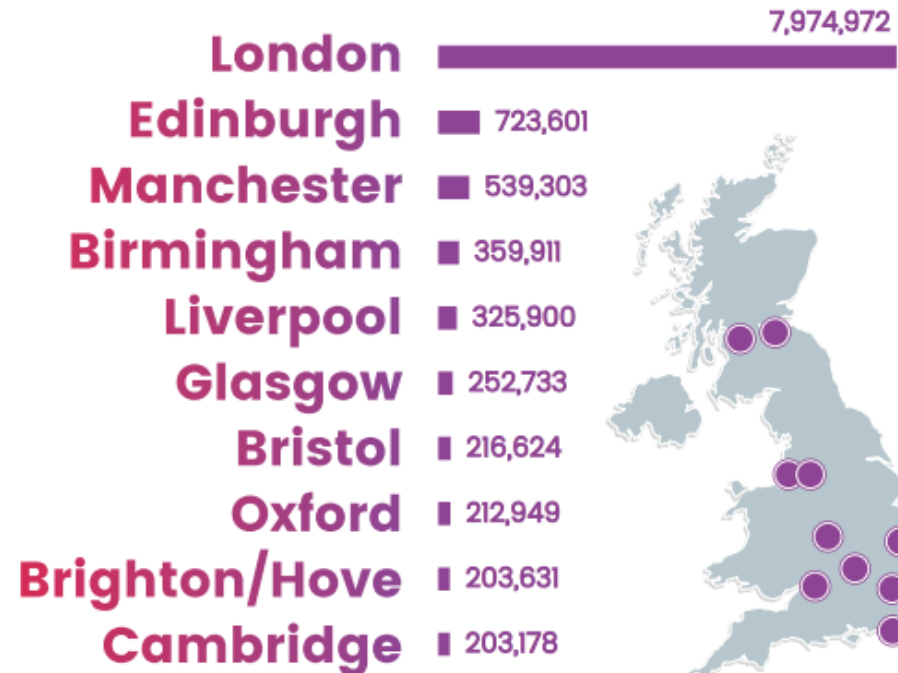
YOUTH TRAVEL | UK AS A DESTINATION



Source: English UK, 2018; HESA, 2018; Home Office, 2018; ISC, 2018; StudentMarketing, 2018; Office for National Statistics, 2018; BETA, 2017; British Council, 2009

