

INTERNATIONAL YOUTH LEISURE MARKET

SEGMENT



MARKET OVERVIEW

The international youth leisure market can be broadly defined as young, independent, adventurous visitors aged 15 - 29 years old from overseas. This includes young people on holiday, visiting friends or relatives or on a working holiday. This fact sheet focuses on the youth leisure market. Youth visitors travelling purely for study or employment reasons have not been included in this fact sheet as they often have uniquely different travel characteristics.

There are more than 740,000 international youth leisure visitors to NSW¹. They make up just over one-third of all international leisure visitors to NSW, however, due to their long length of stay they contribute to almost half the international leisure nights spent in the state.

Youth leisure travellers are digitally savvy experience seekers, with a high energy approach to travel and willingness to participate in a range of social, outdoor and nature-based adventurous activities, and local attractions either independently or through organised tours. They may also combine travel with experiential opportunities such as volunteering, internships and paid work.

As a young age group, youth leisure travellers tend to have lower than average incomes and are price sensitive value seekers. Yet they are willing to stretch their budget to seek out personal indulgences and memorable experiences.

The youth leisure segment spends more than any other leisure travel segment in New South Wales mainly due to a higher than average length of stay and propensity to combine work, visiting friends/family and holiday/leisure experiences.

Youth, like other international travellers are looking for iconic and uniquely Australian experiences. NSW's natural diversity is an asset: European travellers are inspired by Australia's outdoor and beach culture while Asian and North American visitors are interested in nature-based activities.

This market responds to respectful engagement, inspiration, empowerment and education. They have the potential to become lifelong ambassadors for NSW and Australia.

Many tourism products in NSW have the potential to appeal to young and adventurous travellers providing opportunities for new product development tailored to the market's interests and needs.

1. International Visitor Survey, YE June 2011 (Tourism Research Australia).



Where are they from?

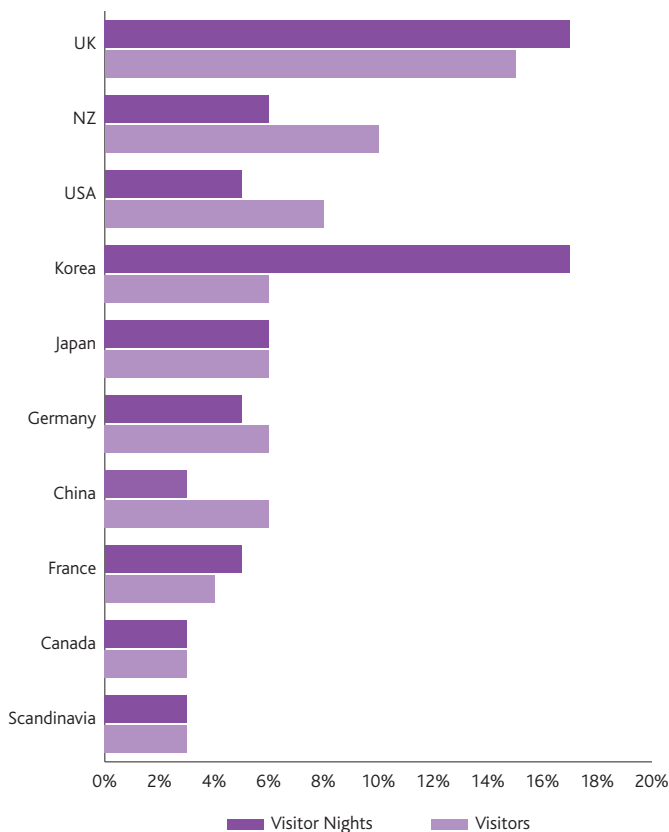
The majority of international youth leisure visitors to NSW are from Western countries. Visitors from the United Kingdom make up the largest youth market, followed by New Zealand and USA, with Germany, Japan and Korea contributing equally. While Korean visitors are the fourth largest market to NSW, they rank equal first with the UK in terms of nights due to the longer length of stay by working holiday makers.

Popular destinations

More than half of the international youth leisure market in Australia visit NSW. They spend more nights in NSW than any other state in Australia.

