

Annual Report 2025



About the International Student Identity Card (ISIC)

What is ISIC?

The International Student Identity Card (ISIC) is the only globally accepted proof of full-time student status. Created by group of European students in 1953, over the years, the ISIC card has supported over 120 million students worldwide through their studies. Every year millions of students around the world use ISIC to prove their official student status and access thousands of student discounts, offers and services worldwide.



Who is behind the ISIC?

The ISIC Association is the non-profit organization behind the management, growth and development of the International Student Identity Card (ISIC). Through the wide range of opportunities available to cardholders, the ISIC Association aims to play a supporting role in improving intercultural understanding, increasing educational opportunities and facilitating student life across the world.

The Mission of the ISIC Association is 'To make student life better'.

Our aim is to provide all bona-fide students, regardless of their nationality, race, gender or religion, with the opportunity to prove their student status in every country worldwide, via an official and affordable identifier of student status. This unique identifier aims to allow students access to preferential travel opportunities, specially negotiated services, discounts and experiences in every area and stage of student life, consequently reducing the cost of being a student.

Making student life better

1953
CREATED BY STUDENTS
FOR STUDENTS

150,000+
BENEFITS, SERVICES
AND DISCOUNTS

1968
ENDORSED BY UNESCO

30,000+
PARTNERSHIPS

104
ISSUING COUNTRIES

2,600+
ACADEMIC PARTNERSHIPS

1953 FORMATION

ISIC is created in Copenhagen, Denmark by the Union of students

1968 ENDORSEMENT

UNESCO endorses the ISIC card, recognizing it as the only internationally accepted proof of full-time student status

1970 STUDENT TRAVEL

ISIC begins expanding the alliances with airline companies to give students access to affordable and flexible traveling worldwide

1989 PLASTIC CARD INTRODUCTION

The plastic cards are introduced and started replacing the paper documents

1990 CO-BRAND DEVELOPMENT

ISIC begins further expanding its services, offering co-brand opportunities to educational institutions and other partner sectors

1993 SUPPORTING STUDENT MOBILITY

An updated Memorandum of Understanding is signed by the ISIC Association and UNESCO, outlining areas for mutual co-operation in the aid of student mobility and other partner sectors

2016 ISIC GOES VIRTUAL

ISIC launches virtual ID and global app

2013 60 YEARS ANNIVERSARY

ISIC celebrates its 60th anniversary

2008 REBRANDING

ISICA launches a new logo and design for ISIC, ITIC and IYTC

2007 PARTNERSHIP WITH MASTERCARD

ISIC Mastercard co-brand is offered as a credit card, debit card and pre-paid card

2005 STRATEGIC PARTNERSHIPS

ISIC starts cooperating with partners like AIESEC, UNWTO, Mastercard, Microsoft, British Council IELTS, Lonely Planet and The Economist to provide better offers to students worldwide

2001 LIFESTYLE CARD

ISIC starts providing new offers and services to meet the daily needs of students, becoming recognized as the lifestyle card

2018 BRAND REFRESH

ISICA begins work on a brand refresh project with the aim of modernizing the ISIC brand's visual identity and increasing co-branding flexibility

2019 NEW ISO TEAM

New ISIC Service Office is established in Belgrade, Serbia

2022 VERTICAL ID AND NEW MOBILE APP

ISIC introduces the vertical ID and launches a new mobile app

2023 70 YEARS ANNIVERSARY

ISIC celebrated its 70th anniversary

2025 MEMBER OF ECOSOC

ISIC Association granted special consultative status with UN ECOSOC



Governance

The ISIC Association Board

The ISIC Association Board is composed of up to 10 members who are responsible for overseeing the strategy and direction of ISIC operations at an international level. Their main goal is to guide the overall management of the ISIC Association. Additionally, each board member leads an ISIC Subcommittee to carry out administrative functions on behalf of the Board and the Association.