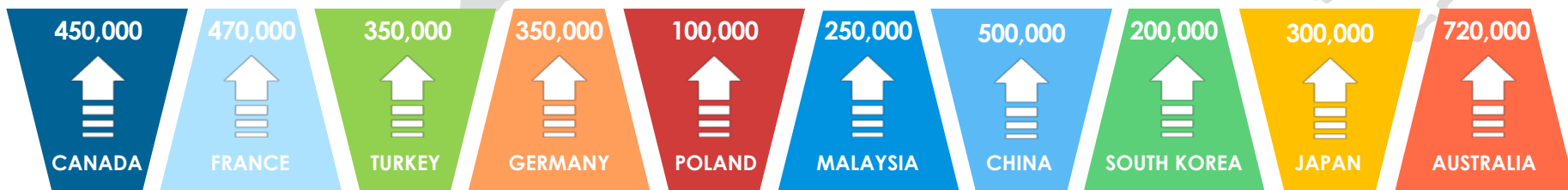
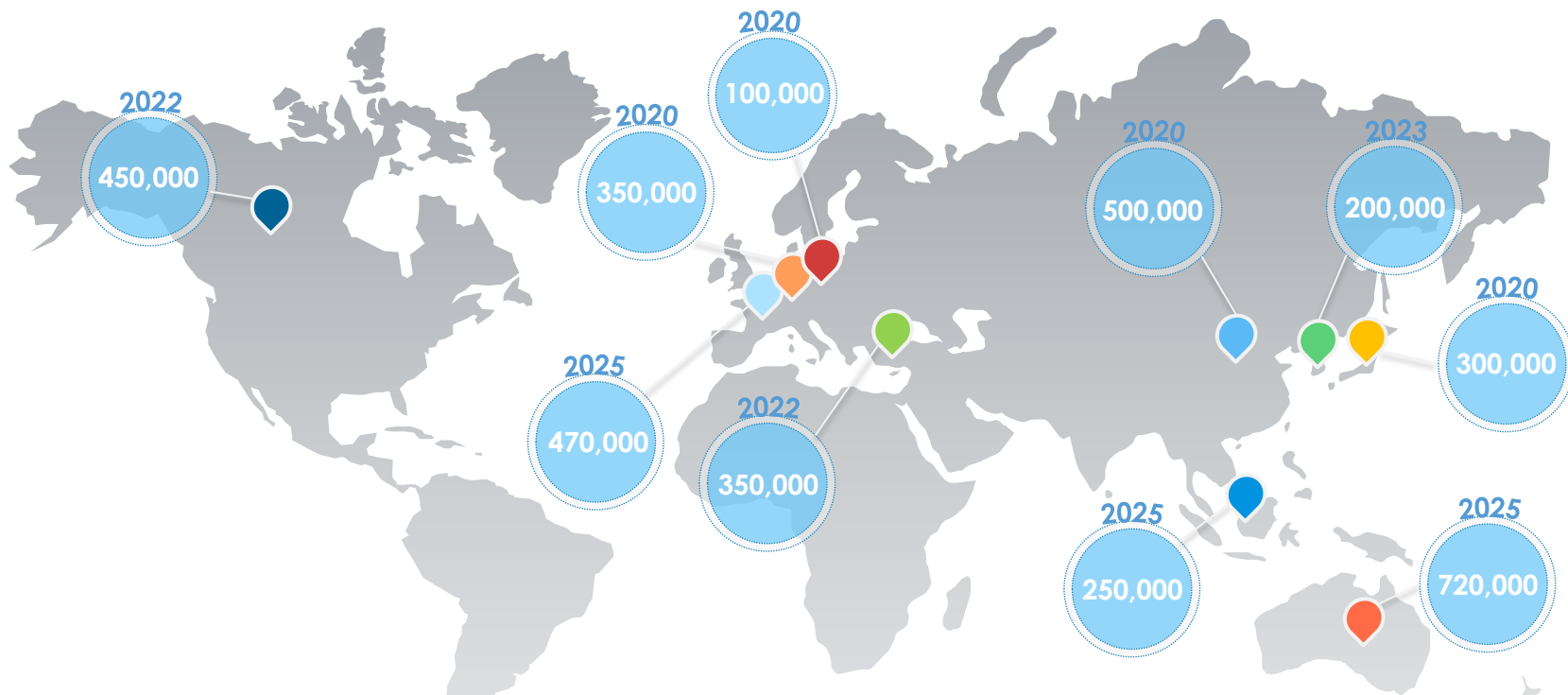
YOUTH TRAVEL | MOST VISITED CITIES IN THE UK

