



2025

# YOUTH TRAVEL REPORT

Facts and figures on the European youth and language  
travel market





# HELLO



**Björn Viergutz,**  
CEO Juvigo

Traveling is more than just discovering new places – it is a crucial part of personal development, cultural exchange and education. At Juvigo, we are committed to providing young people with enriching experiences that extend beyond the traditional classroom. In 2024, we saw another year of growth, internationalization and an increasing demand for both language trips and holiday camps. As we celebrate our 10th anniversary, we are proud to be the leading platform for youth travel in Europe, continuously expanding our offerings and reaching more young travelers than ever before. We look forward to another exciting year of inspiring adventures for the next generation!



**Ralf Oik, EYCA - European  
Youth Card Germany &  
a&o educare e. V.**

Juvigo has been teaching young people how to travel for ten years with passion and innovation. The platform created by Björn Viergutz and his team offers more than just booking holiday camps and language trips – it opens up new friendships, exciting adventures, and invaluable experiences for young people!

As a long-standing partner, it is a pleasure for me to celebrate this success with Juvigo. The language trips, especially the custom-developed Whitelabel IBE, demonstrate their ongoing innovation and set new standards for the years to come. Congratulations, Juvigo!



# EVALUATION

Juvigo is Europe's specialist for holiday camps, youth travel, and language trips. Through our partnership with over 400 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.

In 2025, Juvigo celebrates its 10th anniversary, marking a decade of connecting young travelers with unforgettable experiences. Our strong network enables us to offer a diverse portfolio of camps and trips across nine countries. As part of our internationalization strategy, we focus on adapting offerings to local markets, ensuring culturally and linguistically tailored experiences. In Portugal, for example, we collaborate with local providers to create programs specifically designed for Portuguese children and teenagers. At the same time, our partners benefit from Juvigo's broad reach and expertise, helping them market their trips more effectively.

Over the past year, we analyzed nearly 20,000 trips, revealing key trends that highlight the evolving preferences of young travelers.

A key insight from our 2024 data is the increasing popularity of language trips, with participants opting for more immersive experiences despite a slight decrease in the number of overnight stays. The average age for language trip travelers increased to 15.2 years (compared to 15 years in 2023), while holiday camp participants remained steady at 12.5 years. Gender distribution remained relatively balanced, with 53.6% female and 46.4% male travelers in holiday camps, and 60.2% female and 39.8% male participants in language trips.

## **Travel costs and duration**

The average cost per holiday camp increased from €540 to €576, while the average Juvigo language trip price slightly increased from €1,800 to €1,815. However, the price per night for language trips rose from €160 to €173, reflecting the demand for higher-quality programs and additional services. The average duration of holiday camps remained stable at 7 nights, whereas language trips decreased slightly from 11 nights to 10.5 nights.



## Where do travelers come from?

Juvigo welcomed travelers from 70 nations for holiday camps and 29 nations for language trips, emphasizing its strong international reach. Germany remains the primary market, with France, the Netherlands, Belgium, and Spain following as key source countries.

## Popular destinations

Holiday camps expanded their geographical diversity, reaching 30 destinations (up from 28 in 2023), with Germany, France, Spain, the Netherlands, and Portugal as the most popular choices. For language trips, Malta, England, Spain, and France continued to dominate, with the total number of destination countries increasing to 9.

## Internationalization and growth

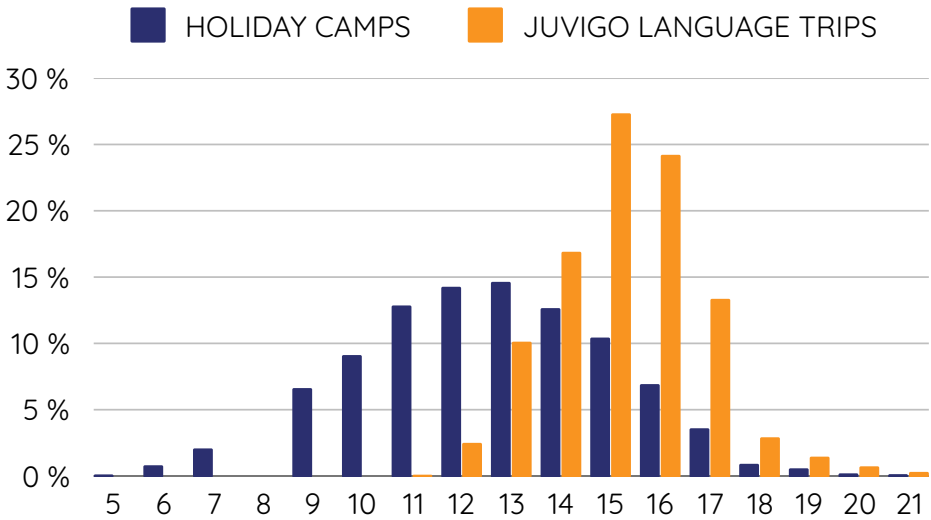
2024 marked another milestone for Juvigo's international expansion, with growing demand for cross-border bookings. The continued success of Juvigo's own language trip programs - which saw a 50% revenue increase - demonstrates the strong market demand for structured, high-quality educational travel. Juvigo experienced steady growth in 2024, reaching €11.8 million in revenue. This increase was supported by our expanding network of over 500 international partners and the rising demand for youth travel.

