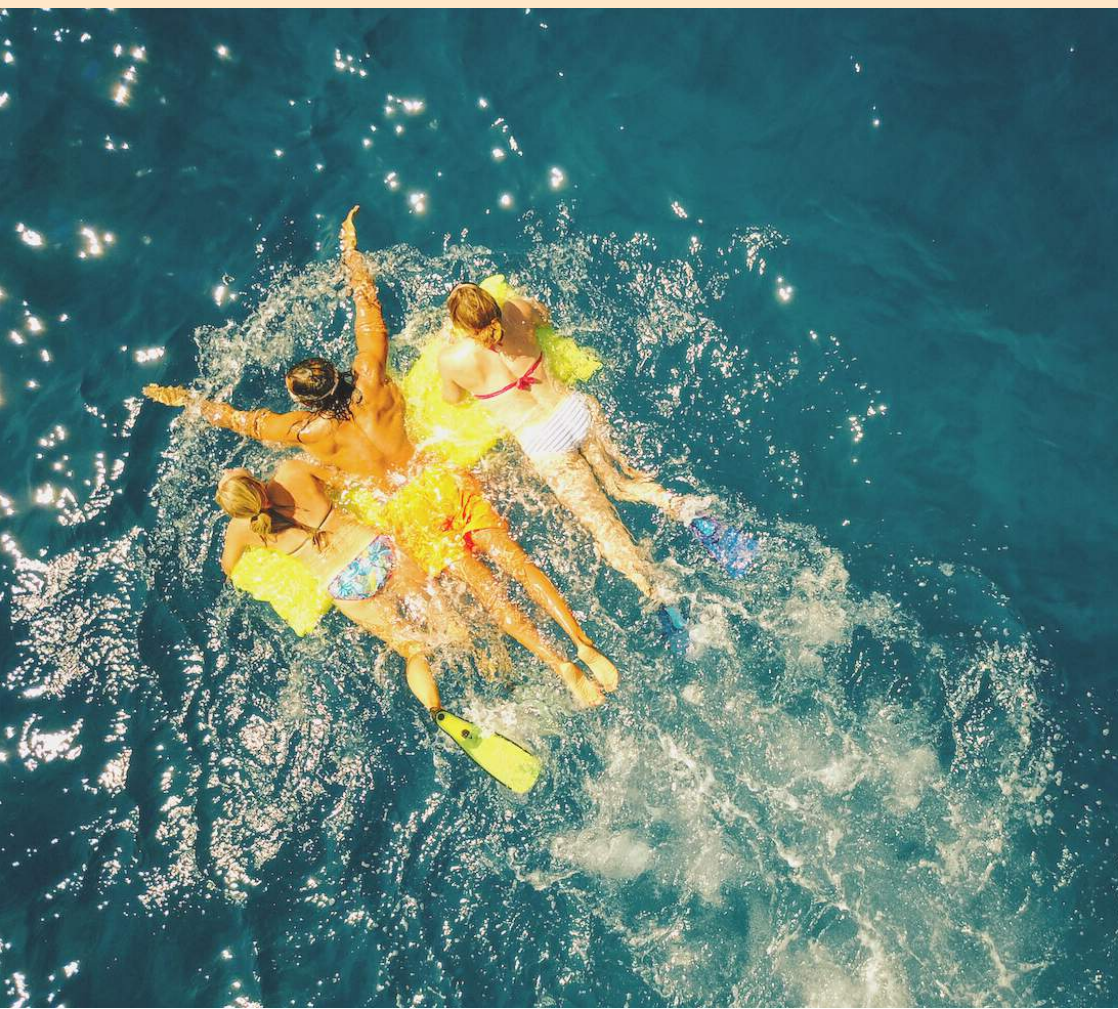




2024

YOUTH TRAVEL REPORT

Facts and figures on the European youth and language
travel market



HELLO



Björn Viergutz,
CEO Juvigo

“Reflecting on 2023, we analyzed our data and statistics defining this year’s market for youth and language travel. We took a look into the gender distribution at the camps, the average age of attendees, the duration of their stays, and the average cost of these trips. In this year’s Youth Travel Report, we are focusing on comparing Juvigo’s language trips with the holiday camps provided by Juvigo. For the first time we also present Juvigo as an employer: trust, equality and respect are the core values of our corporate culture. At Juvigo we are one big international team where everyone from everywhere is welcome.”



