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2025
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Breakout: Tomorrow's Changemakers

How Will Today's Generation Reshape Our Industry?



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CEO, HI USA



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Executive Director
Travel Unity



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Student
University of Utah



WEDNESDAY 11:15 - 12:15 PM

PRE-PUBLICATION
SURVEY FINDINGS
RELEASE

Winning Inbound International Youth and Student Travelers

Published by:



Global Survey by:



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- 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 visitors¹ 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.²
- 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 (43%), 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.

¹Calculated from Survey of International Inbound Travelers (SIBT) 2022/2023, average for overseas, Mexico and Canada arrivals. Source: Bureau of Economic Analysis, International Trade Administration (ITA), Survey of International Inbound Travelers. <https://www.trade.gov/survey-international-inbound-travelers> ²The intent of the statistic is to illustrate 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 \$3,141.

EXCERPT FROM: BUILDING YOUTH AND STUDENT TRAVEL TO THE UNITED STATES
Publisher: Hostelling International USA | Anticipated Release: Late Spring 2025



THE CASE FOR BUILDING YOUTH TRAVEL TO THE UNITED STATES

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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

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¹ Calculated from Survey of International Travelers (SIT) 2021/2022, average for overseas, Mexico and Canada combined. Source data at U.S. Department of Commerce, International Trade Administration (2024). Survey of International Travelers. <https://www.trade.gov/survey-international-travelers> | ² For instance, if the calculation includes 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.

