



2023

# YOUTH TRAVEL REPORT

Facts and figures on the children's and youth travel market





# HELLO



**Björn Viergut,**  
CEO Juvigo

"After a successful 2022, we're looking back and taking another look at the facts and figures of the children's and youth travel market this year. What was the distribution of boys and girls in the camps, what was the average age, how long did the children travel and what did such a trip cost on average? With nearly 20,000 bookings last year, Juvigo is able to evaluate a comprehensive dataset that summarizes young travel in a data-driven way. This year, we're putting a special focus on our other markets in Europe and showing who benefits most from Juvigo's international focus."



**Carolina Fleix,** Owner  
English Summer S.A.

"As providers of summer camps in Spain as well as agents who send Spanish children abroad on language courses we also see the importance of the youth travel industry and the figures Juvigo has compiled are very exciting for us. Especially when we compare them with our own figures: In 2022, our share of international trips was still below the level of 2019. On the other hand, domestic Spanish trips increased by 18 per cent. In particular, the number of international students we had in our camps increased by 72 per cent from 2021 to 2022.

It is a clear sign that youth travel locally or internationally in general is increasing and it is very important that agents and providers work hand in hand to make sure that children have the best experience."



# EVALUATION

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

Within the framework of this Youth Travel Report, we took a look at the trips from 2022, analysed them and hereby summarised the results in a comprehensive manner. The analysis is based on almost 20,000 trips booked across all platforms.

The ratio of female and male travellers is again very balanced in 2022. 51.1 per cent of travellers were female and 48.9 per cent male. As in previous years, the age of travellers became slightly higher and now reached an average of 12.5 years old. If we look at the average duration of travel and the price of each camp, we can also see some significant changes. While the length of the trip has only slightly increased and is now at exactly 7 nights per trip, the price per trip has increased significantly. While parents paid an average of 490 euros in 2021, they paid an average of 575 euros in 2022. This means a price increase of 17 per cent. The increased price is also noticeable in the different price ranges. Although the majority of trips cost between 300 and 400 euros, around 15 per cent of parents spend 600 to 700 euros on their children's holiday camps and 10 per cent of them spend more than 1000 euros.

Taking a look at our travellers' country of origin and holiday destinations, we can see that 65 per cent of travellers come from Germany, followed by 12 per cent from France and 6 per cent from the Netherlands. In total, children and teenagers from 67 countries travelled with us in 2022, compared to only 38 countries in 2021. This represents an increase of 76 per cent.



The trips in 2022 went to 21 different destinations. Germany is clearly the leading destination, accounting for 54 per cent of all trips. It is followed by France, the Netherlands, Spain and Austria. Places 5 to 10 of the top destinations are covered by Portugal, England, Belgium, Sweden and Italy.

On most of Juvigo's platforms, significantly more trips are arranged in the respective domestic country than trips that go abroad. Only in Switzerland do only 43 per cent of the children and young people stay in their home country, while 57 per cent go on a trip abroad. While in Italy and Belgium there are only slight differences in the distribution of domestic and international trips, in the other countries there is a ratio of a quarter of international trips to three quarters of domestic trips.

If we look at the bookings throughout the year, it becomes clear that most bookings take place in the first half of the year. In December, between Christmas and New Year's Eve, families actually start planning the following year and so bookings increase until they peak in May and June. From August onwards, only a few trips are arranged. These mainly take place during the autumn and Christmas holidays, e.g. winter sports camps.

