



**WYSE TRAVEL  
CONFEDERATION**

**Working for global  
youth travel**

# Youth Tourism and Volunteer Tourism: New Source of Growth

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Director General, WYSE Travel Confederation

18 October 2016 | World Tourism Conference



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INDUSTRY RESEARCH  
AND EDUCATION



POLICY WORK AND ADVOCACY



TRUSTED GLOBAL BRAND



NETWORKING AND TRADING

## Promotes the youth, student and educational travel industry

- Global not-for-profit member association
- Research on youth travel and business
- Advocacy and policy outreach
- Connects professionals across sectors
- Facilitates business opportunities



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# This presentation



1. The youth travel market: Millennials and Generation Z
2. Volunteer travel
3. Attracting youth travellers to your destination



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# Youth travel



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A photograph of a young man and woman standing on a rocky outcrop. The woman is holding up a camera to take a selfie, while the man stands behind her, smiling. They are surrounded by a vast, green, hilly landscape under a cloudy sky.

Ages 15 - 29

23% of international arrivals

270 million international travellers (2015)

USD 283 billion spent (2015)

Stay longer and spend more



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# Youth travel



Q: “What is the main reason that you travel?”

A: “Education; it’s never about me just travelling around.”

Source: The Student Traveller Offline, WYSTC 2015



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# Average total spend



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Source: WYSE Travel Confederation New Horizons III, 2013



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# Youth travel is...



- High value
- Resilient
- Direct spending
- Purposeful
- Flexible
- Attractive



Source: The Global Report on the Power of Youth Travel , UNWTO and WYSE Travel Confederation, 2016



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# Millennials



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Born 1980 – 1995

Expect free and fast Wifi

Travel with a purpose and for experiences

Want to live like the locals

Believe in making a difference in the world



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# Generation Z

A blurred background photograph of a young woman with long blonde hair, smiling broadly. She is wearing a light-colored tank top. In the background, there are colorful, multi-story buildings typical of a European city, and other people are visible in the distance.

Born after the mid 1990s

“Millennials on steroids”

“Internet-in-its-pocket generation”

Almost 30% of the world’s population

29 million international travellers



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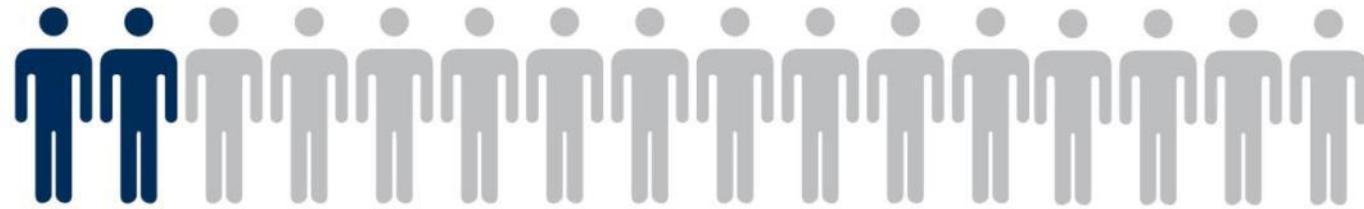