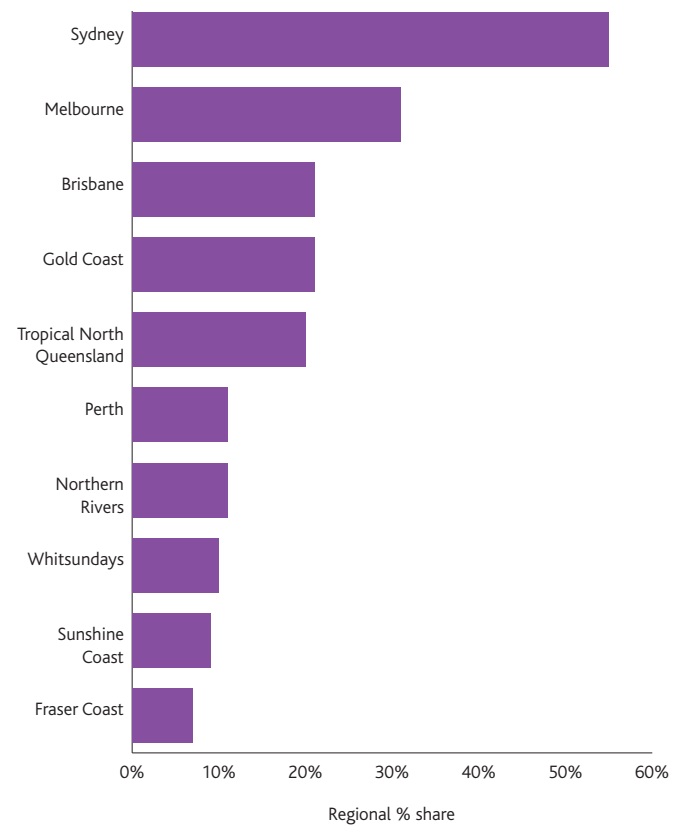
Sydney is the most popular region visited in Australia, followed by Melbourne, Brisbane and the Gold Coast.

Top 10 countries contributing to the youth leisure market in NSW



Source: International Visitor Survey, YE June 2011 (Tourism Research Australia).

Top 10 regions in Australia visited by the youth leisure market



Source: International Visitor Survey, YE June 2011 (Tourism Research Australia).

above: Luna Park's famous face with ferris wheel in the background.



YOUTH TRAVELLERS ARE LOOKING FOR ICONIC AND UNIQUELY AUSTRALIAN EXPERIENCES. EUROPEAN TRAVELLERS ARE INSPIRED BY AUSTRALIA'S OUTDOOR AND BEACH CULTURE WHILE ASIAN AND NORTH AMERICAN VISITORS ARE INTERESTED IN NATURE ACTIVITIES.

Within NSW the most popular regions for young people to visit are Sydney, Northern Rivers and Mid North Coast as they make their way from Sydney up along the east coast of Australia.

Youth leisure market travel to regions in NSW

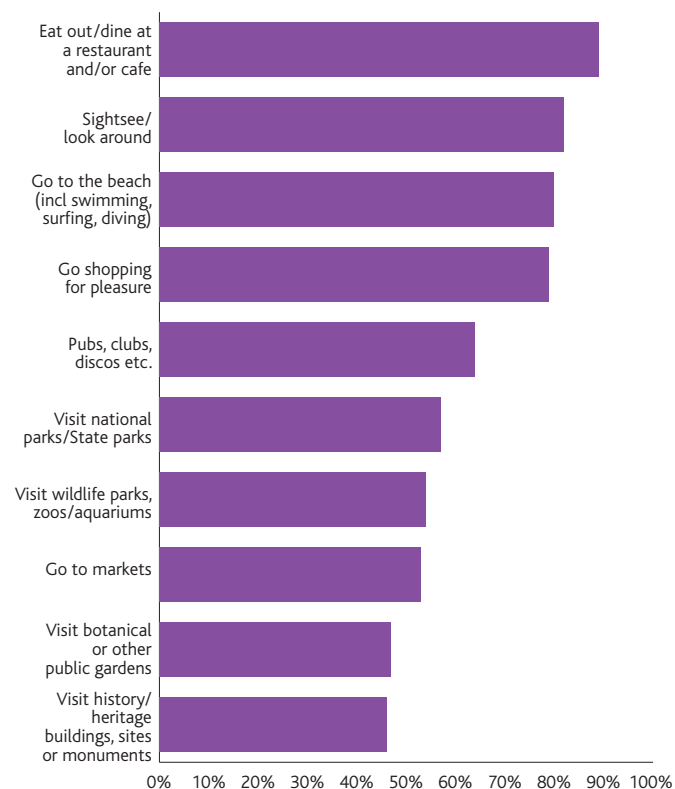
| | Visitors | | Nights | |
|------------------------|------------|-------------|---------------|-------------|
| | ('000) | % | ('000) | % |
| Sydney | 691 | 93.1% | 14,007 | 81.3% |
| Northern Rivers | 131 | 17.7% | 866 | 5.0% |
| Mid North Coast | 64 | 8.6% | 339 | 2.0% |
| Hunter | 44 | 5.9% | 539 | 3.1% |
| South Coast | 33 | 4.4% | 328 | 1.9% |
| Blue Mountains | 24 | 3.2% | 103 | 0.6% |
| New England North West | 11 | 1.5% | 228 | 1.3% |
| Central NSW | 9 | 1.2% | 210 | 1.2% |
| Central Coast | 8 | 1.1% | 114 | 0.7% |
| Snowy Mountains | 7 | 0.9% | 97 | 0.6% |
| Riverina | 6 | 0.9% | 255 | 1.5% |
| Capital Country | 5 | 0.7% | 78 | 0.4% |
| Outback NSW | 4 | 0.5% | 48 | 0.3% |
| The Murray | 4 | 0.5% | 24 | 0.1% |
| NSW Total | 742 | 100% | 17,236 | 100% |