Michael Buller, Vorstand
Verband Internet
Reisevertrieb e.V. (VIR)

“Travel goes beyond relaxation; it plays a crucial role in fostering international understanding and expanding perspectives by exposing individuals to diverse cultures. For young people, especially adolescents, travel, particularly language trips, provides educational opportunities beyond traditional classroom settings. These experiences are vital for personal growth, facilitating not only geographical exploration but also transitions into adulthood, ultimately contributing to the development of well-rounded cosmopolitan individuals. In today’s globalised world, the ability to respectfully interact with people from different cultures is an essential life skill, and starting early is key. Therefore, we are delighted that Juvigo’s language trips are available to enhance the travel experiences of young adults and support their crucial personal development journey.”



EVALUATION

Juvigo is Europe's specialist for holiday camps, youth travel, and language trips. Through our partnership with over 300 tour operators of supervised holiday camps from 9 European countries, we offer a comprehensive overview of the available options for this target group. Through us, children and teenagers between 6 and 21 years come together to find their perfect trip. To make this possible, Juvigo operates in the following countries: Germany, Austria, Switzerland, the Netherlands, Belgium, France, Spain, Portugal, and Italy.

Within the framework of this Youth Travel Report, we reviewed the trips from 2023, analyzed them, and summarized the results comprehensively. The analysis is based on nearly 20,000 trips booked across all platforms.

This year, for the first time, we are comparing the data of our brokered holiday camps from our partner operators with the data from our own Juvigo language trips. On the following pages, you will find a comparison of the two different products accordingly.

We noticed a clear difference between the brokered holiday camps and the Juvigo language trips. In 2023, the average age of participants in holiday camps remained at 12.5 years, with a gender distribution of 51.7 % female and 48.3 % male. The average cost for these camps was 540 Euros, with the length of stay being 7 nights on average, resulting in a cost of approximately 77 euros per night.

In contrast, the Juvigo language trips tended to an older demography, with an average age of 15 years. The gender distribution here tended towards girls, comprising 59.3 % of the travellers, while boys accounted for 41.7 %. These trips cost approximately 1,800 Euros per trip and have an average duration of 11 nights. This equates to an average cost of 160 euros per night (pages 4-5).

When examining the origins of our travellers and their holiday destinations, a clear pattern emerges, showcasing a significant diversity in both brokered holiday camps and Juvigo language trips. For holiday camps, Germany remains the primary source of travellers, accounting for 60 %, followed by France at 15 %, the Netherlands at 6 %, Spain at 5 %, and Belgium at 4 %. The remaining percentage points are distributed among the other countries. The top destinations for these camps include Germany at 49 %, France at 16.5 %, Spain at 7 %, the Netherlands at 6 %, and Portugal at 5.5 %, with Austria, Belgium, Italy, England, and Sweden completing the top ten.



Overall, participants travelled to 28 different destinations. In comparison, the Juvigo language trips show a slightly different distribution of traveller origins, with Germany at 53 %, France at a higher 23 %, the Netherlands at 6 %, Spain at 4 %, and Austria at 3.5 %. The destinations for these trips were more concentrated, with Malta leading at 31 %, followed by England at 20 %, Spain at 17 % and France at 10 %. Other destinations included Ireland, Italy, Germany, and Scotland, totaling 9 destinations.

This comparison highlights the broader geographical reach and diversity of the holiday camps in terms of destinations, while the Juvigo language trips indicate a more focused selection of countries, reflecting different preferences of the travellers (pages 6-7).

This year, we've once again analyzed the positive impact of Juvigo's internationalization. Tour operators across Europe have seen diverse benefits from their presence on Juvigo's international platforms, with significant variances by country. For instance, Swiss operators lead with 78 % of their bookings coming from outside their main platform, showcasing the broad appeal of their holiday camps. On the customer side, the trend towards booking with foreign tour operators is notable, especially in Switzerland (53 %) and in the french speaking part of Belgium (72 %). This demonstrates a growing interest in cross-border holiday camps, enriching the travel experience for young people by introducing them to diverse cultures and destinations. In summary, Juvigo's international platforms are facilitating a unique exchange between tour operators and customers, enhancing the variety and accessibility of holiday camps across Europe (page 9).