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# Visa barriers



**12.5% FACE VISA PROBLEMS**



Source: Millennial Traveller Report, WYSE Travel Confederation, 2014



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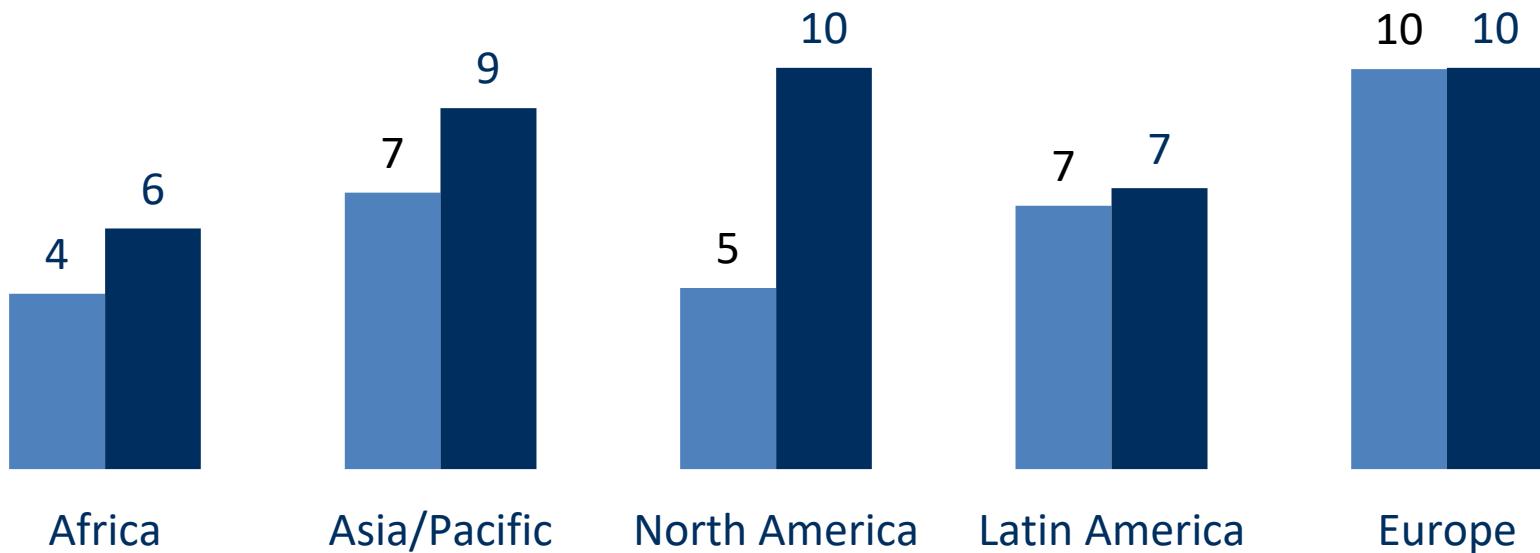
# Youth travel from Asia



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## Number of long trips over lifetime

■ 2007 ■ 2012



Source: WYSE Travel Confederation & UNWTO, 2015



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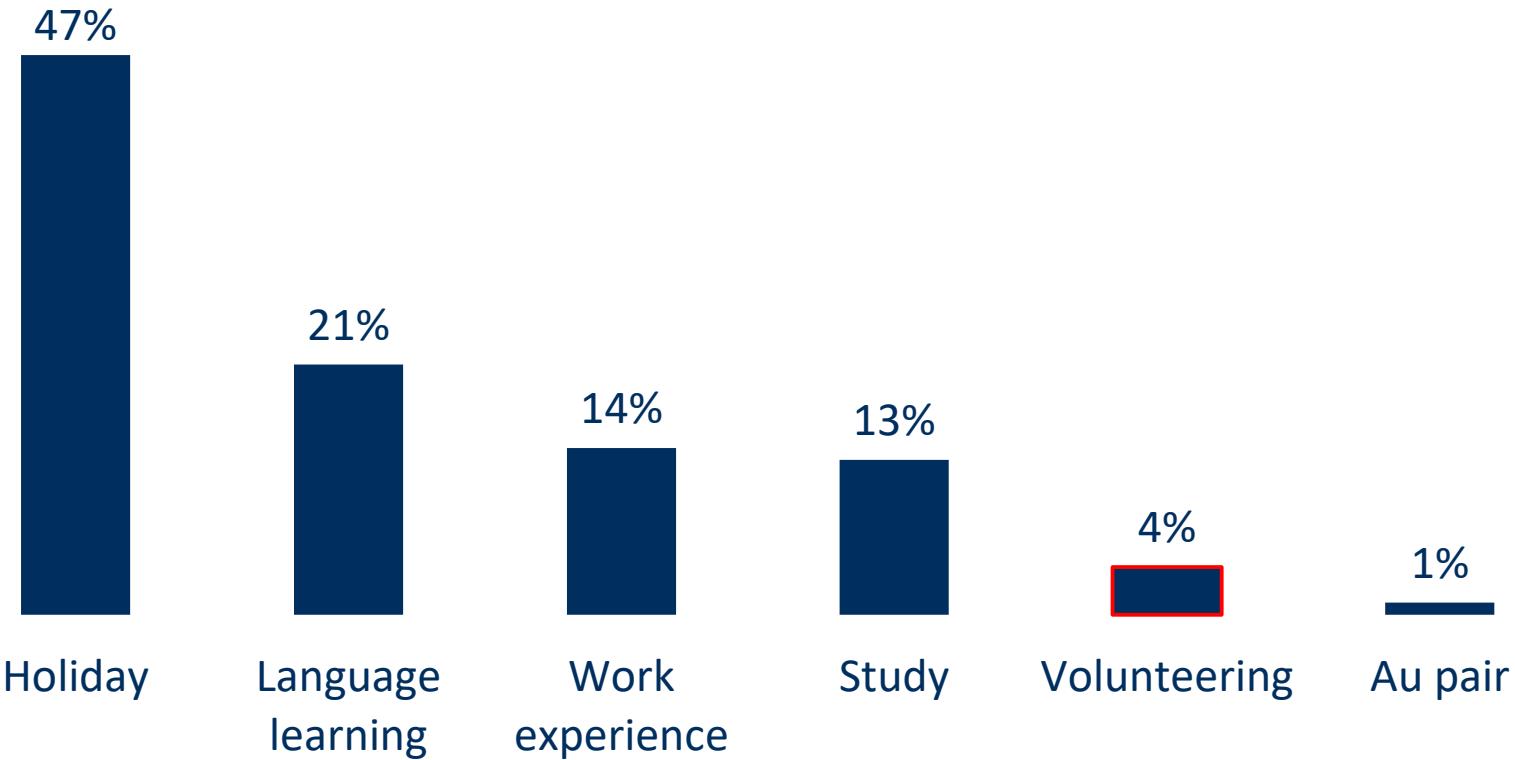


