Student Travel Business Barometer is the only data resource of its kind for domestic and international student group travel.

Q1 RESPONDENT PROFILE

94 ORGANIZATIONS PARTICIPATING (21% RESPONSE RATE)  
TOUR OPERATORS AND TRAVEL AGENCIES FROM 21 COUNTRIES  
WITH A SENDING POWER OF 1 MILLION STUDENTS

KEY PERFORMANCE INDICATORS  DOMESTIC TRAVEL

Change in indicators Q1 2019 vs Q1 2018 Percentage of Tour operators seeing the following development

NUMBER OF STUDENTS TRAVELING

- Increased by more than 20 % 19 %  
- Increased by 11 % - 20 % 12 %  
- Increased by 1 % - 10 % 22 %  
- No change 31 %  
- Decreased by 1 % - 10 % 10 %  
- Decreased by 11 % - 20 % 5 %  
- Decreased by more than 20 % 4 %

AVERAGE TRIP DURATION

- Increased by more than 20 % 11 %  
- Increased by 11 % - 20 % 26 %  
- Increased by 1 % - 10 % 32 %  
- No change 36 %  
- Decreased by 1 % - 10 % 1 %  
- Decreased by 11 % - 20 % 8 %  
- Decreased by more than 20 % 3 %

AVERAGE GROUP SIZE

- Increased by more than 20 % 5 %  
- Increased by 11 % - 20 % 11 %  
- Increased by 1 % - 10 % 15 %  
- No change 37 %  
- Decreased by 1 % - 10 % 10 %  
- Decreased by 11 % - 20 % 5 %  
- Decreased by more than 20 % 1 %

Note: The percentage represents the number of respondents selecting a specific option – e.g., 19% of respondents reported the number of students increasing by more than 20% when comparing Q1 2019 to Q1 2018. The 2018 data were provided by respondents.

KEY PERFORMANCE INDICATORS  INTERNATIONAL TRAVEL

Change in indicators Q1 2019 vs Q1 2018 Percentage of Tour operators seeing the following development

NUMBER OF STUDENTS TRAVELING

- Increased by more than 20 % 11 %  
- Increased by 11 % - 20 % 12 %  
- Increased by 1 % - 10 % 24 %  
- No change 36 %  
- Decreased by 1 % - 10 % 1 %  
- Decreased by 11 % - 20 % 5 %  
- Decreased by more than 20 % 3 %

AVERAGE TRIP DURATION

- Increased by more than 20 % 11 %  
- Increased by 11 % - 20 % 26 %  
- Increased by 1 % - 10 % 32 %  
- No change 36 %  
- Decreased by 1 % - 10 % 1 %  
- Decreased by 11 % - 20 % 8 %  
- Decreased by more than 20 % 3 %

AVERAGE GROUP SIZE

- Increased by more than 20 % 5 %  
- Increased by 11 % - 20 % 11 %  
- Increased by 1 % - 10 % 15 %  
- No change 64 %  
- Decreased by 1 % - 10 % 10 %  
- Decreased by 11 % - 20 % 6 %  
- Decreased by more than 20 % 5 %

Note: The percentage represents the number of respondents selecting a specific option – e.g., 11% of respondents reported a growth of more than 20% in Q1 2019 compared to Q1 2018. The 2018 data were provided by respondents.

About the Student & Youth Travel Association
SYTA (www.syta.org) is the non-profit, international professional trade association that promotes student and youth travel and seeks to foster integrity and professionalism among student and youth travel service providers. SYTA is “The Voice of Student and Youth Travel.”

About BONARD
BONARD (www.bonard.com) is an independent market research provider with 12 years’ 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 United Nations World Tourism Organization (UNWTO) Affiliate Member as well as a member of ESOMAR World Research.