2025/2026 ISIC Association Board

Sanita Rugina - IT Subcommittee
 Veronika Rastvortseva - Events Subcommittee
 Colman Byrne - Membership Subcommittee
 Peter Robertson - International Governmental organisations Subcommittee
 Miloš Milenković Chairman of the Board - Governance Subcommittee
 Michal Bucko - Expansion Subcommittee
 Matt East - Commercial Partnership Subcommittee
 Marcus Ehasoo - Students Subcommittee
 Ulf Banser - Financial Subcommittee

ISIC Service office

The ISIC Service Office operates globally on behalf of the ISIC Association. Headquartered in Belgrade, Serbia, the ISIC Service Office provides a range of services to support the growth and development of the ISIC program, including marketing and communications, issuer support, quality control, research and development.



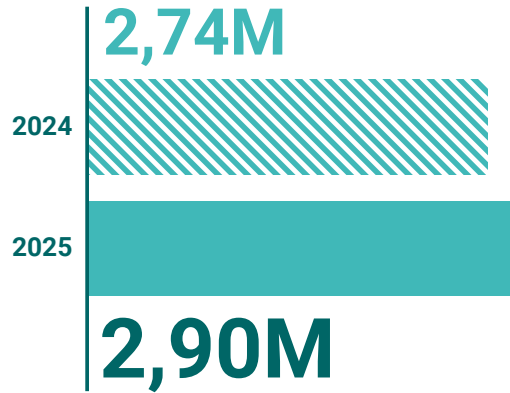
Miloš Milenković

Chairman of the
ISICA board

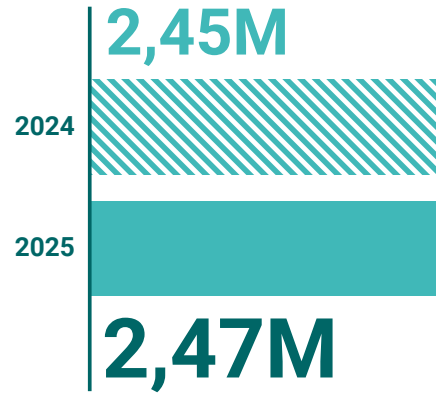
“As we reflect on the achievements and progress of 2025, our Association continues to move forward with clarity and purpose. Inspired by the pioneering vision that led to the founding of ISIC in 1953, we advanced our strategic discussions, strengthened our structures, and fostered collaboration across our global network. These efforts reinforce our commitment to delivering meaningful value to our members and partners, while continuing to enhance student opportunities and experiences worldwide.”

Global statistics

NUMBER OF CARDS ISSUED



NUMBER OF CO-BRANDED CARD ISSUED



TOP 5 COUNTRIES THAT ISSUED THE MOST CARDS IN 2024:



ISIC MOBILE APP



747K +
ISIC APP DOWNLOADS



1,23M
ACTIVE USERS



4.5 STARS
AVERAGE APP RATING

SOCIAL MEDIA



44+
LOCALISED ISIC
FACEBOOK PAGES



538K +
FOLLOWERS ACROSS ALL PAGES



53+
LOCALISED ISIC
INSTAGRAM PAGES



185K +
FOLLOWERS ACROSS ALL PAGES

TOP 5 DISCOUNT CATEGORIES



FOOD AND DRINK



SHOPPING



TRAVEL



ENTERTAINMENT



ACCOMMODATION

ISIC partnerships

ISIC's Benefit Partners



ISIC's Global Strategic Partners



Interested in becoming a partner? Please find all relevant information [HERE](#).

MAKING STUDENT LIFE BETTER



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The ISIC Association is a non-profit organisation seated in Denmark. The operations of the ISIC Association are carried out by the ISIC Service Office d.o.o., an independent management company based in the Serbia and wholly owned by the ISIC Association.

The ISIC card has been endorsed by the United Nations Educational, Scientific and Cultural Organization (UNESCO) since 1968.

Organization in special consultative status with the UN Economic and Social Council since 2025.

The ISIC Association is proud to be an Affiliate Member of the United Nations World Tourism Organization (UNWTO).

The ISIC Association is honoured to be an International Association of Universities (IAU) Affiliate Member.

The ISIC Association is a founding member of the World Youth Student and Educational (WYSE) Travel Confederation.

