

# HOST FORUM

# 2023

cīee<sup>®</sup> | SEASONAL EXCHANGES



# Sending Countries Market Shifts and Trends Showcasing Your Jobs



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# Work & Travel USA Sending Countries

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## Africa & Middle East

Botswana  
Egypt  
Jordan  
Nigeria  
South Africa

## Asia & Oceania

Armenia  
Australia  
China  
Georgia  
Indonesia  
Kazakhstan  
Malaysia  
Mongolia  
New Zealand  
Singapore  
Taiwan  
Thailand  
Uzbekistan

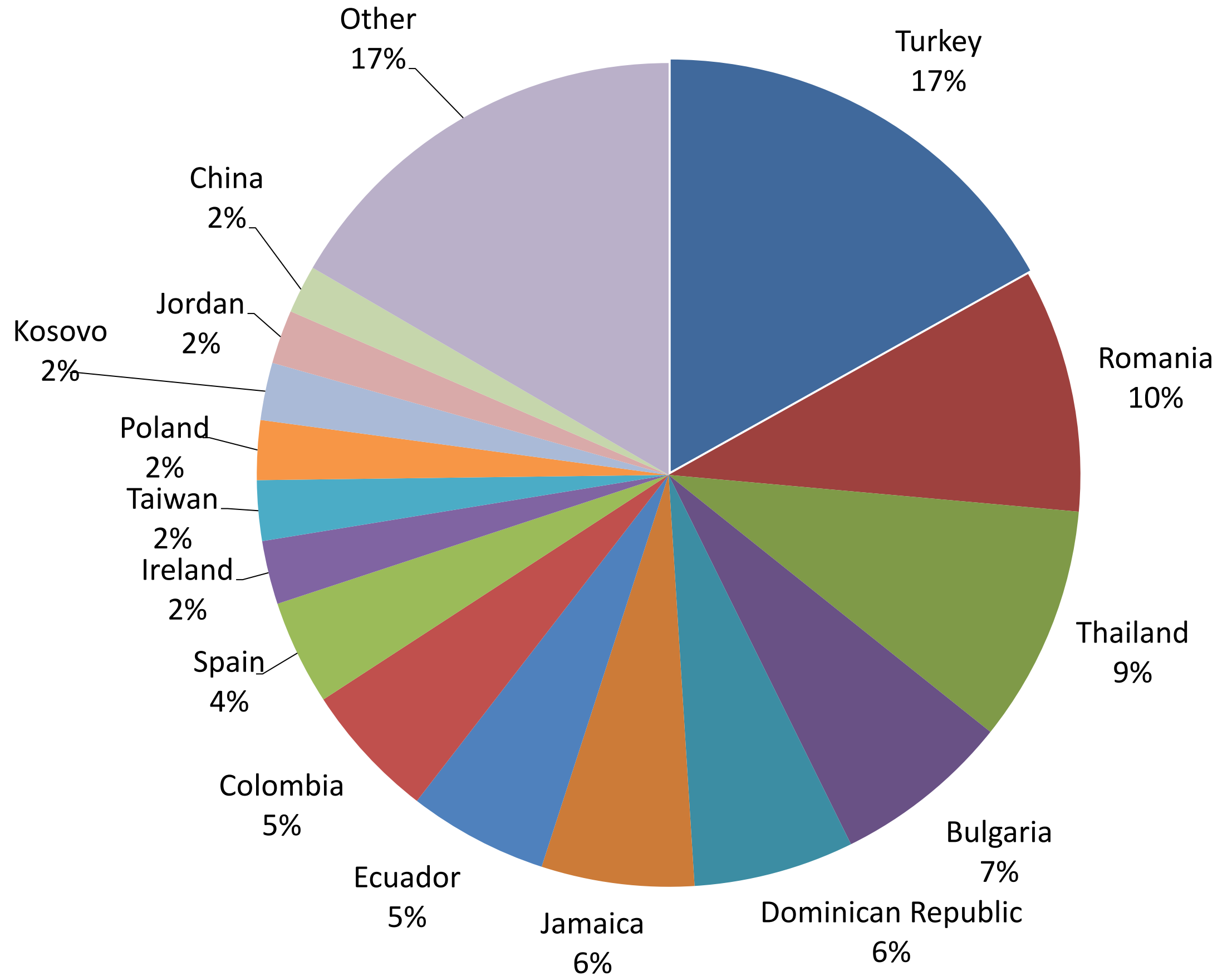
## Americas

Argentina  
Brazil  
Chile  
Colombia  
Costa Rica  
Dominican Republic  
Ecuador  
Jamaica  
Mexico  
Paraguay  
Peru  
Uruguay