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# Volunteer travel



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Source: New Horizons III, WYSE Travel Confederation, 2013



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# Top destinations



Source: New Horizons III, WYSE Travel Confederation 2013



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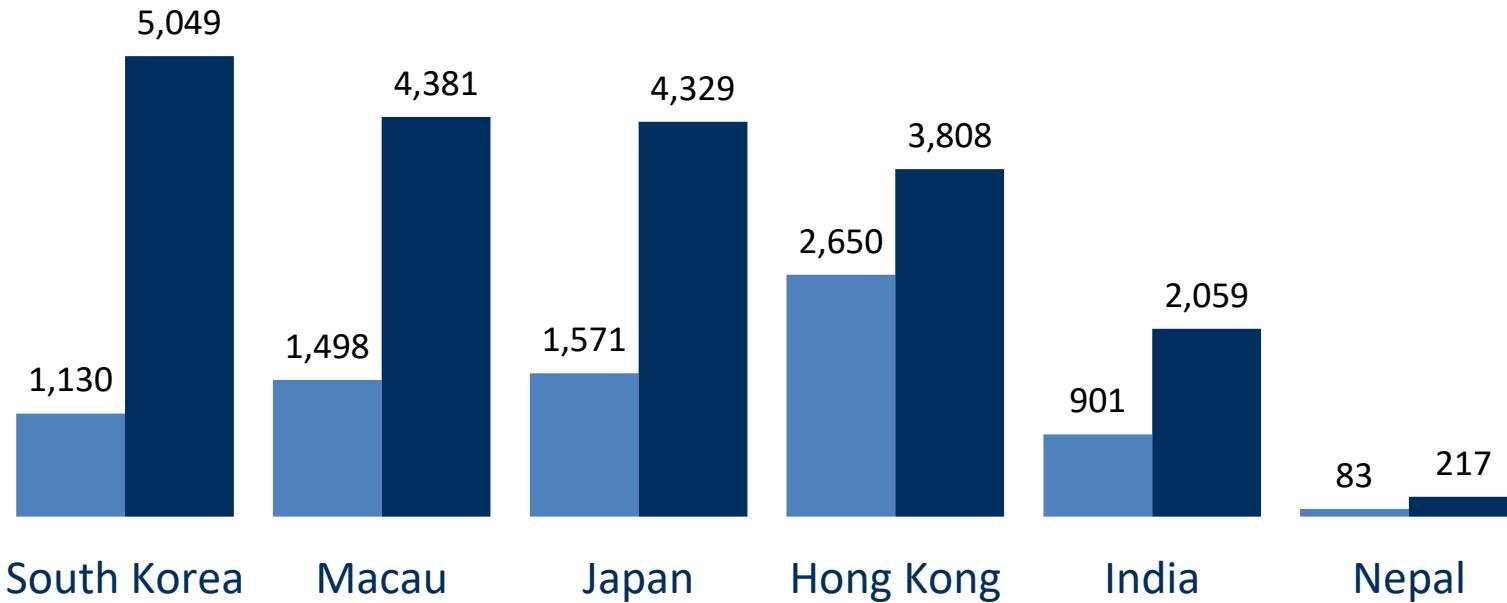
# Youth travel to Asia