Source: International Visitor Survey, YE June 2011
(Tourism Research Australia).

Popular activities

The top individual activities undertaken by the youth leisure market during their trip in Australia were:

Top 10 activities undertaken during trip to Australia



Source: International Visitor Survey, YE June 2011
(Tourism Research Australia).



DEVELOPING PRODUCTS WITH YOUTH LEISURE APPEAL

Nature

Nature-based experiences are incredibly popular amongst this market with more than three-quarters participating¹. Five out of the top ten activities experienced by this market are based around nature and our unique environment.

Nature activities are often the most memorable experiences for youth leisure visitors. This market ranked beach and sun as one of the most memorable experiences of Australia (after socialising²). Other popular experiences included interacting with nature, wildlife, Outback, national parks, diving, snorkelling, surfing and sightseeing within natural environments.

Our natural environment is one of the key themes young people associate with Australia. Asian travellers in particular are very interested in wildlife and nature experiences such as wildlife parks and European travellers enjoy exploring the Australian Outback. Nature activities that appeal to this market include:

- Wilderness hikes
- Eco accredited tours and accommodation
- Swimming with dolphins
- Wildlife parks and up close animal experiences
- Seeing native animals in the wild
- Camping.

Adventure

Half of the international youth leisure market to NSW participate in adventure activities¹.

A survey of more than 1500 backpackers in Australia² confirms young people feel that *travelling to experience intense physical adrenalin experiences* is a very important motivator for travel.

These travellers report that Australia is one of the best countries to offer adventure activities. In 2011, research was undertaken to identify why youth leisure travellers chose Australia for their holiday destination. Almost half of all the respondents chose Australia to have an adventure, making it the most popular motivator for travel.

Intense adrenalin experiences are of most interest to backpackers from the United Kingdom, however less popular amongst Asian visitors.

Adventure experiences can include adrenalin-based tours, high-energy activities and exploring the wild. Popular adventure activities for this market include:

- Skydiving
- Abseiling and canyoning
- Scuba diving and snorkelling
- Dune buggies
- Mountain biking
- Kayaking.

Coastal lifestyle

Eighty percent of youth leisure visitors visit the beach while in Australia making it the third most popular activity undertaken by this market. Youth leisure visitors from Europe are more likely to visit the beach with almost all youth leisure visitors from the Netherlands, Italy, Scandinavia, France, Germany and the United Kingdom heading to the beach at some stage during their trip.

Australian beaches are well known for surfing and this activity has been growing in popularity amongst the youth leisure market. In 2011, 18 percent of the international youth market went surfing in Australia³, growing two and a half times since 2004³.

Coastal lifestyle experiences that appeal include:

- Surf lessons and tours
- Stand up paddling
- Camping near beaches
- Diving and snorkelling
- Visiting coastal villages
- Sailing.