As we look ahead, we remain committed to enhancing accessibility, expanding our offerings, and delivering unforgettable travel experiences for young people across Europe.

**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 15.2 years**

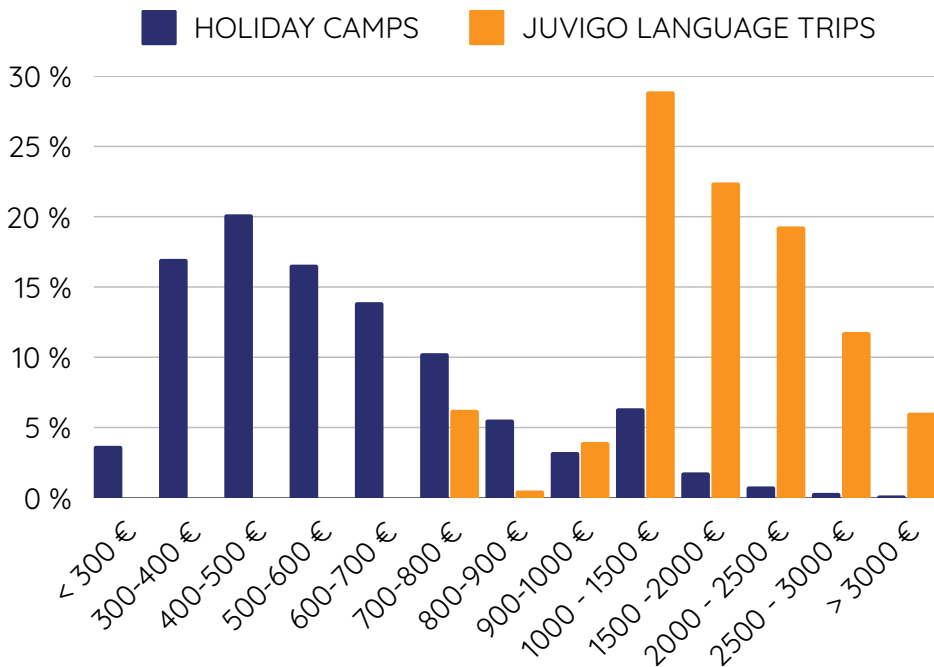
average age for Juvigo language trips

**53.6 % female**  
**46,4 % male**

**60.2 % female**  
**39.8 % male**



# TRAVEL PRICE & TRAVEL DURATION



Ø 576 €

per holiday camp

Ø 1,815 €

per Juvigo language trip

82 €  
per night

173 €  
per night

Ø 7 nights

travel duration for holiday camps

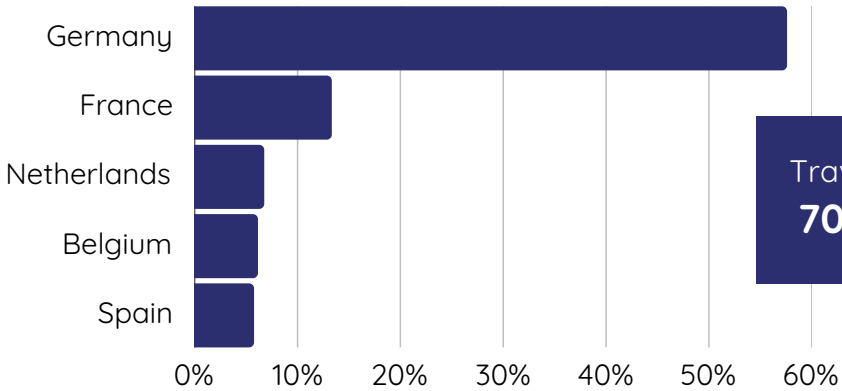
Ø 10.5 nights

travel duration for Juvigo language trips



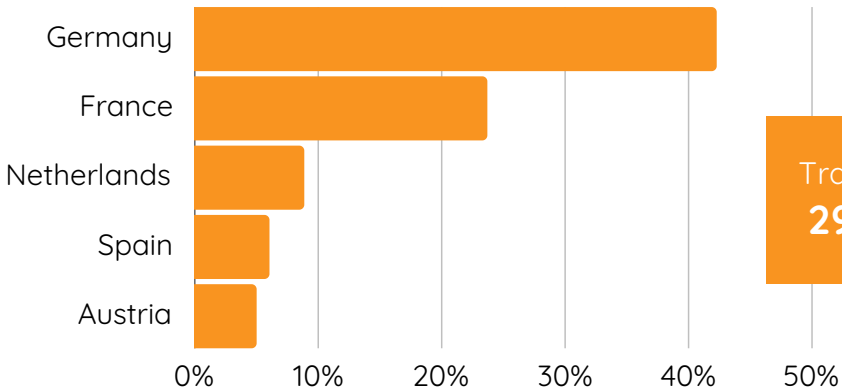
## TOP 5 SOURCES

HOLIDAY CAMPS



Travellers from  
**70 nations**

JUVIGO LANGUAGE TRIPS