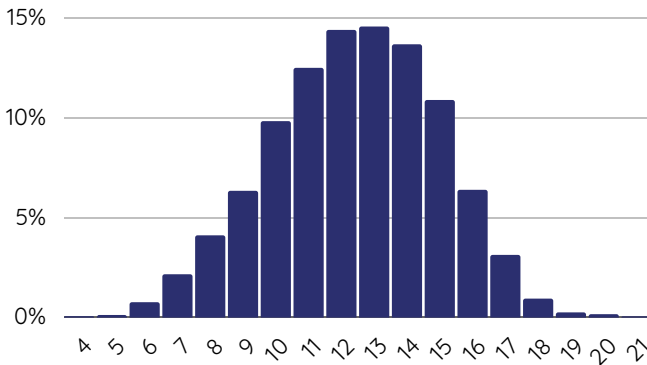
This year, for the first time, we take a look at the positive effects of Juvigo's internationalisation. On the one hand, our tour operators benefit from it and on the other hand, the customers do. For example, Austrian tour operators were able to generate 47 per cent of their bookings via international platforms - that is, all platforms except [juvigo.at](https://www.juvigo.at). Belgian tour operators also benefit, receiving 40 per cent of bookings that did not come via [juvigo.be](https://www.juvigo.be).

If we look at the customer side, we see that children and young people from the Netherlands, Switzerland and Italy benefit from the international portfolio. For example, 28 per cent of Dutch customers book with a non-Dutch tour operator. In Switzerland it is even 62 per cent and in Italy over 40 per cent who book with a foreign tour operator.