1. International Visitor Survey, YE June 2011 (Tourism Research Australia).

2. Sustainable Tourism CRC (STCRC), Evolution of the Backpacker Market and the Potential for Australian Tourism, 2009.

3. International Visitor Survey, YE June 2004 (Tourism Research Australia).



Outback

Over the past decade, youth leisure visitors made up almost a third of all international leisure visitors to Outback NSW. More than 10 percent of international leisure youth visitors surveyed by the STCRC felt the Outback was one of the most memorable experiences in Australia.

Australian Outback and country experiences that appeal include:

- Exploring unique Outback landscapes
- Interacting with Aboriginal culture
- Working on a sheep/cattle station
- Horse-riding.

Aboriginal culture

Even though the international youth leisure visitors claim Aboriginal culture had little or no influence on their actual decision to travel to Australia, 26 percent participated in an Aboriginal activity during their trip⁴. While one in five will experience an Indigenous dance/performance, the most popular ways for the youth market to engage are via activities where they can learn about weapons, music, art/craft and rock art/carvings. Aboriginal attractions based on authentic interactions and sharing culture hold more appeal to the market than performances in front of an audience. An Indigenous Tourism survey⁵ conducted by Destination NSW investigated what visitors are looking for in an Aboriginal experience:

- Visitors to Indigenous tourism product typically are keen to learn and interact with Aboriginal people as well as be entertained
- Authentic connections and insights into Aboriginal culture, spirituality and country is a critical element
- There is interest in learning about contemporary Indigenous culture, lifestyle and also contemporary issues affecting Indigenous people.

Aboriginal experiences that appeal include:

- Aboriginal-guided tours
- Bush tucker tasting
- Stories and spirituality.

Journeys

Youth leisure travellers enjoy making journeys as they can explore new places and learn about Australia and themselves. The market is traditionally made up of visitors who self-drive and/or take cheap flights or long-distance transport options.

More than a third of all youth leisure visitors travelled in a private vehicle during their trip in Australia⁶. This figure has increased 15 percent since 2001 showing the popularity of self-drive holidays amongst this market. Journeys usually contain stopovers in more than one destination.

The youth leisure market looking to undertake a journey with a number of stopovers generally needs assistance with:

- Car, caravan or campervan hire
- Hop-on, hop-off coach tour routes
- Regional rail connections.

Festivals and events

Festivals and events are key drivers to entice young people to travel, particularly to regional areas. Research⁶ demonstrates that almost half of all international event attendees travel to a destination and stay specifically for the event. Events are lucrative for both the organiser and the destination, due to the economic flow on effect to local businesses. Festival attendees frequently plan extra days either side of the event to make the most of the destination. They become locals for the weekend, engaging in the local nightlife, eating out at popular spots, resting and exploring.

Event packages allow for the ease of organising travel and give travellers a total known cost for the trip, which festival-goers appreciate⁶.

Almost one in four (or 175,000) international youth leisure visitors to NSW attended a festival, fair, cultural or sporting event during their stay in Australia⁴.

4. International Visitor Survey, YE June 2011 (Tourism Research Australia).

5. Survey of Indigenous Tourism, 2002 (Tourism NSW).

6. TNS Omnibus, 2011 (TNS)



WHILE BUDGET IS AN IMPORTANT FACTOR IN YOUTH LEISURE TRAVEL, MANY YOUNG TRAVELLERS ARE WILLING TO PAY MORE FOR EXPERIENCES THAT ARE PERCEIVED TO BE UNIQUE AND PRESENT GREAT EXPERIENCES AND VALUE.

Tours and transport

The most popular way for youth leisure visitors to get around is to fly and/or drive a private vehicle. While long distance coach travel is a less popular option, this market is twice as likely to take a long distance coach as the average international leisure visitor. Youth leisure visitors are also more likely to use public transport options.

While budget is an important factor in youth leisure travel, many young travellers are willing to pay more for experiences that are perceived to be unique and present great experiences and value. Youth leisure visitors to NSW spent around \$188 million on organised tours during their trip in Australia⁷ highlighting the importance of promoting tours to this segment.

Tour types that appeal include:

- Guided day tours and activities, featuring iconic, recognised destinations or experiences
- Activities based on adventure, nature, coastal, Outback or Aboriginal experiences
- Multi-day tours from major centres focusing on a core activity, e.g. surf or adventure tours
- Hop-on, hop-off point to point coach tours along major coastal or regional routes.