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Number of international youth arrivals, 2002 and 2012 (000s)

■ 2002 ■ 2012



Source: WYSE Travel Confederation & UNWTO, 2015



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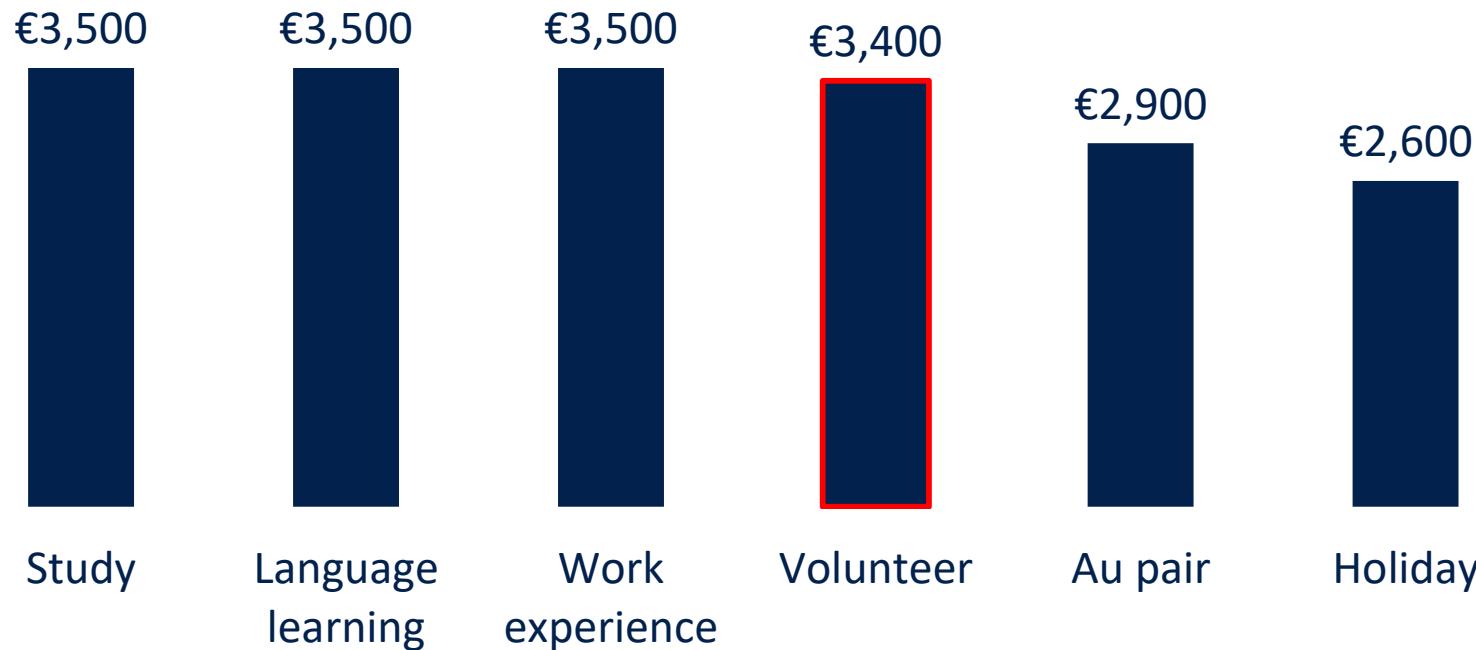