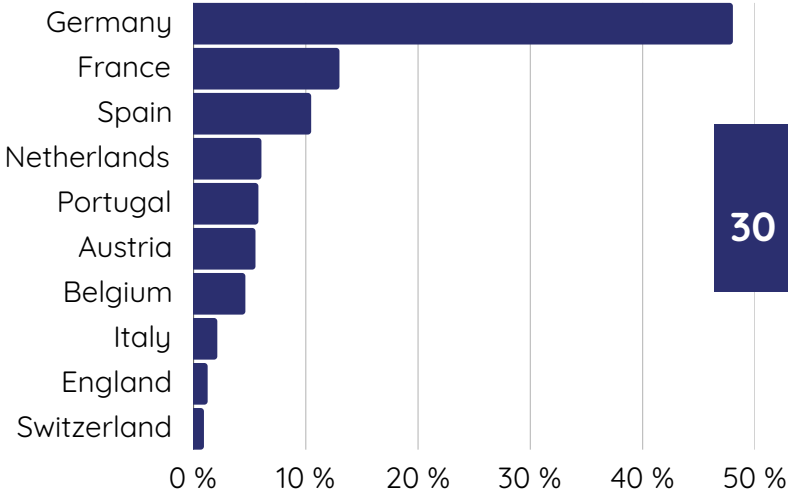
Travellers from  
**29 nations**



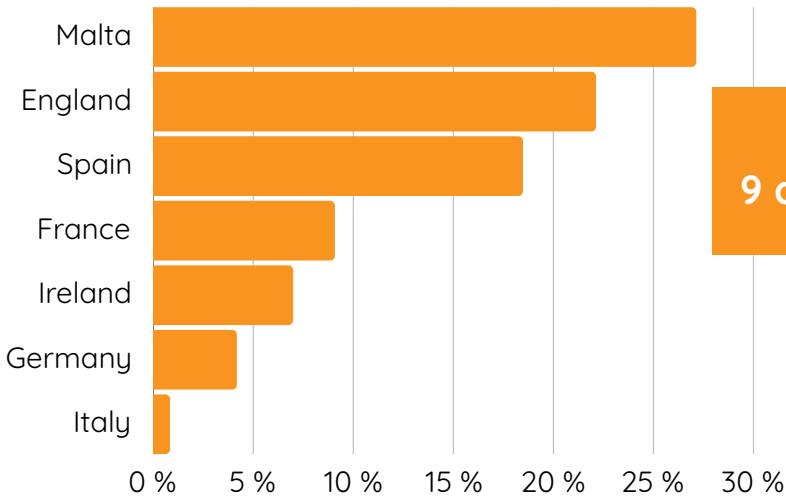


# TOP DESTINATIONS

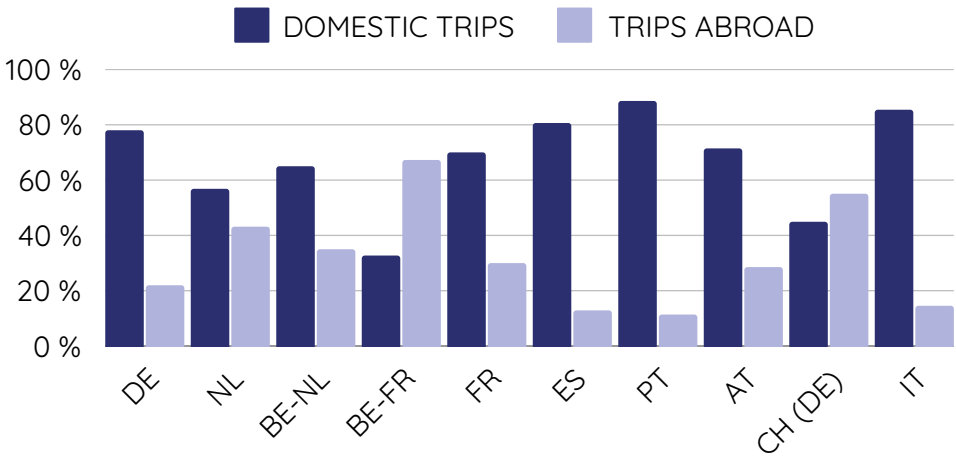
HOLIDAY CAMPS



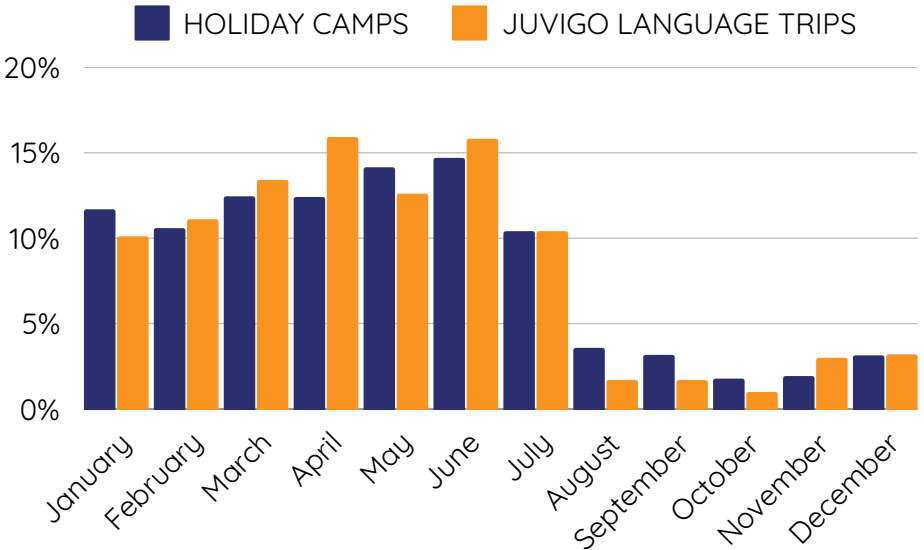
JUVIGO LANGUAGE TRIPS



## DOMESTIC TRIPS VS. TRIPS ABROAD



## BOOKINGS DURING THE YEAR











## ABOUT JUVIGO

Juvigo is Europe's leading booking platform for holiday camps, youth travel and language trips and offers experiences for children and teenagers from 6 to 21 years. In addition to market leaders such as ruf Jugendreisen and Berlitz, Juvigo also works with over 400 local camp organizers.

Originally started as a booking agent specialized in holiday camps, youth travel and language trips, Juvigo has also added its very own range of language trips to exciting destinations all over Europe. Juvigo strives to help parents find the perfect trip for their child with free advice by phone, email or WhatsApp. Customers can book directly via the clear and intuitive website.

Juvigo was founded in 2015 by Björn Viergutz and operates in Germany, the Netherlands, Belgium, France, Spain, Portugal, Austria, Switzerland and Italy. Annually, the company places 140,000 nights with its trusted partners throughout Europe. Juvigo employs almost 50 people at its Berlin headquarter, from where all international markets are managed. Juvigo was named one of the FOCUS Growth Champions 2025, achieving 4th place in the food retail, gastronomy and tourism category.

## CONTACT US

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