

PRE-PUBLICATION  
**SURVEY FINDINGS**  
RELEASE

# Winning Inbound International Youth and Student Travelers

Published by:



Global Survey by:



The cover of the report features a group of four young adults (two men and two women) posing in an airport terminal. They are sitting on luggage, with one man standing behind them with his arms raised. The background shows a large, modern airport structure with a glass and steel facade. The title "BUILDING YOUTH & STUDENT TRAVEL TO THE UNITED STATES" is prominently displayed at the top. The HI USA logo is in the top right corner. A white box in the center contains the text "Late Spring 2025 Release". At the bottom, there is a list of key findings and logos for the Global Youth Travel Survey and Wyse Travel Confederation.

  
HI USA

**BUILDING YOUTH & STUDENT TRAVEL**  
TO THE **UNITED STATES**

Late Spring  
2025  
Release

- U.S. market insights
- Global traveler survey data
- Innovations from other countries

 GLOBAL YOUTH TRAVEL SURVEY BY:  
 WYSE TRAVEL CONFEDERATION

Published by:



Serves mainly 18-34 year-old travelers  
with the largest U.S. hostel network

Global survey by:



Global youth and student travel trade  
association with research arm



# Why Inbound International Youth and Student Travelers?



## GLOBAL SURVEY FINDINGS:

- Higher average trip spend
- Diversified trip funding
- Wide travel footprint
- Powerful motivations



What's the Opportunity:  
**Youth Average  
Trip Spend is  
Higher**

Reason: Longer stays

**\$2987**

Youth Travelers to the U.S.

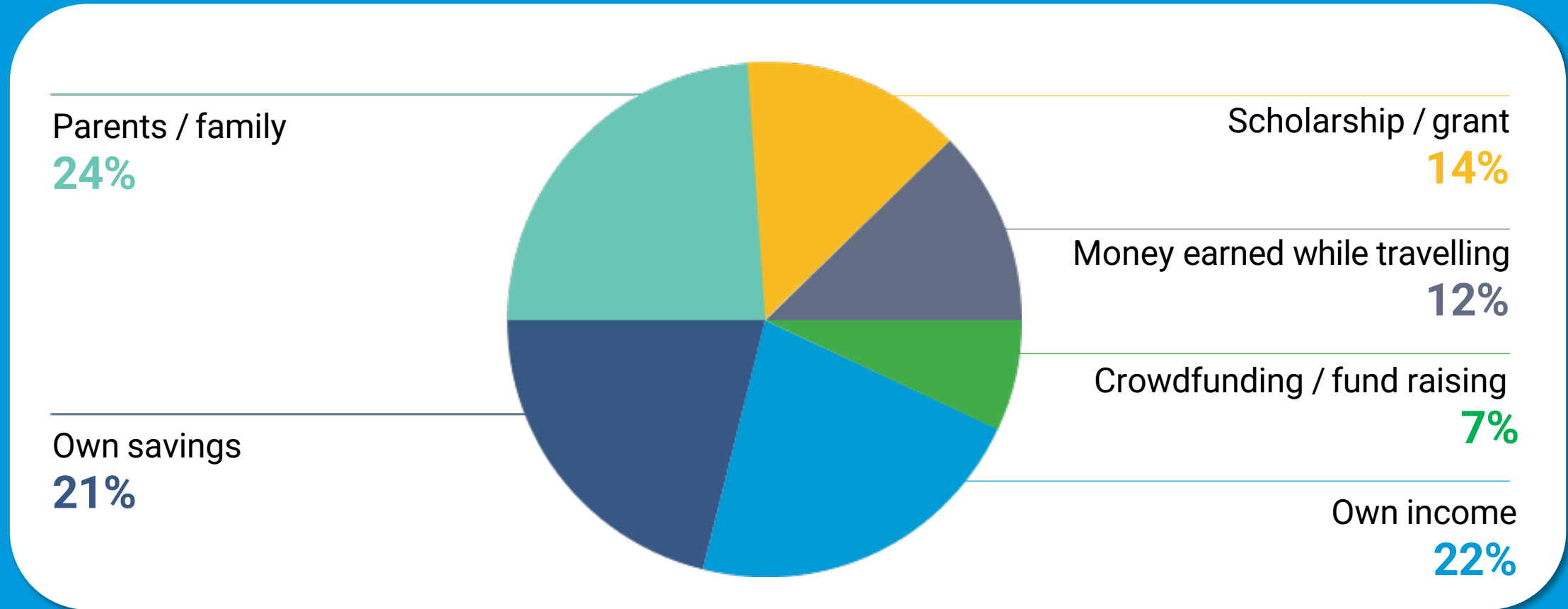
VS

**\$2576**

All U.S. Inbound Travelers

*Source: Profile of Today's International Youth Traveler to the U.S., Appendix A,  
Building Youth and Student Travel to the United States (Spring 2025 release)*