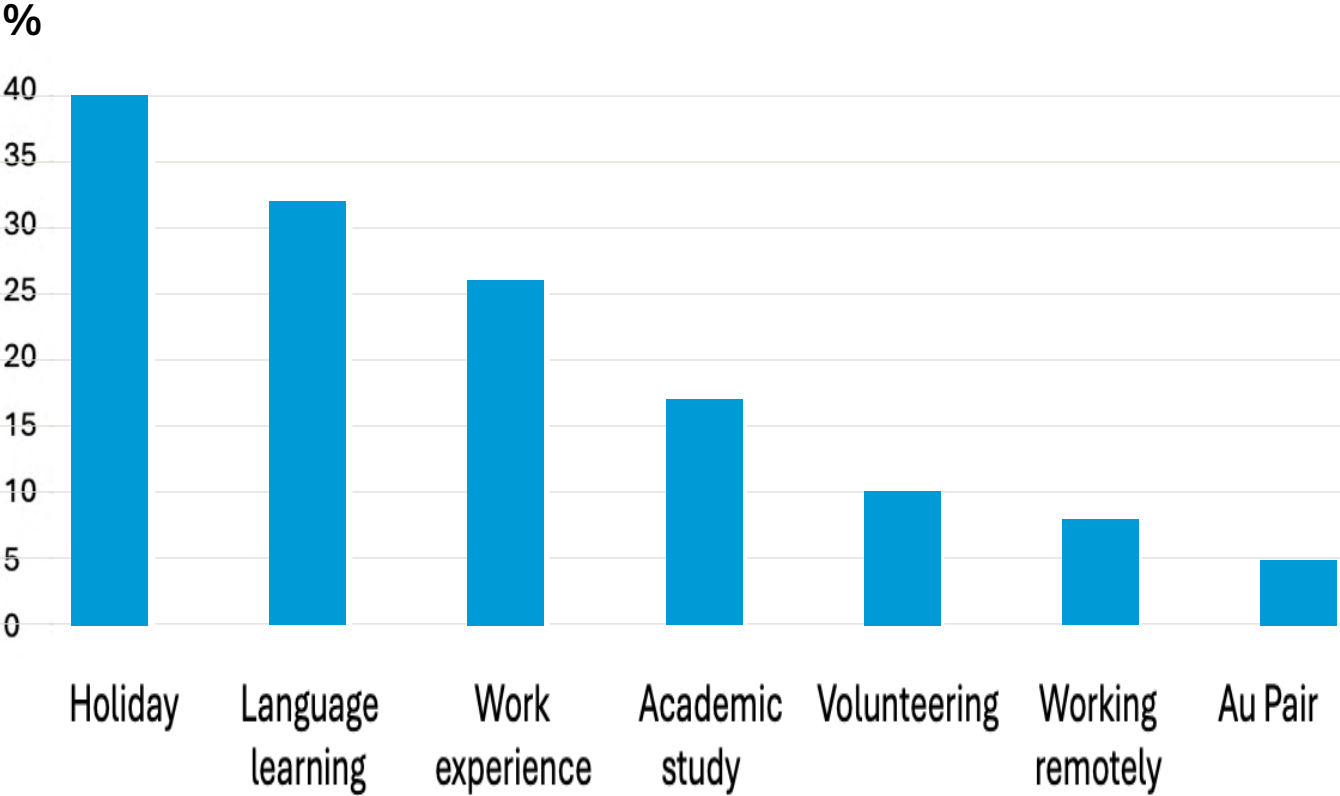
QUESTIONER CONTACT: RESEARCH@HIUSA.ORG

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