Day trip operators should consider including pick ups from nearby accommodation.

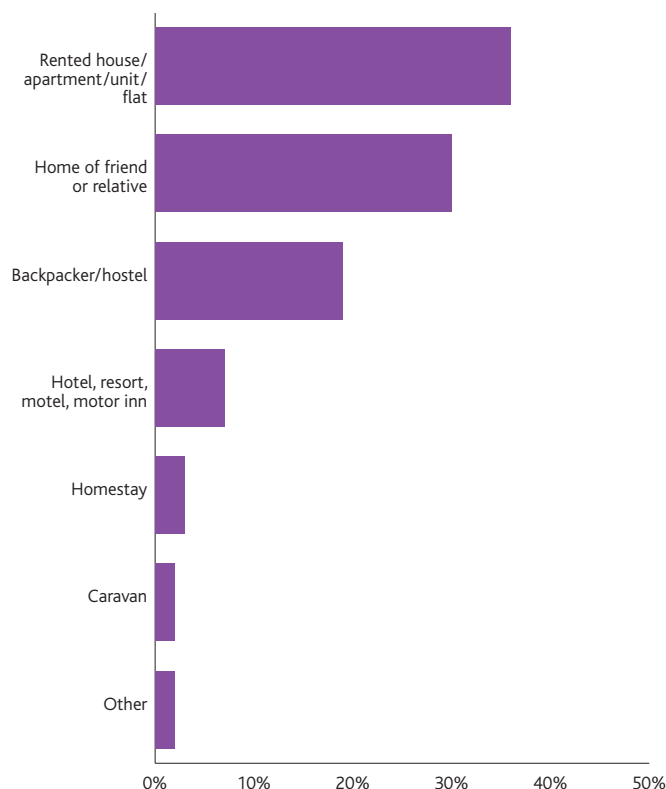
Accommodation

The youth leisure travel market uses a variety of accommodation during their stay in NSW, with budget options a popular choice. Due to the influence of those on a working holiday in NSW the most popular form of accommodation amongst this market are rented houses or apartments consuming more than one third of all nights. This is followed by staying in the homes of friends or relatives and backpacker hostels. Only a relatively small proportion of nights are spent in hotel and motels.

7. International Visitor Survey, YE June 2011 (Tourism Research Australia).

above: Whale watching on Extreme, Jervis Bay, South Coast (Dolphin Watch Cruises Jervis Bay)

Types of accommodation used in NSW by youth leisure markets



Source: International Visitor Survey, YE June 2011 (Tourism Research Australia).

Expectations of hostel accommodation facilities and services are increasing and many things previously considered luxuries are now expected as standard offering. Features in paid budget accommodation that appeal to youth leisure travellers include:

- Individual lockers or secure storage
- Power points in room
- Shared dorm and double/twin share options
- Bed linen included
- Ensuite bathrooms
- Bed lights
- Shared kitchen facilities
- Free WiFi access
- Common areas to socialise
- Organised social events e.g. barbecues, film nights
- Tour desk and/or organised group tour activities.



Working Holidays

Australia currently has cultural exchange agreements with 32 nations, allowing young people to have an extended holiday and supplement their funds with short-term employment. Apart from Korea and Japan most working holiday makers (visa 417) come from European countries. Working holiday makers can stay up to 12 months in Australia, work up to six months with each employer and study up to four months.

For more information on working holiday visas visit www.immi.gov.au

The most desired form of employment for working holiday makers is working in a bar, followed by fruit picking, hospitality work and labouring⁸. More than two thirds of working holiday makers intend to extend their visa by an additional year and spend time undertaking work such as fruit picking in regional Australia⁹. With the money they earn, many choose to holiday within Australia, offering the perfect opportunity to tap into this travel market.

When they are working in regional areas, working holiday makers need activities and services that cater to them. Their mobility is limited by their need to work, therefore they may be looking for opportunities to take shorter trips in and around the region.

