

# Student Travel

## BUSINESS BAROMETER EXECUTIVE SUMMARY

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



### Q1 RESPONDENT PROFILE

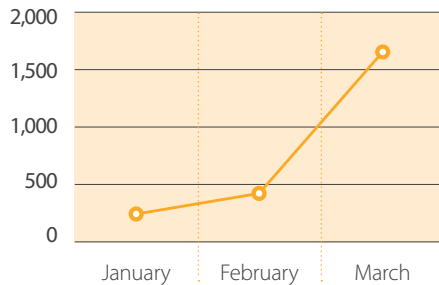
**94** ORGANIZATIONS PARTICIPATING  
(21% RESPONSE RATE)

TOUR OPERATORS AND TRAVEL AGENCIES FROM  
**21 COUNTRIES**

WITH A SENDING POWER OF  
**1 MILLION STUDENTS**

### KEY PERFORMANCE INDICATORS DOMESTIC TRAVEL

#### AVERAGE NUMBER OF STUDENTS TRAVELING



#### Change in indicators Q1 2019 vs Q1 2018

Percentage of Tour operators seeing the following development

#### NUMBER OF STUDENTS TRAVELING



#### AVERAGE TRIP DURATION



#### AVERAGE GROUP SIZE



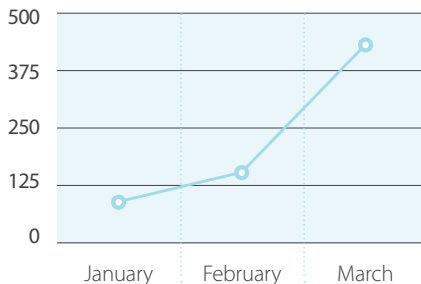
**MORE THAN HALF OF RESPONDING TOUR OPERATORS AND AGENCIES (54%) REPORTED INCREASES IN THE NUMBER OF STUDENTS TRAVELING IN Q1 2019 WHEN COMPARED TO Q1 2018.**

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

**Note:** The percentage represents the number of respondents selecting a specific option – e.g., 19% of respondents registered 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

#### AVERAGE NUMBER OF STUDENTS TRAVELING



#### Change in indicators Q1 2019 vs Q1 2018

Percentage of Tour operators seeing the following development

#### NUMBER OF STUDENTS TRAVELING



#### AVERAGE TRIP DURATION



#### AVERAGE GROUP SIZE



**11% OF BUSINESSES REPORTED A GROWTH OF MORE THAN 20% IN Q1 2019 COMPARED TO Q1 2018.**

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

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



#### About the Student & Youth Travel Association

**SYTA** ([www.syta.org](http://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](http://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.