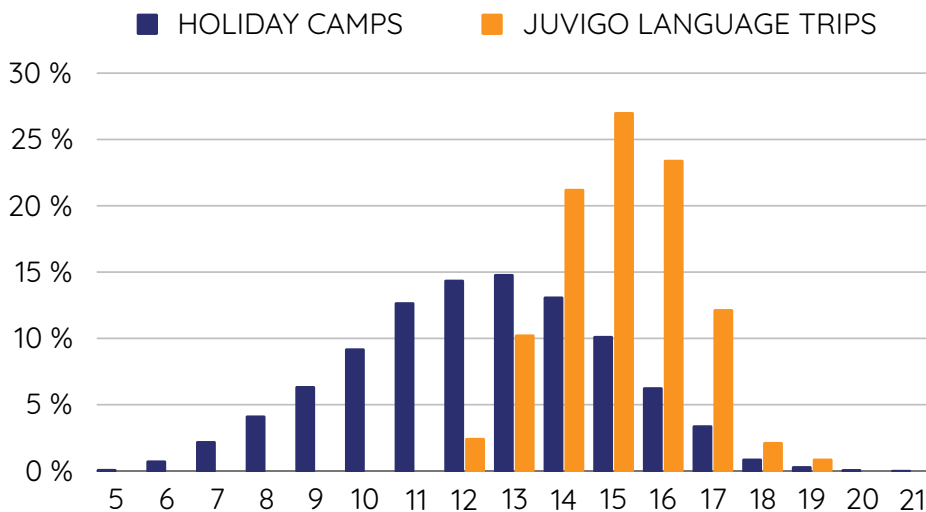
To keep supporting our tour operators effectively in the future, we're always looking for new tourism enthusiasts to join our international team in Berlin. In 2023, Juvigo received the Employer Award from the Travel Industry Club, highlighting our innovative recruiting strategies and our commitment to nurturing young talent. If you're interested in being part of our team, check our company values on page 11 to see if you would be a good fit.

Are you an organizer for holiday camps and interested in a partnership with us? See what some of our partners have to say about their experience with Juvigo on page 12.

Enjoy reading this year's Youth Travel Report. If you have any questions, please do not hesitate to contact us. All graphics that you find on the following pages can be used with the mention of Juvigo. We will be happy to provide you with additional data and images on request.