## Europe

Albania  
Croatia  
Bosnia & Herzegovina  
Bulgaria  
Croatia  
Cyprus  
Czech Republic  
France  
Greece  
Ireland  
Kosovo  
Latvia  
Lithuania  
Montenegro  
North Macedonia  
Poland  
Romania  
Russia  
Serbia  
Slovakia  
Slovenia  
Spain  
Turkey  
Ukraine  
United Kingdom

# Sending Countries: Spring & Summer 2023



# Market Size

<100 participants

Albania  
Armenia  
Cyprus  
Egypt  
Greece  
Hungary  
Indonesia  
Latvia  
Slovakia  
Montenegro  
Mexico  
Serbia  
Philippines  
Russia  
United Kingdom  
Ukraine

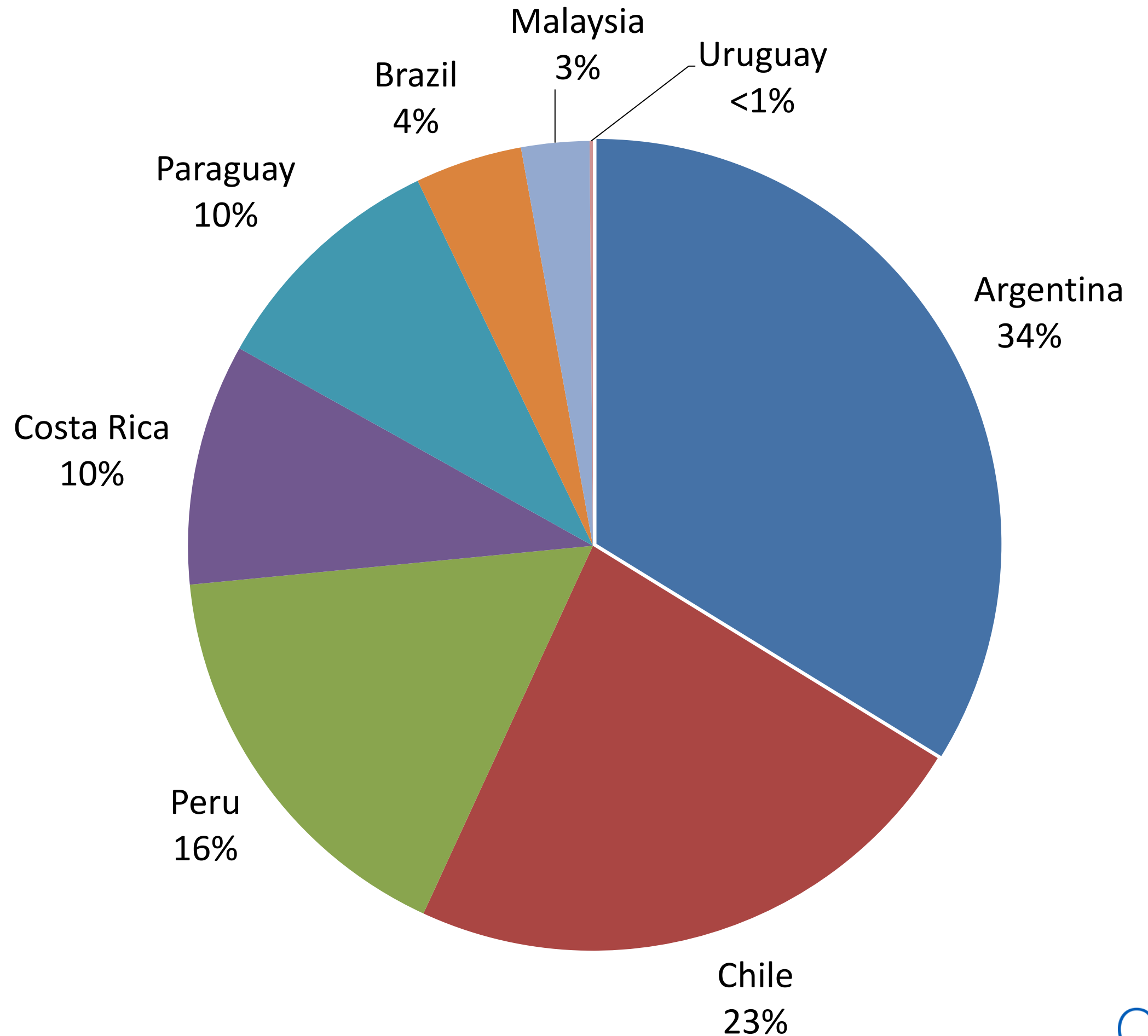
100-500 participants

China  
Ireland  
Czech Republic  
Georgia  
Croatia  
Jordan  
Kosovo  
Kazakhstan  
Lithuania  
Mongolia  
North Macedonia  
Malaysia  
Nigeria  
Taiwan  
Uzbekistan