**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 images on request.**



## AGE & GENDER OF TRAVELLERS



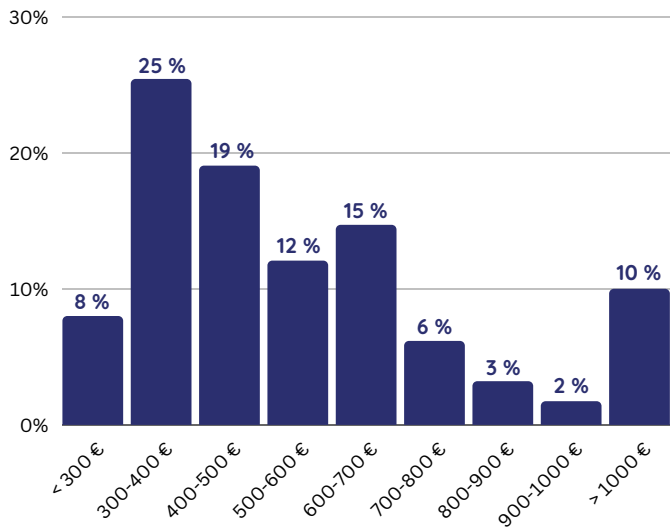
**Ø 12,5 years**  
average age

**51,1 % female**  
**48,9 % male**

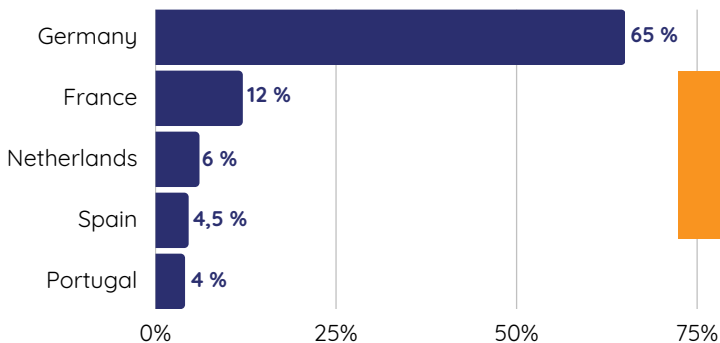
## TRAVEL PRICE & TRAVEL DURATION

**Ø 7 nights**  
travel duration

**Ø 575 €**  
per trip

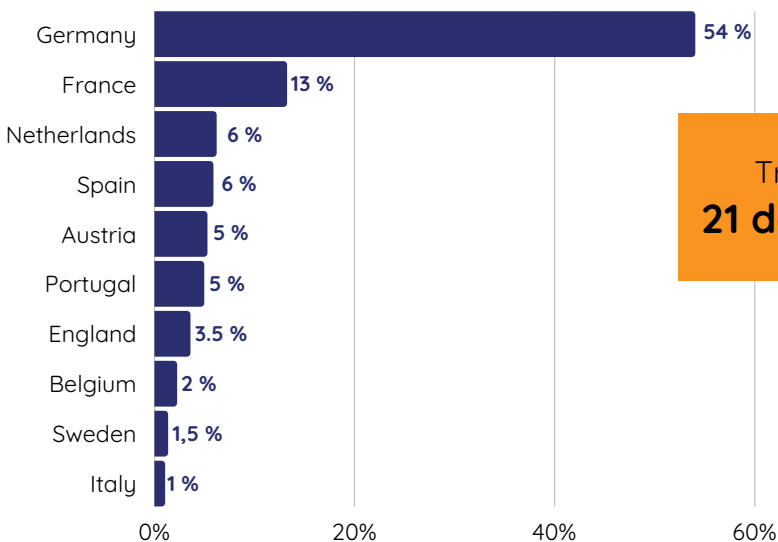


## TOP 5 SOURCES



Travellers from  
**67 nations**

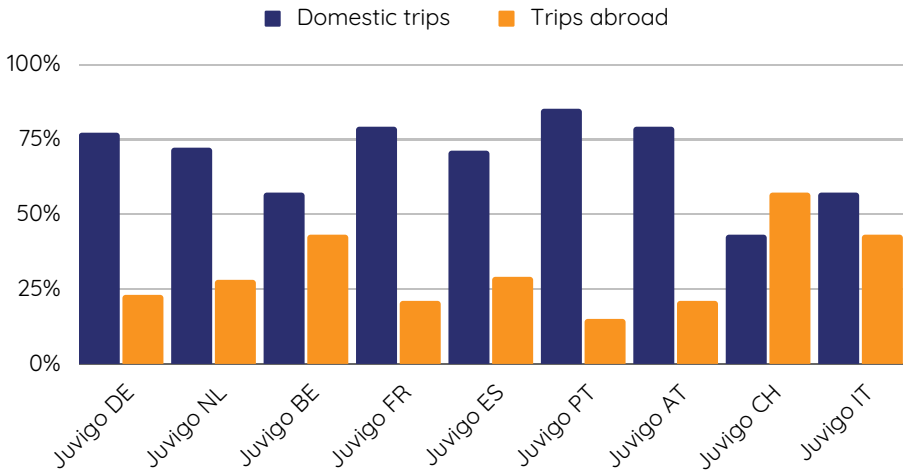
## TOP 10 DESTINATIONS



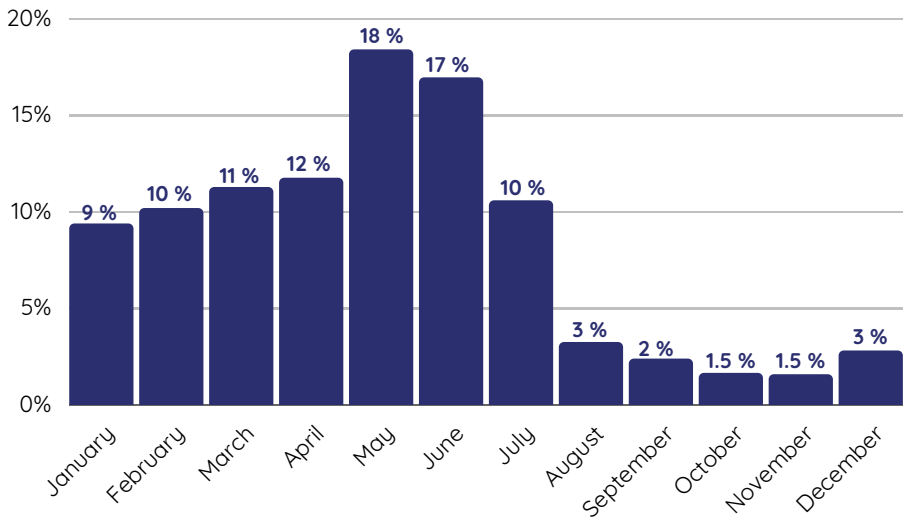
Travelling to  
**21 destinations**



## DOMESTIC TRIPS VS. TRIPS ABROAD



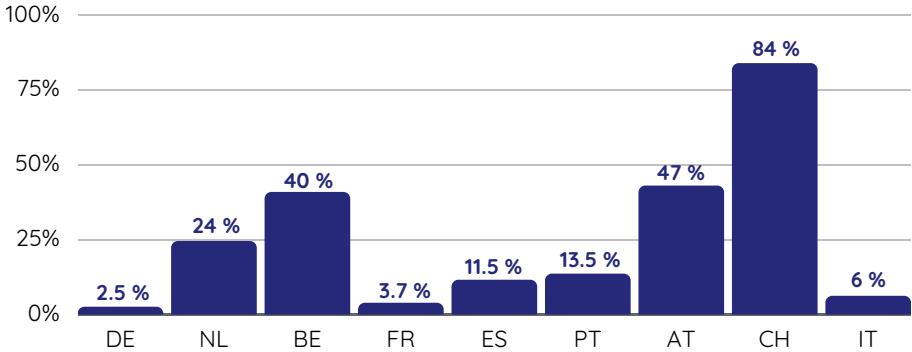
## BOOKINGS DURING THE YEAR





# TOUR OPERATORS BENEFIT FROM INTERNATIONALISATION

Share of bookings that local tour operators generate on international Juvigo platforms



Austrian tour operators generate 47 per cent of their bookings on international Juvigo platforms (i.e. all platforms except juvigo.at)

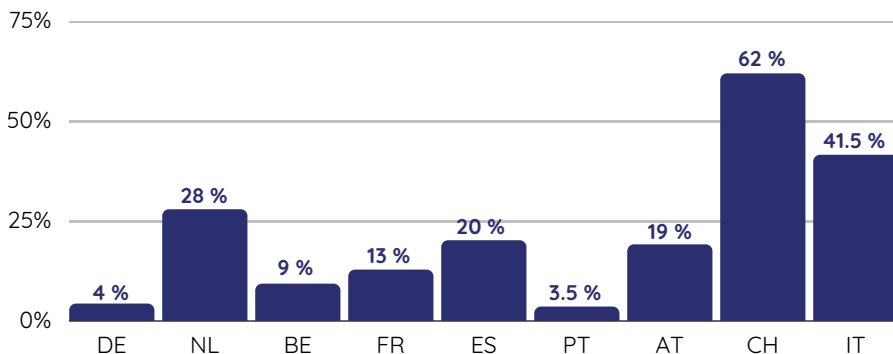
Juvigo has become more and more international in recent years and further platforms in Europe were launched. Both our tour operators and the parents and children who book their trips with Juvigo benefit from this internationalisation.

The upper chart shows that our Swiss, Austrian and Belgian tour operators in particular benefit from internationalisation. More than 80 per cent of bookings for our Swiss tour operators are generated via the non-Swiss Juvigo platforms. Likewise, Austrian partners in particular receive many bookings that were not booked via juvigo.at.



## CUSTOMERS BENEFIT FROM INTERNATIONALISATION

Share of bookings that customers book with a foreign tour operator



28 per cent of dutch customers book with a foreign instead of a dutch tour operator.

On the other hand, customers also benefit from Juvigo's cross-border internationality. Especially on the Swiss Juvigo platform, trips are offered by our international tour operators. And Italian parents and children also benefit from the trips offered by other tour operators. Over 40 per cent of all bookings made via juvigo.it are trips by our non-Italian partner tour operators. In Switzerland, it is even more than 60 per cent. This gives parents and children a significantly larger portfolio of trips to book.








## 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, Jugendtours, 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 overnight stays throughout Europe. Juvigo employs almost 50 people, who manage all international markets centrally from the Berlin office.

## CONTACT US

 [www.juvigo.de](http://www.juvigo.de)    [www.juvigo.fr](http://www.juvigo.fr)    [www.juvigo.at](http://www.juvigo.at)  
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 <https://juvigo.careers/>

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**Press contact:**

Romie Bruk

[romie@juvigo.de](mailto:romie@juvigo.de)

+49 - 30 - 86 800 10 63



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