AGE & GENDER OF TRAVELLERS



Ø 12.5 years

average age for holiday camps

Ø 15 years

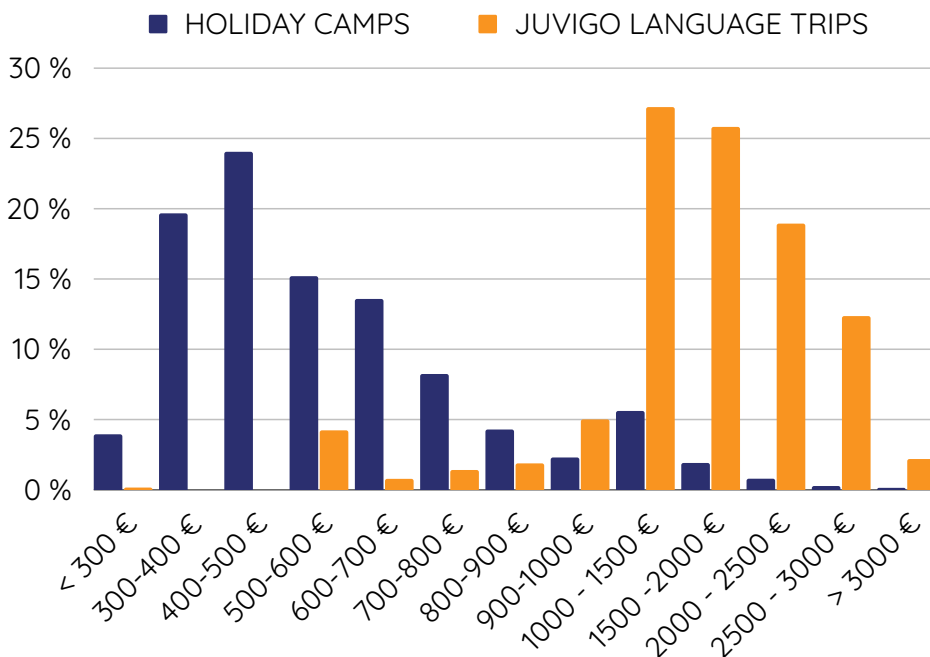
average age for Juvigo language trips

51,7 % female
48,3 % male

59,3 % female
40,7 % male



TRAVEL PRICE & TRAVEL DURATION



Ø 540 €

per holiday camp

Ø 1,800 €

per Juvigo language trip

77 €
per night

160 €
per night

Ø 7 nights

travel duration for holiday camps

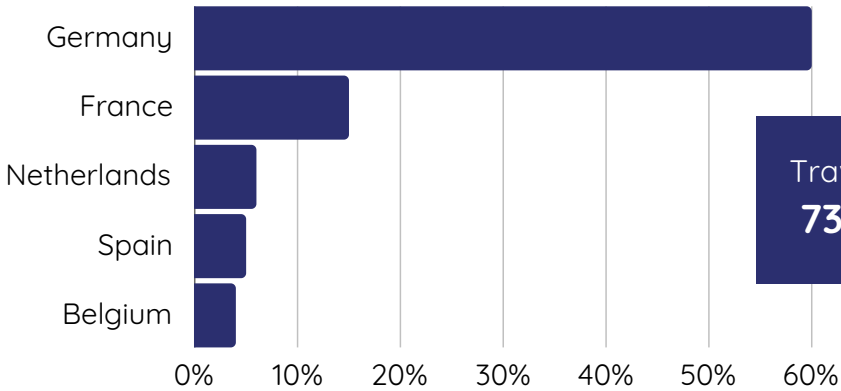
Ø 11 nights

