

# Student Travel Business Barometer: 2024

### Welcome to **the **Student Travel Business Barometer 2024 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 student group tour operators, student travel suppliers, student travel buyers and governments.**

### **This is the fifth year of the survey and with your support, we continue to offer relevant data that advances our industry. This year we added more questions to help you forecast for 2025 and 2026.**

### **Please complete this important survey by **January 24, 2025**.** If you have any queries or require any assistance, please contact us at ivana.bartosik@bonard.com. Yours sincerely,

### Carylann Assante, CAE                             Ivana Bartosik

### Chief Executive Officer, SYTA                  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.**

### **About us:** **SYTA** ([www.syta.org](http://www.syta.org)) is the premier association of businesses dedicated to providing life-enhancing travel experiences to students and young people. We instill confidence in our travelers by establishing quality and safety standards for travel providers, and we empower our members through advocacy, education, training, and networking opportunities. **BONARD** ([www.bonard.com](http://www.bonard.com)) is an independent market research provider with 15 years of experience working in the student travel industry, and member of ESOMAR World Research.

**Save and Continue Later**

If you need to finish the survey at a later time, do not worry!  
  
You can easily save your progress. Simply click on the "Save and Continue Later" option, located in the right-hand corner of the website.

When you choose this option, you will be prompted to enter your email address. We will then send you a unique link via email. This link allows you to resume the survey right where you left off, ensuring your responses are securely saved and accessible when you are ready to continue.

### » **Respondent Profile**

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

( ) United States

( ) Canada

( ) Australia

( ) United Kingdom

( ) List of other countries

#### 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)

( ) 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.  \*

( ) In-country trips

( ) Out-of-country trips

( ) Both in-country and out-of-country trips

#### 4) **Questions on the following page relate to the number of students traveling.** **Alternatively, you can skip the following questions (Q5 - Q7 for in-country travel and Q19 - Q21 for out-of-country travel) by uploading an MS Excel file extracted from your management system.** **There is no required format for the MS Excel file.** **The following information needs to be included:** **• The number of students traveling in 2024** **• Trip duration (number of days) in 2024** **• Number of students per group in 2024** **• Trip destination (in-country/out-of-country trip)** **This information can be included as records of individual trips or aggregated data for 2024.** **Please allow a few seconds for the upload to complete before proceeding to the next page of the survey.**

### » **In-country Trips:** Demand and Market Trends

### **The following questions relate to in-country travel only. Questions regarding out-of-country travel will follow on a separate page.** **In-country travel** refers to any trip conducted within the under-18 travelers’ own country.

### 5) ****How many travelers traveled with your organization in 2023?****

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### 6) ****How many travelers did you expect to travel with your organization in 2024 and how many did actually travel?**** **Note:** Please state how many travelers **booked** in-country trips with your organization for 2024 and how many actually traveled (i.e., expected volume vs real volume in 2024)?

Number of travelers expected to travel in 2024: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of travelers who actually traveled in 2024: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### 7) ****For in-country trips in 2024, what was the average trip duration (in days) and group size?****

Average trip duration (in days): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Average number of students per group: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### 8) ****How many travelers do you expect to travel with your organization in 2025 and 2026?****

Number of travelers expected to travel in 2025: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of travelers expected to travel in 2026: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### 9) To the best of your knowledge, for the in-country 2026 travel season, what percentage of proposals have you sent out? Additionally, what percentage of those proposals have been confirmed as bookings, either with or without a deposit? ****Note:**** Please provide estimates for 2026.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **0-10%** | **11-25%** | **26-50%** | **51-75%** | **76-100%** |
| Proposals sent out |  |  |  |  |  |
| Confirmed with deposit |  |  |  |  |  |
| Confirmed without deposit |  |  |  |  |  |

**10) In 2024, what was the average price for in-country trip price and individual costs for the following trip types?**  
**Note:** Absolute values, per person, US$.  
  
