

Media release

For immediate release

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EMIRATES PARTNERS WITH WYSE TRAVEL CONFEDERATION ON GLOBAL STUDY OF YOUTH TRAVEL MARKET

The World Youth Student and Educational (WYSE) Travel Confederation is pleased to announce Emirates as a new partner of its global study of youth and student travel, New Horizons. Emirates will offer two round-trip tickets to one lucky respondent of the New Horizons survey.

“Emirates corporate partnership with WYSE Travel Confederation over the last several years clearly demonstrates their commitment to understanding the needs and wants of today’s young travellers and working directly with the industry players in this sector for decades,” said David Chapman, Director General of WYSE Travel Confederation. “WYSE is pleased that Emirates will support this very important study.”

New Horizons is the only recurring global survey of the youth travel segment. The aim of the study is to provide a global overview of the youth and student travel market, which WYSE Travel Confederation and UNWTO have estimated to account for more than 280 million international arrivals in 2016.

Among many other questions about the young traveller, New Horizons tries to answer:

- Who travels, where, why, and how
- How trips are planned and booked
- How much is spent and on what

WYSE Travel Confederation, a global membership association for the youth travel trade, is known for its global travel trade events and research specifically on the youth and student travel market.

Last conducted by WYSE Travel Confederation in 2012 and generating more than 34,000 responses from 137 countries, New Horizons discovered that on average the youth and student traveller spent just under EUR 3,000 for his/her last main international trip – a growth of 40% since the 2007 survey.

Suppliers of travel products tailored to the youth and student traveller are invited to participate in the fourth New Horizons study. More information is available at newhorizons.wysetc.org.

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