travel duration for Juvigo language trips

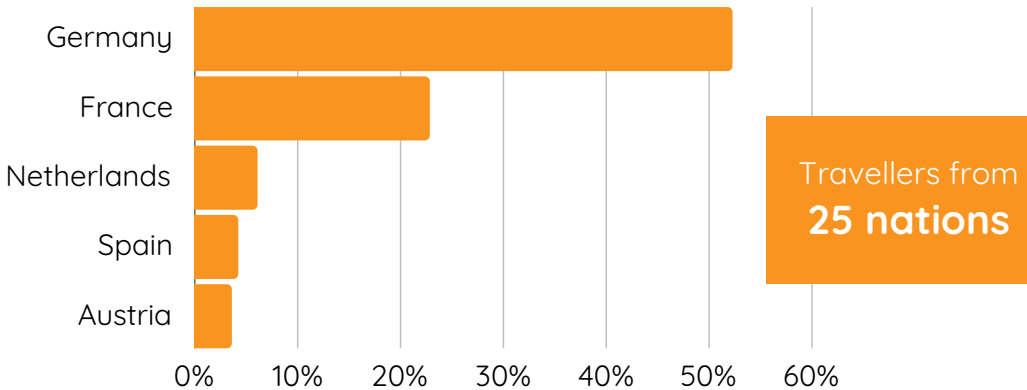


TOP 5 SOURCES

HOLIDAY CAMPS

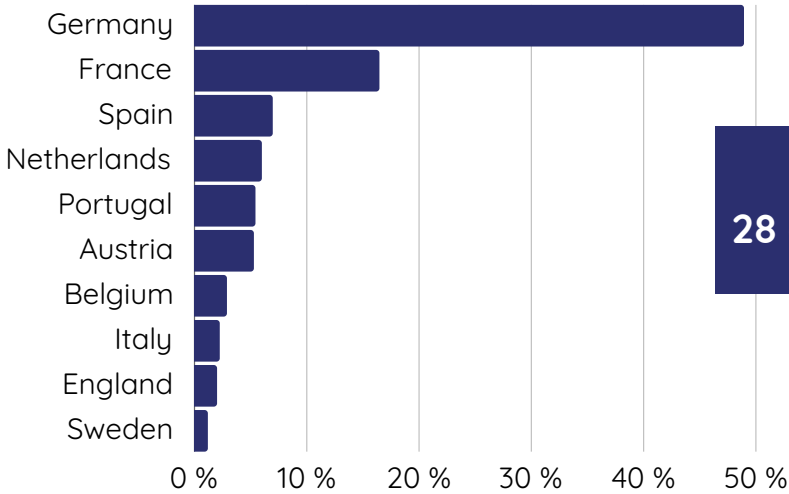


JUVIGO LANGUAGE TRIPS



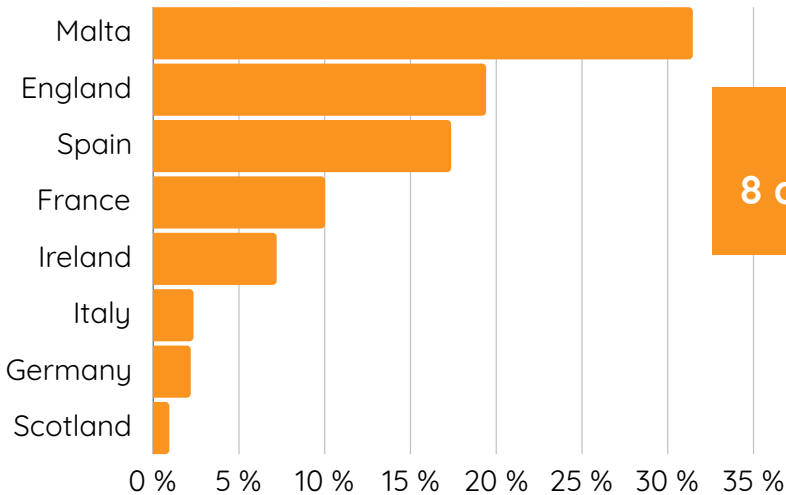
TOP DESTINATIONS

HOLIDAY CAMPS



Travelling to
28 destinations

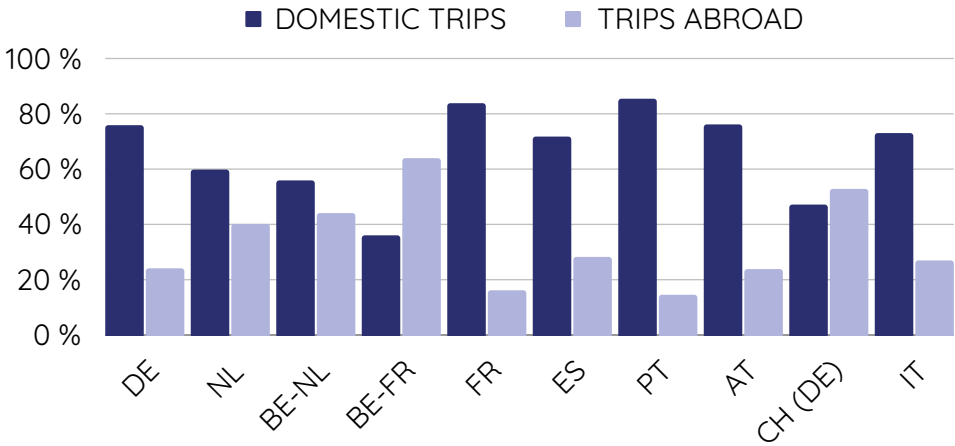
JUVIGO LANGUAGE TRIPS



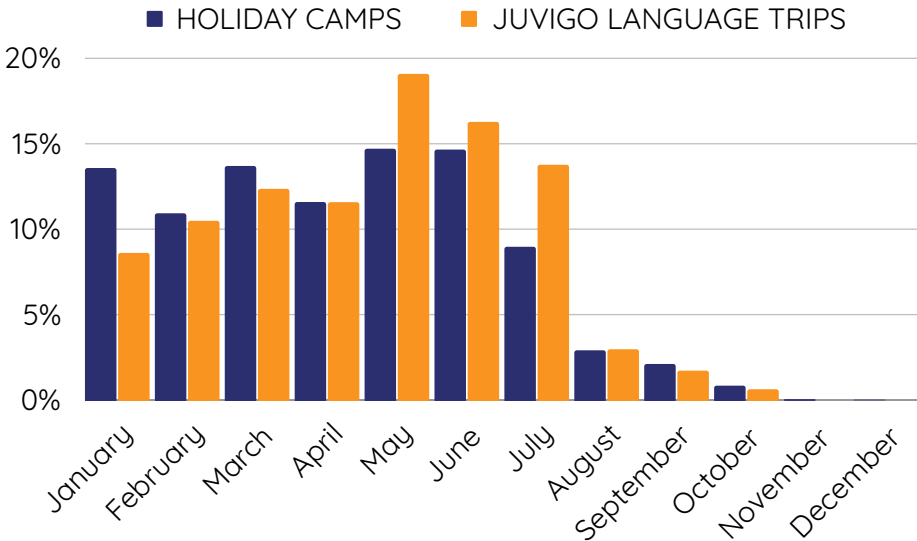
Travelling to
8 destinations



DOMESTIC TRIPS VS. TRIPS ABROAD



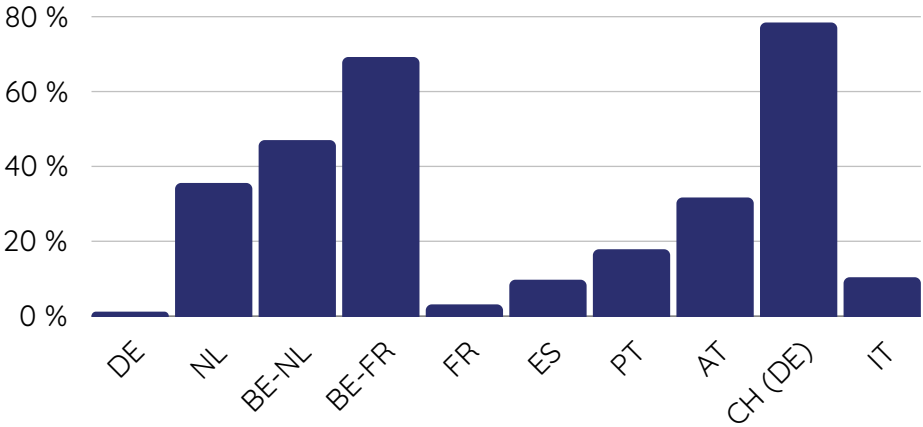