>500 participants

Bulgaria  
Colombia  
Dominican Republic  
Ecuador  
Jamaica  
Poland  
Romania  
Spain  
Thailand  
Turkey

# Sending Countries: Winter 2024



# Market Trends



## Summer Predictions

- Strong early applicant interest
- But FOMO!
- Continued comparison of “Packages”
- Cancellations will decline

## Winter Trends

- High interest from Returners
- Early registrations for new applicants
- Early Placements
- Visa interview capacities increasing



# Market Trends

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## Growth Engines

Croatia

China

Colombia

Ecuador

Kazakhstan

Kosovo

Turkey

## Trending Down

Cyprus

Malaysia

Thailand

Uzbekistan

## Stay Tuned

Czech Republic

Dominican Republic

Ireland

Jamaica

Taiwan



# Visas

## Best rates

- ✓ Mexico: 100%
- ✓ Malaysia: 100%
- ✓ Ireland: 99%
- ✓ Spain: 98%
- ✓ Mongolia: 98%
- ✓ Taiwan: 97%
- ✓ Lithuania: 97%
- ✓ Bulgaria: 96%
- ✓ Jamaica: 96%
- ✓ China: 95%
- ✓ Colombia: 94%
- ✓ Ecuador: 93%

## Lower rates

- ✓ Georgia: 16%
- ✓ Uzbekistan: 16%
- ✓ Egypt: 32%
- ✓ Jordan: 45%
- ✓ Russia: 53%
- ✓ Turkey: 60%
- ✓ Kazakhstan: 74%
- ✓ Albania: 75%
- ✓ Dominican Republic: 77%

**Rates** can and do fluctuate from year to year due to several factors including the success of corrective actions

When you are hiring in lower rate markets, consider adding **extra interview slots** or **overhiring** to account for program cancellations.

# Gender

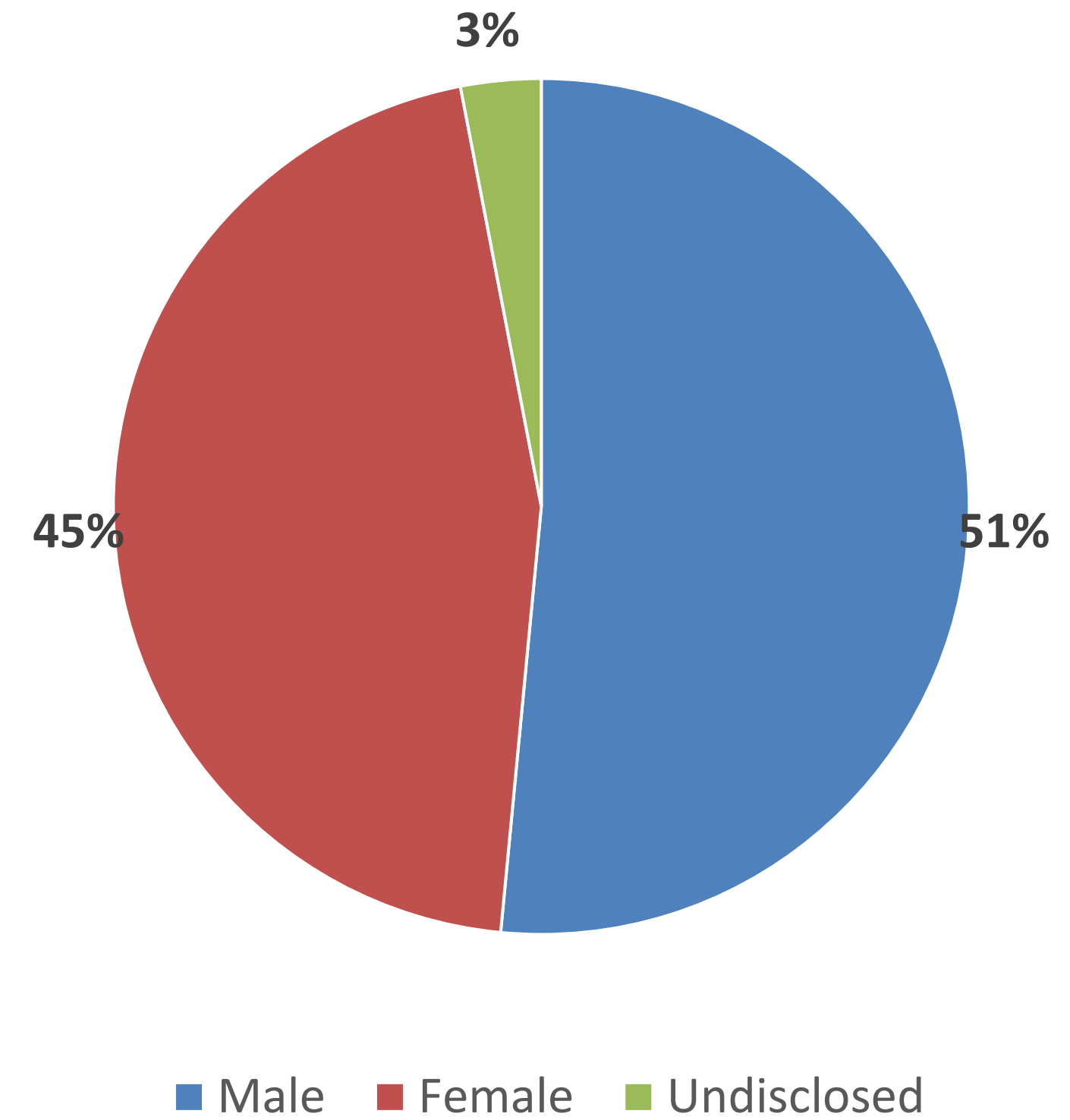
## Countries tending to bring more *female* pax:

- China (63%)
- Dominican Republic (66%)
- Jamaica (65%)
- Lithuania (61%)
- Malaysia (61%)
- Nigeria (60%)
- Taiwan (65%)
- Thailand (68%)

## Countries tending to bring more *male* pax:

- Albania (65%)
- Armenia (62%)
- Cyprus (70%)
- Egypt (80%)
- Greece (66%)
- Jordan (94%)
- Macedonia (63%)
- Turkey (68%)
- Uzbekistan (75%)

Overall Gender Breakdown



# Amusement Parks

Not a good fit

Croatia  
Serbia  
United Kingdom

Sometimes a fit

Albania  
Bulgaria  
Czech Republic  
Cyprus  
Egypt  
Ireland  
Kosovo  
Lithuania  
Malaysia  
Montenegro  
North Macedonia  
Poland  
Russia

Great fit!

Armenia  
China  
Colombia  
Ecuador  
Georgia  
Jamaica  
Jordan  
Kazakhstan  
Mexico  
Mongolia  
Nigeria  
Romania  
Spain  
Taiwan  
Thailand  
Turkey  
Ukraine  
Uzbekistan

# Life guards

Not a good fit

Cyprus  
Croatia  
Egypt  
Indonesia  
Kosovo  
Mexico  
Mongolia  
Nigeria  
Jamaica  
Serbia  
United Kingdom

Sometimes a fit

Albania  
Armenia  
Bulgaria  
China  
Dominican Republic  
Ireland  
Kazakhstan  
Malaysia  
Lithuania  
Thailand  
Ukraine  
Uzbekistan

Great fit!

Colombia  
Czech Republic  
Ecuador  
Georgia  
Jordan  
Macedonia  
Poland  
Romania  
Spain  
Taiwan  
Turkey

# National Parks

Not a good fit

Armenia  
Croatia  
Ireland  
Kosovo  
Montenegro  
Nigeria  
Serbia  
United Kingdom

Sometimes a fit

Albania  
Cyprus  
Czech Republic  
Egypt  
Georgia  
Jamaica  
Jordan  
Kazakhstan  
Mexico  
North Macedonia  
Russia  
Ukraine

Great fit!

Bulgaria  
China  
Colombia  
Dominican Republic  
Ecuador  
Lithuania  
Malaysia  
Mongolia  
Poland  
Romania  
Spain  
Taiwan  
Thailand  
Turkey  
Uzbekistan

# Hotels and Resorts

Not a good fit

Mexico  
Nigeria  
Ukraine

Sometimes a fit

China  
Ecuador  
Egypt  
Georgia  
Ireland  
Jordan  
Kazakhstan  
Mongolia  
Poland  
United Kingdom  
Uzbekistan

Great fit!

