Fāilte Ireland
National Tourism Development Authority

RE-FRAMING YOUTH TRAVEL FOR IRELAND

GLOBAL SIZE AND GROWTH OF YOUTH TRAVEL

Source: UNWTO

One of the fastest growing segments of global travel - **currently 20% of all world travel trips.**

227 MN

international arrivals globally in 2014 were youth travellers.

ECONOMIC VALUE:

$224 BN

annually, revenues **predicted to grow to $320billion by 2020 (+59% growth in 10 years)**

YOUTH TRAVEL DEFINED

'All independent (independent of family) trips for periods of less than one year by people aged 16-29', motivated in part or full by a desire to experience other cultures, build life experience and/or benefit from formal and informal learning opportunities outside ones usual environment.

TRAVEL WITH PURPOSE

Youth **do not consider travel as a luxury item,** but rather **an inherent part of their lifestyle,** they 'collect experiences'.

They **mix travel ambitions with study, work, volunteering or adventure.**

They are **better educated** and **more affluent as first time travellers** than has been seen previously.

Youth travellers seek 'novel' and engaging experiences that **go beyond leisure.** Seeking something 'real' and authentic.

They want to **immerse themselves in a country's culture** to 'learn' and understand it.

They see this as **critical self-development, building life experience** and of value to CV, **supports career aspirations.**

Why Youth choose to travel? – Reasons for Youth Travel:

A form of Learning

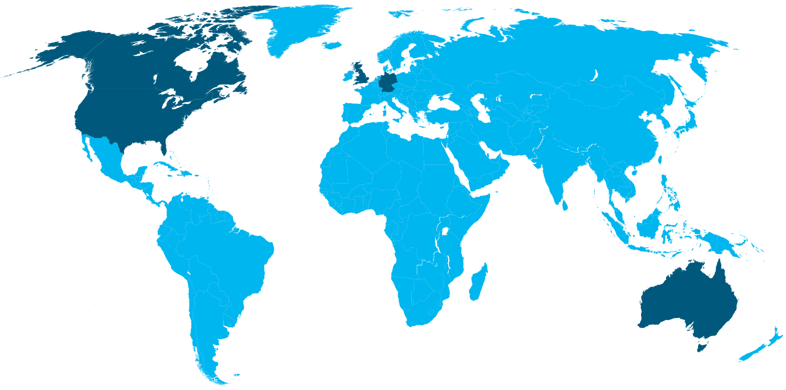
A source of career development

A way to meet people

A part of one's identity: *'You are where you have been'*

To get in touch with other cultures

Categories of Youth Travel



EDUCATION

Formal school and college placement from single semester placement to full graduate and post grad programmes *(only those <1 year in duration can qualify as tourism, assuming they don't avail of part time paid work)*

LANGUAGE TRAVEL

Junior programmes average stay 2.3 weeks; seniors *(age 16+)* average stay 5.1 weeks; adults average stay 6.1 weeks. *(Some BRIC language travel to Ireland can be 12 - 26 weeks)*

CULTURAL EXCHANGE

e.g. J1Visa to USA

VOLUNTEERING ABROAD

Increasingly popular for humanitarian projects in 3rd world & developing countries and for conservation type projects in developed countries.

SCHOOL / COLLEGE STUDY TRIPS

Very popular in **Germany, USA, Canada, UK** and **Australia** *(Australia more likely to travel to Asia or America for these trips)*. **Germany is highest outbound source market for Ireland of Youth travel, followed by USA.**

WORK & TRAVEL ABROAD

Encompasses International work experience programmes and internships *(Strongly Govt. Regulated)*

THE BACKPACKER

Often considered independent budget travelers, most likely to buy direct and/or online . May visit multiple destinations in a single trip.

ADVENTURE TRAVEL

Over 40% of Europe and America departures can be classified as adventure trips, taking the ATWS definition of adventure.

VFR

Reflects 10 - 15% of market, particularly relevant if youth involved in longer programmes. *UK Beta research reported 2 - 4 visitors (family/friends) can be influenced to travel to a destination to meet youth involved in education/study in the destination.*

PROFILING THE 'FLASHPACKER' *(Source WYSE Travel)*

28+

Tend to be older youth travellers – typically **28+** and a stronger dominance of male travellers.

$1,000 per week

Typically have a budget of $1,000 per week, but will spend more on immersive cultural activities than food and board *(Likely interest in seeking out local sustainable quality casual food experiences such as food market or pop up street food, as they can have a more discerning food palate)*.

Tend to travel light but with ipad/laptop and often good photography equipment. Wifi is essential for them.

They prefer budget accommodations *(such as hostels)* but may opt for single room.

Well educated and may be already on career ladder.

Market Demographics – What do we know?