Trip Purpose



Funding Sources

Parents / family

24%

Own savings

21%

Scholarship / grant

14%

Money earned while travelling

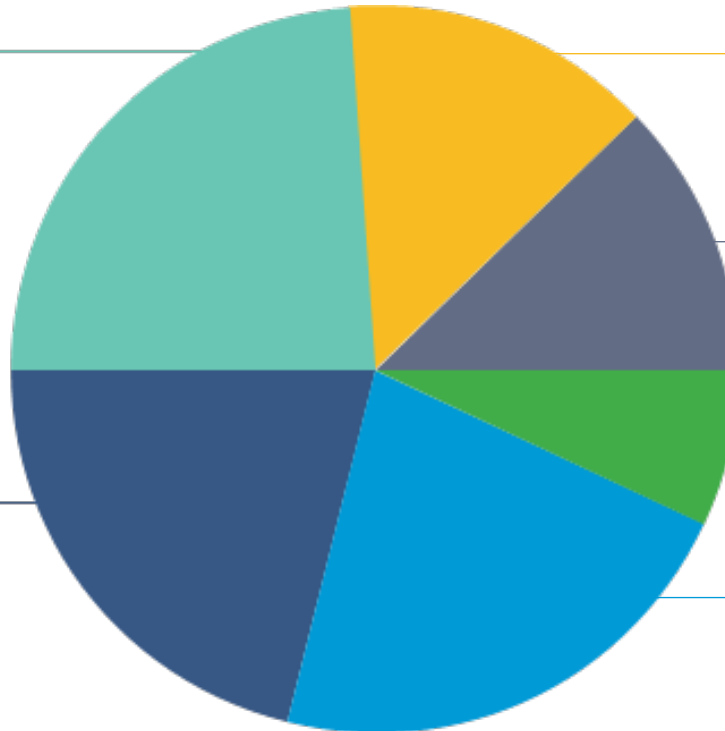
12%

Crowdfunding / fund raising

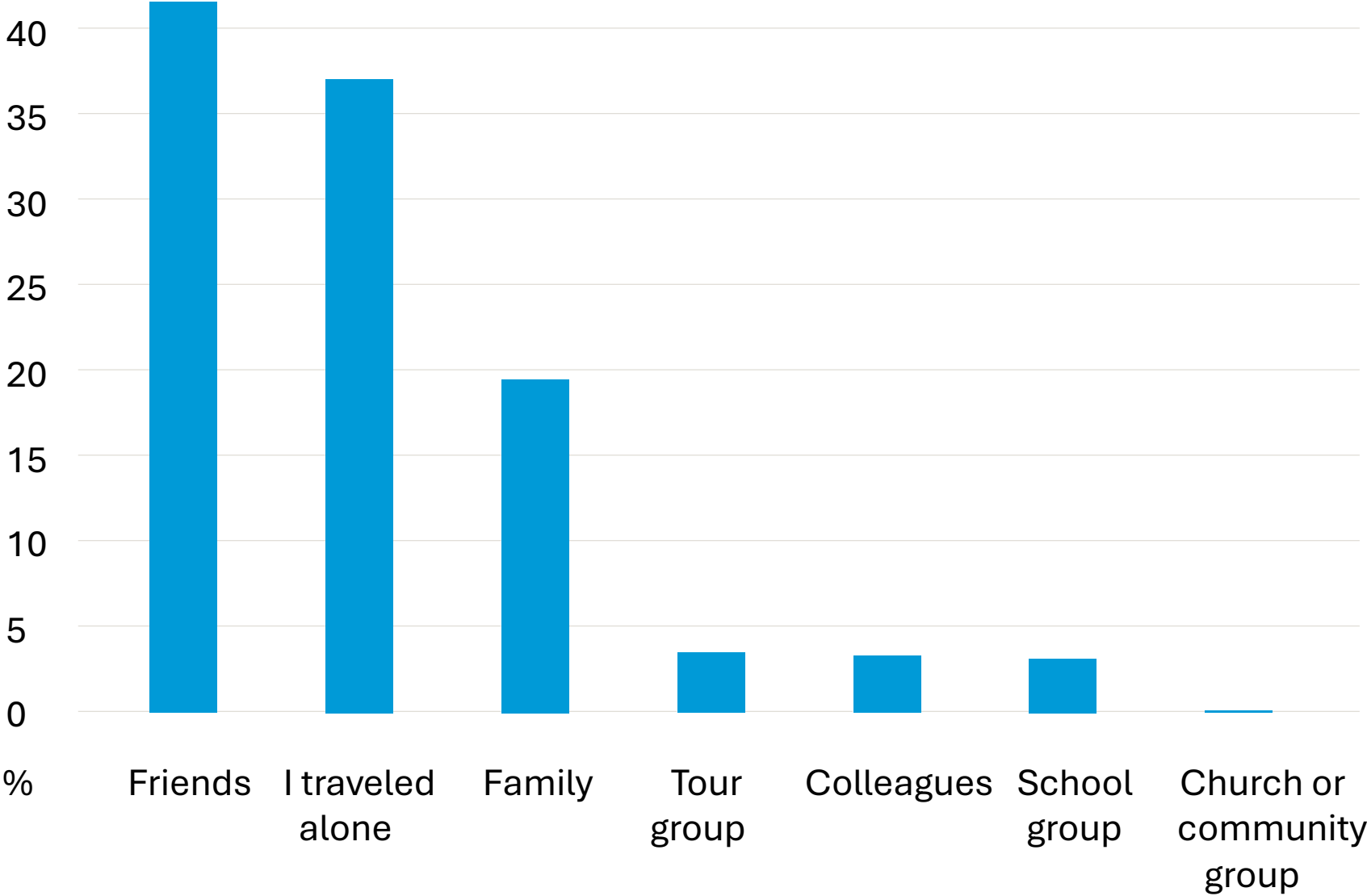
7%

Own income