BOOKINGS DURING THE YEAR



BENEFITS OF INTERNATIONALISATION

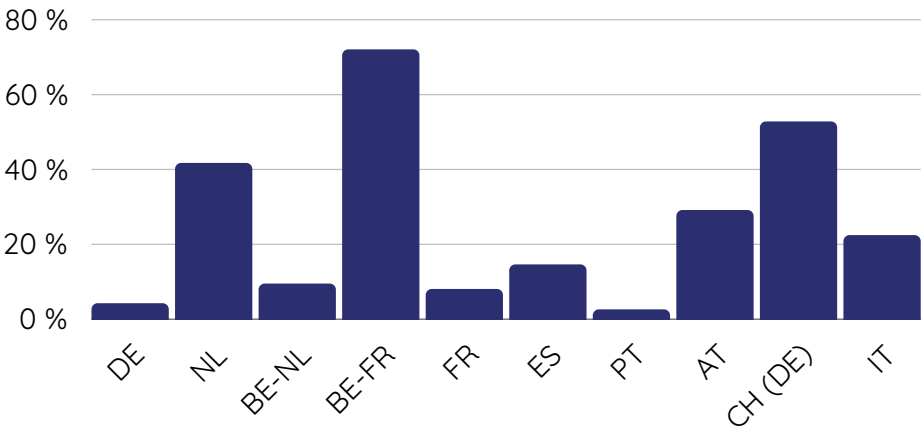
How tour operators benefit from Juvigos internationalisation:

Austrian tour operators generate 32 per cent of their bookings on international Juvigo platforms (i.e. all platforms except juvigo.at).



How customers benefit from Juvigos internationalisation:

53 per cent of Swiss customers book with a foreign instead of a Swiss tour operator.