**T1 destinations:**These are the largest and most influential cities in the country. Examples include New York City, London, Paris, or Singapore. These cities have large populations, and significant economic activity, and play a central role in various aspects of national life.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **One-day trip in T1 destination** | **Multi-day local/regional trip**  (without air travel) Price per day | **Multi-day interstate trip** (with air travel) Price per day |
| Total trip cost |  |  |  |
| Accommodation (single occupancy) |  |  |  |
| Admission fee |  |  |  |
| Meals |  |  |  |
| Insurance |  |  |  |
| Air transportation |  |  |  |
| Transportation by bus/train (price per person, per trip) |  |  |  |

#### 11) ****For travel in 2025, how much do you expect demand for the following in-country trip types to change compared to 2024?****

|  |  |
| --- | --- |
| One-day trips | -100 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 100 |
| Overnight trips | -100 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 100 |
| Multi-day local trips (within the same city) | -100\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 100 |
| Multi-day regional trips (within the same state) | -100 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 100 |
| Multi-day interstate trips | -100\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 100 |

#### 12) ****For in-country trips executed in 2024, what share of your travelers traveled to the following destinations?****

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

\_\_\_\_\_\_\_\_Atlanta

\_\_\_\_\_\_\_\_Boston

\_\_\_\_\_\_\_\_Branson

\_\_\_\_\_\_\_\_Cleveland

\_\_\_\_\_\_\_\_Denver

\_\_\_\_\_\_\_\_Charlottetown

\_\_\_\_\_\_\_\_Chicago

\_\_\_\_\_\_\_\_Gettysburg

\_\_\_\_\_\_\_\_Houston

\_\_\_\_\_\_\_\_Los Angeles

\_\_\_\_\_\_\_\_Memphis

\_\_\_\_\_\_\_\_Nashville

\_\_\_\_\_\_\_\_New Orleans

\_\_\_\_\_\_\_\_New York

\_\_\_\_\_\_\_\_Orlando

\_\_\_\_\_\_\_\_Pigeon Forge

\_\_\_\_\_\_\_\_Philadelphia

\_\_\_\_\_\_\_\_Phoenix

\_\_\_\_\_\_\_\_Puerto Rico

\_\_\_\_\_\_\_\_San Antonio

\_\_\_\_\_\_\_\_San Francisco

\_\_\_\_\_\_\_\_Seattle

\_\_\_\_\_\_\_\_St. Louis

\_\_\_\_\_\_\_\_Washington, D.C.

\_\_\_\_\_\_\_\_Williamsburg

\_\_\_\_\_\_\_\_Other

Logic: Hidden unless: #1 Question "**Which country is your organization based in?**  
 " is one of the following answers ("Canada")

#### 12) ****For in-country trips executed in 2024, what share of your travelers traveled to the following destinations?**** **Note:** Percentages must add up to 100%.

\_\_\_\_\_\_\_\_Banff

\_\_\_\_\_\_\_\_Montreal

\_\_\_\_\_\_\_\_Charlottetown

\_\_\_\_\_\_\_\_Niagara Falls

\_\_\_\_\_\_\_\_Ottawa

\_\_\_\_\_\_\_\_Quebec City

\_\_\_\_\_\_\_\_Toronto

\_\_\_\_\_\_\_\_Vancouver

\_\_\_\_\_\_\_\_Winnipeg

\_\_\_\_\_\_\_\_Whistler

\_\_\_\_\_\_\_\_Other

Logic: Hidden unless: #1 Question "**Which country is your organization based in?**  
 " is one of the following answers ("Australia")

#### 12) ****For in-country trips executed in 2024, what share of your travelers traveled to the following destinations?**** **Note:** Percentages must add up to 100%.

