



# Youth Tourism for all

(from 16 to 25 years old)

## Two types of projects

- ✓ Sac ados : 3.000 people in 2007
- ✓ Parcours Vacances : 2.000 in 2007



## One aim

- ✓ To sustain young people (from 16 to 25) in the auto organisation of their holidays
- ✓ Using a methodology of « project »



## Sac ados

- ✓ Average age: 18,1
- ✓ First holiday by themselves: 50%
- ✓ Never going to holidays: 28%
- ✓ Young women: 42,2%
- ✓ Duration of stay: 10,7 days
- ✓ Budget/day/person: 43,5 €
- ✓ Number of meetings to prepare the departure: 3,5

# Parcours Vacances

- ✓ Average age: 21,9
- ✓ First holiday by themselves: 60%
- ✓ Never going to holidays: 54%
- ✓ Young women: 56,6%
- ✓ Duration of stay: 13,3 days
- ✓ Budget/day/person: 38 €
- ✓ Number of meetings to prepare the departure: 3

# Evaluating the targeted public

Building special indicator :

- Fragile housing
  - Unemployment or small job
  - Sex: being a woman
  - Age: under 18
  - Experience of holidays without adults
  - Never going to holidays or less than once a year
- ✓ Sac-ados: 1,40
- ✓ Parcours Vacances: 2,58

## Going abroad

- ✓ With a public who never travelled, a home country destination is a good first step
- ✓ Then the question of going to holidays in Europe occurs



# Agence Nationale du Chèque Vacances

- ✓ Chèque Vacances is a voucher
- ✓ More than 100.000 places to exchange these vouchers: hotels, restaurants, camps, museums, sports dealers etc...
- ✓ 1,05 billion € in vouchers each year
- ✓ A state company produces these vouchers
- ✓ About 16 M € each year as benefit
- ✓ This money is reinvested in social tourism

## Parcours vacances

- ✓ Financial part of Parcours vacances is given on this social budget of the ANCV
- ✓ 2007 : 300.000 € that is to say 150 € per person

# What kind of offer for that type of public ?

- ✓ A festive offer - festivals, music, dancing at night...
- ✓ Offers of discovery in the proximity are not to be banned but not too much, it has to leave free time
- ✓ A non compulsory offer: tight schedules are banned
- ✓ «As you please » is a good motto

# Youth Hostels ?

In France,

- ✓ The more you are far from going to holiday, the less you think to youth hostels, why ?
- ✓ An old image is lingering :
  - Collective system
  - Restraints
  - Not a festive system

# Importance of the time of reservation

- ✓ More or less they need to have all required explanations.
- ✓ The less they have a touristic approach, the more they need help for what can be regarded as evidence
- ✓ The question of payment

## About payment

- ✓ Visa card is more or less, not an option for these young people.
- ✓ Vouchers are valuable only on national territory
- ✓ Local authorities are looking for a safe system to deal with money
- ✓ Something to think about