JUVIGO AS AN EMPLOYER

Juvigo wins TIC Employer Award 2023

The TIC Employer Award recognizes companies that combat the shortage of skilled workers with innovative recruiting strategies and the active promotion of young talent. Juvigo impressed with partnerships with universities, a strong Kununu score, and several industry awards. A focus is on integrating dual students and apprentices who take on responsibility early in their career. Due to Juvigo's involvement in the industry, for example through events and collaborations, there is a high volume of applicants.



“We are very happy about this award. It demonstrates that our efforts to support young talents in tourism are recognized and also confirms that we are on the right path as a company and employer.”

Patricia Schaal, Recruiting and HR Manager
at Juvigo



Would you like to start your career at Juvigo?



<https://juvigo.careers/>



career@juvigo.de



JUVIGO COMPANY VALUES

Trust, equality and respect

Juvigo's core values.

Transparency

You get the chance to have a look inside all processes.

Personal, proper and open communication

Good communication even across all departments is important to us.

Promotion of individual talents

We focus on one's strengths rather than their weaknesses.

International team

At Juvigo we are one big international team where everyone from everywhere is welcome.

Problem solving oriented

We tackle problems and see them as opportunities to develop further.

Mistake management

At Juvigo we react to our mistakes and always try to draw positive conclusions from them that help us to improve.

IT driven

Every time there is a problem, we ask ourselves: Is there a technical solution?

Appreciation

We acknowledge everyone's performance and respond with appreciative actions.

Sharing skills and knowledge

We promote learning and the exchange of knowledge to push development further.



OUR PARTNERS ABOUT JUVIGO



I am always impressed by how cordial, competent and constructive the collaboration with Juvigo is. The team is always there for us and responds quickly and creatively to all challenges. I also particularly like Juvigo's proactive approach to reacting to current developments and issues in the industry and providing us partners with valuable advice and tips. You can always rely on Juvigo! Thank you and keep up the good work! **Heidi Thoma, YoYo Camps**

The Explore team is delighted with the great development of Juvigo! I have known Björn and his young, dynamic team since they started! The chosen path of not only being a pure online information and booking platform, but also generating specific expertise on the respective travel offers and advising interested parties directly is, as far as I know, unrivalled in the children and youth travel sector. Juvigo guarantees competent advice for parents and students - we are very happy to work with this creative team! We wish you continued success! **Volker Dankers, Explore Foundation**



MyCamp's partnership with Juvigo has always been very positive in terms of our internationalisation strategy, as we have been able to take the MyCamp name even further. MyCamp's experience of more than 30 years in running holiday camps combined with Juvigo's know-how has everything it takes to offer a memorable experience to all those who visit us. **Ana Silva, MyCamp**

As a platform user, I was pleasantly surprised by Juvigo's contribution in terms of staffing levels and the quality of the information provided during the summer of 2021. I really enjoy working with the team, which is super-responsive, and I had the pleasure of welcoming them together with their CEO Björn to the centre for an afternoon of visits and warm discussions. **Isabelle Favrot, Domaine de Lauzerte**







ABOUT JUVIGO

Juvigo is Europe's leading booking platform for holiday camps, youth travel and language trips and offers travels for children and teenagers from 6 to 21 years arranged by more than 300 organisers, e.g. the big players ruf Jugendreisen, KiJu, Panke Sprachreisen as well as regional tour operators.

Started as an independent mediator of holiday camps, youth travel and language trips, Juvigo complements its repertoire in the meantime acting as a tour operator for language trips with air travel to destinations all over Europe itself. Juvigo helps parents to plan the perfect trip for their child with free advice by phone, email or WhatsApp. You can book directly and easily online.

Juvigo GmbH was founded in 2015 by Björn Viergutz and is available in Germany, the Netherlands, Belgium, France, Spain, Portugal, Austria, Switzerland and Italy. Annually, the company brokers 140,000 nights throughout Europe. Juvigo employs almost 50 people, who manage all international markets centrally from the Berlin office.

CONTACT US

 www.juvigo.de  www.juvigo.fr  www.juvigo.at
 www.juvigo.nl  www.juvigo.es  www.juvigo.ch
 www.juvigo.be  www.juvigo.pt  www.juvigo.it

 <https://juvigo.careers/>

 <https://de.linkedin.com/company/juvigo-gmbh>



Press contact:

Romie Bruk

romie@juvigo.de

+49 - 30 - 86 800 10 63

Juvigo 