

FOURTH NEW HORIZONS STUDY ON GLOBAL YOUTH AND STUDENT TRAVEL TO BE LAUNCHED

The World Youth Student and Educational (WYSE) Travel Confederation is pleased to announce plans to launch the fourth global study of youth and student travel, New Horizons, in May 2017.

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

Last conducted 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.

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.

“The young traveller used to be considered at the fringe of mainstream tourism, but is now acknowledged for his or her potential to offer a crystal ball glimpse into the future of travel,” said David Chapman, Director General of WYSE Travel Confederation.

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 www.wysetc.org/research

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