Albania  
Bulgaria  
Colombia  
Croatia  
Cyprus  
Czech Republic  
Dominican Republic  
Jamaica  
Lithuania  
Malaysia  
Montenegro  
North Macedonia  
Romania  
Serbia  
Spain  
Taiwan  
Thailand  
Turkey



QUESTIONS?



Showcasing your jobs



# Showcasing your jobs – why is it important?

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Want to attract the best of  
the best participants

Competitive landscape  
with other jobs

Want to paint a realistic  
picture of what to expect

Stand out!

First impressions count

Create BUZZ around your  
jobs and company

# How do participants see your jobs?

## HOST PORTAL - BEACON

# MY ACCOUNT

User Name \*

Password \*

Log In

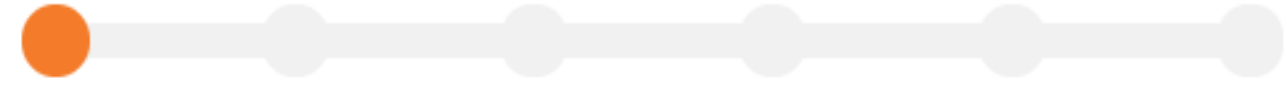
[Reset your password?](#)



# KINGS LANDING

Work & Travel USA Host 2020 Winter

EXCHANGES ID: 200021097

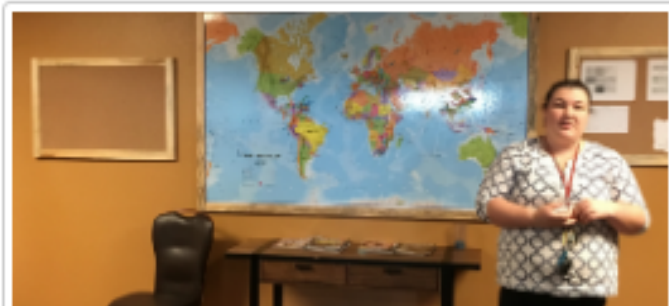


## In Progress

Profile is in progress

Complete all sections and sign your host agreement

Change Application Status



Miami, FL

Main Program Contact

-

Primary Point of Contact for Participants

-

CIEE Recruitment Consultant

[Amanda Good](#)

CIEE Recruitment Coordinator

[Jack Obery](#)



YOUR COMPANY

Edit



CULTURAL OPPORTUNITIES

Start



PHOTOS AND VIDEOS

Edit



ARRIVAL INFORMATION

Start



EMPLOYEE ONBOARDING

Finish



HOUSING AND TRANSPORTATION

Start



SITE ROLES

Start



WORKSITE DOCUMENTATION

Start

# Your view in Beacon:

# Your view in Beacon:

Sorting By:

<input type="checkbox"/>		Placement Profile Name	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>		<input type="text"/>					
<input type="checkbox"/>			Ride Operator				
<input type="checkbox"/>			Food Service Ambassador				
<input type="checkbox"/>			Shallow Water Guard				
<input type="checkbox"/>			Merchandise Sales Ambassador				

# What participants see when they first log in:

## Company Name HERE

As part of the Discovery Cove family, you'll enjoy a fun, fast-paced environment and great teammates, as well as: Discounted park admission to Discovery Cove, and free admission to SeaWorld and Aquatica Discounted park admission tickets and passes for family and friends FREE provided transportation to and from work Work with employees from all over the world Park...

[See Jobs](#)

U.S. STATE Florida  
CITY Orlando



## Company Name HERE

We are HAP Alaska - Yukon. We are the largest tour operator in Alaska and the Yukon. Each of the work locations for HAP offers exciting, once-in-a-lifetime travel experiences and cultural opportunities for all employees. Additionally, overtime, bonuses and second jobs in many locations allow students to earn enough to repay program fees and travel. Referral...

[See Jobs](#)

