

PION!

# 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?



**92%**  
OF STUDENTS ARE MORE LIKELY TO BUY WITH A DISCOUNT

**83%**

OF STUDENTS WOULD BE MORE LIKELY TO SHOP WITH A BRAND IF THEY OFFERED A STUDENT DISCOUNT

**64%**

OF STUDENTS ARE DREAMING OF ADVENTURES ABROAD

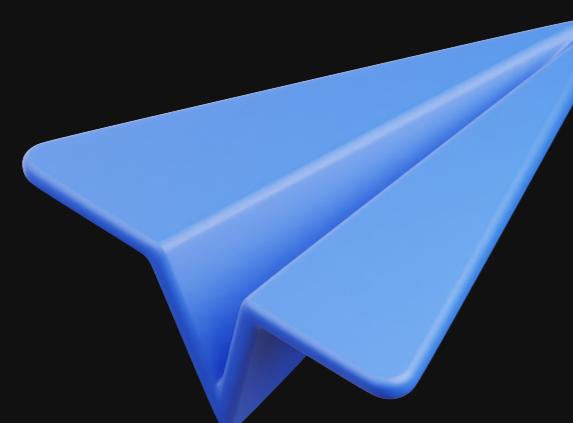


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# Student loan drop travel case studies



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



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% 140%**

INCREASE IN MOM REVENUE

INCREASE IN MOM CODES



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

**52%**