Travel, work and volunteering companies

Some companies specialise in providing pre-trip planning for young travellers who are planning to travel and work, volunteer or study in Australia. Often this includes providing 'arrival packages', including a few nights' accommodation in Sydney and an introductory tour. Other services include assistance with setting up mobile phone and bank accounts, as well as job-finding services for young travellers. These companies include:

- American Institute for Foreign Study
www.aifsabroad.com
- Conservation Volunteers Australia
www.conservationvolunteers.com.au
- Gapyear.com
www.gapyear.com

- Oz Intro
www.ozintro.com
- Travel N Work
www.travel-n-work.com.au
- Travellers at Work
www.taw.com.au
- Travellers Contact Point
www.travellers.com.au
- Work and Travel Company
www.worktravelcompany.com
- Work N Holiday
www.worknholiday.com
- UltimateOz
www.ultimateoz.com.au

Rural job-finding programs that target youth leisure and working holidaymakers also present opportunities for tourism businesses to both recruit and target young working holidaymakers in regional NSW. These include:

- Harvest Trail
www.jobsearch.gov.au/harvesttrail
- Willing Workers on Organic Farms (WWOOF)
www.wwof.com.au

8. Backpackers Uncovered, 2011 (TNS).

9. Working Holiday Makers in Mildura 2009-2010 (Monash University)



REACHING YOUTH LEISURE TRAVELLERS

Although many join up with old and new friends during their trip, almost two thirds of youth leisure travellers arrive in Australia on their own. Smaller proportions arrive with friends or relatives, as adult couples or with family.

This market's flexibility to choose and plan once they arrive in Australia is highlighted by the fact that only 17 percent used pre-paid package arrangements for any components of their trip¹⁰.

Young visitors tend to enjoy their freedom and will generally wait until they arrive in Australia before booking things such as accommodation, flights within Australia, tours and activities. They are tech-savvy and will carry out most of their bookings on-line direct with the supplier, with the exception of tours and activities, which they like to book face-to-face¹¹.

They are always on the hunt for exciting things to do in Australia and NSW. So how do you reach them?

Youth travel distributors

Travel distributors can work as an extension of your sales activity by promoting and selling your product to their customers. They usually charge a commission, which can be up to 30%, so tourism operators will need to accommodate commissions in their pricing structure when working with distributors.

Hostel travel desks

Many youth hostels have a travel desk for booking local tours and experiences. Some also have a social coordinator who will run organised tours and activities for groups of young people staying there. Sydney hostels with travel desks include YHA (Central, Railway Square and Sydney Harbour), Base and Wake Up! Sydney. Many regional youth hostels around NSW also offer a similar service.

Retail travel agents

There are a number of retail travel agencies that sell travel to youth leisure travellers. Some will create their own packages and itineraries to sell to consumers, others will sell individual components together, including accommodation, tours and attractions. Retail travel agents for the youth leisure market include:

- Adventure Tours Australia
www.adventuretours.com.au
- Intrepid Connections
www.connections.travel
- STA Travel
www.statravel.com.au
- Travellers Contact Point
www.travellers.com.au
- Tribal Travel
www.tribaltravel.com.au

Online travel agents (OTAs)

As part of your distribution strategy, consider using OTAs to reach young, adventurous travellers. Some examples of OTAs in this market include:

- Hostel World
www.hostelworld.com
- Hostel Bookers
www.hostelbookers.com
- Youth Hostels Association
www.yha.com.au
- Expedia
www.expedia.com

These sites rank highly in search terms and youth leisure travellers also use them to research destinations, so just being listed will improve visibility of your product online, as well as provide opportunities to convert interest into sales.

There are also online wholesalers in this market, such as Website Travel www.websitetravel.com, that don't sell direct to consumers, but provide product that can be sold to youth travellers by retail travel agents.

10. International Visitor Survey, YE June 2011 (Tourism Research Australia)

11. Backpackers Uncovered, 2011 (TNS).



THE KEY IS TO BUILD A COMMUNITY BY ENGAGING IN CONVERSATIONS AND SHOWING INTEREST IN YOUR 'FRIENDS' OR 'FOLLOWERS', RATHER THAN BROADCASTING ONE-SIDED SALES PITCHES.

Inbound tour operators

Working with inbound tour operators is not as important in reaching this segment as it is with other markets, as the international distribution system is based on travellers booking experiences before arriving in Australia, whereas youth leisure travellers tend to book most of their experiences after they arrive. However some youth-oriented tourism products may still benefit from working with inbound tour operators to access youth and other markets through this distribution system. Tourism businesses need to become export ready before promoting their products to inbound tour operators.

For more information on becoming export ready and working with inbound tour operators, visit www.tourism.nsw.gov.au/businessresources.

