“On behalf of the World Tourism Organization (UNWTO), I congratulate the WYSE Travel Confederation for its continued work and promotion of sustainable and ethical development of the youth travel sector and reassure all of UNWTO’s commitment to promote youth tourism. By working together, we bridge the gap between generations and collaborate in shaping a better future.”

Secretary General Taleb Rifai
UNWTO
CREATING SUCCESSFUL AND SUSTAINABLE YOUTH TRAVEL DESTINATIONS

The World Youth Student and Educational (WYSE) Travel Confederation is the only global not-for-profit membership organisation devoted to promoting and developing opportunities for the youth, student and educational travel industry. With its headquarters in Amsterdam, Netherlands, WYSE Travel Confederation provides specialist industry support to youth and student travel organisations worldwide.

With an estimated global value of almost USD 250 billion in 2014, the youth, student and educational travel industry plays a critical role in driving growth for visitor economies around the world.

Youth travel does not only provide short-term financial benefits, this dynamic market creates a legacy that provides immense opportunities for destinations into the future.

WYSE Travel Confederation research shows that young travellers:

• Are ‘trend-setters and attract other tourists to a destination
• Are likely to return for personal and professional reasons, thus providing more value to a destination over time
• Deviate from visiting traditional tourists spots, instead exploring other areas of a destination
• Are driven to build cultural knowledge and friendships, contributing to international peace and understanding

Combining the financial gains with demonstrated social and cultural benefits, the youth travel sector should be a focal point of every destination’s economic and tourism strategies.

However, despite the rapid growth of global youth travel, many destinations around the world have not recognised the value of the sector as a means for boosting the visitor economy or they invest marginally in targeted marketing campaigns and initiatives to attract young people to their destination.

The goal of WYSE is to proactively advocate the value of the youth travel sector on a global scale and to provide practical support to destinations around the world to drive demand, maximise their country’s potential and enhance competitive positioning in order to create sustainable youth travel destinations.
WYSE DESTINATION DEVELOPMENT PROGRAMME:
THE ESSENTIAL TOOLKIT

Today, nations around the world are facing increasing levels of competition and recognise that in order to be a competitive
and appealing youth travel destination, a comprehensive and holistic destination development strategy is required; an
integrated process that is founded on a well-informed and collaborative strategic framework that can deliver initiatives to
drive visitor growth.

Endorsed by the United Nations World Tourism Organization (UNWTO), WYSE Travel Confederation has launched a
Destination Development Programme that offers a comprehensive suite of support services that will help destinations:

• better understand the youth market
• achieve strategic development goals
• create compelling experiences
• foster sustainable growth
YOUTH TRAVEL DESTINATION MASTER PLANS: A LONG-TERM DEVELOPMENT FRAMEWORK

A team of experts will work with local, regional or national government agencies to formulate a long-term development framework to encapsulate a vision, mission, strategies and action plans to achieve growth in the youth travel sector for the benefit of local communities, investors and industry operators.

A destination master plan can be commissioned to fit your destination’s needs, and integrates these key areas:

1 INDUSTRY GROWTH PLATFORMS: EQUIPPING THE INDUSTRY FOR SUCCESS

Achieving success within the youth travel industry does not solely revolve around having a unique destination or attractive product offering. Destination success also relies heavily on the ability to access the most effective distribution channels. We have built up an influential and strong community of leading youth travel buyers from around the globe and can help your industry build valuable relationships.

WYSE Travel Confederation has decades of experience designing and delivering successful industry capacity building programmes and based on the priorities and objectives of your destination, we will create a development framework that will enhance and equip industry stakeholders, enabling them to leverage the international youth travel market and help showcase the overall destination.

Services include:

- Targeted business-to-business trade events
- Educational conferences
- Tailored seminars, workshops and webinars

2 POLICY AND ADVOCACY: REMOVING BARRIERS TO GROWTH

WYSE Travel Confederation proactively represents the views of the youth travel industry through a ‘one voice’ approach to increase global recognition that youth travel is a key driver for economic growth and increased social and cultural understanding.

We also acknowledge that federal policy influences and in some cases restricts the development of the youth travel industry and believe that by championing a more favorable policy environment, industry capacity strengthens, youth travel mobility improves and as a result successful and sustainable destinations are created.

Services include:

- Advice on how to establish industry advocacy groups to engage with government
- Targeted youth travel policy advice
- Government submissions to support advocacy efforts

3 BESPOKE RESEARCH: UNDERSTANDING YOUTH TRAVEL

Data collection and analysis is a fundamental step toward developing a successful youth travel destination. WYSE research is based on primary sources and helps destinations to understand the characteristics, motivations and needs of young travellers and the industry that supports them.

Services include:

- Supply and demand data
- Market analysis
- Competitor destination analysis
- Destination performance
- Bespoke surveys

4 PRODUCT DEVELOPMENT GUIDANCE: ENRICHING THE VISITOR EXPERIENCE

Creating and implementing a successful destination management plan, is underpinned by the availability of products, services and experiences that meet visitor needs, demand and expectations, whilst reflecting the destination’s brand.

Youth travel is a dynamic industry with travel trends and behavior continually evolving, by leveraging our market insights and data, we will help destinations examine their current product offering, identify gaps and design a strategy that will address the needs of youth travellers and help to achieve a competitive positioning within the international marketplace.

Adopting a best practice approach when developing youth travel products and services is also key in working towards a sustainable future where destinations are not only competitive, but also provide safe, enjoyable and memorable experiences to young travellers. WYSE Travel Confederation encourages ethical behaviour and responsible practices amongst its members and wider industry to support the advancement of global youth travel. We can assist destinations develop industry standard guidelines that will help create a best practice approach.

Services include:

- Supply, demand and gap analysis
- Product feasibility studies
- Product development strategy
- Best practice guidelines
APPROACH

Our approach to working with destinations in developing successful strategic frameworks varies from project to project.

Based on requirements and depth of project, a specialised team will be established, to include a dedicated Project Director.

The initial project phase may involve face-to-face consultation with you in-destination/location to establish a terms of reference document which will formulate the needs and associated direction of the project.

BENEFICIARIES

- National tourism administrations
- Destination management organisations
- Regional and local government tourism organisations and associations.

DURATION

Between four and 12 months, depending on your requirements.

CONTACT

For further information on how WYSE Travel Confederation can support your strategic development needs to create a competitive, compelling and sustainable youth travel destination, please contact:

Jennifer Woodbridge
Head of Policy and Destination Development
jen.woodbridge@wysetc.org