U.S. STATE Alaska  
CITY Healy

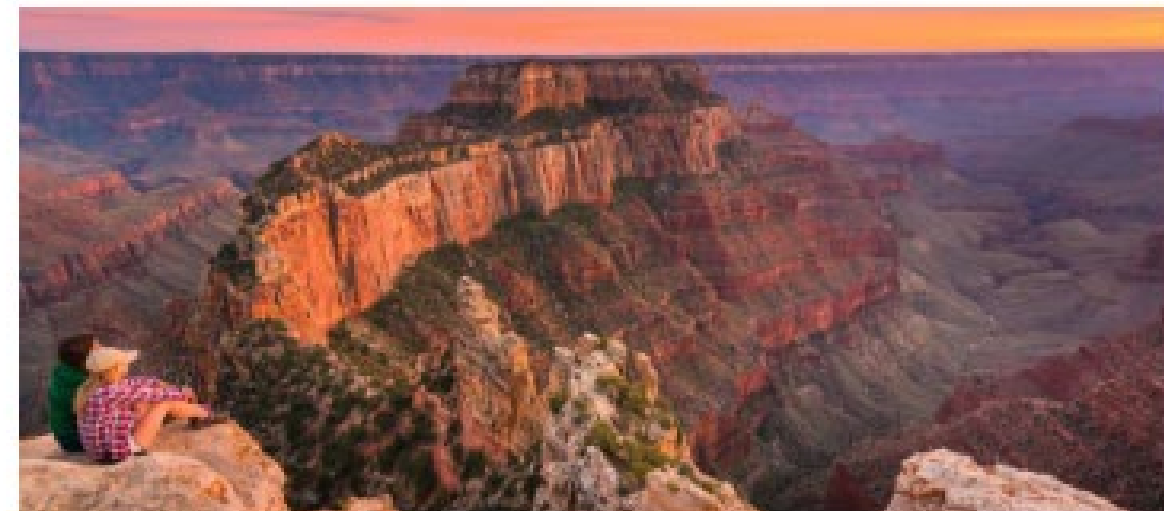


## Company Name HERE

Recognized as one of the great seven natural wonders of the world, the sheer majesty and beauty of the Grand Canyon is unsurpassed. It is truly breathtaking. Students will live and work at the South Rim of Grand Canyon. This is a great area for hiking (with over 100+ miles of premier hiking trails), bird watching and wildlife viewing, star gazing, and more. In addition to the natural...

[See Jobs](#)

U.S. STATE Arizona  
CITY Grand Canyon



# What participants see:

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## Aquatica Orlando Water Park

**U.S. STATE** Florida  
**CITY** Orlando



As part of the Aquatica family, you'll enjoy a fun, fast-paced environment and great teammates, as well as:

- FREE park admission to SeaWorld and Aquatica, and discounted admission to Discovery Cove
- Discounted park admission tickets and passes for family and friends
- FREE provided transportation to and from work
- Work with employees from all over the world
- Park discounts on food, merchandise, etc.

# What participants see within the job:

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^ **Food & Beverage  
Service Ambassador**

March 7th to April 9th

May 15th to June 30th

10 weeks

\$13.00/hour

**JOB DESCRIPTION**

Hungry for a job where you can deliver great guest service in a fun, fast-paced, one-of-a-kind environment? Do you want more than just a taste of success? Looking to get your fill of variety and excitement? Get ready to experience a fast-paced, fun, one-of-a-kind job at SeaWorld, Discovery Cove or Aquatica Park!

What you get to do:

As a Food Service Ambassador, you'll ensure a great eating experience for our guests in a variety of venues, including restaurants, carts/kiosks, specialty snack carts, coffee shops, dessert stations, etc. Wherever you serve, you will:

- Enthusiastically greet and welcome guests

# An example of a profile that needs improvement:

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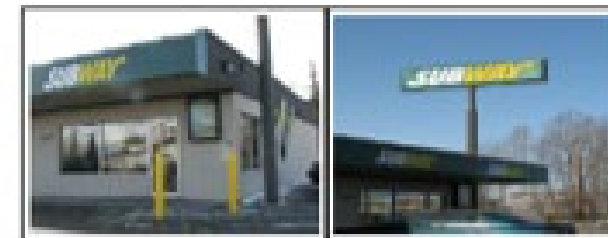
U.S. STATE: Alaska  
CITY: Anchorage



Anchorage, Alaska is the gateway to Alaska adventure. The city combines wild Alaskan beauty, convenient urban comforts, mesmerizing outdoor spaces, and captivating arts and culture. Find sparkling glaciers, abundant wildlife, vast parks and trails, and dazzling northern lights. A visit to Anchorage opens doors to the best of Alaska, all in one place. While a lot of regions are coy about their snowfall and the fun to be found under blankets of white, Anchorage has plenty to boast.

Things To Do in Winter in Anchorage: Northern Lights Viewing, Dog Sledding, Skiing, Heli-Skiing and snowboarding, Cross-Country Skiing, Snowmobiling, Ice Fishing, Ice Climbing, Snowshoeing, Winter Fat Tire Biking on groomed trails, Ice Skating and hockey, celebrating wintertime festival that celebrates the culture and pioneering spirit of the people, watch the start of the Iditarod Sled Dog Race, and much more to see and do. Oftentimes times we have gift cards and certificates to many of these events we pass on to our team members.

