

## **Special Offer for WYSE Travel Confederation Members!**



### Mintel Travel & Tourism Analyst Series Reports – Highlights

To purchase Mintel's 'Study Tourism' or 'Youth Travel Market (Europe)' report with your exclusive 15% WYSE Travel Confederation member discount, or to find out a more about the full content of these report, please call Anouk Mariacci +44 (0) 20 7606 6000 or email her at [amariacci-blua@mintel.com](mailto:amariacci-blua@mintel.com).

#### **Study Tourism Report**

Key findings from the report:

- Approximately 2.5 million tertiary level students were studying outside their home country in 2004, representing 0.3% of total international tourist arrival.
- 46% of all foreign students are women, and only eight countries host more foreign female students than male.
- The top three foreign study destination countries (US, UK and Germany) host half of the world's foreign students.
- Whilst 22% of all foreign students world-wide are in the US, they represent only 4% of that country's domestic student body. In the UK and Germany, foreign students make up 10% of total tertiary enrolments, in Australia almost 14%.
- South America is the least common destination for foreign students (hosting only 0.4% of the global foreign student population), followed by Africa (1.2%).
- Some 80% of European students studying outside their home country study in another European country.

#### **Youth Travel Market (in Europe) Report:**

Key findings from the report:

- Rapid aging in Europe and in some industrialised Asian nations, most notably Japan, is leading to the inevitable shrinkage in the pool of potential youth travellers. Between 2010-2020, the decline in the number of those aged 15-34 in developed countries is anticipated to accelerate, whilst the number of youths in the less developed world will continue to grow, albeit at a slower rate. As a matter of fact, by 2020, the average age of individuals residing in

developed nations will hit 40.1 years. In contrast, in the less developed world, the median age will be a youthful 29.4 years.

- Between 1995 and 2005, 1.2 million students travelled for higher education exchanges under the ERAMUS/SOCRATES scheme alone. Spain was the top choice for European students in 2004/05, followed by France and Germany. The Germans, French, Spanish and the Italians were the most mobile of all students, with around 81,000 in 2004/05 heading to study in other EU states.
- The atypical travel budget of relatively young travellers could be split in the following manner: Transport (35%), Accommodation (26%), Food (20%), Other activities (19%)
- Between 2000 and 2004, the number of working holidaymakers in the UK rose by 62.5% to 62,400. Australia, which operates a similar scheme, saw its number of working holidaymakers jump by 49.4% to 111,376 over the same period.
- Mintel estimates that over eight out of ten trips taken by youths can be classed as semi or fully independent. These trips include individuals embarking on gap years, long holidays and short breaks.
- Out of the three largest outbound segments, UK youths seem to be the most keen to travel, with some 55% claiming to have taken a holiday in the last 12 months compared to 45.5% in Germany and 50.9% in France.
- Independent travel is the principal form of travel undertaken by youths. Mintel estimates that over eight out of ten trips taken by youths can be classed as semi or fully-independent. These trips include individuals embarking on gap years, long holidays and short breaks.
- In the UK, the abundance of low-cost connections has fuelled intra-European travel, and taken a combination of short- and long breaks is now a common practice, and it especially more evident amongst youths. Three times the number of UK youths embarked on three or more trips abroad than the French or Germans in 2005
- According to Mintel's Youth Holidays, July 2005 26.4% of youth trips are taken independently, whilst around a fifth choose to travel on a packaged deal. Beach holidays followed by city and short breaks are the most common form of holiday taken by Brits aged between 18 and 30. French youths seemingly prefer to take multiple holidays in France, rather than heading abroad.
- Young British women in this case, are slightly more inclined to travel than men. This varies considerably from France or Germany, where both genders are equally likely to choose to travel. The individuals aged 25 to 30 are the most likely to have taken a holiday in last 12 months, followed by those aged 15 to 19.