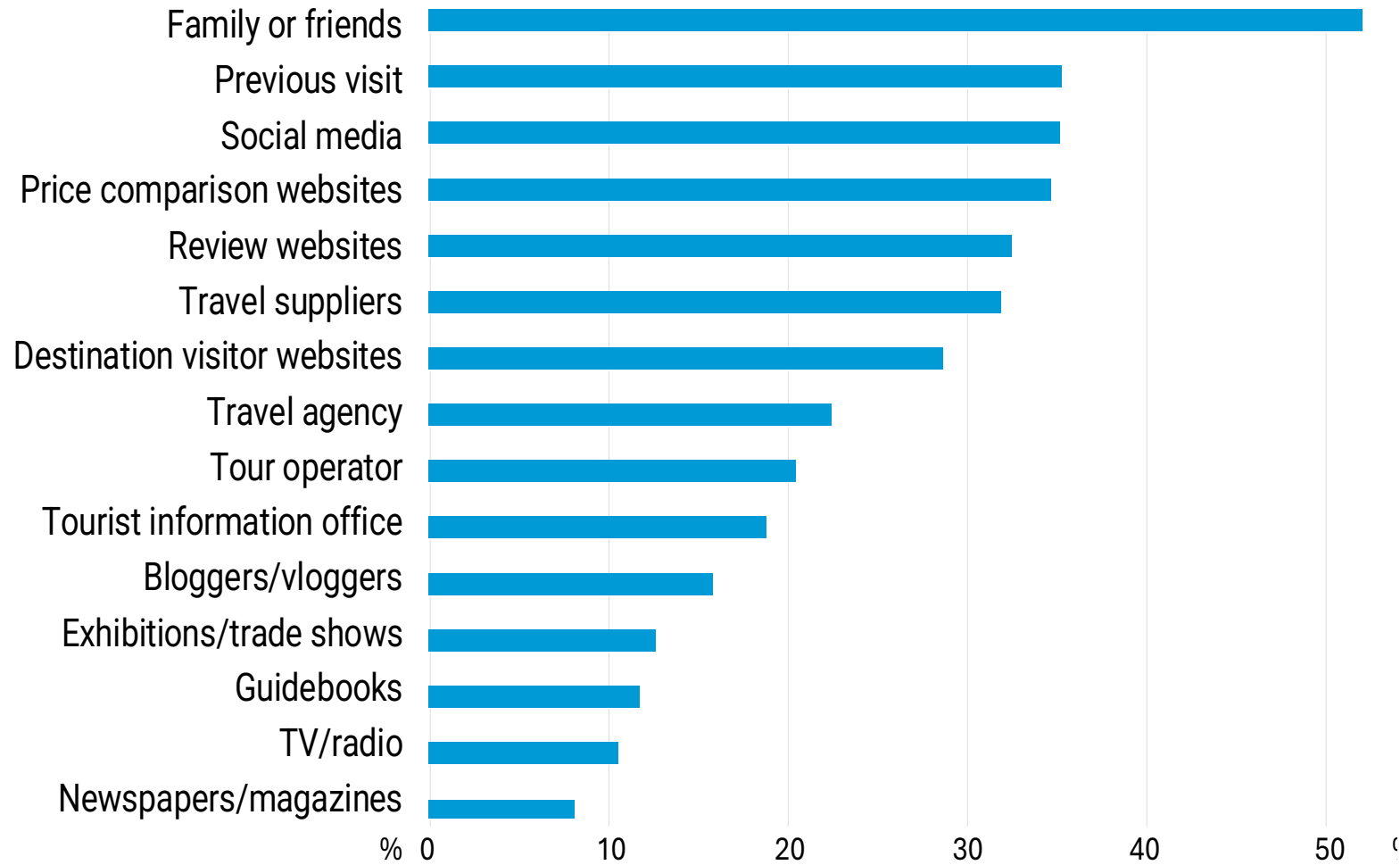
22%

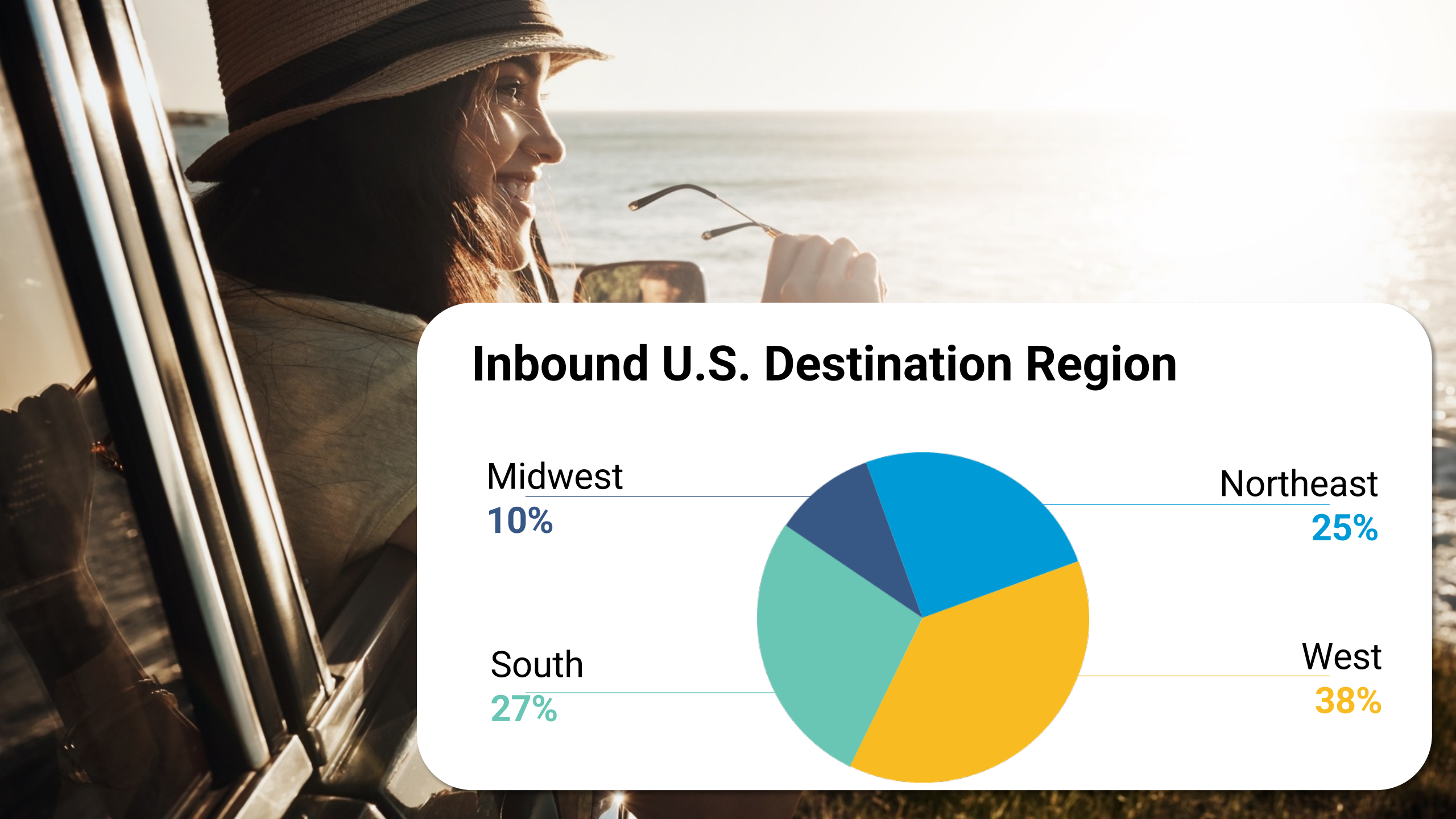


Travel Group



Information Sources





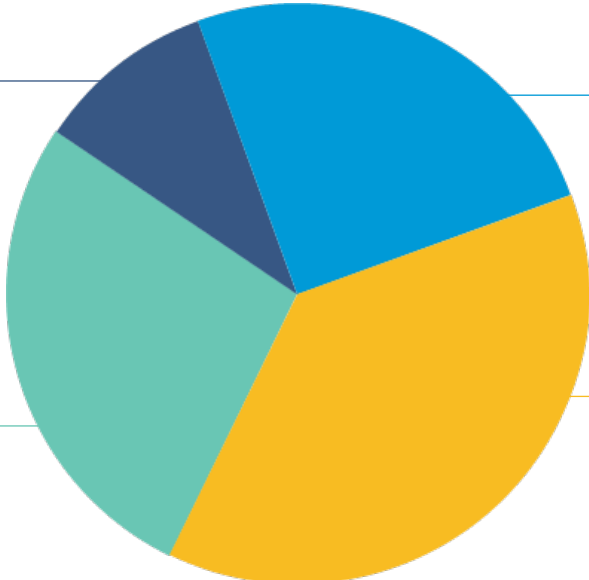