# What's the Opportunity: Diversified Trip Funding



Reason: Stage of life

What's the Opportunity:

# Youth Travel Footprint Is Wide

Reason: Longer stays;  
specialized visas;  
travel motivations



**43%**

Major cities

**34%**

Smaller  
cities/towns

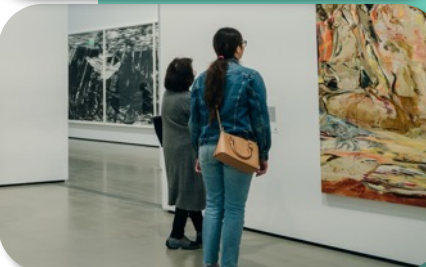
**22%**

Rural areas

Source: Profile of Today's International Youth Traveler to the U.S., Appendix A,  
Building Youth and Student Travel to the United States (Spring 2025 release)

What's the Opportunity:  
**Youth Travel  
Motivations  
Are Powerful**

Reason: Stage of life



1. Explore Other Cultures
2. Relax and Avoid Stress
3. Experience Everyday Life in Another Country
4. Increase My Knowledge
5. Learn More About Myself

Source: Profile of Today's International Youth Traveler to the U.S., Appendix A, Building Youth and Student Travel to the United States (Spring 2025 release)



## THE CASE FOR BUILDING YOUTH TRAVEL TO THE UNITED STATES

International youth travelers visit the U.S. for leisure, education and cultural exchange, experiencing all our country has to offer while generating significant spending. A forthcoming report from Hostelling International USA, *Building Youth and Student Travel to the United States*, provides important insights into the market. It includes findings from an exclusive global survey of U.S. inbound international travelers aged 15-29 conducted by the WYSE Travel Confederation for HI USA. The survey explores the motivations, attitudes, spending and travel patterns of these young U.S. visitors. The data-rich 84-page report is scheduled for release in Spring 2025. Key findings include:



**HI USA**  
**Hostelling International USA**  
is an education nonprofit organized to deliver lodging and programs with the larger aim of building cultural understanding through travel. HI USA is sponsoring this report as part of our efforts to promote youth and student travel to the United States.  
[www.hiusa.org](http://www.hiusa.org)

- 1. Young Travelers Often Spend More Than Other Visitors**  
Inbound youth and student international travelers have a higher average U.S. trip spend than other international visitors. The survey reports the average trip spend by these young travelers visiting the U.S. is \$2,987, compared to \$2,576 for international visitors<sup>1</sup> of all ages. And 68% of their total trip budget is spent within the USA (74% if spending with U.S. carriers is included) compared to 61% of all travelers. Like other travelers, the average U.S. trip spend of inbound youth travelers tends to vary depending on their region or country of residence.<sup>2</sup>
- 2. And Stay Longer Than the Average Visitor**  
The average stay of a young international traveler is nearly 30 days longer than all international visitors to the United States: 50 nights vs. 21 nights. Cultural exchange, study, and temporary work programs enable young travelers to stay longer with specialized visas. And their personal and career commitments at home are fewer during their stage of life.
- 3. Young Visitors Are More Likely to Visit Less-Traveled Places**  
Longer visits to the United States, cultural exchange programs, and educational studies in non-urban destinations provide opportunities to explore less-traveled destinations. Although inbound youth and student travelers still visit top U.S. tourist spots such as New York City, Los Angeles, and Orlando, their full itineraries tend to be far more extensive. They report visiting a decidedly diverse mix of U.S. destinations: major cities (42%), smaller cities/towns (34%) and rural areas (22%). This wider travel pattern with the U.S. can boost the economies of smaller, typically less-traveled destinations.

<sup>1</sup> Calculated from Survey of International Air Travelers (SIAT) 2021/2022, average for overseas, Mexico and Canada arrivals. Source data at U.S. Department of Commerce, International Trade Administration (2024). Survey of International Air Travelers. <https://www.trade.gov/survey-international-air-travelers> | <sup>2</sup> For instance, if the calculation exclude spending of youth travelers originating from neighboring countries Canada and Mexico, the U.S. Inbound Youth Traveler Survey found the average U.S. trip spend for only overseas youth travelers is \$3,145.

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Get a first look at **key survey findings**, and ...



receive a copy of HI USA's ***Building Youth & Student Travel to the United States*** report free of charge when its released