

# Student Travel Business Barometer: 2023

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Welcome to the **2023 Student Travel Business Barometer Survey**. This is an **invitation-only survey** which measures **in-country and out-of-country student group travel performance and trends**.

**Student and Youth Travel Association (SYTA)** and **BONARD** continue spearheading initiatives in the student group travel industry that bring reliable and consistent data on market trends and student preferences, which are of great relevance to governments, student travel buyers and student tour operators.

We sincerely hope that you will help us to support you so that you can have the most relevant data and industry update as you are navigating to recovery. Please complete this important survey by **February 9, 2024**.

If you have any queries or require any assistance, please contact us at [ivana.bartosik@bonard.com](mailto:ivana.bartosik@bonard.com).

Yours sincerely,

Carylann Assante, CAE  
Chief Executive Officer, SYTA

Ivana Bartosik  
International Education Director, BONARD

**Confidentiality:** BONARD takes the confidentiality of your data very seriously. Under no circumstances will any of the data you provide be identified on an individual basis or shared with any third party, including SYTA. Data will only be presented as aggregate. The survey is being conducted in compliance with the **ICC/ESOMAR Code on Market and Social Research**.

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## » Respondent Profile

### 1) Which country is your organization based in?

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### 2) What type of organization do you represent?

- Student Tour Operator (*tour operator specializing in organizing tours for students*)
- Tour Operator (*tour operator also organizing tours for adults and students*)
- Travel Agency/Advisor (*agency offering mostly travel products for young people*)
- Education Agency (*agency offering mostly international education programs*)
- Motor Coach Company
- Supplier
- Other (please specify):

### 3) Which types of student group travel does your company organize?

**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.

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- In-country trips
- Out-of-country trips
- Both in-country and out-of-country trips

**4) Which of the following categories describes your organization the best?**

- Accommodation provider
- Attraction
- CVB tourism board
- DMC
- Inbound operator
- Receptive operator
- Restaurant
- Other (please specify): \*

**5) How many travelers traveled with your organization or used your services in 2019?**

\_\_\_\_\_

**6) How many travelers did you expect to travel with your organization or use your services in 2023 and how many actually did?**

Note: Please state how many travelers booked in-country trips with your organization for 2023 and how many actually traveled (i.e. expected volume vs real volume in 2023)?

Number of travelers expected in 2023: \_\_\_\_\_

Number of actual travelers 2023: \_\_\_\_\_

**7) What percentage of your travelers came through the following channels?**

Note: Percentages must add up to 100%.

Tour operators:

Educators:

Group leaders:

Directly:

Other:

**8) Please estimate how much of the business originated in the country where your organization is based and how much outside of it:**

In-country: \_\_\_\_\_

Outside of country: \_\_\_\_\_

**9) In 2023, what was the average trip duration (in days) and group size?**



bus/train													
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**13) What share of travelers came from the following destination?**

**Note: Percentages must add up to 100%.**

Canada	
Mexico	
USA	
France	
Germany	
Italy	
Spain	
UK	
China	
Japan	
South Korea	
Taiwan	
Brazil	
Colombia	
Other	
San Francisco	
Seattle	
St. Louis	
Washington, D.C.	
Williamsburg	
Other	

**14) What percentage (%) of travelers chose the following in-country student group tours in 2023?**

**Note: Percentages must add up to 100%.**

Adventure /Discovery	
Community service/Volunteering	
Cultural/Language	
Educational	
Leisure	
Performance Arts/Music	
School/College tours	
Sports	
Other	

**15) In 2023, how many travelers required accessibility elements?**

**Note: Accessible Travel/Tourism is tourism and travel that is accessible to all people, with disabilities or not, including those with mobility, hearing, sight, cognitive, or intellectual and psychosocial disabilities, older persons and those with temporary disabilities. (UNWTO, 2017)**

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**16) If you would like to receive the full 2023 Student Travel Business Barometer, please leave your email address below**

Organization name:

E-mail address:

**Thank you for your time & inputs**

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