Online marketing

Your product or business website

- **Design:** It's crucial your website looks good – avoid amateurish website design and reflect your target market in your design, images, features and language.
- **Online bookings:** If you don't have your own online booking system, consider putting one in place so you can convert interest to bookings more quickly.
- **Promote your website:** Having a website is a good start, but you need to direct traffic to it as well. Look at options for search engine optimisation, pay per click advertising, linking to and from other related websites and other online marketing opportunities.
- **Link in your social media:** You can use your website to link content from your social media channels and encourage interactions, including offering a Facebook 'like' button or a Twitter button.

Visit NSW.com and Sydney.com

NSW tours, accommodation, attractions, events and tourism hire companies can register for a free product listing on the consumer Destination NSW websites via the Get Connected program. Visit getconnected.tourism.nsw.gov.au/ for more information or to register.

Link to Destination NSW youth content:

Feature or link to the regional NSW youth video content on your website. Go to www.youtube.com/visitsnw and click the 'Share' button on the videos to create the links. There is also an option for you to embed the video in your own website from the 'Share' button as well.

You can also link to the youth content on the Destination NSW consumer websites:

www.visitsnw.com/youth

www.sydney.com/youth

For more information on the Destination NSW youth program, visit tourism.nsw.gov.au/youthprogram

Social media

Consider how you might engage with your potential customers online through social media such as www.youtube.com, www.facebook.com and www.twitter.com. The key is to build a community by engaging in conversations and showing interest in your 'friends' or 'followers', rather than broadcasting one-sided sales pitches.

When engaging with your customers in social media:

- Create a social media strategy outlining your activities and objectives
- Define what makes you unique
- Be conversational and use a human voice
- Start small and increase activity as you become more confident
- Be creative in how you engage, look for ideas from other industries
- Create a community, provide interest and value
- Enable conversations between fellow users
- Use the tips, tools and case studies social media sites offer, including business.twitter.com/ and facebook.com/advertising

Destination NSW social media channels

Destination NSW produces a range of social media content, some with a specific youth focus. Take a look at how you can engage in the conversations taking place in these communities.

www.youtube.com/visitsnw

www.facebook.com/visitsnw

www.twitter.com/NSWtips



Engage with online travel communities

In addition to your own social media channels, become familiar with some of the existing online communities with a shared interest in travel. These include articles, blogs and forums where you can engage in conversations with travellers and become part of the community. Some of these communities are standalone websites, others are communities fostered by commercial sites, such as OTAs and other services that cater to the market.

Some examples include:

www.gapyear.com

www.globalgossip.com

www.igougo.com

www.travellerspoint.com

www.worldnomads.com

Manage your online reputation:

Young travellers do use online reviews to help plan their travel, including sites like www.tripadvisor.com as well as on OTA sites that retail tourism products. As they trust these sites to book their travel, they are increasingly using them to research destinations, including product they may be interested in.

It's important that businesses are aware of the sites where their products are reviewed and have a strategy for managing their reputation online. This might mean responding to reviews (good and bad) in a positive way.

It also means keeping product information and images fresh on OTA websites, so travellers are able to access current, relevant information.

For free tutorials on web development, online booking systems, online travel agents, working in social media, managing Tripadvisor and more, refer to the Tourism marketing e-kit at www.tourism.nsw.gov.au/tourismekit

Industry networking, events and news

Being an active participant in the youth travel industry is a great way to increase business contacts, develop valuable business partnerships, achieve recognition and place your products in front of potential sales partners and consumers.

Join the Backpacker Operator Association NSW

Network with other businesses targeting backpackers, attend talks and industry events that keep you informed, and have your voice heard as an active industry member. www.boansw.org

Build local relationships

Hostels and visitor information centres can promote or sell your product, so it's important you spend time familiarising them with your product, providing information and training and generally building a good relationship. Some activities you could consider include:

- Invite hostel and visitor centre staff on famils to experience your product
- Provide them with a fact sheet for each of your products
- Provide regular product updates and news.