16 -29 YEARS

Majority are 16-29 years *(expanded from 24 years, as people remain in education longer - thus delay marriage, home purchase and family commitments)*

Highly educated, very ambitious, savvy, goal-oriented.

Youth travellers are trend setters and therefore influencers for other travel brands and customer segments

Want to build and choose own path to 'success' – increasingly defined as doing something they enjoy

Travel year round – study tour market is greatest Sept - Nov and Feb - April, thus supports year round tourism development

Youth travel less affected by negative events - like recession, political/civil unrest, disease or natural disasters than others

VFM

Travel prices strongly influence travel decisions - they economise on accommodation and transport to optimise on cultural immersion

Less influenced by International chains /established brands and can spend more directly with local suppliers

Early adopters of travel technology – act as a learning/testing ground for travel disruptors & the greater travel industry e.g. AirBnB development and early success largely driven by youth travellers

Can stay longer than the average tourist by >50 days *(particularly for those in work and study abroad)*, therefore a larger % of their travel budget is spent in destination (WYSE Travel estimate 60%)

60%

IN DESTINATION SPEND

The majority of youth travellers will return again to a destination, making them a valuable lifetime customer investment

SOURCE MARKETS FOR YOUTH TRAVEL & IRELAND'S PERFORMANCE TO DATE

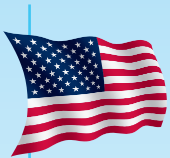
5th

Ireland ranks 5th most popular destination for Language Travel *(Market share of 6% and 4.6% of global revenues).* US, UK, Australia and Canada have lion's share of market in top 4 positions

Ireland not yet ranking in the top 20 for other youth travel categories

WYSE Travel Research suggests **Ireland is 'yet to be discovered and presented' as a Youth destination.** They note **Dublin ranked 8th in top 10 of cities youth travellers most want to visit,** yet Dublin is still not represented on the majority of European Multi-City Trips

Germany is the largest sender of Youth travel worldwide - 6.1 million trips p.a. – both for leisure and education *(200,000 sent annually for study and education)*



Youth travel accounts for 8% of all leisure trips in US. They are most interested in non-leisure activities. **Stronger influence to travel for education, cultural immersion and internships** than other source markets, as they earn university credits for study and internships abroad. They are also interested in volunteering in 3rd world countries for conservation projects

Youth travel from BRIC countries is growing - 1 in 2 are Youth travellers *(some 40-50% of the market in Brazil are between 18 and 34 years)*

Growing global demand for internships programmes – unpaid international interns <1 year qualify as tourists *(also act as tourists on days off)* and typically stay 4-12 weeks

What youth travellers and youth travel buyers want from a travel trip?

76% Interacting with local people is very important – 76% willing to go beyond tourist hot spots to find this

Most impressed by natural, cultural and activity based attractions

Have a keen interest in local food cultures and regional cuisines – but on a budget!

Beach and water based activities resonate popular for youth travellers from Ireland's 4 priority markets

Growing number of language travel organisers seeking language education beyond the classroom (as part of immersive culture and adventure activities)

80% Use of technology and social media among Youth travellers – 80% use internet to search for travel information.

- Youth are 'early adopters' of travel technology – booking decisions influenced by ease of technology & mobility of booking
- Free Wifi is critical component of their travel itinerary decisions

FREE Wi-Fi

- Use social media more than email when on travel trips

HOW THEY PURCHASE TRAVEL:

Online travel is growing but not at same pace as global tourism

50% On average 50% of youth travel is purchased B2B from Tour Operator or specialist youth group travel agent – increasing to 70% for educational/ study or special interest tours *(e.g. performance tours or faith based tours)*

40% 40% of all youth travel is group travel

3 MONTHS Individual Youth travellers tend to book up to 3 months in advance having completed a lot of research and price comparisons

9-15 MONTHS Groups tend to book 9-15 months ahead as this allows for groups to 'save' for trip. Group Operators will contract 12-15 months ahead in accordance to group organisers booking requirements

36% Large % of youth travel is wholly or partly financed by family

Components of Building a B2B Youth Travel Strategy

- Create Youth Travel Strategy

- Invest in B2B advertisement (eg. online and print media, event sponsorship)
- Consider partnering with youth brands that will add visibility to Ireland, eg. student organisations
- Organise training, seminars and webinars for buyers and suppliers
- Organise FAM Tours
- Organise / Support Trade Missions & In-Market Sales Platforms
- Organise an inaugural in-country trade event
- Build Youth travel product portfolio (programmes, itineraries)
- Encourage Accommodation supply (budget hotels, hostels)
- Advocate supplier deals (eg. securing low-cost flights to Ireland)
- Introduce a central youth travel theme for Ireland
- Invest in relevant marketing collateral (eg. youth travel-focused website & social platforms)
- Devise value proposition and a partner scheme for qualified buyers

For further information please contact: **leisuresales@failteireland.ie**