**Young
travellers
in London
represent
40%**
of total visits
to London



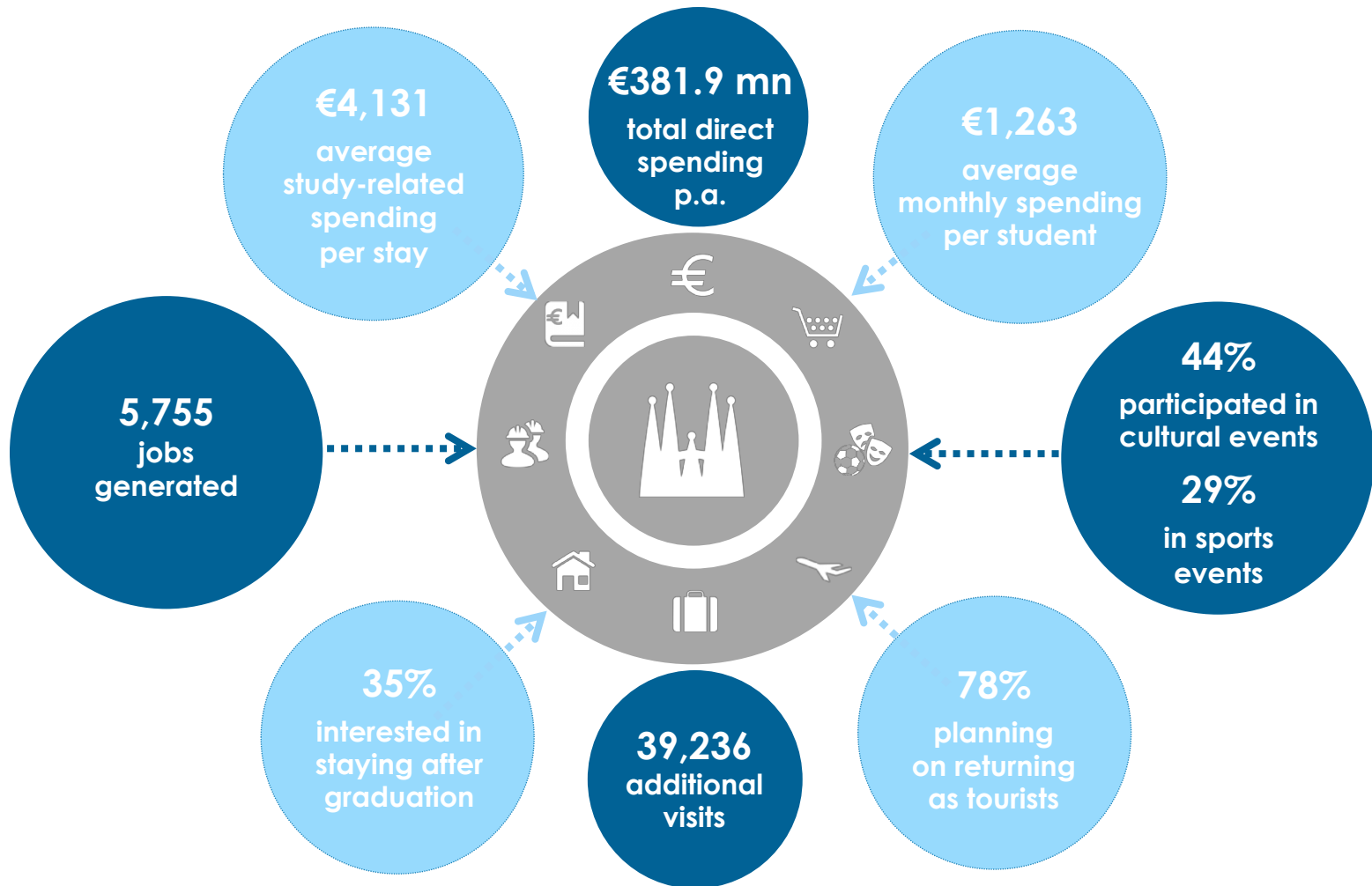
Source: Office for National Statistics, 2018

INTERNATIONAL EDUCATION | RACE FOR STUDENTS



Source: Government of Canada, 2015; Campus France, 2014; Ministry of Science and Higher Education Poland, 2015; International Relations Office Turkey, 2018; DAAD Germany, 2014; Ministry of Education China, 2011; Ministry of Education Malaysia, 2015; Ministry of Education, Republic of Korea, 2015; The Government of Japan, 2013; Australian Education International, 2017

INTERNATIONAL EDUCATION | ECONOMIC IMPACT (CASE STUDY)



Source: StudentMarketing, 2016

DESTINATION MARKETING



TOP 5 GROWTH OPPORTUNITIES



EMERGING MARKETS



PROGRAMMES WITH EDUCATIONAL COMPONENTS



REPEATED BUSINESS



M&A




STRUCTURED ACCOMMODATION (PBSA)

Thank you!



studentmarketing
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 STUDENTMARKTNG



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ESOMAR
member

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