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# Average trip spend



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Source: New Horizons III, WYSE Travel Confederation, 2013



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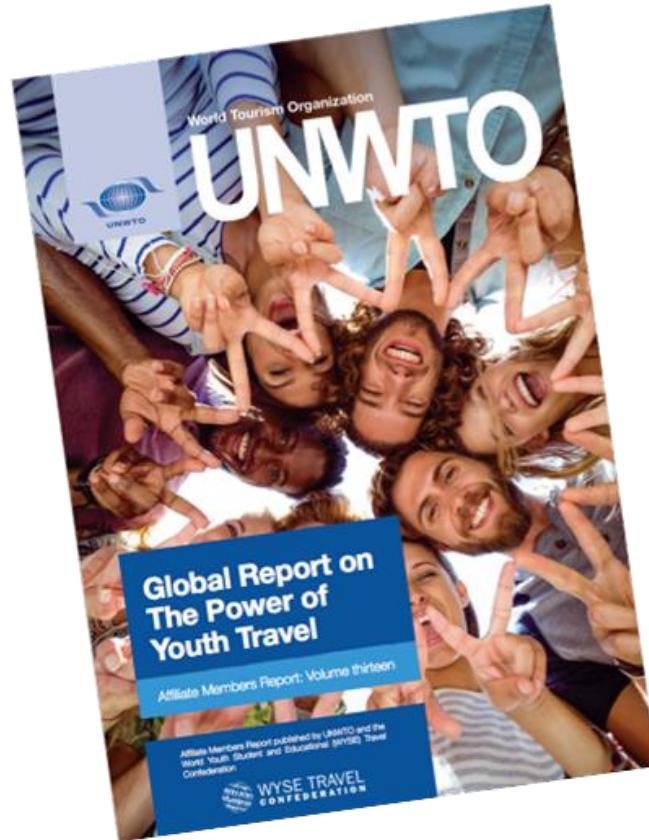


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Source: The Global Report on the Power of Youth Travel , UNWTO and WYSE Travel Confederation, 2016



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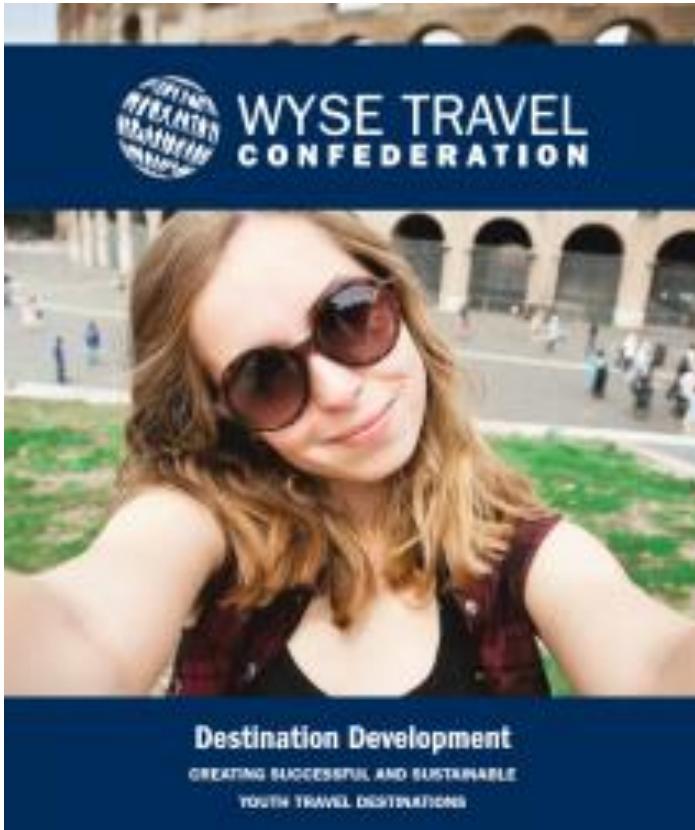


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# Destinations



The essential tool kit for creating a successful and sustainable youth travel destination

- Industry growth platforms
- Policy and advocacy
- Bespoke research
- Product development guidance



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# Industry events



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