- Staff perks



Job Title	Start Date Range	End Date Range	Minimum Work Period	Hourly Wage
Customer Service - Sandwich Artist	December 1st to December 24th	March 4th to March 31st	See work dates	\$14.00/hour

## HOUSING

Housing Provided? No

## CULTURAL OPPORTUNITIES

Community

Things To Do in Winter in Anchorage:

Northern Lights Viewing, Dog Sledding, Skiing, Snowboarding, Snowmobiling, Ice Fishing, Ice Climbing, Snowshoeing, Winter Fat Tire



# What participants want:

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- ☺ Affordable housing
- ☺ High wage
- ☺ End of season bonus option
- ☺ Working a full schedule
- ☺ Overtime potential

## Location & Proximity

- ☺ Are you close to a city, area attractions, the ocean, national monuments and landmarks?
- ☺ What makes your area amazing?
- ☺ Opportunities for shopping
- ☺ Area transportation

## Cultural Opportunities

- ☺ Does your company host fun cultural opportunities like holiday celebrations, staff parties//picnics, and/or group activities? Talk it up!
- ☺ Do you help organize a group trip to an activity//destination?
- ☺ Will they interact with other cultures on the job and in their community?

Market your full program potential!

# Focus on:

## The Perks

- ☺ Formatting! Bullet out the details, making them easy to read
- ☺ No long paragraphs
- ☺ Discounts, Company passes, Scenery, Location, Proximity

## Accuracy

- ☺ Make sure you're painting an accurate picture of the job, company and area
- ☺ Be clear about rules and regulations like smoking onsite, visible tattoos and piercings, grooming habits like facial hair or unnatural hair colors

## Visuals – photos & videos

- ☺ Upload photos of:
  - Location
  - Participants working
  - Housing (inside and out)
  - The overall area
  - Outside of the main buildings
  - Recreation areas
  - EDRs
- ☺ Include links to videos, training tutorials, testimonials

Highlight what makes your company stand apart from the rest!

# Extras:

## Videos

- ☺ Housing
- ☺ On the job
- ☺ A day in the life . . .
- ☺ The community
- ☺ Meet the Managers

## Participant testimonials

- ☺ Interview current participants or ask them to submit a video summarizing their experience. Upload to YouTube and include that link in your profile for future year's participants to watch\*\*
- ☺ Hold a Video Contest with this year's group of participants, choose a theme, give a prize\*\*

## Calendar of Events

- ☺ Incorporate employee events as well as community events.
- ☺ What were some of the activities previous year's students did?

\*\*remember, always make sure to include a disclaimer or ask your participants if it's ok to use their video//photos for future marketing materials!

# Don't forget to include . . .



## Marketing materials

A 1-2 pager drawing out important information such as:

- Company Overview/Perks
- Housing Info (cost, what to bring, what is provided, how much it is, a realistic snapshot of how bougie or rustic it is)
- Additional costs and what is included
- Arrival Info: EXACTLY how and when they need to get from the airport to their arrival location (housing? HR office?)
- Best arrival airport
- Drug test?
- Uniform requirements? What do they bring, what is provided?
- PHOTOS OF APPROVED ITEMS!
- Dress code (hair, piercings, tattoos..)

## Know your audience

This generation does well with short, action-packed snippets of consolidated information:

### Version one

During your time at CIEE you will be living minutes from the Atlantic Ocean, enjoy an employee lobster bake, sail around the Maine islands, have lots of pot luck dinners with new friends and celebrate with an end of season trip to Boston!

### Version two

This summer with CIEE you will:

- ✓ Live minutes from the Ocean
- ✓ Enjoy an employee lobster bake
- ✓ Sail around the Maine Islands
- ✓ Have Pot Luck Dinners with new friends
- ✓ End of Season Boston Trip

# Spice it up!

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Sales pitch vs Wikipedia entry

It's more than a job –it's an  
**EXPERIENCE**

Does your 18+ year old self want to  
go there?