Attend travel shows and expos

Consumer travel shows and expos allow operators to talk with potential customers, face-to-face. They provide an opportunity to develop new contacts, take bookings and run promotions or competitions that can generate interest and excitement around a product or experience. Youth leisure travel shows include:

- Adventure Travel and Backpacker Expo (Australia)
www.myadventureexpo.com
- TNT Travel Show (UK)
www.tnttravelshow.com
- LA Times Travel & Adventure Show (USA)
events.latimes.com/travelshow/



TRADE SHOWS BRING TOGETHER TRAVEL TRADE BUYERS AND SELLERS IN A BUSINESS-TO-BUSINESS ENVIRONMENT, WHERE THE OBJECTIVE IS TO MAKE VALUABLE CONTACTS AND GENERATE NEW SALES PARTNERSHIPS.

Attend trade events

Stay up to date with the issues facing the industry, latest research and new ideas by attending youth travel conferences with industry peers, including:

- Annual Adventure and Backpacker Industry Conference (ABIC) and Golden Backpacks Awards
backpackertradenews.com
- Australian Tourism Export Council (ATEC) Backpacker & Youth Industry Conference
www.atec.net.au

Trade shows bring together travel trade buyers (e.g. inbound tour operators and wholesalers) and sellers (tourism operators and travel companies) in a business-to-business environment, where the objective is to make valuable contacts and generate new sales partnerships. These are a great opportunity to gain feedback on your product, network and establish relationships with distributors.

Annual trade shows include:

- Independent Travel Exchange (ITE)
backpackertradenews.com
- *World Youth & Student Travel Conference (WYSTC)
www.wystc.org.net
- *Australian Tourism Exchange (ATE)
www.tourism.australia.com

*Operators are required to be export ready before attending some overseas trade shows. For more information on becoming export ready visit www.tourism.nsw.gov.au/resources.

Trade news

There are several newsletters you can subscribe to in order to hear regular news and updates from the youth travel industry. These include:

- Backpacker Trade News
backpackertradenews.com
- Destination NSW Insights industry newsletter
www.tourism.nsw.gov.au
- Tourism Australia Essentials industry newsletter
www.tourism.australia.com

Consumer publications

Take advantage of print and online media targeting the youth travel market through advertising, promotions or publicity.

Travel guides

There are a number of written travel guides that target youth travellers. They vary from print format to online and smartphone applications. These are focused on editorial content rather than advertising, so make sure they are updated on your product.

These include:

- Rough Guides
www.roughguides.com
- Lonely Planet
www.lonelyplanet.com/australia
- BUG Australia
www.bugaustralia.com

Youth travel publications

Locally published magazines that target youth travellers are often distributed in youth hostels, so have high visibility among young travellers. These offer opportunities for listings, print advertising, promotions and editorial. These include:

- TNT Magazine
www.tntmagazine.com
- The Word Australia
www.thewordaustralia.com.au
- Time Out Sydney Magazine
www.au.timeout.com



RESOURCES

Research resources

- Backpacker snapshots and market reports (Tourism Research Australia)
www.ret.gov.au/tourism/tra/snapshots
- Backpackers Uncovered Research, TNS, 2011
- Destination NSW Indigenous Tourism Survey 2002
- Evolution of the Backpacker Market and the Potential for Australian Tourism, 2009 (Sustainable Tourism CRC)
www.crctourism.com.au/BookShop
- International Visitor Survey March 2011 (Tourism Research Australia)
www.ret.gov.au/tourism/tra/international/survey/
- Youth segment fact sheets, insights and marketing activity (Tourism Australia)
www.tourism.australia.com

Business development resources

- **Tourism Business Toolkit**
An introduction to the tourism industry and tips on pricing, packaging and promoting tourism products.
www.tourism.nsw.gov.au/tourismtoolkit
- **Small Business Toolkit**
An online, interactive business resource for small businesses, including a Tourism Module with video case studies, check lists and a tourism business planning tool.
www.smallbiz.nsw.gov.au
- **Tourism Online Marketing eKit**
A series of online marketing tutorials including website development, search engine optimisation, e-marketing, social media, online bookings and more.
www.tourism.nsw.gov.au/tourismekit

Contacts

Destination NSW

Tel: 02 9931 1111

www.destinationnsw.com

Backpacker Operators Association (BOA) NSW

Tel: 02 8267 0402

www.boansw.org

Your local tourism network:

Local Visitor Information Centre(s)

www.visitnsw.com/visitor-information-centres

Regional Tourism Organisation

www.tourism.nsw.gov.au/RTOcontacts

Thanks to the Backpacker Operators Association NSW and the youth tourism industry representatives that contributed insights and feedback on this fact sheet.