\_\_\_\_\_\_\_\_Australian Ski Resorts

\_\_\_\_\_\_\_\_Canberra

\_\_\_\_\_\_\_\_Cairns/North QLD

\_\_\_\_\_\_\_\_QLD Outback

\_\_\_\_\_\_\_\_Northern Territory

\_\_\_\_\_\_\_\_NSW

\_\_\_\_\_\_\_\_SE QLD

\_\_\_\_\_\_\_\_Tasmania

\_\_\_\_\_\_\_\_Western Australia

\_\_\_\_\_\_\_\_Victoria (excl ski resorts)

\_\_\_\_\_\_\_\_South Australia

\_\_\_\_\_\_\_\_Other

Logic: Hidden unless: #1 Question "**Which country is your organization based in?**  
 " is one of the following answers ("United Kingdom")

#### 12) ****For in-country trips executed in 2024, what share of your travelers traveled to the following destinations?**** **Note:** Percentages must add up to 100%.

\_\_\_\_\_\_\_\_Birmingham

\_\_\_\_\_\_\_\_Brighton/Hove

\_\_\_\_\_\_\_\_Cambridge

\_\_\_\_\_\_\_\_Cornwall

\_\_\_\_\_\_\_\_Devon

\_\_\_\_\_\_\_\_Dorset

\_\_\_\_\_\_\_\_Edinburgh

\_\_\_\_\_\_\_\_Glasgow

\_\_\_\_\_\_\_\_Lake District

\_\_\_\_\_\_\_\_Liverpool

\_\_\_\_\_\_\_\_London

\_\_\_\_\_\_\_\_Manchester

\_\_\_\_\_\_\_\_North Wales

\_\_\_\_\_\_\_\_Oxford

\_\_\_\_\_\_\_\_Scottish Lowlands

\_\_\_\_\_\_\_\_South Wales

\_\_\_\_\_\_\_\_Scottish Highlands

\_\_\_\_\_\_\_\_South Australia

\_\_\_\_\_\_\_\_Other

#### 13) ****What percentage (%) of your students chose the following in-country student group tours in 2024?**** **Note:** Percentages must add up to 100%.

\_\_\_\_\_\_\_\_Adventure /Discovery

\_\_\_\_\_\_\_\_Community service/Volunteering

\_\_\_\_\_\_\_\_Cultural/Language

\_\_\_\_\_\_\_\_Educational

\_\_\_\_\_\_\_\_Leisure

\_\_\_\_\_\_\_\_Performance Arts/Music

\_\_\_\_\_\_\_\_School/College tours

\_\_\_\_\_\_\_\_Sports

\_\_\_\_\_\_\_\_Other

#### 14) ****What types of technology or third-party services do you use for managing registration and payments from clients?**** ****Note:**** Please select all that apply.

[ ] In-house custom-built system for managing registration and payments

[ ] Dedicated third party contracted system for registration and payments

[ ] No dedicated system

[ ] Other (please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\*

### » **Out-of-country Trips:** Demand and Market Trends

### 15) ****How many travelers travelled with your organization in 2023?****

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### 16) ****How many travelers did you expect to travel abroad with your organization in 2024 and how many did actually travel?**** **Note:** Please state how many travelers **booked** out-of-country trips with your organization for 2024 and how many did actually travel (i.e. expected volume vs real volume in 2024)?

Number of travelers expected to travel in 2024: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of travelers who actually traveled in 2024: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### 17) ****For out-of-country trips in 2024, what was the average trip duration (in days) and group size?****

Average trip duration (in days): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Average number of students per group: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### 18) ****How many students do you expect to travel abroad with your organization in 2025 and 2026?****

Number of travelers expected to travel in 2025: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Number of travelers expected to travel in 2026: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### 19) ****To the best of your knowledge, for the in-country 2026 travel season, what percentage of proposals have you sent out? Additionally, what percentage of those proposals have been confirmed as bookings, either with or without a deposit?**** ****Note:**** Please provide estimates for 2026

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **0-10%** | **11-25%** | **26-50%** | **51-75%** | **76-100%** |
| Proposals sent out |  |  |  |  |  |
| Confirmed with deposit |  |  |  |  |  |
| Confirmed without deposit |  |  |  |  |  |

#### 20) ****In 2024, what was the average price for out-of-country trip price and individual costs for the following trip types?**** **Note:** Absolute values, per person, US$.  **T1 destination**refers to well-established and popular travel spots that have a long history of attracting tourists. These places are often known for their iconic landmarks, rich cultural heritage, and widespread recognition. T1 destinations may include major global cities like London, Paris, New York City, Rome, and Tokyo.  **T2 destination** is less-known or off-the-beaten-path locations that are gaining popularity among travelers seeking unique and less crowded experiences. These destinations can be in smaller towns, rural areas, or emerging travel hotspots that may not have the same level of tourist infrastructure as traditional destinations.