Inbound U.S. Destination Region

Midwest
10%

Northeast
25%

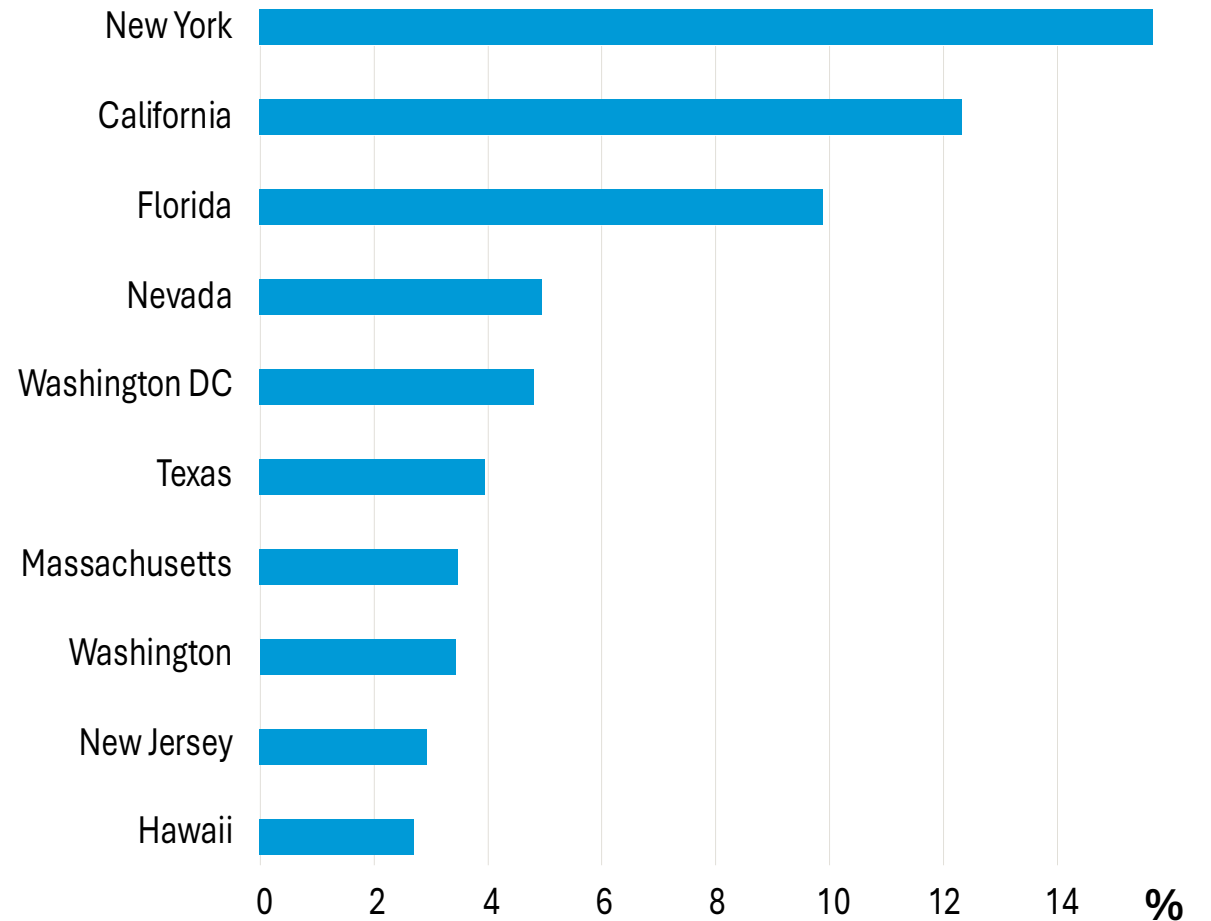
South
27%

West
