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Continued growth in youth travel accommodation sector

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STAY WYSE is gearing up to release the results of its annual youth travel accommodation (YTA) survey. The survey, now in its sixth year, continues to indicate that the industry has navigated the financial crisis reasonably successfully, with a sustained year-on-year growth in occupancy rates.

Ulises Ortega, Chairman of the STAY WYSE Association, said today, “These results are amazing and show what a vibrant and buoyant market there is in such hard times.” He went on to add, “We have seen some fascinating statistics come through this year, and we can now put actual figures to some of the market trends of occupancy seen in Australia, Europe, and the US.”

The survey of nearly 2,200 YTA establishments worldwide has become particularly important, because it is the only global indicator of the state of the YTA sector, and because it seeks to provide concrete business metrics that allow operators to benchmark their own performance against global and regional standards. la suite

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