

Unlock the **student travel boom** this January!

Why January is your golden opportunity

- It's student loan season, and wanderlust is in the air! A whopping **64%** of students are dreaming of adventures abroad.
- What's on their minds? Affordability (**62%**) and value-packed deals (**53%**) are the tickets to Gen Z's hearts and wallets.
- Post-peak lull? Not for you! It's prime time for travel brands to capture the student market.

We're your perfect travel companion

- **83%** of students would be more likely to shop with a brand if they offered a student discount.
- January's our hottest month for holidays, with an average booking value of **£1,786**. Don't let your competitors steal the spotlight!

Road to success

- **Beat the rush!** Lock in your media now to ride the wave of peak holiday bookings.
- **Irresistible offers** - **92%** of students are more likely to buy with a discount, so give them an offer they can't refuse.
- **Tap into our platform** - reach, engage and convert millions of spend-ready students.

Ready to take flight with us this January?



PION!

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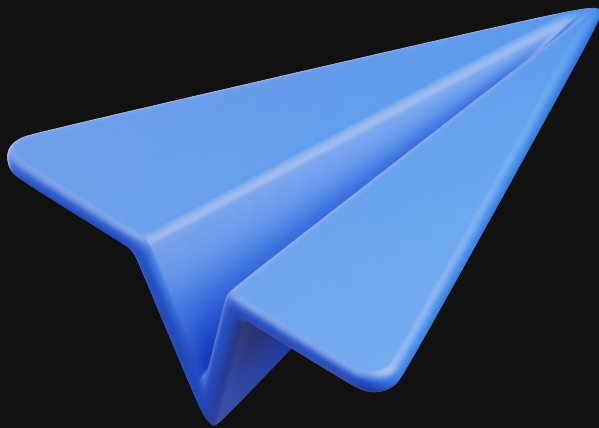
Student loan drop travel case studies

PION!



 Hotels.com™

Positioning Hotels.com as the go-brand for Gen Z, we collaborated on a creators campaign that resulted in over:



1.7M
VIEWS AND +19% IN
TRANSACTIONS MOM



virgin atlantic 
holidays

Virgin Holidays started the year with conversion media that saw their codes **increase 161% MoM** and saw AOV skyrocket by:

52%

 TUI

TUI ran a bottom of funnel campaign to convert users during this peak period. Running a paid social, emails and app media TUI saw a:

130%

INCREASE IN MOM REVENUE

140%

INCREASE IN MOM CODES