38%

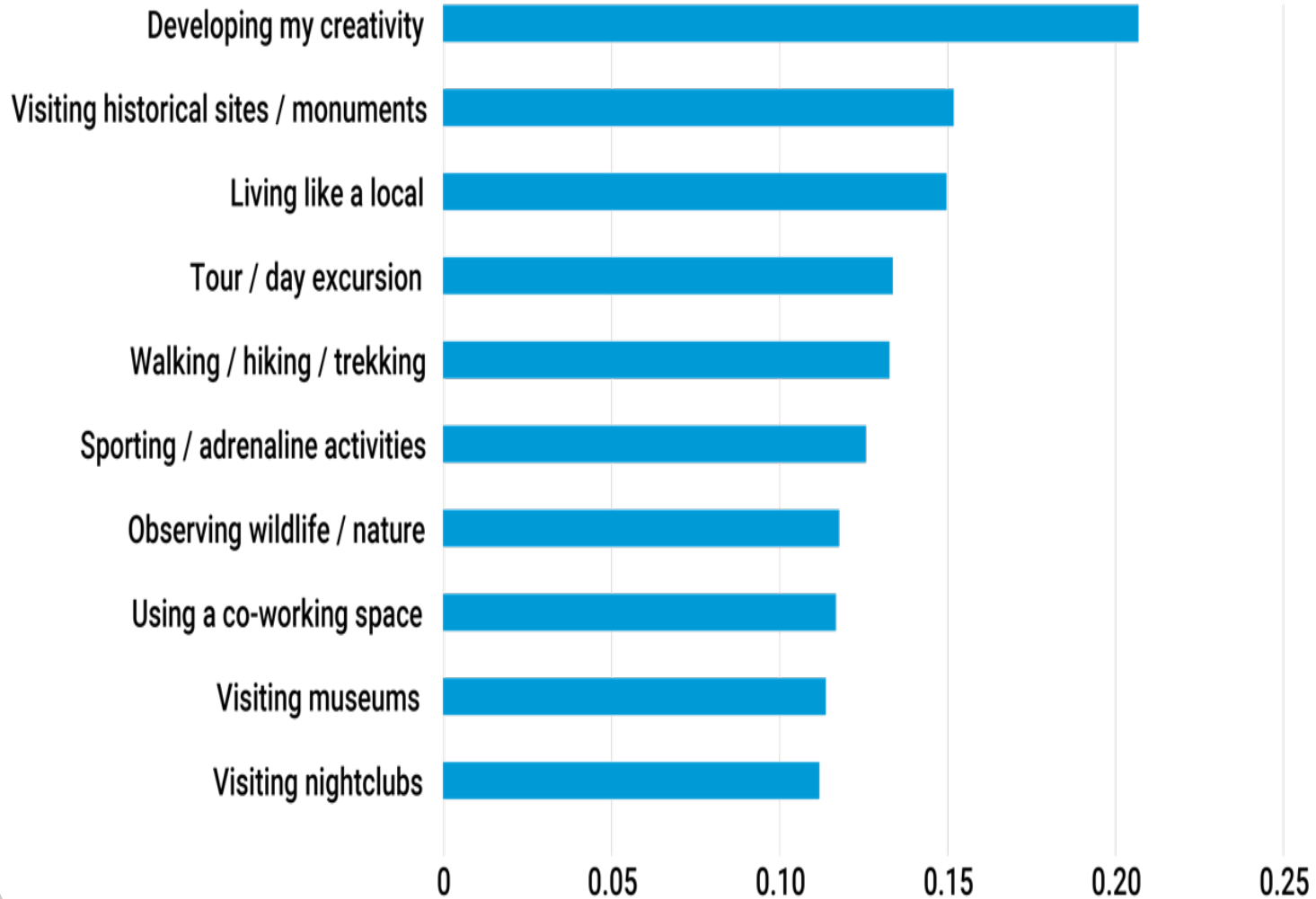




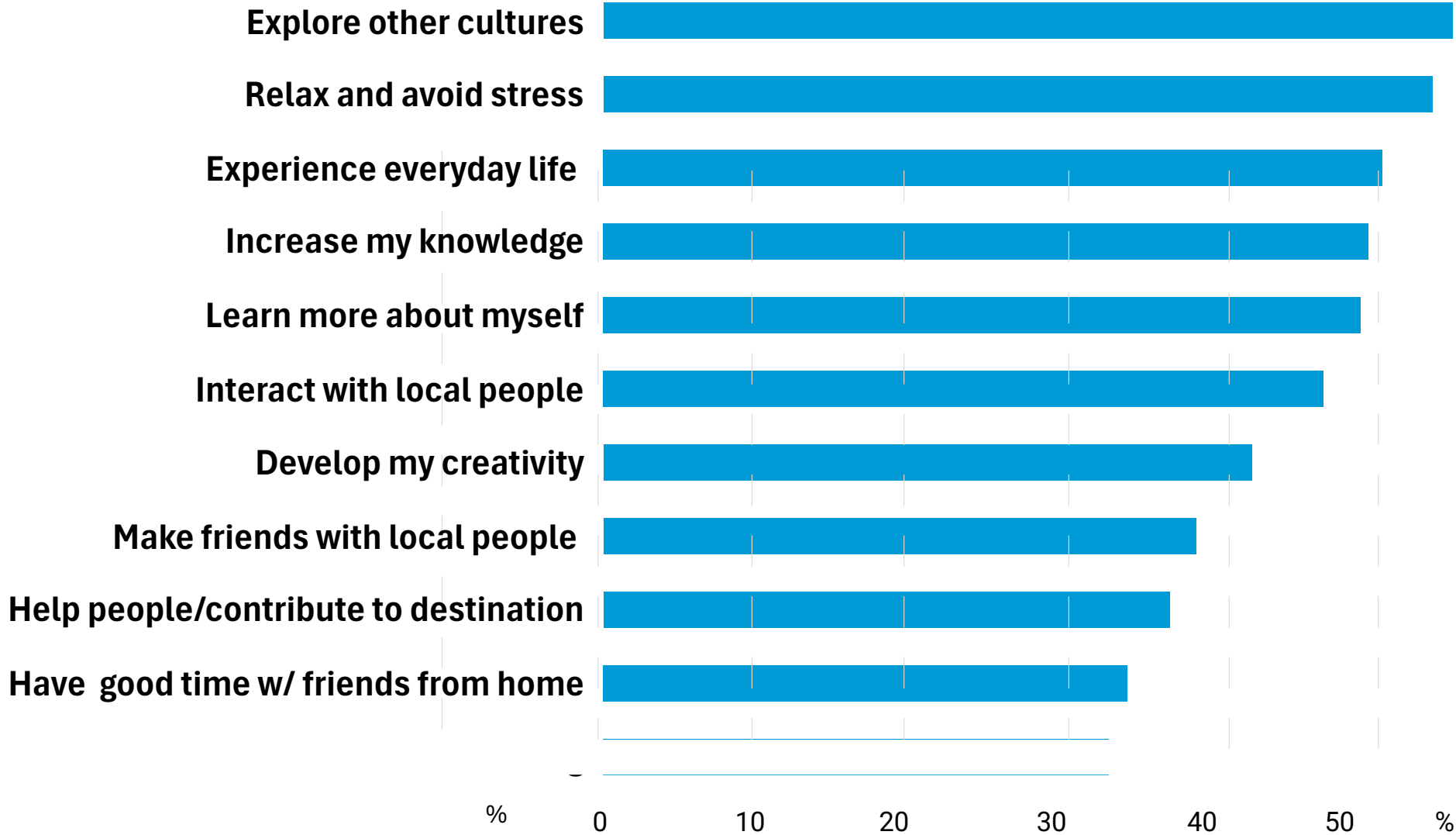
Top U.S. States Visited by Youth Travelers



