

STUDENT & YOUTH TRAVEL MARKET

REFERENCE GUIDE

What is Student & Youth Travel?

Student and youth travel is the packaging of travel products and services for age groups ranging from elementary school to young professionals. Students and youth often travel for the primary purposes of participating in educational opportunities, leisure activities, cultural experiences, musical and art performances, and/or sporting events.

Student & Youth Travel Facts

- 56% of NTA tour operators are involved in student and youth travel.
- The youth travel segment of the industry has grown faster than global travel overall. (WYSE Travel Confederation)
- The global youth travel market currently is valued at \$173 billion with almost 190 million international trips per year. (WYSE Travel Confederation)
- By 2020 the youth travel market is expected to grow to \$320 billion per annum with almost 300 million international youth trips per year. (Source: WYSE Travel Confederation and UNWTO Forecast)
- 20% of all international tourists are student and youth. (Source: UNWTO)
- It was estimated that 691,000 students traveled to the USA for study between 2009-2010. (Source: [Talk English Schools](#))
- Spending in most sectors of student and youth travel ranges between \$1,000 to \$6,000 per trip. (Source: WYSE Travel Confederation)
- 52% of tour operator revenues are derived from grades 9-12 while 28% are from grades 6-8. (Source: SYTA)
- In the United States:
 - o 88,982 elementary schools with enrollment of 38,860,000 students
 - o 27,575 secondary school with enrollment of 16,375,000 students.
 - o In addition, there are 14,837 combined elementary and secondary schools
 - o Home-school enrollment includes 1,508,000 students
 - o 3,219,458 public school teachers; 72,000 charter school teachers; 456,270 private school teachers.
 - o More than 20 million students attend nearly 5,000 U.S.-based colleges and universities. (Source: U.S. Digest of Education Statistics)



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As Seen in *Courier*

NTA's official monthly magazine, *Courier*, offers first-run articles with in-depth features, destination coverage, business trends and industry news that focus on product and services geared toward the luxury and affluent travel markets.

[In the footsteps of the first president](#) March 2017

[NationsClassroom](#) December 2016

[Philadelphia: Happy Groups, Happy Planners](#) November 2016

[Student programs aplenty at Heritage Park](#) November 2016

As Seen in *Trip Planner for Student Travel*

[NTA Trip Planner for Student Travel 2017–18](#)

[NTA Trip Planner for Student Travel 2016–17](#)

[NTA Trip Planner for Student Travel 2015–16](#)

[NTA Trip Planner for Student Travel 2014–15](#)

What to know about student & youth travel

- Growth factors in student and youth travel include people traveling at younger ages, increased student population and travel programs becoming a more common expectation and practice among school systems.
- Travel is a source of education as well as career and self-development for students and youth.
- Students and youth want to become engaged when visiting destinations and attractions.
- Students and youth utilize the newest technologies when traveling.
- Students and youth like contributing to places they visit.

Sources: SYTA and WYSE Travel Confederation



NTA and the Student & Youth Travel Market

56% of NTA tour operators serve the student & youth travel market in some form.

Seminars and Forums

TBD

Why Join NTA?

With members in more than 40 countries, NTA is the leading business-building association for travel professionals interested in the North American market—inbound, outbound and within the continent.

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