# Social Media Platforms

JUL  
2023

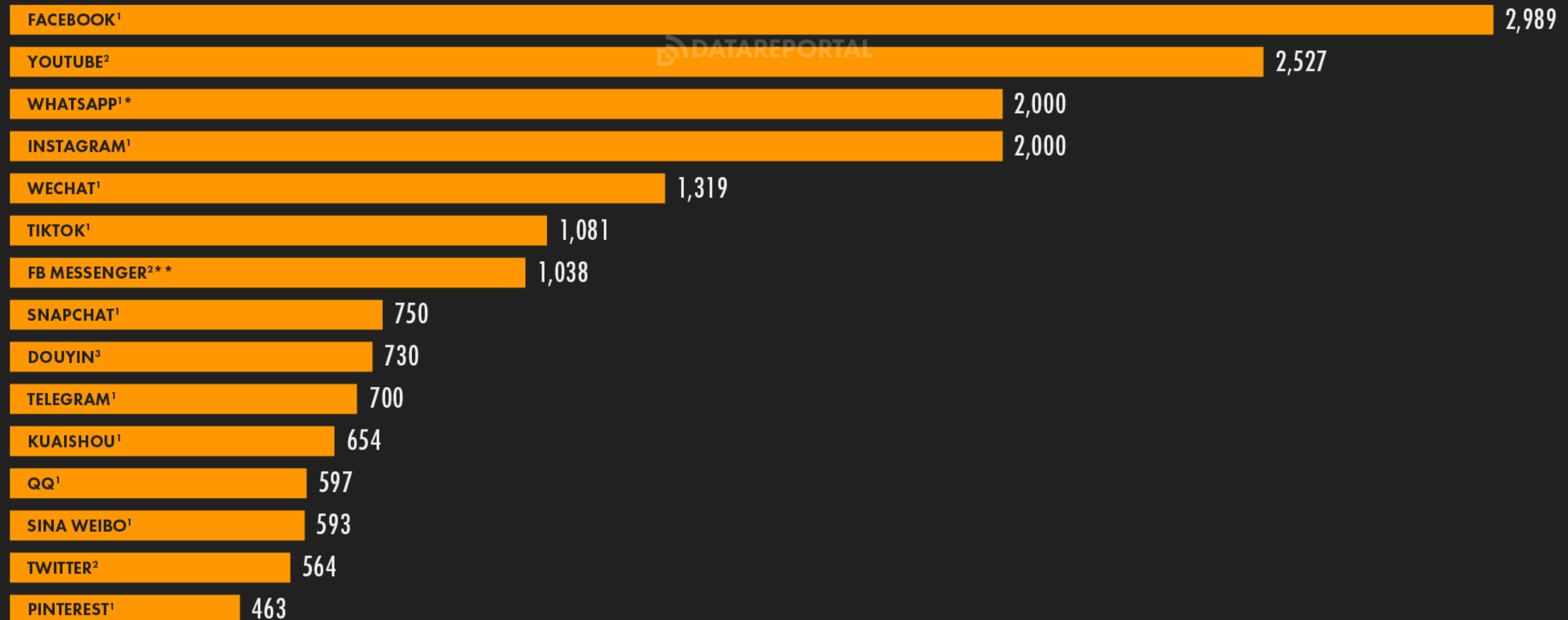
## THE WORLD'S MOST USED SOCIAL PLATFORMS

RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS) (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)

NOTE: SIGNIFICANT ANOMALIES IN THE DATA PUBLISHED IN TWITTER'S OWN AD TOOLS MEAN WE ARE CURRENTLY UNABLE TO REPORT A RELIABLE FIGURE FOR TWITTER USE, SO IT DOES NOT APPEAR IN THIS RANKING



GLOBAL OVERVIEW



# Social Media Platforms

JUL  
2023

## MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS IN EACH AGE GROUP USE SOCIAL MEDIA PLATFORMS

**NOTE:** GWI HAVE REVISED THEIR METHODOLOGY. PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW

### 16 TO 24 YEARS OLD

FRIENDS & FAMILY 45.6%

FILL UP SPARE TIME 42.1%

FIND CONTENT (E.G. VIDEOS) 33.4%

SEE TRENDING TOPICS 31.3%

READ NEWS STORIES 30.0%

IDEAS: THINGS TO DO & BUY 28.2%

INFLUENCERS & CELEBRITIES 24.5%

FIND PRODUCTS TO BUY 24.1%

MAKE NEW CONTACTS 23.8%

AVOID MISSING OUT 23.6%

### 25 TO 34 YEARS OLD

FRIENDS & FAMILY 46.2%

FILL UP SPARE TIME 37.5%

READ NEWS STORIES 33.7%

FIND CONTENT (E.G. VIDEOS) 31.2%

SEE TRENDING TOPICS 29.8%

IDEAS: THINGS TO DO & BUY 27.6%

FIND PRODUCTS TO BUY 26.7%

WATCH LIVE STREAMS 24.8%

SEE CONTENT FROM BRANDS 24.3%

WATCH OR FOLLOW SPORTS 24.0%

# Social Media Platforms

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THANK YOU!

QUESTIONS?