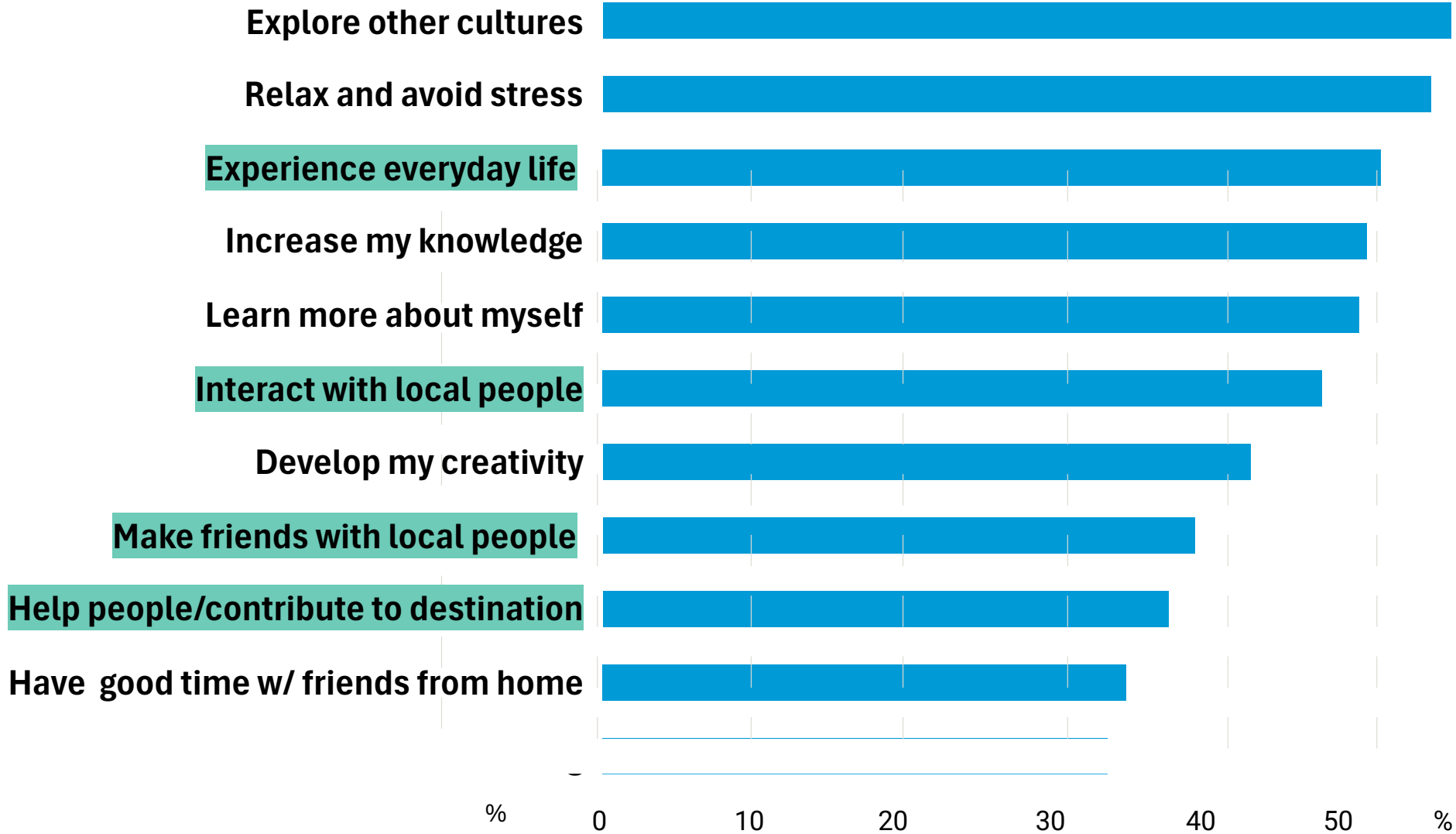
Correlation Between Activities and U.S. Visit Satisfaction



Travel Motivations



Travel Motivations



Sustainability

AGREE/ STRONGLY AGREE	Gen Y	Gen Z
Travel experience caused them to adopt a more sustainable lifestyle	57%	77%
Awareness of their own environmental impact increased as a result	65%	83%

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Survey of International Inbound Travelers: <https://www.trade.gov/survey-international-inbound-travelers> | For instance, if the destination outside 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 \$3,441.