#### 

|  |  |  |
| --- | --- | --- |
|  | **Multi-day out-of-country trip to T1 destination** (with air travel) Price per day | **Multi-day out-of-country trip to T2 destination** (with air travel) Price per day |
| Total trip cost |  |  |
| Accommodation (single occupancy) |  |  |
| Admission fee |  |  |
| Meals |  |  |
| Insurance |  |  |
| Air transportation |  |  |
| Transportation by bus/train (per person, per trip) |  |  |

### 21) ****If you executed any out-of-country trips in 2024, please estimate the percentage of trips that went to the following destinations**.** **Note:** Percentages must add up to 100%.

#### ****North America & Central America****

USA:

Canada:

Mexico

Central America:

#### ****Europe****

Croatia:

France:

Germany:

Italy:

Slovenia:

Spain:

Switzerland:

UK:

Central Europe (Czechia, Poland, Slovakia, Hungary):

Other:

#### ****Asia****

China:

Hong Kong:

Japan:

Malaysia:

South Korea:

Thailand:

Vietnam:

Other:

#### ****South America****

Argentina:

Brazil:

Colombia:

Ecuador:

Chile:

Peru:

Venezuela:

Other:

#### ****Africa****

Morocco:

Egypt:

Kenya:

Ghana:

Mali:

Tanzania/Zanzibar:

Botswana:

Zimbabwe/Zambia:

South Africa:

Mauritius:

Seychelles:

Other:

#### ****Australia and New Zealand****

Australia:

New Zealand:

Other:

#### 22) ****For travel in 2025, how much do you expect demand for the following international student travel destinations to change compared to 2024?****

|  |  |
| --- | --- |
| Australia | -100 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[\_\_]\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 100 |
| Canada | -100 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[\_\_]\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 100 |
| China | -100 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[\_\_]\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 100 |
| France | -100 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[\_\_]\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 100 |
| Germany | -100 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[\_\_]\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 100 |
| Italy | -100 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[\_\_]\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 100 |
| Spain | -100 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[\_\_]\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 100 |
| UK | -100 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[\_\_]\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 100 |
| USA | -100 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[\_\_]\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 100 |
| South America | -100 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[\_\_]\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 100 |
| Africa | -100 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[\_\_]\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 100 |

#### 23) ****For each year below, please indicate the approximate number of groups booked for in-country travel by motor coach:****

2023: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2024: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2025: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### 24) ****For your in-country group travel, what percentage of trips are typically booked using motor coaches versus flights? Please provide your best estimate for each category.****

|  |  |  |
| --- | --- | --- |
|  | **Motor coach** | **Flights** |
| 2024 | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 2025 | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 2026 | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

#### 25) ****For each year below, please indicate the approximate number of groups booked for out-of-country travel by plane:****

2023: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2024: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

2025: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

### 26) ****What key trends do you see shaping the student group travel sector over the next 2-3 years? Please consider factors such as demand for specific destinations, preferred transportation modes, booking patterns, technology adoption, and any other relevant industry changes.****

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

#### 27) ****If you would like to receive the full 2024 Student Travel Business Barometer, please leave your email address below****

Organization name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Thank you for your time & inputs!

### Thank you for participating in the **2024 Student Travel Business Barometer**. We look forward to sharing the results with you. Meanwhile, please visit [www.syta.org/student-travel-research](https://syta.org/student-travel-research/) for more information about the current and upcoming research activities.